

PUNJAB SKILLS DEVELOPMENT FUND

Tender Document

“Hiring of a Web Design & Development Company/firm”

August,2018



Submission Date for Sealed Bids: 27th August ,2018 at 3:00 PM

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1- Background:

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Company/firm set up under the Companies Ordinance 1984 by the Government of the Punjab in partnership with Department for International Development (DFID) UK. Punjab Skills Development Fund is governed by an independent Board of Directors. PSDF's vision is to improve income generation opportunities for the poor and the vulnerable population of Punjab by enabling skills development through promotion of a competitive skills training market.

2- Invitation to Bid:

Sealed bid/proposals are invited from experienced website design and development companies with experience in custom design Web Design & Development. All interested and eligible bidders are requested to go through this tender document and provide the required information along with supporting documents, requested in this bidding document.

3- Instructions to Bidders:

The selection of company/firm for Web Design & Development will be based on Quality and Cost through Single Stage Two Envelopes bidding procedure.

- a. The bid shall be a single package consisting of two separate envelopes, containing separately financial and technical proposals. The envelopes shall be marked as "Financial Proposal" and "Technical Proposal".
- b. In the first instance, the "Technical Proposal" shall be opened and envelope marked as "Financial Proposal" shall be retained unopened in the custody of PSDF. PSDF shall evaluate Technical Proposal in a manner prescribed in section – 9 given in the document, without reference to the price and condition shall reject any proposal which does not conform to specified requirements.
- c. During the technical evaluation no amendments in Technical Proposal shall be permitted.
- d. Presentation shall be called from the eligible bidders which shall be the part of technical evaluation criteria.
- e. After evaluation and approval of Technical Proposals, PSDF shall open Financial Proposals of the technically accepted bids, publicly at a time, date and venue announced and communicated to the bidders in advance, within the bid validity period.
- f. The financial bids found technically non-responsive shall be returned un-opened to respective bidders.

- g. The Technical and Financial Proposal will be evaluated based on PSDF evaluation criteria as provided in section – 9 and 10 of this document.
- h. This document has different sections carrying information of eligibility, technical evaluation and terms of references, conditions of tender etc. to assist potential bidders to develop their Technical Proposals.
- i. Bidders those found eligible and qualify in technical evaluation will be short-listed for financial bid opening.
- j. Contract shall be awarded on quality and cost-based method with combined evaluation of the Technical and Financial Proposals. ***The weight of quality shall be 80% and 20 % weightage shall be given to cost.***

4- Conditions for Eligibility

The Successful bidders, fulfilling the following criteria, will be considered eligible for the bidding process for Hiring of a Web Design & Development Company/firm:

- a) The Web Design & Development company/firm must have local presence within Pakistan (proof required on company/firm's letterhead)
- b) The company/firm must have demonstrated experience of having website development in MNCs / Social & Development Sector / Banking Sector / FMCG's / Not-for-profit Organizations or Education Sector in the past 3 years. (copies of work orders or contracts for last 3 years)
- c) Certificate of company/firm's registration / incorporation. (Proof Required)
- d) Affidavit on stamp paper, declaring that the company/firm is not black listed by any Government agency / authority /MNCs (Original required)
- e) NTN and GST/ PST (if applicable) registration. (Registration copy is required)
- f) The company/firm must have an annual financial turnover/revenue of PKR 50 million or above. (Tax return or bank statement is required for last year)

Any, company/firm fail to provide information as per the above mentioned or does not fulfil the requirement of, "Eligibility Criteria Checklist" (Annexure B) shall be dis-qualified and declared ineligible from the bidding process and its technical evaluation will not be carried out. Please mark the supporting documents for **Eligibility Criteria Checklist**.

5- Scope of Work

Please refer to Annexure-I for scope of work.

6- Condition for Contract/General guidelines

- a) PSDF reserves the right to award or not to award this contract and Bidders who fail to complete and attach all the relevant documents shall be disqualified. No tender document shall be accepted, if not **properly sealed, marked, signed and stamped**.

- b) PSDF shall enter into a formal contract with the successful Bidder only and reserves the right to terminate the contract, if performance of Bidder is unsatisfactory.
- c) PSDF has the right to visit business premises to verify the information shared in tender documents. Bidder presenting information intentionally incorrectly or fraudulently will be disqualified.
- d) Bidders to ensure that their bid documents are submitted before the closing time and date of the tender. **Bids received after closing time and date will NOT be considered.**
- e) All documents and information received by PSDF from applicants will be treated in strictest confidence. Documents submitted to PSDF will not be returned.
- f) All expenses related to participation in this bidding document shall be borne by the bidder.
- g) Documents shall be submitted in hard copies in a sealed envelope marked as "TECHNICAL PROPOSAL" as hard copy in a sealed envelope for "Hiring of a Web Design & Development Company/firm" The envelope containing hard copies of technical proposal shall be received on the postal address given below.

Procurement Department

Punjab Skills Development Fund, 21-A, H-Block, Dr. Mateen Fatima Road, Gulberg-II Lahore
E-mail: Procurement@psdf.org.pk Phone: +92-42-35752408-10, Fax: +92-42-35752190.

- h) Sealed Technical Proposals received after due date & time, will not be accepted.
- i) PSDF reserves the rights to request submission of additional information from applicants to clarify/further understand aspects of technical proposal, if required. PSDF also reserves the right to verify any information provided by the applicants.
- j) For questions and queries please email at Procurement@psdf.org.pk at least 1 week before the submission of bids.**
- k) Although adequate thought has been given in the drafting of this document, errors such as typos may occur which the PSDF will not be responsible.

7- Form of Contract

- a) The duration of the contract will be 6 months to 12 months, If PSDF chooses to cancel the contract during the contract period, a notice period of 1 month will apply.
- b) Successful company/firm will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order.
- c) In case SLA parameters are not met/ deliverables are not met against the services, penalty will be imposed agreed mutually while signing the contract with successful bidder.
- d) In case of any dispute regarding services the decision of the PSDF shall be final & binding.
- e) The competent authority may reject all bids or proposals at any time prior to the acceptance of a bid or proposal. PSDF shall upon request communicate to any company/firm, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.
- f) The PSDF undertakes to pay the valid invoice within thirty (30) days after the delivery of goods/ services. All taxes will be deducted in accordance with applicable laws.
- g) The bid shall remain valid for the period of **150 days** from the date of bid opening.

h) PAYMENT TERMS

Stages of Payment	Amount %
Stage I – Design Approval & development/deployment on bidder’s hosting server for UAT and Testing by PSDF	50%
Stage II – UAT acceptance by PSDF and go live along with transfer of all rights and source.	40%
Stage III – After completion of six months FOC website maintenance	10%

8- Form of Bid

Please submit the financials in the annexure in **Annexure- F**

9- Delivery Timelines or Completion Date

The company/firm will be engaged on time-project based for 4 to 6 months at max. Delivery timelines shall start right after the signing of the agreement.

10- Performance Security

- a) Successful company/firm will submit a performance guarantee 2% of contract value at the time of signing the contract which will be returned after completion of contract.
- b) Any delay in delivery of Services as per agreed time frame will be subject to a penalty @ .05% per day, up to maximum 10% of the total purchase order value.

11- Technical Evaluation Criteria

This document is governed by the procedure approved by PSDF management. The technical proposal of eligible organisations will be evaluated against requirements specified in the in **“Annexure – D”**.

12- Financial Evaluation Criteria

The Financial Proposals of only eligible bidders with technically qualified specifications will be opened in the presence of all the bidders participated in the tender. All bids shall be opened by the evaluation committee publicly in the presence of bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding and chairperson or member of the evaluation committee shall read aloud the unit price as well as the bid amount and shall record the minutes of the bid opening. All bidders shall sign an attendance sheet at the time of bid opening. Please provide information regarding Financials in **“Annexure – F”**.

13- Submission of Bids (Technical and Financial Proposal): -

Complete bid containing Technical and Financial proposal along with CDR, all required information and documentary evidences must be submitted before closing date i.e. **27th August, 2018 at 3:00 PM**-. Technical proposals will be publicly opened on the same day i.e. **27th August, 2018 at 3:30 PM**--in the presence of bidder's representatives who wish to attend it. CDRs of disqualified bidders will be returned after awarding the business to successful bidder.

a. Call Deposit Receipt (CDR)

CDR of Rs. 10,000 (Ten Thousand) in the form of pay order or demand draft favouring Punjab Skills Development Fund. The CDR should be valid for a period not less than 6 months and must be enclosed in financial bid.

b. Cover Letter for the Submission of Technical Proposal

A cover letter as specified in "**Annexure K**" shall be submitted with the proposal

Note: Please provide the required information/Response to all Annexure mentioned in this document and mark them while submitting the bid.

Annexures

Annex – A

Organization Information			
S #	Required Information	Response	
1	Legal name of the organization		
2	Year of Registration / Establishment of the Organisation		
3	National Tax Number		
	General / Punjab Sales Tax Number		
5	What is the legal status of your organisation? Tick the relevant box (one box only). (Attach Copy/Copies of Registration Certificate/s)	Public Sector Organisation	
		Section 42 Company/firm	
		Public Ltd. Company/firm	
		Private Ltd. Company/firm	
		Private Partnership Company/firm	
		Others (Please specify)	
6	Name and designation of 'Head of Organization'		
7	Mobile:		
	Phone/s:		
	Email:		
	Fax:		
	Address of organization:		
	Website address:		
8	Name and designation of 'Contact Person':		
	Phone/s:		
	Mobile:		
	Email:		
	Fax:		

Eligibility Response Checklist		
Sr. No.	Necessary Eligibility Information	Response/Elaboration
1	The Web Design & Development company/firm must have local presence within Pakistan.(proof required on company/firm's letterhead)	Copies Attached
		Copies Not Attached
2	The company/firm must have demonstrated experience of having website development in MNCs / Social & Development Sector / Banking Sector / FMCG's / Not-for-profit Organizations or Education Sector in the past 3 years. (copies of work orders or contracts for last 3 years)	Proofs Attached
		Proofs Not Attached
3	Certificate of company/firm's registration / incorporation (Registration copy required)	Copies Attached
		Copies Not Attached
4	Affidavit on stamp paper, declaring that the company/firm is not black listed by any Government agency / authority/MNC's (Original required)	Affidavit attached
		Affidavit not attached
5	NTN and GST/ PST (if applicable) registration.(Registration copy required)	National Tax Number (NTN)
		General / Punjab Sales Tax Number (GST, PST)
6	The company/firm must have an annual financial turnover of PKR 50 million or above. (Tax return or bank statement is required for last year)	Tax return or bank statement is required for last year Not Attached
		Tax return or bank statement is required for last year Attached

Relevant Experience		
Sr. #	Required Information	Response (Please provide exact information with organization name, location/s and duration) Provide data in sequence given below
1	Name of Organizations with addresses	i.
		ii.
		iii.
		iv.
		v.
2	Start and end dates of providing Web Design & Development Services (For example – Jan 2005 to September 2013)	i.
		ii.
		iii.
		iv.
		v.
3	Number of Clients served	i.
		ii.
		iii.
		iv.
		v.

Annex – D

Technical Evaluation Criteria - A				
Sr. No.	Descriptions	Total Points	Categorized Points	Remarks (Attachment of relevant evidence in each case is mandatory. In case of non-compliance, no mark will be awarded)
1	Experience in developing bilingual websites	10		Provide the list of the websites that are developed bilingual on company/firm's letter head along with the links of the website
	Developed 1 to 3 bilingual websites		5	
	Developed 3 or more bilingual websites		10	
2	Experience of providing Web Design & Development services	20		Documented proof is required (purchase orders or contracts)
	Experience of providing Web Design & Development Services for 6 years or more		20	
	Experience of providing Web Design & Development services for greater than 3 years but less than 6 years		10	
3	Performance Reports (letter of appreciation or job completion certificate by previous clients)	10		Documented proof is required (letter of appreciation or job completion certificate by previous clients)
	More than 5 clients in last 3 years		20	
	Greater than 3 but less than 5 clients in last 3 years)		10	
4	Key Management Staff and Proposed Structure	10		(Profiles / CVs must be attached)
	Please provide CV of three key Management Staff and CV's of proposed team		10	
Total Points Awarded		50		

Bidders that scores 65% in the above technical evaluation will be called for presentation and companies that score 65% in presentation will be technically qualified.

Technical Evaluation Criteria – B (Pitch Presentation)	
Presentation must contain below elements/ checklist.	
Items in Presentation	Total Marks = 50
1. The technology to be used / proposed for customized design and development of a. Website b. Web portal Technical Integrations & Development capabilities: <ul style="list-style-type: none"> i. Capability to deliver the project as per defined SOW without involving any sub-contractor. ii. Capability to develop any APIs (in-house) required for the said project. iii. Hands-on knowledge of the latest UI/UX practices with experience of having delivered these services to large clients internationally (in developed markets) in the past 3 years. iv. The vendor (if required) should have an in-house web maintenance team to ensure the web properties perform as required and future updates can be routed through the same vendor v. The vendor should have in-depth understanding of payments gateways, their functionality, integration and security requirements. 	25
2. Proposed sitemap, 2 mock-up designs, inside templates, dashboard screens	15
3. Proposed team structure, deliverables, milestones time lines, collaboration and tracking tools. Upon completion, the vendor will be required to provide training along with a manual to help PSDF team understand the functionality of the website backend/portal.	10

**** Bids / Proposals submitted without presentation shall not be evaluated ****

*** Presentation should be provided in USB (without financial proposal)**

Financial Proposal

Services Required	Total Price for the Services (without Taxes)	Total Price for the Services (with all applicable Taxes)
Website Designing & Development		

Annex-G (Declaration)

I, _____ hereby declare that:

- all the information provided in the technical proposal is correct in all manners and respects;
- and I am duly authorised by the Governing body/Board/Management to submit this proposal on behalf of "[Click here and type the name of organization]"

Name:-	
Designation:-	
Signatures:-	
Date and Place:-	

Annex H (Cover Letter)

[Firm letterhead]

[Date]

To

Chief Executive Officer

[Address mentioned in Guide lines]

Re: Technical Proposal in respect of [Insert title of assignment]

Dear Sir,

We offer to provide the /Services for [Insert title of assignment] in accordance with your Tender for Proposal dated [Insert Date of Tender advertised]. We hereby submit our technical Proposal including the required documents in a sealed envelope.

We hereby declare that all the information and statements made in these proposals are true and accept that any misinterpretation contained therein may lead to our disqualification. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations. We undertake that we will initiate the delivery of /Services as per the client's request, if our proposal is accepted. We understand that you are not bound to accept any or all proposals you receive.

Thank you.

Yours sincerely,

Signature

Name and title of signatory:

Annex I – Scope of Work

Punjab Skills Development Fund intends to revamp its website in order to cater the communications needs of its stakeholders. The website will act as a medium to augment awareness about PSDF schemes among general public and to promote Punjab Skills Development Fund (PSDF) image as the most modern and innovative player in the skills sector. It will also be used as a medium for communicating the initiation of its new schemes among its stakeholders especially among potential trainees. Through the website, PSDF wants to share knowledge in form of sector studies to strengthen the network of professionals, trainers and training service providers to augment the efficacy of skills training market.

The project will involve complete revamping of PSDF website that includes coming up with a more vivid and user-friendly interface for visitors (which are generally comprised of general public / youth interested in PSDF-funded trainings & training service providers, donors and employers).

The hired company/firm / Vendor / Agency will be required to design, develop, test and implement a website within the designated timeline which meets the following criteria:

- Interactive, appealing, bilingual (Eng/Urdu), user friendly, highly usable. The design and solution must be easy to use & easy to be updated (sitemap inclusive).
- Responsive Design
 - Website should be able to auto adjust as per desired screen size and on all devices and browsers.
 - Website should work/ load flawlessly on all platforms (i.e. iOS, Android, Windows)
 - Integration of Google Analytics & newsletter.
 - Light box integration.
 - Social media tools integration.
 - Integration/ linkage between PSDF MIS system and the website.
 - User friendly backend administrative panels.
 - Efficient Response time of Website
- Reference websites
 - TAFE NSW (<https://www.tafensw.edu.au>)
 - Andela (<https://andela.com>)
 - Kiva (<https://www.kiva.org/>)
 - Small Projects Istanbul (<https://www.smallprojectsistanbul.org>)
 - Acumen (<https://acumen.org/>)

Design and develop responsive portals:

- **Trainees**

Frontend	<ul style="list-style-type: none"> ○ A portal which will display programs offered in real-time. ○ Program should be viewed by sectors, region, employability rate, no. of students trained, etc. Detailed overview of the courses, curriculum information, testimonials, job prospects regarding the selected courses, certification wise overview of the course, case studies related the courses. ○ Training Service Providers will be listed under each offered program along with their contact details. ○ PSDF trainee should be able to create/upload the CV as well as applied for jobs/OJT offered by Employers ○ Placement information about previous Graduated Trainees ○ Each program will have a success story attached to it, along with top employers' logo/ details. ○ On-going and future classes in every course calendar. ○ Once an individual register for a program, one-time login code will be share via email – through which s/he can signup and registers on the portal. ○ Once logged in, students can view their attendance, outstanding stipends, jobs available in the field, online job form, etc. ○ Exam schedule and results will also be updated on the portal. ○ Trainee feedback form defined by the PSDF team. ○ Potential trainee can view the details of the courses being offered. S/he should have the option to “apply” for a certain course. The application once submitted for a certain course should notify that particular institute where s/he has applied. If the training provider accepts the application and “enrolls” the trainee in his course, this trainee should not be able to enroll again in a PSDF course. However, those “potential trainees” who have been “rejected” can apply again for a PSDF funded course.
Backend	<ul style="list-style-type: none"> ○ PSDF defined format - bulk programs and other data uploading options. ○ User friendly statistics update option (employability rate, student trained, success stories, etc.) ○ PSDF defined format – bulk result uploading option.

- **Training Service Providers**

Frontend	<ul style="list-style-type: none"> ○ Design TSP registration process, defined by the PSDF team. ○ An interactive portal clearly stating upcoming schemes along with its eligibility criteria. ○ Once registered as TSPs; can apply for schemes if they fulfil the stated scheme criteria.
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	<ul style="list-style-type: none"> ○ TSP should be able to search for trade wise instructors who have registered themselves with PSDF portal ○ TSP should be able to select trainees who have applied in various courses via PSDF website ○ TSPs should be able to publicise the scheme and the batch details to mobilize trainees ○ TSPs should be able to upload the scheme details, the training schedule, assessment criteria and the certification. TSP will offer the course related information on web portal.
Backend	<ul style="list-style-type: none"> ○ Bulk schemes uploading PSDF defined formatting option ○ Ability to accept/ reject schemes applications – with option to notify the TSP via email.

- **Employers**

Frontend	<ul style="list-style-type: none"> ○ Design separate ‘Employers’ registration process by following PSDF defined parameters. ○ A portal where employers publishes JDs and set eligibility criteria. ○ Registered employers can search from the available trainees’ data. ○ Available trainee data can be categorized by location, salary range, certification etc. ○ Employers should be able to search for CVs of PSDF graduated trainees
Backend	<ul style="list-style-type: none"> ○ Any position published by the registered employer will first be approved by the PSDF team. ○ Upon rejecting any position, a notification will be send to the employer via email.

- **Trainers/ Instructors**

Frontend	<ul style="list-style-type: none"> ○ Potential Trainers should be able to register and upload their profile/CV with PSDF portal. ○ Should be able to search and apply for Jobs posted by TSPs for trainers required
Backend	<ul style="list-style-type: none"> ○ Once application form is accepted by the PSDF representatives, Trainers profile/ CV will be visible on Training Service Providers portal. ○ Backend portal will be linked with Training Service Providers. Training Service Providers can view, request more information, accept and reject.

- **Donors**

Frontend	<ul style="list-style-type: none"> ○ Design a donation collecting portal for two categories, i.e. Corporate Donation and Individual Donation. ○ Portal will contain PSDF statistics (for example, top donor, total donations collected, etc) ○ When a user clicks on Individual/ Corporate Donation, list of PSDF defined data entry form will appear along with the donation collecting modes (I.e. Credit Card, PayPal, Direct Transfer)
Backend	<ul style="list-style-type: none"> ○ Country/ region & category wise real-time backend panel reflecting collected donation.

	<ul style="list-style-type: none"> ○ Develop a mechanism to directly transfer collected donations to the PSDF bank account.
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Other than above portals, company/firm will develop PSDF defined tabs including, Knowledge base, Research Report, Policy, FAQs, and Documents section – responsive backend & frontend panels.

Development & Maintenance of official web site, the company/firm will agree on sharing following details:

- a. Company/firm Profile (Board of Directors, Office location(s); key staff to be involved in website and their resumes.
- b. Understanding of the scope of work & to suggest out-of-box solutions.
- c. Proposed Methodology / Approach and detailed Timeline and Deliverables.
- d. Proposed Technology; please highlight the pros & cons of the technology proposed.
- e. Team Strength (who & when he/she will work on this project).
- f. List of specialized UX/UI designers/ developers.
- g. Training of PSDF approved staff in how to go about creating and managing content.
- h. Sample(s) of similar work done (please list active websites [Eng & Urdu]).
- i. The selected company/firm should have an office in Lahore, Pakistan.
- j. The company/firm should be acquainted with project management tools, to prioritise & streamline the workflow (e.g. basecamp)
- k. Share the SLA's (Service Level Agreements) and penalty clauses of existing customers.
- l. Prices quoted shall remain valid for a period of 120 days from the closing date of proposal.
- m. Rates quoted should be in Pak. Rs. inclusive of all applicable taxes.
- n. The company/firm should provide FOC maintenance services
 - Once the website is live, the company/firm should provide 4 to 6 months FOC maintenance service and SLA will be applicable, right after go live.
- o. The company/firm needs to have adequate resources to resolve issues in case of any critical issue reported by PSDF.
- p. The issue reporting, resolution & respective penalties will be monitored through SLA, which will be defined after the signing of the contract award.
- q. In case the selected company/firm is unable to resolve issues in a week time, the performance guarantee of the company/firm will be forfeited, and the contract may be cancelled.
- r. The company/firm should provide timelines for the whole project.
 - In the process of design, the selected company/firm will provide minimum 03 design prototypes for approval and comply with usability testing results in further complete development of prototypes, if needed.

- s. The company/firm should define a responsibility matrix. (defining roles and tasks interdependences)
- t. The company/firm should have staging server & hosting space during the development phase & testing phase.
- u. Hosting Services:
 - Ability to perform Hosting services as well, share the expertise & experience in this area. (Hosting services from Top in the International Market)
 - Hosting will be done by using PSDF credentials.
 - Complete administrative rights will be shared with PSDF after go live.
- v. For any third party cost an estimate will be raise and approved by PSDF representatives.

SEO/ CMS Capabilities:

- a. Capabilities in terms of search engine optimization for websites. Please share examples and method used for this.
 - Once the website is live and SLA is applicable, the agency/ firm will provide FOC on-page and off-page optimization (SEO) for 6 months (monthly SEO reports will be shared with the PSDF)
- b. Please identify the capabilities and experience on Google Analytics.
- c. Please share experience with corporate blogs.
- d. Website content update and deletion through interface and not directly through DB (Data-Base).
- e. It should have off the shelf Content Management System for ease of updating by the end user.
- f. No third party free plugins should be used.
- g. Company/firm should have the capability to translate content to Urdu/ Eng (Search engine translators are not acceptable)
- h. No flash-based content is allowed
- i. It should have Admin Control Panel with certain levels of rights for administrators and users.
- j. It should be based on PHP/MySQL based CMS or better.
- k. It should have HTML5 & CSS3 Interface.
- l. Dynamically updateable items such as Banners & Thumbnails.
- m. Updateable News & Updates with Tickers.
- n. Options for future module integration (Maps etc.)
- o. Integration with trainee & job portals in future.
- p. Website load-time should be between 2.5 to 5 seconds.
- q. Able to render appropriately on a wide variety of browsers including mobile phone, android and IOS. Compatibility will be ensured on all browsers.
- r. Content Management - the solution should allow PSDF-authorized staff to edit and update the website including the ability to create, remove, edit and publish content.



- s. Search: The solution should provide users with the ability to search for and locate text that is based on keywords and key phrases.
- t. All admin accounts/emails/admin rights associated to PSDF website in anyway will remain the property of PSDF.
- u. Complete website backup will be shared every week with the PSDF team after go live.