For web publication

Indira Gandhi National Centre for the Arts
Vedic Heritage Portal

Invitation of Expression of Interest (EOI)
for short listing of organizations for
Design and Development of Web Portals
(Content Management Services,
Social Media optimization and Mobile Solutions)

1. Project:

The Indira Gandhi National Centre for the Arts (IGNCA) has been entrusted by the Ministry of Culture, Government of India for second phase of design and development of 'Vedic Heritage Portal'.

This Portal is a one-stop solution for the user, who would like to search any information regarding the Vedic heritage, be it the abstract oral traditions, or the textual tradition in the form of publications, manuscripts, implements / Yajna related objects etc. Creating a synergy between the traditional knowledge and digital technology, it is hoped that through this portal, we will be able to take our heritage to a different level altogether. The Pilot phase of the Portal is already online (www.vedicheritage.gov.in) and attracts an average 15.00 lakh hits a month. In addition, the IGNCA is also planning to upgrade its existing website (www.ignca.gov.in), which is one of the major sources of information on Indian arts and attracts over 33 lakh hits every month (as per recent NIC statistics), into a web portal.

IGNCA invites eligible Indian firms / agencies to indicate their interest in providing the services for design and development of the proposed web portals including Content Management Services, Social Media optimization and Mobile Solutions. Interested firms / agencies must provide information indicating that they are qualified to perform the services. The details must include:
1. Company's profile,
2. Description of similar assignments,
3. Experience in similar activities,
4. Ready availability of skilled technical manpower

2. Scope of Work

I. The vendor will submit templates of various designs of portals to IGNCA and only after finalisation/selection/approval of a particular design, the actual phase of development of portal will start.

II. Provide an interactive and engaging experience for all visitors landing on Vedic Heritage Portal and IGNCA web portal and Mobile Application, FB page/ Twitter etc. to improve traffic to the portals.

III. Make the Vedic Heritage Portal and IGNCA Web Portal (and Mobile Solutions), a major resource platform on Indian art and culture. Research and study of Indian art and culture by providing details on traditional and modern centres of learning.

IV. Branding and enhanced User Interface & User Experience (Emphatic Branding, Easy Navigability and User-friendly Interface & User Experience) to provide a personalized experience based on user insights obtained from users of the portal and feedback from multiple sources and enrich the website content by enabling users to share their experiences and information.

V. Content Management (technical support in content creation & curation, aggregation, formatting and organization, updation and management, activity based searches and information sharing) and formatting of the existing data, to include the security features like watermarking in the visuals, to protect from its misuse. Use of updated modern technology to ensure data safety and protection against threats.

VI. Setting up a high benchmark of standards as per international guidelines and guidelines of the government of India for Web Portals in order to make it comparable with international websites on art and culture.

VII. Hosting Services (for Web Portals, Mobile Solutions and End to End hosting)

3. Eligibility Criteria:

The applicant Organization should meet the following requirements:

i. The agency should be registered as an organization/company in India.

ii. The agency should have minimum of 5 years' experience in portal development/ web designing.

iii. The agency should have an annual turnover of INR 4 Crores or more during each of the last 3 financial years ending 31st March 2016, 2017, 2018.

iv. The agency should have executed at least three projects each of value INR 10 Lakhs or above for government agencies or multi-lateral/bi-lateral organizations.

4. Submission Procedure:

4.1 EOI for the aforesaid assignment must include the following:

1. A brief company profile in narrative form (not exceeding one page)

2. Capability statement giving details about the experience and expertise of the firm in development and designing of web portal (including Content

Management Services, Social Media Optimization and Mobile Solutions).

4.2 List of documents to be attached:

i. Certificate of Registration/MoA

ii. Profile of Key Professionals and their C. V.

iii. Details of work of similar nature done during the last 5 years including the execution of at least three projects each of value INR 10 lakhs or above for government agencies or multi-lateral/bi-lateral organizations.

iv. Balance Sheet for the last 3 years (2016, 2017, 2018) duly certified by a Chartered Accountant.

v. Documents in support of eligibility criteria as mentioned in para 4.2 above.

EOI should be submitted in a sealed envelope clearly labeled "**EoI for Vedic Heritage Portal**".

Two hard copies of the EOI should be submitted to:

The Project Director,
Vedic Heritage Portal,
Room No. 205,
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11 Mansingh Road, New Delhi – 110001.
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The last date for submission of the EOI is 3**1st October, 2019**.