

Request for Proposal – Selection of Agency for Annual Maintenance of BRLF’s Website

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Last Date for Submitting Proposals: 31 October 2023

1. About BRLF:

The Government of India set up Bharat Rural Livelihoods Foundation (BRLF) as an independent society under the Ministry of Rural Development. BRLF was established to upscale civil society action in partnership with the central and state governments to ensure better implementation and outreach of government schemes and programs in collaboration with civil society organizations.

The principal objective of BRLF is to empower rural India, improving the lives of vulnerable communities, especially the indigenous tribes, in coordination with CSOs, the Government of India, and governments of various states. BRLF aims to channelize better funds allocated by governments, banks, corporate and other philanthropic foundations for various public programs and ensure proper grassroots implementation to generate the best results.

Working in collaboration with civil society organizations with a local presence, BRLF ensures that the desired results are produced through the right strategies and efforts. BRLF supports a variety of projects across the breadth of the country, particularly in the states of Odisha, Jharkhand, West Bengal, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, and Gujarat that form Central India.

For more information, visit <https://www.brlf.in/>

2. Context and Purpose of Engagement:

To ensure the seamless operation of our website, we are seeking a qualified agency to provide Annual Maintenance Contract (AMC) services. We are inviting proposals from experienced agencies with a proven track record in website management, maintenance, and enhancement. This includes regular content updates, creating new pages (as and when required), regular updates, keeping the website secure from malware and other attacks, and running Google Ads through the Google Ad Grant for not-for-profits.

3. Scope of Work and Key Deliverables

The detailed scope of work is as follows:

Website Maintenance:

- Regularly monitor and ensure the uptime and availability of the BRLF website.
- Address and resolve any technical issues or bugs promptly to maintain site functionality.

- Implement necessary security measures to protect against cyber threats and malware.
- Regularly back up the website's data and files to prevent data loss.
- Optimize website performance to ensure fast loading times and smooth user experience.
- Update content on the website as and when required.
- Create new pages on the website as and when required.
- Propose and implement improvements to enhance the website's user experience and performance.

Google Ads Management:

- Utilize Google Ad Grant for NGOs effectively to run targeted Google Ads campaigns.
- Conduct keyword research to identify relevant and high-impact keywords.
- Monitor ad performance regularly and optimise them to maximise their impact and ensure efficient use of the grant budget.
- Provide regular reports and insights on the performance of Google Ads campaigns.

Monthly Reporting:

- Provide monthly reports detailing website performance metrics, including traffic, user engagement, demographics, etc.
- Present recommendations and insights based on website and Google Ads performance data.
- Collaborate with the BRLF team to align website and ad strategies with organisational goals.

Technical Support and Training:

- Offer technical support, training and assistance to the BRLF team when required.

Adherence to Policies:

- Ensure that all website content and Google Ads campaigns comply with BRLF's policies, including privacy and data protection standards.
- Adhere to Google's policies for the use of the Google Ad Grant for NGOs.

4. Budget

Budgets should reflect pricing that indicates costs for each aspect, as outlined above. Please provide separate budget line items for additional elements (if any). Since BRLF is a non-profit, we ask the agencies only to apply if you are able to work on tight financial budgets. BRLF will not pay any amount exceeding the submitted budget.

5. Proposal Guidelines and Requirements

Please include the following information in your proposal in any format you wish. The proposal should address each of the following topics:

- Proposals should be submitted in English. Include a cover letter introducing your agency and expressing your interest in the contract.
- Highlight your agency's qualifications and experience relevant to website maintenance and Google Ads management.
- Clearly outline how your agency plans to fulfil the scope of work, including website maintenance and Google Ads management.
- Provide information about your agency's technical expertise and capabilities. Highlight any relevant certifications, qualifications, or partnerships, years of experience, organisational capacity, offices across India, range of services provided, list of clients – past and current, the experience of working with similar NGOs, etc. Please include the name and qualifications of the project manager working on this engagement.
- Include a portfolio of previous website maintenance and Google Ads management projects. Provide references or client testimonials that demonstrate your agency's competence and reliability.
- Present a detailed budget that includes all costs associated with the website maintenance and Google Ads management. Clearly state your pricing structure, payment terms, and any additional fees.
- References: Three client references with phone and email information

6. Essential Qualification of the Agency:

The Consultant/Agency must have, at a minimum, the following qualifications:

- The agency should have been in existence in India for more than five years
- The Agency should have provided AMC services for Website management to at least five different companies on a retainer basis in the last five financial years (preferably to any national development organisation/non-profit)
- A strong understanding of search engine optimisation (SEO) best practices to enhance website visibility and rankings.
- Proficiency in content management systems like WordPress or similar platforms for efficient website updates and maintenance.
- A portfolio showcasing successful website maintenance projects and Google Ads campaigns for nonprofit or CSR-focused clients.
- A team of professionals with expertise in website development, content management systems (CMS), and web hosting.
- A successful track record of managing Google Ads campaigns for nonprofit organizations or similar entities.
- The Agency should have sound knowledge of the civil society sector.
- No conflict of interest with BRLF and not have been blacklisted for any reason by any Public- Sector Unit or government body.

- The consultant/agency is mandated under FCRA law to accept payments from foreign sources.

7. Evaluation Criteria & Process Expectations

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

#	Evaluation Parameters	Total Score
A. TECHNICAL PROPOSAL		
1	Suitability of the Proposal – The proposed solution meets the critical deliverables, plan, need and criteria outlined in the RFP	25
2	Proposed Plan – The proposed plan has enough scope for delivering the results as mentioned in section 5	15
3	Prior Experience and Personnel – Agency has completed similar projects and has the qualifications necessary to undertake this project. The overall capabilities, experience, and diversity of the candidate agency’s personnel.	15
4	Ability to Deliver – Overall ability of the Agency to successfully produce and design the IEC materials requested within the necessary time frame.	15
B. FINANCIAL PROPOSAL		
5	Value and Cost – The best value for money, including the highest quality services in response to the requirements, is within the desired timeline at a competitive rate and budget.	30

A Consultant Evaluation Committee would evaluate the technical and financial proposals. The score assigned for the technical proposal is 70, and the financial proposal is 30. The Agency which scores the highest weighted score on the combined technical and financial bid would be considered the lowest responsive bidder substantially for the contract.

Shortlisted consultants at the technical proposal stage may be invited to present before the Consultant Evaluation Committee.

Please submit the following documents with your technical proposal:

- Profile of agency.
- CV of key staff in case of partnership firm/CV of the individual consultant as the case may be deployed for the assignment.
- Similar assignments have been undertaken in the past 3 years.
- Financial budget highlighting line-wise cost for AMC and Google Ads.

- (v) A note on approach and methodology for undertaking the assignment along with deliverables and timeline – please read the Scope of Work for more details.

Please submit your technical and financial proposals by 31 October 2023, to Mr. Jitendra Singh at jitendra@brlf.in. Alternatively, your proposal can also be submitted in hard copy at BRLF's Office on the 2nd Floor, C-32, Neeti Bagh, New Delhi-110049. Your hard copy technical and financial proposal needs to be put in two separate envelopes with a cover envelope containing both proposals. Subject line: "**RFP for Providing AMC for BRLF's Website**".