Request for Proposal (RFP) for Design and Development of BRLF Website

---

RFP Reference ID: BRLF-WEB-2026-01

RFP Release Date: January 9, 2026

Last Date for Submission of Queries/Clarifications: January 20, 2026

Last Date of Submission of Proposals: January 31, 2026 (6:00 PM IST)

Expected Contract Award Date: On or before March 10, 2026

---

1. About BRLF

The Government of India established 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 organisations. Working in partnership with civil society organisations with a local presence, BRLF ensures that the desired results are produced through the right strategies and efforts.

Key highlights of BRLF's impact:

- Impacts over 13 lakhs households across 10+ states in India.
- Implements 15 projects focused on rural livelihoods, tribal empowerment, and sustainable development.

For detailed information, visit https://www.brlf.in/

2. RFP Purpose and Objectives

BRLF invites proposals from experienced website design and development agencies for the comprehensive redesign and development of its official website (www.brlf.in). This initiative is part of BRLF's strategy to strengthen its digital presence, effectively communicate its work, values, and impact to diverse audiences, and foster greater engagement.

The redesigned website should be modern, intuitive, visually appealing, user-friendly, and mobile-first, while being deeply grounded in the lived realities of rural and tribal communities. We seek agencies that can conceptualise BRLF's story, programs, research, and impact thoughtfully, emphasising storytelling, enhanced UI/UX, and universal appeal. Proposals should present a well-considered scope aligned with BRLF's vision, incorporating innovative ideas rather than a strictly prescriptive brief.

3. RFP Purpose and Objectives

- Create a visually engaging platform that reflects BRLF's commitment to rural empowerment, incorporating elements of tribal art and culture without stereotypes.
- Enhance user experience to ensure intuitive navigation, accessibility, and inclusivity for global audiences, including those in low-bandwidth rural areas.

- Improve digital outreach to increase stakeholder engagement, such as donations, partnerships, and program awareness.
- Ensure scalability, security, and ease of maintenance for the in-house team.

4. **Success Criteria**

- Achieve a 30% increase in website traffic within 6 months post-launch, measured via Google Analytics.
- Attain 95% user satisfaction in post-launch surveys (targeting 100+ responses from diverse users).
- Ensure 99.9% uptime and page load times under 3 seconds, as measured by performance monitoring tools.
- Comply with WCAG 2.1 AA accessibility standards and achieve an SEO score of 90+ on tools like Google Lighthouse.

5. **Target Audiences**

- Donors/Partners: Urban professionals/government officials seeking impact reports and collaboration opportunities (e.g., quick access to CTAs like "Donate Now").
- Researchers/Policy Makers: Academics needing in-depth resources, data, and publications (e.g., searchable research sections).
- Community Members: Rural users with limited tech access, requiring simple navigation, multilingual support, and visual storytelling (e.g., photo essays in regional languages).
- General Public: Visitors interested in rural development stories (e.g., engaging blogs and interactive maps).

6. **Scope of Work**

The scope is divided into three main parts:

- Website Design and Development,
- Content Development and Editing, and
- Annual Maintenance Contract (AMC).

Agencies must propose a detailed scope, approach, methodology, innovative features, and best practices relevant to nonprofit/development sector websites (e.g., interactive impact dashboards, low-data modes). Proposals should include a phased timeline, with milestones such as Discovery (2 weeks), Design (4 weeks), Development (6 weeks), Testing (2 weeks), and Launch (1 week).

Some websites for reference:

Global Non-Profits

https://www.charitywater.org

https://www.ifad.org/en/

https://www.fao.org/home/en/

Indian Non-Profits

https://www.sightsaversindia.org/about-us/

https://www.smilefoundationindia.org/

https://www.bhumi.ngo

7. Scope and Key Deliverables

Component	Description	Key Deliverables	Agency Proposal Requirements
Website Strategy, Discovery & Planning	Conduct immersion with BRLF team to understand vision, programs, audiences, and existing gaps.	• Stakeholder interviews report • Audience personas and user journeys • Gap analysis document	Propose methodology (e.g., workshops, surveys) and rationale for site structure.
Information Architecture & Navigation	Propose intuitive structure, including sitemap and navigation (primary, secondary, footer). Recommend ~20-30 pages/sections, with varied templates for landing pages, blogs, team/governance pages. Group 15 projects thematically/geographically (e.g., interactive maps, filters).	• Detailed sitemap • Wireframes for key pages • Project showcase strategy (e.g., thematic clusters)	Explain visual variety approach; avoid repetitive templates while maintaining consistency.
Website Design (UI/UX)	Design mobile-first, contemporary site rooted in BRLF's work (e.g., tribal art-inspired elements). Ensure uncluttered, engaging visuals.	• 3-5 design templates/mood boards • Design system (fonts, icons, colours per BRLF guidelines • Prototypes (e.g., Figma files)	Incorporate universal appeal: responsive design, cultural sensitivity, low-contrast modes for accessibility.
Multilingual Development	Build in English and Hindi (BRLF will provide Hindi translations). Support	• Intuitive language toggle • Formatted Hindi/RTL support	Propose quality assurance for translations; ensure

	additional languages (Bengali, Odia, Telugu, Assamese, Gujarati, Assamese) via professional APIs.		readability across languages.
Website Development & CMS	Use robust CMS (WordPress preferred; justify alternatives like Drupal). Integrate SEO, security, and analytics.	• Fully functional site • Custom plugins for features (e.g., donation gateway, CRM integration) • Source code handover	Ensure scalability, minimal agency dependency for updates. Include integrations (e.g., Google Analytics, social embeds).
Testing, Training & Deployment	Comprehensive testing; train BRLF staff.	• Test reports (functional, cross-browser/device, performance, security) • Training sessions (2-3 staff) and manual • 30-day post-launch warranty	Include UAT phases and A/B testing for key pages.
Content Development & Editing	Rewrite/optimize provided drafts for web.	• Edited content for all pages (~500-1000 words/page) • SEO-optimized headlines, summaries, CTAs • Inclusive language audit	Simplify technical content; align with BRLF tone (empathetic, impactful).

8. **Technical Requirements**
- **Accessibility:** WCAG 2.1 AA compliance (e.g., alt text, keyboard navigation).
- **SEO:** Implement schema markup, meta tags, sitemaps; target 90+ Lighthouse score.
- **Performance:** Page load <3 Seconds; optimise for low bandwidth (e.g., lazy loading).
- **Security:** HTTPS, CAPTCHA, OWASP compliance; regular vulnerability scans.
- **Innovative Features (Agency-Proposed):** Suggest 3-5 enhancements (e.g., interactive maps, chatbots, impact calculators) capped at 10% of base budget.

9. Content Development and Editing

Agencies will collect drafts from the BRLF/existing BRLF website, rewrite for engagement, and get approvals. Focus on concise, inclusive language aligned with BRLF values. Include storytelling elements like photo essays and videos.

10. Annual Maintenance Contract (AMC)

A light-touch, cost-effective model for post-launch support (commencing at launch). BRLF handles routine updates (e.g., job postings, staff changes).

Service	Inclusions	Exclusions	SLAs
Technical Maintenance	CMS/plugin updates, security patches, performance monitoring, bug fixes, backups.	Routine content uploads.	Critical bugs: 24-hour resolution; routine: 3-5 business days.
Support Tasks	Uploading stories, adding sections/pages, layout changes.	Major redesigns.	99.9% uptime; monthly reports.
E-Learning Platform	Maintenance for [elearning.brlf.in] (https://elearning.brlf.in) (Moodle-based).	New feature development.	As above.

11. Evaluation Criteria and Weightage

Quality-and-Cost-Based Selection (QCBS): Technical (70%), Financial (30%). Minimum technical score: 60/100 for financial evaluation.

11.1. Technical Evaluation Matrix (70%)

Sl. No.	Criterion	Description	Weightage
1	Portfolio & Experience	Relevance to nonprofits (e.g., 3-5 case studies)	25%
2	Proposed Design and Development Approach & Innovation	Methodology, features, alignment with RFP objectives and scope	20%
3	Team Qualifications	Key personnel profiles (roles, experience)	15%
4	Understanding of BRLF Mission	Tailored insights on rural/tribal themes.	10%
	Total		70%

11.2. Financial Evaluation Matrix (30%)

The lowest compliant bid gets full points; others are prorated. The total cost must include GST.

Sl. No.	Evaluation Criteria	Description	Weightage
1	**Cost of Website Design and Development**	Reasonableness, transparency, and value for money of the proposed redevelopment cost	20%
2	**Cost of Annual Maintenance Contract**	Cost-effectiveness of the AMC, keeping in view the limited nature of support required	10%
	Total		30%

12. Note on Evaluation Process

Agencies shortlisted from technical proposal evaluations will be invited to present and discuss with the BRLF team. This allows them to detail their approach, design, scope, and respond to questions.

13. Minimum Eligibility and Qualification Criteria

Agencies submitting proposals in response to this RFP must meet the following eligibility criteria. Proposals that do not meet these requirements may not be taken forward for evaluation.

- 5+ years in website design/development (exceptions for innovative agencies).
- End-to-end experience; portfolio with 3-5 live links (nonprofit preferred).
- Key team profiles (brief paragraphs).
- Legally registered in India; not blacklisted.
- Financial stability (last 2 years' audited statements).
- Experience with tribal/rural themes encouraged.

14. Submission Guidelines

- Submit technical and financial proposals separately
- Electronic (preferred) via email to procurement@brlf.in or hard copy to: BRLF, 2nd Floor, C-32, Neeti Bagh, New Delhi-110049. In case of online submission, the financial proposal must be password-protected. The password should be shared in the submission email.
- **Technical:** ≤40 pages (PDF); include executive summary, approach, timeline, team, portfolio.
- **Financial:** Total cost (development + AMC), breakdowns, **GST-inclusive.**
- **Subject:** "RFP – Proposal for Redevelopment of the BRLF Website."

15. Legal and Contractual Terms

- **Intellectual Property:** BRLF owns all deliverables, source code, and content.
- **Confidentiality:** NDA required; protect BRLF data.
- **Payment Terms:** Milestone-based (e.g., 30% advance payment, 40% upon design approval, 30% post-launch).
- **Contract Duration:** 6 months development + 1-year AMC (renewable).

- **Termination:** 30-day notice; penalties for delays (1% per week).
- **Dispute Resolution:** Arbitration in New Delhi per Indian laws.
- **Insurance:** Agency must carry liability insurance.
- **Sustainability:** Encourage eco-friendly practices (e.g., energy-efficient code).

16. Submission Contact and Clarification Process

Email proposals/queries to communications@brlf.in. No telephonic clarifications.

BRLF reserves the right to amend this RFP or reject proposals without liability.