PUNJAB SKILLS DEVELOPMENT FUND

TENDER DOCUMENT

HIRING OF A COMPANY/FIRM

FOR

WEBSITE DESIGN, DEVELOPMENT & DEPLOYMENT

November 2020

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1) **Invitation to Bid:**

Punjab Skills Development Fund (PSDF) is a section 42, not-for-profit Company set up under the Companies ordinance 1984 by the Government of the Punjab. Sealed bids/proposals will be invited from bidders for **Hiring of a Company/Firm for Website Design, Development & Deployment** for PSDF. All interested and eligible bidders are requested to go through the Tender and provide relevant information and supporting documents mentioned in this document.

2) **Instructions to Bidders:**

The selection of Digital company/firm will base on **Quality and Cost Based Method** 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.

   c) 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.

   d) During the technical evaluation, no amendments in Technical Proposal shall be permitted.

   e) After the evaluation and approval of the technical proposals, the fund shall open the financial proposals of the technically responsive 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's evaluation criteria as provided in section-**9** and **10** of the document.

   h) This document has different sections carrying information of eligibility, technical evaluation, Scope of work, conditions of tender and form of contract etc. to assist potential bidders to develop their Technical Proposals. Bidders those found eligible and qualify in technical evaluation will be short-listed for financial bid opening.

   i) 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.

   j) Minimum passing marks are 65 in technical evaluation, a bidder who shall obtain minimum 65 marks or more shall be marked as technically qualified and shall be considered for financial bid opening.

3) Conditions for Eligibility:

The bidders, fulfilling the following criteria, will be considered eligible for the bidding process.

a) Evidence of the bidding firm/company's registration/Incorporation is required (Copy of certificate of incorporation/company registration certificate is required)

b) Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization (Provide a copy of registration)

c) Should be active taxpayer on the date of submitting the bid. (Status report must be provided)

d) Affidavit on stamp paper, declaring that company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization. (Original required)

e) Minimum 2 years proven experience of providing website development services to local or international or multinational clients i.e. Telco/FMCG/autonomous body/government/semi government or any organization. (Copy of contract or purchase order with completion certificate for the same website from the client must be provided as an evidence)

f) A signed and stamped letter is required by the bidding organization that they completely comply with all the requirements mentioned in the Scope of Work in this document (signed and stamped on company's letter head is required)

g) Compliance to the maintenance service level agreement (SLA) provided in section-5 of the document (signed and stamped on company's letter head is required)

If bidder 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.

Note (Please mark the supporting documents for Eligibility Criteria Checklist)

4) Scope of Work:

The following scope of work identify the main tasks and responsibilities that the qualifying bidder would be expected to deliver upon, by working closely with the Marketing and Communications Department of PSDF:

a) **scope of work is further classified into below areas:**

   i. Content Management System (CMS) based bilingual (English & Urdu) website.
   ii. WordPress, Drupal, or Joomla to be used – service provider will need to provide pros & cons for the proposed CMS.
   iii. The design and solution must be easy to use (every page should be accessible within 3-clicks) & easy to be updated (CMS based update).
   iv. Website should be able to auto adjust as per screen size and on all devices (i.e. Tablet, Desktop & Mobile) and browsers (Microsoft Edge, Firefox v55.0 or above, Chrome v60 or above, Safari v4 or above and Opera v40 or above).
   v. Website should work/ load perfectly on all platforms (i.e. iOS, Android, Windows).
   vi. Integration of Google Analytics & newsletter.
   vii. Social media tools integration.
   viii. Integration/ linkage between PSDF Business Support System and the website.
   ix. Ideal response time of Website (i.e <= 3 seconds).

x.   Service provider will ensure that the website is safe from all internal or external cyber-attacks, which includes but not limited to, data, DDOS attack, hackers, system failure, outbreak, and outages, etc.Service provider to provide VPS Hosting Services. (Hosting services from Top in the International Market i.e. Godaddy, Namecheap, Hostgator, Bluehost etc and standards mentioned below in the Hosting Services section)
   a.   Purchase of VPS Hosting by using PSDF credentials.
   b.   Complete administrative rights will be shared with PSDF after go-live.

UI Design	Based on branding guidelines, layouts will be designed. ➢ 3 design concepts for main website – 2 Iterations for selected concept ➢ 5 inside pages template design with 2 iterations for finalization
UI Development / Templates	The approved concept will be used to develop the HTML templates.
Responsive Web Design	The website will be designed and developed making all the templates responsive and optimized for Desktop, Tablets and Phones to provide optimal viewing experience for users.
CMS Setup	Installation and Configuration of Web based Content Management System.
Cross Browser & Devices Compatibility	Website will be optimized for fast loading by optimizing code, images, java scripts, caching files, server gzip compression etc. Website will support major browsers like Microsoft Edge, Firefox v55.0 or above, Chrome v60 or above, Safari v7 or above and Opera v40 or above. In responsive, website will support major Mobile OS like iOS, Android, Windows.
SEO	The website will be developed by following the SEO coding standard and practices. XML sitemap will be created after the completion of website which will be submitted to Google Webmaster for bot crawling and ranking on Google search. CMS will support to change page title, keywords, and description for each page.

	Service provide will be responsible for all the SEO related writeups.
Content	Both English & Urdu content will be provided by PSDF. However, designing and imagery will be the responsibility of service provider.
Hosting Services	Service provider will provide web hosting services. • VPS Hosting • Root Access • Available 500 GB SSD disk space • 16 GB RAM or better • Unlimited Bandwidth • cPanel (control panel)/WHM • 99.99% Uptime • DDoS Protection • Premium DNS • Premium DNS Zone Management • VPS Hosting Environmental Backup • PHP Security & Firewall • Disaster Recovery

b) **Functionality & Roles:**

Persona/ Character	Primary Role/ Function	Integration Points
Trainee	➢ Trainee should be able to view all the courses offered by PSDF (through filters). ➢ Each course will have a summary along with 4 images per course. (course images will be provided by service provider for 250+ courses) ➢ Trainee will have the option to apply for desired course via lead gen form	Courses related data will be hosted on PSDF Business Support System, service provide will have fetch the information and display it on the website. All the leads generated will be pushed to PSDF Business Support System

		APIs will be developed by service provider.
Training Service Provider	Training Service Provider should be able to view the information about partnership opportunities	N/A
Employer	Quick facts and figures, urges employers to sign up for job portal	Leadgen form & redirection
Donors	To attract potential donors and define donation process	Visually appealing interactive map, pinpointing stats based on PSDF defined parameters. Realtime data to be fetched from PSDF Business Support System. APIs to be developed by service provider.
About PSDF (corporate information)	This section will include PSDF' purpose, PSDF success stories, partners, management team, board members, etc.	N/A
Careers	This section will include PSDF values, why PSDF is go to organisation, department wise description, followed by job listing	Job posting and data collecting portal should be created, in which PSDF can download bulk of data in a single go
Publication	This section will include reports, press release, articles, policies etc.	
Videos	Over the period PSDF has developed multiple videos, which should be available under this section.	To be integrated with PSDF YouTube channel
Corporate Governance	Policies, whistleblower form, hotline, etc.	Email integration.
Policies & Business Rules	An interactive version of all corporate policies & business rules to be developed, where each PSDF department will have a separate login to create & update their respective policies/ business rules.	Not more than 4 separate logins to be development

Contact PSDF	Contact us form	To be integrated with PSDF Business Support System & third-party systems (CRM)

c) **Integration Points**

Information	Filters	PSDF Business Support System **Role**	Remarks
Futures Classes			
- Location - Sector - Course name - Institute Name - Course duration	- Gender (Male, Female, Transgender) - Location - Qualification - Sector - Trades	Read Data	
Course Details (data stored in PSDF Business Support System**)**			
- Course overview - TSP name - Course duration - Educational requirement - Registration end date: we will have to set a formula for this, for example. - If the start date is 1st June; 10th June will be the last registration date – to be appeared automatically. - Learnings from the course - Scope of the course - Career opportunities		Read Data	Trade wise date to be fetched from PSDF Business Support System
Lead Generated:			

• Generated lead will be stored in PSDF Business Support System	• Selected course • Gender • Full Name • Email address • Mobile number • City/district • CNIC number • Digital literacy questions	Write	Data will be pushed to PSDF Business Support System in real time <lead generation>

d) What are we looking for

The company/firm will agree on sharing following details:

• Understanding of the scope of work & to suggest out-of-box solution complying with the scope of work.
• Proposed Methodology / Approach and detailed timeline for the deliverables.
• Proposed project Team Strength for project development & execution (who & when he/she will work on this project).
• Training of PSDF approved staff in how to go about creating and managing content.
• Once the website is live, the company/firm should provide 12 months maintenance service and SLA will be applicable, right after go-live.
• The company/firm needs to have adequate resources to resolve issues in case of any critical issue reported by PSDF.
• The company/firm should define a responsibility matrix. (defining roles and tasks interdependences).
• The company/firm should have staging server & hosting space.
• Website content update and deletion through interface and not directly through DB (Database).
• No third-party free plugins should be used.
• No flash-based content is allowed
• It should have Admin Control Panel with certain levels of rights for administrators and users.
• It should be based on PHP/MySQL based CMS or better.
• It should have HTML5 & CSS3 Interface.
• Dynamically updateable items such as Banners & Thumbnails.
• Options for future module integration (Maps etc.)
• 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.
• Search: The solution should provide users with the ability to search for and locate text that is based on keywords and key phrases.
• All admin accounts/emails/admin rights associated to PSDF website in anyway will remain the property of PSDF.

e) Website Maintenance SLA

a) Service Provider will provide uninterrupted maintenance services as well as technical support 6 days a week (Monday - Saturday) from 9:00AM to 8:00PM

b) All provided services to be available (up and running) for at least 99.9% of the time

c) Service Provider will provide agreed modifications on PSDF's website.

d) Service Provider will provide front-end and back-end development services to PSDF for ad-hoc development requests.

e) Service Provider will create new & mold existing artwork and content as per task need.

f) Service Provider will provide monthly website backups.

g) Service Provider will remain in-touch with PSDF server(s) and inform PSDF if any server changes are important to PSDF's account.

h) A monthly performance report will be shared which will contain all the tasks/ jobs rendered.

i) A detailed monthly google analytics report along with heatmap will be shared.

j) Optimization of website using Google tools and other verified tools

k) Optimization of Servers to improvise the performance

l) Service Provider will provide search engine optimization services.

Severity Level	Initial Response Time	Resolution Time	Penalty
Severity High	30 minutes	Within 1 hour	2%
Severity Medium	1 hour	Within 6 hours	1%
Severity Low	2 hours	Within 16 hours	0.5%

Severity Level	Description
Severity High	Services Disruption/outage that effect one or more than one business Units or Business Service (s). Software / Application Bug that leads to service outage.
Severity Medium	Service Degradation that is affecting one or more than one business units or business service(s). Software Malfunction that lead to service degradation
Severity Low	Any kind of issue that is affecting one or more than one user

Total Penalty Severity Low = (Quarterly Maintenance Payment/ 3) x 0.5% x number of hours exceeding resolution time

Total Penalty Severity Medium = (Quarterly Maintenance Payment / 3) x 1% x number of hours exceeding resolution time

Total Penalty Severity High = (Quarterly Maintenance Payment / 3) x 2% x number of hours exceeding resolution time

Penalty will be calculated on the monthly basis. However, payment shall be made as per the payment structure mentioned in the bidding document.

5) Deliverables

a) Website design, development & deployment

Milestones	Timelines* T = Calendar days of work order
Sitemap/ walkthrough / consumer journey mapping	T1 = 45 days
Development of wireframes	
Website look & feel	
Development of APIs & Integration with PSDF Business Support System	T2 = T1 + 20 days
Deployment on service provider's server for UAT	T3 = T2 + 20 days
UAT testing and PSDF approval	T4 = T3 + 20 days
Deployment on PSDF servers & transfer of all rights	T5 = T4 + 15 days
Total Website Design, Development & Deployment	Maximum 120 calendar days

*timelines for milestones can be altered with mutual consent at the time of signing the contract. However, total Website Design, Development & Deployment timeline will remain the same i.e. 120 calendar days. Total website design, development, deployment by bidder & PSDF review time will be of 6 months (Bidder time = 120 days & PSDF Review time = 60 days)

b) Documentation after contract award

Service provider shall provide the following documentations in hard as well as soft copies:

i) Understanding of the project, based on the scope of work
ii) Detail Project Plan based on the agreed milestones
iii) Consumer journey (journey mapping & wireframes)
iv) Fortnightly progress reports
v) System Requirement Specification (SRS) document containing detailed requirement capture and analysis including functional requirement, Interface Specifications, application security requirements
vi) Complete Source Code with required documentation.
vii) Test Plans and Test cases (including Unit Test Plan, System/Integration Test Plan,
viii) User Acceptance Test Plan, Security Test Plan, Load Test Plan
ix) Training Manuals and literature
x) Systems Administration Manuals
xi) CMS Tool Manuals
xii) Website User manuals
xiii) Operational Manuals
xiv) Maintenance Manuals
xv) Hosting documentations

xvi) Security policy and procedures including Password security, logical access security, operating system security, data classification, and application security and data backups

c) **Website Maintenance**

Once the website is live, service provider will provide 12 months maintenance service and SLA will be applicable.

6) **General or Special Conditions of Contract**

The successful bidder shall agree to the following terms of references to provide Services to PSDF:

a) PSDF reserves the right to award or not to award this contract and bidders who fail to submit 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 be entered into a formal contract with the successful bidder only and reserves the right to terminate the contract if performance of Bidder is unsatisfactory.

c) 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**.

d) All documents and information received by PSDF from bidders will be treated in strictest confidence. Documents submitted to PSDF will not be returned.

e) All expenses related to participation in this bidding document shall be borne by the bidder.

f) Only short-listed bidders fulfilling the eligibility criteria will be considered for technical evaluation.

g) Documents shall be submitted in hard copies in a sealed envelope marked as "PROPOSAL" as hard copy in a sealed envelope for "**Hiring of a company/firm for Website Design, Development & Deployment**" The envelope containing separate hard copies of technical and financial 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
Phone: +92-42-35752408-10, Fax: +92-42-35752190

h) 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.

i) 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.

j) PSDF will conduct a Prebid meeting of 01 hour online session on Microsoft teams for scope of work walkthrough and Q&A sessions on 17th November 2020 at 2:00 PM for all the potential bidders whosoever wants to join shall have to write an email to Procurement@psdf.org.pk before COB, 16th November 2020, and the link will be shared via email before start of the session.

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 successful bidder shall sign and execute the standard contract of PSDF including any general conditions on the terms and conditions specified therein. Any amendment to the standard contract shall be made with mutual consent of both parties.

b) Successful bidder will sign a contract and will provide the agreed services within the stipulated agreed time of issuance of the Purchase/Service Order.

c) The duration of the contract shall be 1 year and 6 months (6 months for design, development, Deployment & 1 year for maintenance); however, it can further be extended up to 2 years for maintenance only based on the satisfactory performance of the bidder with the mutual consent of both parties on the same terms & conditions.

d) If PSDF cancel the contract during the contract period, a notice period of 1 month will apply.

e) In case of any dispute regarding services the decision of the PSDF shall be final & binding.

f) 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 bidder, the grounds for its rejection of all bids or proposals but shall not be required to justify those grounds.

g) All taxes will be deducted in accordance with the applicable laws.

h) The bid shall remain valid for the period of **150 days** from the date of bid opening

i) In case the selected bidder is failed to deliver the project as per the agreed timelines, bank guarantee of the bidder will be forfeited, and the contract may be terminated.

8) Delivery Timelines or Completion Date

Timelines of the delivery of services shall start once the contract is signed/ issuance of Purchase/Service Order and remain valid till the expiry of the contract.

9) Technical Evaluation Criteria

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

10) Financial Evaluation Criteria

The financial proposals of only eligible bidders with technically responsive (scoring minimum 65 marks) 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 the bidders or their representatives who may choose to be present, at the time and place announced prior to the bidding. 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".**

11) Performance Security

a) Successful bidder will submit a performance security in the form of bank guarantee of 5 % of total Contract value at the time of signing the contract which will be returned after completion of contract.

b) Any delay in *Website – Design, development & deployment* of the Project as per agreed milestones will be subject to a penalty of PKR 10,000 per day maximum/up to 15% of *Website – Design, development & deployment* cost. Penalty will only be imposed if the delay is at Service Provider's end.

c) **Support /Maintenance SLA penalty (**Maximum/ up to 15% of the 12 Months Maintenance Cost)

    a. **Total Penalty Severity Low** = (Quarterly Maintenance Payment/ 3) x 0.5% x number of hours exceeding resolution time

    b. **Total Penalty Severity Medium** = (Quarterly Maintenance Payment / 3) x 1% x number of hours exceeding resolution time

    c. **Total Penalty Severity High** = (Quarterly Maintenance Payment / 3) x 2% x number of hours exceeding resolution time

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

Complete bid containing Technical and Financial proposal along with Bid Security with all the required information and documentary evidence must be submitted before closing dated i.e. 03:00 PM, 25th November 2020. Technical proposals will be publicly opened on the same day i.e. 03:30 PM 25th November 2020 in the presence of bidder's representatives who wish to attend it. Bid Security of disqualified bidders will be returned after awarding the business to successful bidder.

a) Bid Security

Bid Security of Rs 20,000 (Twenty Thousand) in the form of pay order or demand draft favouring Punjab Skills Development Fund shall be submitted along with the proposal. The Bid Security should be valid for a period not less than 6 months.

b) Cover Letter for the Submission of Technical Proposal

A cover letter as specified in **Annexure H** 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)

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

Annex – B (Eligibility Response Check List)

Eligibility Check List				
Sr. No.	Eligibility Criteria Details	Evidence/Proof Required	Attached Supporting Documents/Proof and mark Yes/No	
			Yes	No
1	Evidence of the bidding firm/company's registration/Incorporation is required	(Copy of certificate of incorporation/company registration certificate is required)	☐	☐
2	Provide National Tax Number (NTN) and GST/ PST, (if applicable) in the name of Organization	(Provide a copy of registration)	☐	☐
3	Should be active taxpayer on the date of submitting the bid.	(Status report must be provided)	☐	☐
4	Affidavit on stamp paper, declaring that company is not blacklisted by any Telco/FMCG/autonomous body/government/semi government or any organization.	Affidavit on stamp paper original signed & stamped	☐	☐
5	Minimum 2 years proven experience of providing website development services to local or international or multinational clients i.e. Telco/FMCG/autonomous body/government/semi government or any organization.	(Copy of contract or purchase order with completion certificate for the same website from the client must be provided as an evidence)	☐	☐
6	A signed and stamped letter is required by the bidding organization that they completely comply with all the requirements mentioned in the Scope of Work in this document	(signed and stamped on company's letter head is required)	☐	☐
7	Compliance to the maintenance service level agreement (SLA) provided in section 5 of the document	(signed and stamped on company's letter head is required)	☐	☐

Annex – C (Relevant Experience)

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.
2	Start and end dates of providing Website development Services (For example – Jan 2009 to July 2019)	i. ii. iii. iv.
3	Services provided to Number of companies/firms	i. ii. iii. iv.

Annex – D (Technical Evaluation Criteria)

Technical Evaluation Criteria				
Sr #	**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	**Client Portfolio**	**10**		
	Worked with more than 5 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		10	Documentary proof (copies of contract or work order with contact details of clients) should be furnished.
	Worked with more than 3 and less than or equal to 5 local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization) for similar nature services		5	
2	**Relevant Experience**	**10**		
	Experience of more than or equal to 04 years for providing Website Design & Development services to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		10	Documentary proof (copies of contract or work order with contact details of clients including published website links) should be furnished.
	Experience of less than 04 years but more than or equal to 02 years for providing Website Design & Development services to local or international or multinational clients i.e. (Telco/FMCG/autonomous body/government/semi government or any organization)		5	
3	**Strategy Presentation***	**50**		
	Design Expertise (Website sample/s along with link/s and explanation against each item)	*20*		
	Bilingual design		*5*	
	Visual appeal & choice of visuals		*5*	

	Text-to-visual ratio		5	Printed copy of presentation should be furnished along with the proposal (Strategy Presentation will be rated based on the quality of work)
	Responsiveness		5	
	Development Expertise (Website sample/s along with link/s and explanation against each item)	***10***		
	Integration through APIs		2	
	Realtime data fetch from external websites		2	
	Antihacking & malware safety measure/ protocol		3	
	Website load time		3	
	Explanation & strategy presentation on service provider's approach & methodology on the scope of work	10		
	Pros & Cons of proposed Content Management System	4		
	Proposed project plan & tracking tools.	6		
4	**Proposed Team Structure**	**20**		
	Project Manager/ Team lead (4 years' experience)		4	(Profiles / CVs must be attached)
	Project architect (3 years' experience)		4	
	UI/UX designers (2 years' experience)		4	
	Web developer/ integration specialist (2 years' experience)		4	
	QA & testing/ security (2 years' experience)		4	
5	**Financial Turnover**	**10**		
	Annual turnover /revenue of the company is greater than or equal to 60 Million (PKRs)		10	Documentary proof required (tax returns or financial audited report from **ICAP** registered firm/company for the year 2018-19)
	Annual turnover /revenue of the company is less than 60 Million (PKRs) but greater than or equal to 50 million (PKRs)		05	
	Total Technical Evaluation Score	**100**		

*bidders will be called for strategy presentation either online or at PSDF office premises

Annex – E (Key Management Staff of the Company)

Please attach CVs for your Key Management Staff

Key Management Staff of Company				
Sr #	Name of Management Staff	Designation	Area of Expertise	Number of years in company

Annex – F (Financial Proposal)

Firm shall be paid as consideration for the provisioning of services under this contract as per the below mentioned table

SR #	Description of Deliverables	Amount in Pakistan Rupees (inclusive of all applicable taxes)
A	Website – Design, development & deployment	
B	12 Months Maintenance Cost (including Web hosting services)	
C=A+B	Total Project Cost in PKR inclusive of all applicable taxes	

SR #	Description	Unit Cost Per Man-day in PKR (inclusive of all applicable taxes)
D	Website Change request for any improvement and development in the website	

Financial Component (FC)= Total Project Cost (C) + (Cost of Change request (D) x 50 Man-days*)	

* 50 Man-days are for calculation purpose only

<u>Business Award:</u>

Business will be awarded based on the following

Financial Component (FC)= Total Project Cost (C)+ (Cost of Change request (D) * 50 Man-days)

Technical Component (TC) = Total Technical Evaluation Score

Combined Evaluation Score = 80% x (TC) + 20% x (FC)

High-Level Scope Deliverables:

Deliverables details			Payment %
Phase-1	Design & development	Sitemap/ walkthrough / consumer journey mapping	40% of A
		Development of wireframes	
		Website look & feel	
		Integration with PSDF Business Support System	
		Deployment on service provider's server for UAT	
Phase-2	UAT & deployment	UAT testing and PSDF approval	60% of A
		Deployment on PSDF servers & transfer of all rights	
	Maintenance	Quarterly maintenance payment – Quarter 1	Quarterly Payments
		Quarterly maintenance payment – Quarter 2	
		Quarterly maintenance payment – Quarter 3	
		Quarterly maintenance payment – Quarter 4	

Payment Terms:

➤ PSDF shall pay 40% of the total Website – Design, development & deployment cost after successful completion of phase-1 and 60% of the Website – Design, development & deployment cost shall be paid after successful completion of Phase-2 and the payment shall be made within 30 days from invoice submission date (as per the milestone). Bidder shall obtain completion certification from PSDF to process the payment.

➤ Website support/maintenance cost shall be paid by PSDF on quarterly basis, after assessing the penalties (if applicable) against the given SLA for maintenance within 30 days from invoice submission date. Bidder will submit the invoice along with the SLA report for the quarter against which the invoice is raised.

➤ Payment shall be subject to the satisfactory provisioning of the services.

➤ All payment shall be made in PKR after the applicable taxes.

Early Exit/ Penalty Clause:

If bidder fails to deliver the complete project as per the agreed timelines and refuses to work, PSDF will only pay follow the below mentioned payment mechanism for final settlement after receiving & verifying of the deliverable/s. Penalties will apply as per the bidding document.

Project Deliverables milestones in case of early exit	Payment against each milestone
Sitemap/ walkthrough / consumer journey mapping	5% of Phase 1
Development of wireframes	10% of Phase 1
Website look & feel	10% of Phase 1
Integration with PSDF Business Support System	10% of Phase 1
Deployment on service provider's server for UAT	15% of Phase 1
UAT testing and PSDF approval	10% of Phase 2
Deployment on PSDF servers & transfer of all rights	40% of Phase 2

*penalties will be imposed/deducted when making the payment.

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 authorized 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 Guidelines]

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

Dear Sir,

We offer to provide the Services for **Hiring of a company/firm for Website Design, Development & Deployment** 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: