MAULANA MAZHARUL HAQUE ARABIC & PERSIAN UNIVERSITY, PATNA

RFP No.: 03/2023-24   **Date: 05/03/2024**

Notice Inviting Tender

Website and E-Office
(Design, Development, Implementation and Maintenance)
for Maulana Mazharul Haque Arabic & Persian University, Patna

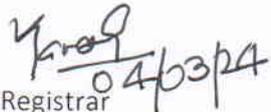|		
A	Designation of officer inviting RFP	Registrar, MMHA&P University, Patna
B	Advertisement of RFP	05/03/2024
C	Period of purchase of RFP document with Time and place	From 05/03/2024 on 3:00 PM to 20/03/2024 on 2:00 PM at Registrar Office, MMHA & PU University
D	Place, Time & Date of Pre-Bid Meeting	MMHA&P University, Patna at 3.00 PM on 12/03/2024
E	Place, Time &Last Date of submission of response to RFP	Up to 3:00 PM on 20/03/2024 in Registrar's office
F	Last date of submission of EMD	Office of The Registrar, MMHA&P University, Patna up to 3.00 PM on 20/03/2024
G	Place, Time & Date of opening of Technical Bid of RFP	At 4:00 PM on 20/03/2024 MMHA&P University, Patna
H	Place, Date & Time of document verification on Technical aspects (Only Turnover and Experience Document in Original form other documents will be verified on online in the presence of bidder)	MMHA&P University, Patna at 4:30 PM onwards on 20/03/2024
I	Place, Date & Time of Presentation and demonstration of technical aspects by valid bidders	Venue and date will be communicated after evaluation of Technical bid.
J	Place, Time & Date of opening of Financial Bid of RFP	Date and time will be communicated later.
K	Place of opening of RFP Response	MMHA&P University, Patna
L	Validity of RFP	180 Days from Opening of Financial Bid of Tender Document
M	Approximate cost of the work	Will be determined after Pre bid Meeting
N	Approximate cost of the work	Will be determined after Pre bid Meeting

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Tender are invited on open tender basis by the Registrar on behalf of Vice Chancellor, Maulana Mazharul Haque Arabic & Persian University (MMHA&PU) from eligible registered and authorized firms/agencies for **Website and E-Office (Design, Development, Implementation and Maintenance) of**
MMHA&P University, Patna (as per details given in the Tender Document). The University invites Tender in Two Bid System (Technical and Financial) from interested parties. The details of the Bid areas under: -

Ser No	Description of Work	Cost of Tender	(EMD) (₹)	Agreement (₹)	Validity
1	Notice Inviting Tender for Website and E-Office (Design, Development, Implementation and Maintenance) for Maulana Mazharul Haque Arabic & Persian University, Patna	5,000/-	1,00,000/-	5% of Contract Value	15 Mont hs

> The tender will be obtained from the Office of The Registrar, MMHA&PU University, Patna.
> EMD: The EMD must be paid and deposited along with bid documents in the form / shape of Demand Draft or Banker's cheque of any Scheduled Bank drawn in favour of the Registrar, MMHA&P University, payable at Patna or Fixed Deposit Receipt (FDR) of Scheduled Bank. EMD can also be paid through e-payment mode i.e. "Internet payment gateway, (Credit/Debit Card), Net Banking and Transaction Receipt must be submitted.
> Tender Document: The Bidder will have to furnish documentary proof for each of the eligibility criteria as mentioned in Tender document duly attested by its authorized person and must be submitted.
> Any changes/corrigendum/addendum w.r.t. this tender will be notified through website.
> At the time of pre-bid of tender only authorized representative (with valid Identity card of agency) will be allowed to be present.
> All the matter subject to the jurisdiction of Patna High Court.

> The undersigned reserve the right to accept or reject any or all the quotation without assigning any reasons.

Registrar 04/03/24

MMHA&PU University,
Patna

MAULANA MAZHARUL HAQUE ARABIC & PERSIAN UNIVERSITY, PATNA, Bihar
(INDIA)

Email: registrar-mmhu-bih@nic.in
Website: www.mmhapu.ac.in

TENDER DOCUMENT

FOR

Website and E-Office

(Design, Development, Implementation and Maintenance)

REF. No.-03/2023-24

Dated: 05/03/2024

Issued by

Registrar
MAULANA MAZHARUL HAQUE ARABIC & PERSIAN UNIVERSITY,
PATNA, Bihar (INDIA)

Signature of Registrar.................... 04/03/24

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MAULANA MAZHARUL HAQUE ARABIC & PERSIAN UNIVERSITY, PATNA, Bihar (INDIA)
Email: registrar-mmhu-bih@nic.in   Website: www.mmhapu.ac.in

SECTION- 1

Notice Inviting Tender (NIT) for Website and E-Office
(Design, Development, Implementation and Maintenance)

REF. No.-03/2023-24   **Dated: 05/03/2024**

Tender are inviting in two parts (Technical and Financial bid) for Website and E-Office Design, Development implementation and Maintenance of Maulana Mazharul Haque Arabic & Persian university, Patna from year 2024 onwards. The tender documents along with the details of the works, terms and conditions can be downloaded from the University website www.mmhapu.ac.in and may be procured from University Office as per details below. Tender shall be received only through speed post/ Registered post/ Courier. The undersigned reserved the right to cancel/ amend the tender at any stage without assigning any reason thereof.

Last date of sale of form	: 20/03/2024 till 2:00 PM
Last date of submission of tender	:20/03/2024 till 3:00 PM
Date of Opening of Tender	: 20/03/2024 at 4:00 PM
Cost of tender Documents	: Rs. 5000.00 (Rupees Five thousand only)
Earnest Money Deposited	: Rs. 1,00,000.00 (Rupees One lakhs only)
Venue of the Opening of the Tender	: office of the Registrar, Maulana Mazharul Haque Arabic & Persian University, Patna.

Only government organization/ government undertaking firm having experience of similar work at minimum one university in India in the last five years in the desired field should submit their bids along with all supporting documents and a non-refundable A/C payee draft of Rs.5000.00 as cost of tender documents and Rs.1,00,000.00 (Rupees One lakh only) as Earnest Money deposit(Refundable) from a nationalized bank in favour of the Registrar, Maulana Mazharul Haque Arabic & Persian university, Patna payable at Patna till the date not if finalized above.

Price bid of the successful bidder will be opened after evaluation of technical bid by the tender committee.

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Registrar
Maulana Mazharul Haque Arabic & Persian University, Patna

SECTION – 2

Bid Information

Maulana Mazharul Haque Arabic & Persian University's flagship website www. mmhapu.ac.in is a vital component for the university's engagement and enrollment efforts and a platform to elevate the university's brand, reputation, and communication strategies. The Maulana Mazharul Haque Arabic & Persian University's website has more than ten lakh visitors a year. For many, the website is the first experience and interaction with the university.

Founded in 1992, MMHA & P University is a state Govt. University located on a beautiful campus of more than 5 acres in the dynamic heart of Patna. Our diverse and progressive university community is made up of more than 70,000 students enrolled in an extensive array of programs: colleges and Madrasa KRC offer more than 100 undergraduate, Post-graduate and certificate programs.

MMHA & P University is ranked among top national universities for its academics, student centered teaching, service learning and leadership in sustainability.

MMHA & P University's public facing website is often the first experience with the university for many prospective students and a vital component of MMHA & P University's lead generation and communication's strategies. The website is a portal to Madrasa and colleges, KRC and a resource for many viewer/audiences. We have more than 1000 pages on the MMHA&PU website with more than ten lakh visitors a year. Additionally, the site hosts content for university-wide initiatives. The website is built in Terminal Four a proprietary content management system, primarily used in higher education. Our web ecosystem is comprised of ~480 content editors spread across the university/State, which the web team trains and supports to maintain their individual websites.

Maulana Mazharul Haque Arabic & Persian University is seeking a formal estimate for the re-design, development, and deployment of the mmhapu.ac.in website and E-Office management on our Terminal Four CMS platform. (A content management system (CMS) is a software application that enables users to create, edit, collaborate on, publish and store digital content. CMS are typically used for enterprise content management (ECM) and web content management (WCM). We seek a strategic partner with a creative and technical team that will quickly grasp our brand, values, culture, and strategic directions.

This project will deliver a new and future-focused digital strategy and web presence that elevates the university and reflects best practices in design, content strategy, user experience, usability, accessibility, and technical implementation.

MMHA & P University is looking for an experienced agency who has demonstrated experience with managing complex website projects and expertise with best practices for higher education websites and also an agency with significant digital capabilities to create a streamlined and customized digital experience for prospective students, parents, and prospective faculty (phase 1) and an easy-to-use intranet for current faculty, staff and students (phase 2). This RFP encompasses only the phase public-facing website, but consideration should be made for the intranet when recommending strategies for, and developing, the public site.

The Maulana Mazharul Haque Arabic & Persian University website is a key element in the

university's publication and communications effortsand is an important vehicle for delivering information to external and internal Students, Teachers, audiences and key stakeholders. It is a vital revenue generation, recruitment, welfare and storytelling platform for the university.

Recently, we require a Search engine optimization (SEO) audit for the website with an outside agency and we expect this effort to build on that research and discovery. The agency will incorporate SEO best practices to increase both the quality and quantity of website traffic, as well as exposure to our brand through non-paid (organic) search engine results.

This project requirements and specifications support the project's core objectives:

- A site that highlights MMHA&P University's brand strengths, qualities, and values.
- A site that targets prospective undergraduate and Post-graduate students and their families, without sacrificing the needs of secondary audiences, including current students, alumni, Current and prospective faculty and staff members, the media donors, and the generalpublic.
- An information architecture that organizes content in an efficient and logical manner for primary target viewer, while preserving deeper content structures to meet secondary audience needs.
- Incorporate SEO best practices to improve site visibility.
- A site with a more modular, flexible visual design that is fully functional and responsive in design for display across many screen sizes and devices.
- An environment that is robust, yet flexible enough to continue to grow and evolve with our web presence. Ideally, we hope to easily reskin the site over several years while retaining anunderlying platform and architecture allowing for long-term evolution.
- Evaluation of our current website governance and site management, site support, hosting, and recommendations to support our new website strategy.
- Increase conversion rates for online apps and inquiries, increase engagement, decrease bounce rates, and increase search rankings. (We can benchmark current performance metrics versus after we launch).
- E-Office of our university to have receipt/dairy to final dispatch/disposal of a letter, file or note-sheet in digital format.

SECTION – 3

Scope of Work

Upon recent discovery/analysis, the Mmhapu.ac.in website was found to be static website having text and link heavy, lacking a site-wide communication and SEO strategy and consistency on many of the academic program pages. An opportunity exists to redesign the site with the latest web technologies to better reflect the mission of MMHA & P University, foster course engagement and deliver on our university priorities.

Our Audience/Viewer

We have identified four core audiences whom the site is specifically geared to address. The new website should provide unique students/teachers journeys for Colleges, Madrasa and KRC Students/Teachers:

- Prospective undergraduate & Post- Graduate students
- Parents and families of prospective undergraduate & Post- Graduate students
- Prospective graduate students & Post- Graduate
- Prospective international students

In addition to the above, content should be easily findable for the following secondary audiences:

- Current students
- Prospective and current faculty and staff

In addition to the above, content should be easily findable for the following tertiary audiences:

- Alumni
- Donors
- Businesses, potential employers, and other partners (e.g., civic, media)

Project Deliverables

The primary objectives and goals of the website redesign & document management system are listed below. MMHA & P University is open to all recommendations for innovative design techniques and modern technologies that will provide a best-in-class digital experience.

Discovery, Strategy, User Experience, and Information Architecture

- Project discovery and research including onsite students-Teacher's client workshops, stakeholder group sessions, as well as open sessions for the campus community.
- Deep dive into Google Analytics for current website to inform redesign project.
- Review of provided brand/course documents.
- Web survey(s) for primary and secondary audiences/viewer.
- Web strategy brief, including development of website personas.
- Creative brief.
- Proposed information architecture, user experience and content strategy.
- Review of current website governance, site management and staffing and provide a brief with recommendations for any changes for current website management and support.

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- Vendor shall address how a code repository, development or staging site and production website workflow will be used for maintaining and tracking changes to the website's codebase.
- Post-website launch support, maintenance, and ongoing site development proposal: - This should include recommendations and a menu of options and pricing for ongoing website support, maintenance, and ongoing development options or packages, e.g., bulk purchase of hours (pre-paid), pay-as-you-go or per-hour pricing (time and materials). Vendor should detail any warranty of code or bug fixes that are identified post-launch.

Design / Build

- Vendor will propose a process for automating/easing content migration.
- Design renderings for page layouts (specific decisions to be determined in site strategy) — homepage, audience gateways, department landing, lower level, news landing, news story page, news index, search index/results, academic majors/programs listing page, academic program landing page, academic course listing page, campus directory, faculty and staff bios page, campus calendar landing page, campus calendar events page, social media integration. As noted in this document, the university is interested in a flexible, modular or component design framework for different department under university. We are also interested in the development of a robust pattern library for the site.
- Native integration of APIs (e.g., social channels: YouTube, Twitter, Facebook and additionalchannels.). We primarily use YouTube and Facebook for videos. We want to be able to controlthe thumbnail image that is used.
- Graphic elements.
- Technical implementation.
- Details and assistance with the development of CMS editorial workflows, approval workflows and site permissions.
- Site style guide—this should live on the MMHA & P&U website or is provided directly to MMHA & P&U. It would include a pattern library, typography, various column layouts and cover all design and styleoptions.
- Re-imagine how the MMHA & P&U Newsroom looks and functions.
- Recommendations regarding third party events calendar and campus map.
- Recommendations on implementing a multilingual website on Terminal Four.
- Training curriculum.

Website Hosting

- The MMHA & P&U website is currently hosted by third party. The selected vendor for the redesign project will help specify and provide recommendations, including content delivery network(CDN), technical set-up, storage, RAM, FTP, etc.

Responsive Site

- Our visitors must be able to access the site from a wide variety of devices and be

designed to automatically detect the screen resolution of any device and respond with a view ensuring the visitor will have an optimized experience no matter what device they . are using.

Lead Generation and Life Cycle Communications

- Lead generation is a critical function of the website, and it must integrate with key lead generation technologies.

Search Engine Optimization

- Find ability (search) is critical to MMHA & P University and the site must be built with SEO best practices in place. Search engine friendly URLs, canonical URLs, page title, description H- tags, semantic markup and the like are required. The CMS backend needs to make SEO easy for content editors by requiring fields important to SEO are completed.

Redirect Strategy

- A comprehensive 301 redirect strategy is to be included. Ability to manage all 302 and 301URL redirects through a single website redirects module or Apache .ht access file. This includes the ability to redirect documents to webpages or other documents.

Website Governance

- Review of current website governance, site management and staffing and provide a brief with recommendations for any changes for current website management and support. Recommendations on website governance and workflow integration.

Training Materials

- Training documentation for content editors

Other Anticipated Deliverables:

- Audience profiles and planned conversion paths
- Content models
- Wireframes
- Front-end development
- Implementation
- QA testing
- Site search
- Academic program finder
- Other recommended and future-focused integration features

THE   E-OFFICE SHOULD PROVIDE FOR FOLLOWING WORKFLOW FEATURES:

The solution should include Work Flow management besides the following features.

Inward Receipt:
- Complete solution for inward receipts at all locations

File Creation Should provide fully functional:
- Unique Numbering of File
- Stores File Name, Subject, Creators Notes
- Priority Indication (Immediate/Normal/Later)
- Nature Indication (Confidential/Normal)
- Files should be Version Numbered
- Metadata Capturing ability for input whenever applicable/possible for fast search

Work Flow Creation & Assignment: Should support
- Multiple Work Flows
- Create a New Work Flow at Run-Time
- Create Inter-Departmental & Intra-Departmental Work Flows (Assignments)

Action on File Should print:
- Pending File Reminders
- Receipt Acknowledgement
- Noting
- Attachments - Any type of Attachment (incl. PDF, HTMS, JPEG, Docs, Excel Sheets, Audio/Video files etc. in correct and recoverable format)
- Add/Update/Delete/View (Linked File) References facility
- Tasks Assignments

File Approval should generate
- Outgoing Draft Reply Letter Generation and outgoing reply by email, letter SMS etc.
- Reply – email, Letter, SMS etc.

Outward Generation & Dispatch should provide
- Auto Disposal by Different Disposal Modes
- Outward Entry module should generate Two Copies – Fair Copy and Office Copy and send it to the Dispatch Section for delivery to the intended users/senders
- Carry Forward of Non-Disposed Files

Query / Views on following should provide
- Text Based, Keyword based, Wild Cards based search options
- Subject-wise Generalized Summery
- Inward number v/s. Outward number

User Creation & Other Security Features
- History of Positions held with Timeline
- Security Features like Password Complexity & Encryption, Audit Trails
- Database Triggers to Stop Direct Updations

Reporting Module
- Register Printing

Audit Trails (User Activity, File Movement Records)

Indexing Documents
The indexing methodologies used, should be easy to use and understood by the user who retrieve the documents, as well as those who file them.

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Should organize documents as given below:

Index Fields

An imaging system should allow users to customize index templates, create multiple templates and have different types of index field data within each template, such as date, number and alphanumeric characters. Index fields should be used to categorize documents, track creation or retention dates, or record subject matter, among other uses. In addition, an imaging system should allow pull down boxes to speed index field entry and have tools available to help automate entering index information.

Folder/File Structure

An imaging system should provide a visual method of finding documents. An imaging system should have the ability to electronically re-create this filing system through multiple levels of nested folders.

Retrieving Documents

Whatever the method, document retrieval should be simple and user-friendly. The system should provide easy, fast and efficient retrieval of relevant documents.

Controlling Access

The system should provide appropriate levels of access to AICTE data, without compromising confidentiality or security.

Broad Availability

The system should provide a client-based user interface that enables the scanning, indexing & retrieval of documents. Users should be able to search, retrieve and view documents with any web browser.

Comprehensive Security

The system should allow the system administrator to control what folders and documents users can see, and what actions they can perform on those documents (edit, copy, delete, etc.) The system should control access to folders, documents and even redacted image and text in a simple and complete manner.

1. Collection & Preparation of Documents: The documents should be collected, on a regular basis under the supervision of an Officer, scanned at the MMHA&PU site. Documents After scanning, they should be arranged in the same manner as they were received & returned the same day.

   a) Document & batch Preparation: Inspecting & separating documents, grouping documents into categories & designating the beginning & end of documents and batches.
   b) Document Ironing: In case the documents are crumpled & in bad shape, they should be ironed before scanning.
   c) Document return & hands off': the documents should return back to the AICTE officer with a check being done again for the integrity of the documents being returned.

2. Scanning: The Documents should be scanned in an organized manner, at the site. A manual index should be generated. Each batch of Documents should be given an address.

3. Indexing & Image Cropping: The images should be edited/cropped to remove any undesirable foreign spots/marks. The Retrieval Software should be provided by the vendor. The index should basically provide the name of the document.

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4. Quality Assurance: Every image must be readable. The best image quality should be achieved by using state of the art Scanners, Processors & quality equipment, with automatic exposure control features. The minimum scanning resolution should be 200 DPI black & white, in general. However, the vendor should increase this if required, to ensure proper readability of output image.

5. Merging into Database: The images should be merged into the database. The fields may be decided mutually depending on the retrieval parameters.

6. Retrieval Software: The retrieval software should use information about the documents, including index and text-strings, to find images stored in the system. The documents should be stored in html, xml or pdf format also.

7. Access: Document viewing should be readily available to those who need it, with the flexibility to control access rights to the system. The access system should make documents viewable to authorized persons, whether in the office or at different locations.

Training:
The training program should be conducted for In-charge & 3 Staff members, at MMHA&P University's offices.

Note: 2(Two) Nos. manpower to be deployed onsite for support of Website & E-office by the agency.

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SECTION – 4
Project Content

As a part of the discovery process, MMHA & P University has engaged with an SEO firm to provide an analysis of existing site content. MMHA & P University intends to provide optimized page content for the site but is looking for a partner to create the holistic theme and messaging across the site including messaging on the home page, headings on main section pages, features, and CTAs throughout the site.

- Include the loading/migration of content from current site to new site in the proposal.
- Break out cost for content creation, content tagging, and loading of photo galleries.

Functional Content Features:

https://www.mmhapu.ac.in/web/training/content-types/

- Editable navigation and sub-navigation
- Flexible page templates
- Content tags and site search
- Photo galleries, light boxes or slideshows, video player, audio player or audio embed
- CTAs, promos and buttons
- Interactive and dynamic elements
- Events calendar: Recommendations on third party event calendar
- Academic program browser
- Forms
- Virtual campus visit: Recommendations for a third-party application integration
- On-page emergency alerts
- News/blog/stories
- Social sharing
- Dynamic content—entered once, displayed many times (event > news > social)
- Dynamic key word searches
- Structured snippets and schema markup

A Customized, User-Centric Mindset:

- Create personas for each core audience
- Identify conversion goals for each persona
- Develop personalized content and experiences for each persona
- Streamline site architecture and design site navigation and content that speaks to eachstudent persona uniquely
- Design conversion opportunities strategically for each persona
- Pages should elicit an emotional response

Requirements

- Focus on user experience.
- Follow web standards (HTML5, CSS3).
- Incorporate SEO best practices to improve site visibility. This includes the ability to

manually change meta information/tags on each individual webpage—Page Title, Meta Title, Meta Description, Meta Image, Page Crawl Frequency, ability to hide pages from public/internal search and sitemap (no index, no follow), clear page name/URL structure (pages URLs all lowercase using hyphen separators) and an automated XML Sitemap. Pages should be properly structured to use H1-H5 headers. Provide ability to include a robots.txt file for limiting search engines to some content.

- Incorporate best practices for pulling information from external sources (like frames) and have the ability to add alt texts and titles.
- Best practices for image tags with height and width attributes as well as aria, loading and altattributes.
- The agency must supply and implement a 301-redirect strategy so that we do not lose anyof our current search engine rankings.
- Strictly adhere to web accessibility standards—WCAG 2.1 & WCAG 2.0 Level A & Level AA, Section 504, Section 508.
- Display optimally on a range of screen sizes and devices (smartphones, tablets, desktop monitors). A mobile navigation for smaller screens and a desktop navigation for larger screens.
- Be optimized (design, architecture and hosting platform) for fast loading—particularly on mobile devices as measured by Google Page Speed Insights (fast performance of 90 or better). Utilize approaches like a CDN, caching, minifying CSS and JavaScript and "lazy loading" of page elements for optimized page load times. Our research suggests page loadspeed is crucial to perceived and actual site success and improved search engine optimization (SEO).
- Render properly in widely used mobile and desktop browsers (Chrome, Edge, Firefox, IE andSafari).
- All website content must be directly displayed as webpages and indexable by search engines, i.e., website content that opens in an overlay that is not directly accessible to website visitors through a URL or search engines should be avoided. Important pages thatmust be indexable by search engines include homepage, landing pages, secondary pages, campus calendar landing page, individual event pages, campus directory landing page, individual faculty directory/biography pages, majors and programs, course listings/descriptions, etc.
- Offer content syndication and content sharing—COPE (create once and publish everywhere). Content that is duplicated in multiple places should be updated and maintained in a single location.
- Provide a modular or atomic design framework allowing for more flexibility in content design and delivery across site pages. Here is an example of modular design from Indiana University: https://styleguide.iu.edu/pattern-library/index.html. In such design, the same content component (e.g., student testimonial, brand messages, news stories, content featurettes, videos, lists, events, etc.) can be published in multiple layouts on a page— across one column, two columns, four columns or six columns. We change our focus on page design from whole pages into parts, making it possible for our website to combine content and design, but also allowing our CMS more control. This will allow us to build out pages in ways that make sense from a visual, administrative and business

perspective. A modular or atomic approach to design and populating content will offer us a more flexible and adaptable site that is nimble enough to address changing institutional and visitor needs.

- Provide a pattern library that offers multiple options for content display, e.g., a block quote might come with big bold text with a large background quotation; another might include animage, yet another with a vertical line. The pattern library would offer multiple buttons, list,image, video, accordion or tab styles, among others.
- Be optimized to share webpage content to social media sites like Facebook, Twitter and LinkedIn by employing separate Open Graph (OG) protocol and Twitter cards on every pageto specify page title, descriptions, image and video. It is preferred that all these tags populate from the main meta fields but allow us the ability for them to be individually edited.
- Use non-proprietary programming and frameworks for interactive features.

Integrations

- Customer relationship management system (CRM)
- Enterprise resource planning (ERP) with E- Office
- Advancement/giving portal
- Academic catalog
- Virtual campus visit
- Google tag manager / Google Analytics
- Single sign on (SSO)
- Etc.

Existing Technology

The website will be deployed through the Terminal Four content management system. The developmentpattern will be responsible for building functional pages and/or bells and whistles as defined by discovery.

Assumptions

- **Strategic Partnership:** We are seeking a vendor who understands higher education and willhelp guide us from website design through development and will provide ongoing services as needed to help support us in the future.
- **Research Based Design:** We require a site that meets the unique needs of our students andfaculty and are not looking for a cookie-cutter, template solution. Our vendor needs to employ a strategic research-based and data-driven process to gather input, define expectations and design a consistent user-friendly framework for the website that meets the needs of all users.
- **Visual Design:** The final design will be a collaborative effort between Maulana Mazharul Haque Arabic & Persian University andthe vendor. There will be a minimum of two design concepts and two rounds of revisions included in the cost estimate. The design should be visually appealing and effectively represent the Maulana Mazharul Haque Arabic & Persian University brand.

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- **Information Architecture:** Website design must focus on creating simple, intuitive information architecture with an SEO friendly navigation that is consistent site-wide and that leverages breadcrumbs and UX/UI best practices.
- **Easy Updating:** The site should be easy to use and update by our team of content editors, graphic designers, and digital marketers.
- **Governance:** Recommendations on a sustainable model for post-launch.
- **Site Analytics:** The vendor should utilize historical site analytics to understand the patternsof our sites users to better help them shape the experience of the new design.
- **Vendor Experience and Criteria:** Preference will be given to vendors with experience in higher education with special attention given to vendor's breadth of experience, references,number of years' experience and expertise of staff.
- **Skilled team:** The vendor will provide a dedicated skilled team of user experience, design, and development professionals.
- **Internal Project Staff:** The vendor will employ its own project staff and will disclose third-party vendors in the proposal.
- **Proven Project Management Process:** The vendor must have a proven project managementprocess and flexible timeline structure that allows the vendor to adjust to the needs of the Maulana Mazharul Haque Arabic & Persian University team.
- **Proven Development Skills:** The vendor will have experience with the Terminal Four contentmanagement system or other similar content management systems and have a proven process of execution on said platform.
- **Design and Content Ownership:** Maulana Mazharul Haque Arabic & Persian University will obtain ownership of ALL design, codeand content of the website upon completion of the project. Maulana Mazharul Haque Arabic & Persian University does not authorize the use of any proprietary code throughout the scope of this project.

Instructions to Vendors

MMHA &P University is seeking a detailed website proposal, budget and timeline that accounts for all work in accordance with the project objectives. Please include:

- General description of the firm, including number of years in business and overall experience in interactive web design and development, particularly in higher education working on projects similar in scope.
- Detail the firm's experience with project discovery and research, persona development, digital strategy, user experience, information architecture, mobile and responsive web design, usability testing, website accessibility (WCAG 2.1 and WCAG 2.0 Level A & AA compliance), SEO, content strategy and digital marketing.
- A list of web content management systems the firm has direct experience implementing andproviding ongoing maintenance, support, and development.
- A list of all individuals and roles who will be assigned to work directly on the project along with their bios and a link to their LinkedIn profile.
- Case studies with URLs linking to examples of relevant work that is similar in scope to Maulana Mazharul Haque Arabic & Persian University's project.
- A project plan that describes the agency's approach, methodology, and includes

timelines as well as the agency's commitment to culture and ADEI.

- A minimum of three references that Maulana Mazharul Haque Arabic & Persian University will contact about the firm's workthat is similar in scope to this project.
- Pricing for the project including a breakdown by major elements or milestones (e.g., project management, discovery, strategy, UE, IA, design, build, hosting recommendations brief, content migration support, QA, usability testing and post deployment); a total project cost, any incidental expenses that would be charged to Maulana Mazharul Haque Arabic & Persian University and an applicable hourly rate for additional time and materials work that may result from a scope expansion or other unanticipated work.
- Maulana Mazharul Haque Arabic & Persian University is interested in working with a long-term strategic partner after site delivery. Vendor should include recommendations and a menu of options and pricing for ongoing website support, maintenance and development options or packages, e.g., bulk purchase of hours (pre-paid), pay-as-you-go or per-hour pricing (time and materials). The university is interested in vendor recommendations for how much budget we should allocate toward ongoing maintenance and support for a website similar in size or scope.
- Vendor should detail any warranty of code or bug fixes that are identified post-launch. MMHA & P University anticipates retaining a single vendor to perform the entirety of the scope of work. However, we reserve the right to make multiple awards, e.g., selecting one firm for project discovery,strategy, user experience and information architecture and a second for design/build or to make no award.

Special Conditions

Completion of Proposal

The Proposal must be complete in all aspects. The Proposal may be rejected if it is found to contain conditional or incomplete language or contain any alterations of form. The Proposalmay be rejected if any defect or irregularity is shown to have materially changed the quote price.

Signature of Proposal

The proposal shall be signed as provided for in the "Signature Authority" (Attachment A) by a duly authorized representative of the supplier. A Proposal submitted unsigned or signed by agents not authorized will be considered incomplete and WILL BE REJECTED.

Confidentiality

Any specifications, drawings, sketches, data, or documentation, or other technical or business information furnished or disclosed to the supplier hereunder shall be deemed the property of MMHA & P University and, when in tangible form, shall be returned to MMHA & P University if requested. Unless such information was previously known to the supplier free of any obligation to keep it confidential as evidenced by supplier records or has been or is subsequently made public by MMHA & P University or a third party, it shall be held in confidence by the supplier and shall be used solely for the purposes hereunder.

Communication

All communication, including bid clarification questions, should be sent to Registrar Office and

also at registrar@mmhapu.ac.in   Failure to comply with these instructions could result in disqualification in this RFP.

Modification and Supplements

Modifications and/or supplements to this RFP issued by Maulana Mazharul Haque Arabic & Persian University will be in writing andwill become part of the RFP documents.

Disposition of Proposals

All material submitted as part of a Proposal or in response to this RFP will become property of MMHA & P University and may be returned only at the option of MMHA & P University and at the expense of the supplier. All Confidential information that is identified Confidential Information should be on each document that is Confidential. Maulana Mazharul Haque Arabic & Persian University will, with all reasonablenessof care protect said information. In any case, one copy shall be retained by MMHA & P University for official files.

Non-Committal Estimates

All estimates as to quantity of service to be purchased are non-committal to MMHA & P University.Estimated annual usages shown in the RFP are only estimates and in no way represent a commitment by Maulana Mazharul Haque Arabic & Persian University to purchase such quantities. These quantities may change from time to time during the life of any resultant agreement and are for planning purposes only.

Right to Negotiate

MMHA & P University reserves the right to negotiate and hold discussions with Suppliers as necessary to protect its own best interest. However, MMHA & P University may award a contract based on the initial offer without discussion of such. Accordingly, supplier should offer the most favorable terms from a price and service standpoint in their Proposal.

Not an Offer to Contract

This RFP is not an offer to contract, nor does it commit MMHA & P University to award a contract. Maulana Mazharul Haque Arabic & Persian University reserves the right to make one award, multiple awards, or no award under this RFP. Additionally, Maulana Mazharul Haque Arabic & Persian University may cancel this RFP at any time, if so; doing is in the best interest of Maulana Mazharul Haque Arabic & Persian University.

Supplier Pre-Screening Information

Supplier is requested to provide completed IT return document for Maulana Mazharul Haque Arabic & Persian University to verify company tax status.

Connection with MMHA & P University Employees

Supplier, by submission of their Proposal in response to this solicitation, represents that any employees, consultants, or other persons associated with MMHA & P University, who have been or associated with the supplier, have not participated in the preparation of the Proposal. In addition, those persons have not conveyed to the supplier any information pertaining to this RFP and will not participate in any of the work hereunder, except with the specific written approval of Maulana Mazharul Haque Arabic & Persian University. However, in order to undertake the above, the firm will depute one qualified junior programmer/ resource person stationed at

University office or be available on all basics throughout 24x7 days under the direction of Registrar.

Appendix: Key Message Framework

Mission

Maulana Mazharul Haque Arabic & Persian University is dedicated to educating the whole person, to professional formation, and toempowering leaders for a just and humane world.

Vision

We will be one of the most innovative and progressive State Govt. universities in the Bihar, educating with excellence at the undergraduate, Post-graduate, and professional levels.

MESSAGE FOUNDATION

MMHA & PU brand essence: Where Innovation Meets Humanity

MMHA&P University Brand Strategy - Summary

Brand Positioning

MMHA & P University educates the whole person with an emphasis on real-world experiential learning in aglobal hub of technology, innovation and progress. Our rigorous, personalized, and values-centered education prepares students for a constantly changing world.

KEY MESSAGING

MMHA&PU is a staple of the city and region's economic, social, and cultural fabric. We are not only helping to set the pace but always a step ahead ofthe curve in disrupting outdated ways of thinking and wasteful, unsustainable ways of living. Our location offers students unparalleled access to leading businesses and nonprofits, as well as dynamic professional networks. But we are much more than our location.

As a MMHA & P university, MMHA & P&U delivers a high-quality, personalized, and impactful education that prepares students for a constantly changing world. Our academic and student experiencetakes a holistic approach to the education and development of each student in mind, body, and spirit— embracing individuality and unique lived experiences. We teach students how to think, not what to think. It starts with our exceptional faculty, who care passionately about the success of every student, inclusive excellence and empowering leaders for a just and humane world. Faculty engage students in deeper learning in the classroom and experiential opportunities through internships, real-world projects, community engaged learning and education abroad. It is why our students are difference makers in their careers and communities.

MMHA&PU is on the forefront of shaping a better world for all, including and especially the sustainabilityof our planet. The university ranks in the top 20 of institutions nationally for service learning and environmental sustainability, including the nation for sustainability curriculum.

Our rigorous, holistic and values-centered education and strong career outcomes are why Maulana Mazharul Haque Arabic & Persian U consistently achieves high rankings among the best

universities nationally.

MMHA & P University is in the heart of one of the world's top cities for technology and sustainability and ourstudents are at the heart of its innovation and progress. We are a staple of State's economic, social and cultural fabric—offering students unparalleled access to leading businesses, nonprofits and professional networks.

But we are much more than our location.

MMHA & PU delivers a high-quality, personalized and impactful education in the open tradition. Our exceptional faculty care passionately about every student's success and empowering leaders for a just and humane world. Faculty engage students in deeper learning and real-world experiential opportunities. It is why our students are difference makers in their careers and communities.

Our rigorous, holistic, and values-centered education and strong career outcomes are why Maulana Mazharul Haque Arabic & Persian University consistently achieves high rankings among the best universities nationally.

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SECTION-5

Corrupt or Fraudulent Practices

Maulana Mazharul Haque A & P University, Patna requires that the Bidder sunder this tender observe the highest standards of ethics during the procurement and execution of such contracts. In pursuance of this policy, the University

a. Defines for the purposes of this provision, in the terms set forth as follows:

b. Corrupt practice means the offering, giving, receiving or soliciting of anything of value to influence the action of any.

c. Fraudulent practice means a misrepresentation of facts in order to influence a procurement process or execution of a contract to detriment of MMHA& P University and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the University of the benefits of free and open competition.

d. Will reject proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

e. Will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the firm has engaged in corrupt and fraudulent practices in competing for, or in executing, a contract.

f. The past performance of the Bidder will be cross checked if necessary. If the facts prove the same to be dubious, the Bidders tender will be ineligible for further processing.

g. In the event of any claim asserted by at hired party of infringement of copyright, patent, trademark or industrial design right arising from use of the solution or any part thereof, the bidder shall expeditiously extinguish such claim. The bidder shall be responsible for compensation (if any) including all expenses, court costs and lawyer fees.

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SECTION-6

UNDERTAKING

It is certified that my firm/agency/tenderer has never been blacklisted by any of the Departments/Autonomous Institutions/Universities/Public Sector Undertakings of the Government of India or any other State Government or Public Sector Banks or Local Bodies/Municipalities and no criminal case is pending against the said firm/agency as on-

....

Signature of the Tenderer

Place:

Name of the Signatory

Date:

Name of the Firm/agency

Seal of the Firm/Agency

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SECTION-7
PROFORMA A

No.......................   Dated:.................

To,

The Registrar
Maulana Mazharul Haque A & P University, Patna, Bihar
Subject: Tender for Website and E-Office (Design, Development, Implementation and

Maintenance).

Reference: Your ....;Dated /   /2024

Respected Sir,

As per your Notice Inviting Tender cited above in Reference, this firm submits that the Terms and Conditions of the Tender Document are acceptable to it and agree to abide by the same. Particular so if the Firm is as given here under:

Name of the Firm

Address

1. Tender Document received from	Website/Office
2. Tender Document Fee	Demand Draft No Dated
3. Earnest Money	Demand Draft No Dated
4. PAN Card No,	Annexure No.
5. GST Registration No/ Provisional No	Annexure No.
6. Valid Registration Of the Firm/Company	Annexure No.
7. Income Tax Return for the last Three Years	Annexure No.
8. Annual Turn Over of last Three Financial year	Annexure No.
9. Work Experience Related Documents	Annexure No.
10. All relevant samples	Annexure No.
11. Proforma 'A'	Placed in Envelope titled "TECHNICAL BID"
12. Proforma 'B"	Placed in Envelope titled "FINANCIAL BID"

Signature of Authorized Signatory
Seal of the Firm

Mobile/ Phone No.

SECTION-8

Eligibility Criteria

The Technical bid would be evaluated on basis of methodology as tabulated below:

S. No.	Technical Criteria	Documentary Evidence to be attached
1	The bidder should be a Government Organization / Government Undertaking	Relevant documents to be attached.
2	The bidder must submit ROC, PAN, GST, ITR and balance sheet of last three financial year, 2020-21, 2021-22 and 2022-23	Relevant documents to be attached.
3	The bidder needs to have a minimum turnover of Rs 750 Crores in the last three (3) financial years and should be profit making company (profit after tax)	Last 3 years audited balance sheet (i.e. F.Y. 2020-21, 2021-22 and 2022-23)
4	The organization should have worked with a minimum of three Universities/Board/any state Government organization providing Website and E-Office related works.	I. Purchase Orders or Agreement Copies/Proof of payment/copy of form 26 AS II. University/Organization name III. Scope of Work & value IV. Contact person's name and contact details
5	The bidder should have experience of Website and E-Office (Design, Development, Implementation and Maintenance) Project in any 3 Universities in different department's modules in last 7 years along with movement of file and HR work	I. Purchase Orders or Agreement Copies II. University/Organization name III. Scope of Work IV. Contact person's name and contact details
6	The bidder should have 9001:2015, ISO 14001:2015, CMMI Level 3 certified.	Certificate/ supporting documents to be enclosed
7	Bidder to submit non- blacklisting certificate on a non-judicial stamp of Rs. 100/.	Supporting documents to be enclosed
8	Bidder should have a Local office in Bihar.	Supporting documents to be enclosed
9	Bidder to submit no fraudulent activities certificate.	Undertaking should be submitted.
10	The tenderers have their own Software professional with relevant experience.	Self-attested copy from authorized person
11	Details of infrastructures, technical staff available for the said work.	Self-attested copy from authorized person should be submitted
12	A right reserve to place the order of specific works only as per requirements.	

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SECTION 9

Evaluation of Technical Bids

The Technical bid would be evaluated on basis of methodology as tabulated below:

S. No.	Technical Criteria	Parameters & scale	Marks
	Company Establishment (20 Marks)		
1	The bidder should have experience in terms of no. of years.	>=5 years and <15 years	5 Marks
		>=15 years and <25 years	10 Marks
		>=25 years and <35 years	15 Marks
		>=35 years	20 Marks
	Number of Clients for which Application to be developed (15 Marks)		
2	The bidder should have experience to work with universities/colleges/education bodies for Government Departments/Central PSUs/State PSUs/State Govt.	> = 3 and <5	5 Marks
		> = 5 and <8	10 Marks
		> = 8	15 Marks
	Bidder's experience in MIS/Work-flow based application for Universities (20 Marks)		
3	The Bidder should have experience of MIS/Work-flow based application for universities (Single Work-Order value)	>=5 Crores	5 Marks
		>=10 Crores	10 Marks
		>=15 Crores	20 Marks
	Bidders Financial Capability (10 Marks)		
4	The bidder's average annual turnover for any 3 of the last four Financial Years i.e. 2019-20, 2020-21, 2021-22, 2022-23	>= 750 Cr and <1000 Cr	3 Marks
		>= 1000 Cr and <1350 Cr	5 Marks
		>= 1350 Cr and <1700 Cr	8 Marks
		>= 1700 Crore	10 Marks
	Bidder's Certifications (20 Marks)		
5	The bidder should have CMMI Level certifications, ISO 9001, ISO 27001 (Proofs to be submitted)	ISO 9001	2 Marks
		ISO 9001 and ISO 27001	4 Marks
		ISO 9001, ISO 27001 and CMMI Level 3	7 Marks
		ISO 9001, ISO 27001, CMMI Level 3, ISO 20000 and ISO 14001	10 Marks
		ISO 9001, ISO 27001, ISO 20000, CMMI Level 3, ISO 14001 and ISO 45001	15 Marks
7	Presentation to Technical Evaluation Committee on Technical Solution and methodology.		20 Marks

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The evaluation committee shall evaluate the Technical Proposals on the basis of their· responsiveness to the Terms of Reference, sub criteria, Essential Technical Pre-requisite criteria. A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP (including Essential Technical Pre-requisite criteria). Bidders shall be called for Presentation before Evaluation Committee on .... The bidder would present their approach and methodology of executing the assignment. The bidder may also highlight various issues envisaged by them in carrying the assignment and their approach for handling those issues.

Technical score (Tn) for each bidder will be arrived at after totalling each their respective score on parameters as per S. No. 1 – 5 and marks allotted by the Evaluation Committee on the presentation made by the bidder.

At this stage, minimum qualifying Technical score (Tn) will be 70 marks (out of 100). Financial Proposals of only such technically qualified bidders who have scored 70 or more marks on technical criteria (as above) will be opened.

Evaluation of Bids

Financial Bid (Fb)
However, for determining the financial bid / Final commercial offer of a technically qualified Bidder only.

Evaluation of Financial Bids: MMHA&P University shall also notify the shortlisted firms after the technical evaluation. The Financial Proposals shall be opened at 11:30 Hrs. on ......February, 2024 in the presence of the Bidders (representatives who choose to attend). The name of the Bidders and the technical and presentation scores of the bidders shall be read aloud. The lowest evaluated Financial Proposal will receive the maximum score of 100 marks. The score for other Financial Proposal is inversely proportional to its quoted price. The commercial scores will be calculated as

$F_n = F_{min} / F_b * 100$; where,

F_n = financial score of the bidder under consideration

F_b = Financial bid by the Bidder under consideration

F_{min} = Lowest Bid quoted by any bidder under consideration

Final Evaluation - Evaluation of Bid: - Following completion of evaluation of Technical and Financial Proposals, final ranking of the Proposals will be determined on basis of Quality and Cost Based Selection (QCBS). 80% weightage shall be provided to Technical Score (Tn) & 20% weightage shall be provided to Financial Score (Fn). The overall score will be calculated as follows:

$$B_n = 0.80 * T_n + 0.20 * F_n$$

Where B$_n$= overall score of bidders under consideration T$_n$ = Technical score for the bidder under consideration F$_n$ = financial score of the bidder under consideration

The bidder with highest score shall be awarded the work. After completion of final evaluation process if client find there are more than one bidder scoring equal points, only such bidders will go in for negotiation offer with the client and the Negotiation may be called for techno- commercial negotiations. During the negotiations a revised Commercial Bid will be taken from the representative of the Bidder by way of sealed bids. This offer will replace/supersede the earlier Commercial Bids.

The scoring system of this "Quality-Cum-Cost-Based" to be used for obtaining final scores is illustrated below. Technical proposal score & Financial proposal offer & scores shown below have been assumed for illustration purpose only.

	Technical Proposal	Financial Proposal		Combined Score		
	Technical Score (Tn)	Bid amount (in Rs.)	Financial score = (Minimum amount / bid	Technical weightage	Financial weightage	Total
	1	2	3	4 = 1*0.80	5 = 3*0.20	6 = 5 + 4
Bidder 1	60	5	10	48	20	68
Bidder 2	65	5.5	90.	52	18.18	70.18
Bidder 3	70	6	83.33	56	16.67	72.67
Bidder 4	75	6.5	76.92	60	15.38	75.38

Bidder 4 having emerged with the highest total score will be awarded the work

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SECTION-10
PROFORMA B

No. ....   Dated- / /2024

To,
  The Registrar
  Maulana Mazharul Haque A & P University, Patna

Subject: Tender for Website and E-Office (Design, Development, Implementation and Maintenance)

Reference: Your ....No.................dated.......................
Respected Sir,

      As per your Notice Inviting Tender cited above in the Reference, this firm submits that the Terms and Conditions of the Tender Document are acceptable to it and agrees to abide by the same. The Financial Bid for the Tender is as given hereunder:

Name of the Firm:
Address:

Brief Description of the Work	Price in Indian Rupees
Website and E-Office (Design, Development and Implementation)	
Security Audit Cost	
Support & Maintenance for 1st year with 2 Manpower onsite deployment after Go-Live	
Support & Maintenance for 2nd year with 2 Manpower onsite deployment after Go-Live	
Support & Maintenance for 3rd year with 2 Manpower onsite deployment after Go-Live	
Total Price	

The Proforma B must be submitted in separate sealed envelope.
Note: Rates should before all the activities during the academic session) as detailed in the Tender Document.

Signature of Authorized Signatory

Seal of the Firm

Mobile/ Phone No.

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