

Request for Proposal – Selection of Agency for:

- 1. Annual Maintenance of the website - iam4change.org**
- 2. Implement changes for 5-8 landing pages.**

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Last Date for Submitting Proposals: October 10, 2024

1. About BRLF:

Bharat Rural Livelihoods Foundation (BRLF) is an autonomous organization established under the Societies Registration Act by the Government of India. Our primary goal is to facilitate civil society action in collaboration with State and Central Governments to empower rural households and transform their livelihoods. For more information, visit <https://www.brlf.in/>

2. Context and Purpose of Engagement:

Inclusive Media for Change (im4change.org) website is a clearing house of evidence-based information on key development issues to generate and foster data-enabled public conversations across different stakeholders, including media houses, civil society organizations, professionals, thought leaders, journalists, subject matter experts, researchers, and academicians. The website contains numerous articles, research papers, news, data, and videos on different topics/issues relating to the rights and entitlements of vulnerable communities.

This website will now be owned and managed by BRLF. We invite proposals from technical agencies for maintenance and development work needed on the bilingual website (English and Hindi), as outlined in section 3 below.

3. Scope of Work and Key Deliverables

The detailed scope of work is as follows:

3.1 Website AMC:

- Regularly monitor and ensure the uptime and availability of the website.
- Address and resolve 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.
- Optimize website performance to ensure fast loading times and smooth user experience.
- Add new pages to the website from the existing templates and update (English and Hindi) content shared by the BRLF communications team as and when required.

- Propose and implement improvements to enhance the website’s user experience and performance.

3.2 Development Work:

- **Implement changes for 5-8 landing Pages:** Implement design changes for 5-8 landing pages to align visual appeal, functionality, and user engagement with BRLF’s branding and objectives. The design of these pages will be shared by the BRLF communications team.
- **Implement changes to content structure and placement:** Implement suggested changes to existing categories and content at the backend. BRLF will share a logical taxonomy for categorizing content based on topics, themes, geographies, and relevant criteria. The consultant agency is expected to replicate the taxonomy and categorization (re-organizing the existing database) at the backend and for the website.
- **Developing a Search Mechanism:** Integrate an efficient search mechanism to enable users to quickly locate relevant articles, research papers, news, and other resources within the website’s vast repository, facilitating easy navigation and retrieval for users seeking specific information or resources (Boolean search).
- Fix all the bugs on the existing website.
- Integration of Google Analytics and archiving some of the existing pages in the database.

4. Quotations

Quotations should reflect pricing that indicates costs of Website AMC, and Development work as outlined above and the pricing should be inclusive of all taxes and any other levied changes.

5. Reporting:

- Monthly reporting on key tasks performed as per the Scope of work.
- Present recommendations and data insights to improve performance metrics.
- Input strategies to align the website with organizational goals.

6. 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:

- Technical Proposals can be of a maximum of 15-20 pages including CVs of the personnel to be assigned for the project.

- Proposals should be submitted in English. Include a cover letter introducing your agency and expressing your interest.
- Highlight your agency's qualifications and experience relevant to the scope of work.
- Clearly outline how your agency plans to fulfil the scope of work.
- Provide information about your agency's technical expertise and capabilities. Highlight any relevant certifications, qualifications, or partnerships, years of experience, organizational capacity, offices across India, range of services provided, list of clients – past and current, experience working with similar organizations, etc. Please include the name and qualifications of the project manager working on this engagement.
- Present three detailed budgets – Website Migration, Website AMC and Development work. Clearly state your pricing structure, payment terms, and any additional fees.
- References: Three client references with phone and email information

7. Essential Qualification of the Agency:

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

- The agency should have existed in India for more than five years.
- A strong understanding of data and content-heavy websites with much research work.
- Proficiency in content management systems like WordPress or platforms for efficient website updates and maintenance.
- A portfolio showcasing successful projects.
- A team of professionals with expertise in website development, content management systems (CMS), and web hosting.
- The Agency should have a 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.

8. 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 3	15

3	Prior Experience and Personnel – The Agency has completed similar projects and has the qualifications to undertake this project. The overall capabilities, experience, and diversity of the candidate agency’s personnel.	10
4	Ability to Deliver – The agency’s overall ability is to successfully deliver the requested scope of work.	20
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 with the highest weighted score on the combined technical and financial bid would be considered the lowest responsive bidder substantially for the contract.

9. Please submit the following documents with your technical proposal:

- I. Profile of agency.
- II. CV of key staff in case of partnership firm/CV of the individual consultant deployed for this assignment.
- III. 3 Similar assignments have been undertaken in the past 3 years.
- IV. The financial budget highlights AMC and development work separately
- 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 October 10, 2024, at procurement@brlf.in. Alternatively, your proposal can 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 proposals need to be put in two separate envelopes, with a cover envelope containing both proposals. Subject line: “Proposal for iam4change website.”