



EMBASSY OF INDIA BEIJING

Invites Quotations for

**INTEGRATED ONE YEAR CONTRACT FOR DESIGN,
MAINTENANCE, TRANSLATION, TECHNICAL SUPPORT,
MAILING LIST CIRCULATION OF AN INTERNET MICROSITE-
BASED E-PUBLICATION OF EMBASSY OF INDIA'S CHINESE
LANGUAGE MAGAZINE**

Tender No. 0902052017

Last Date for Submission of Bids

24 March 2017, 1000 Hrs (Beijing Time)

Date of Opening Bids

24 March 2017, 1100hrs (Beijing Time)

**EMBASSY OF INDIA BEIJING, NO.5, LIANG MA QIAO BEI JIE, CHAOYANG
DISTRICT, BEIJING 100600, TEL-00-86-10-8531 2500/2501/2502/2503**

Invitation for Bids

Embassy of India, Beijing invites Bids / Quotations from reputed companies based in China for an integrated one year contract for design, maintenance, translation, technical support of an Internet microsite-based e-publication consisting of twelve monthly issues of Embassy of India's Chinese language magazine Jinri Yindu, and for circulating the monthly issues in newsletter form to a mailing list.

1. **Eligibility criteria for bidders:**

- The company should have valid permit / registration from a competent local authority for translation/design/maintenance/technical support/publicity/promotion services particularly in relation to Internet/website-based content, for a minimum of 5 years.
- The company should be in operation for more than 5 (five) years.
- The company should have experience in translation/design/maintenance/technical support/publicity/promotion services particularly in relation to Internet/website-based content for a minimum of 5 years.
- The company should have sufficient number of staff for the proper execution of the job.

2. **Scope of Work:**

S.No	Description of work	Time line
1.	Design of Internet-based microsite i. Microsite to consist of a single interface with both text and banner image, icons, images etc ii. Webpage to be suitable for both desktop and	Microsite template to be designed within 1 week of award of tender

	<p>mobile viewing</p> <p>ii. Webpage to include links to Embassy website and Embassy Weibo account</p> <p>v. Webpage to include box for subscription to mailing list</p> <p>v. Text and images to be easily updated</p> <p>vi. Design will be as approved by Embassy of India, Beijing</p>	
2.	<p>Creation of Internet-based microsite</p> <p>i. Scope of work includes registration of microsite</p> <p>ii. All technical and procedural formalities for registration / operation of website to be carried out by company</p> <p>ii. Content Management System of good quality to be used for site creation</p>	<p>Microsite to be created and launched with all registration and other formalities to be finished within 4 weeks of award tender</p>
3.	<p>Translation of Material into Chinese for 12 Issues of Magazine</p> <p>i. Translation into Chinese of English content of approximately 5000 English words per issue provided by</p>	<ul style="list-style-type: none"> Embassy will provide text in English on a monthly basis in .doc format for translation into Chinese. for translation for first issue within one week of award of tender. Afterwards, content will

	<p>Embassy of India</p> <p>ii. Scope of work covers upto three rounds of editing of Chinese translation of each month's content</p> <p>iii. Embassy to approve Chinese translation before uploading onto microsite.</p> <p>iv. Content for translation includes captions of photographs, headings, scrolling messages, articles, and any other kind of text on the microsite.</p>	<p>be provided on a monthly basis within the first week of the month.</p> <ul style="list-style-type: none"> • Translation including edits to be completed within one week of receiving English content from Embassy.
<p>4.</p>	<p>Updating of Microsite for 12 Issues in a Year</p> <p>i. Text and images will be updated every month on basis of content provided by Embassy of India</p> <p>ii. Updating of content includes updating of both text and images in captions, headings, banner images, icons, drop-down boxes etc</p>	<ul style="list-style-type: none"> • Embassy will provide the text and images for first issue within one week of award of tender. • Afterwards, content will be provided on a monthly basis within the first week of the month. • Microsite to be fully updated within ten days of receipt of content from Embassy of India, including all edits.
<p>5.</p>	<p>Circulation of New Issues to Mailing List</p>	<ul style="list-style-type: none"> • Circulation to mailing list to be carried out

	<ul style="list-style-type: none"> i. After microsite is updated, monthly content to be made into an HTML newsletter and sent to mailing list ii. Design of newsletter to be approved by Embassy iii. Mailing to be carried out on a monthly basis iv. Embassy will provide mailing list. v. Errors in email addresses, queries from recipients of newsletter etc to be communicated to Embassy of India 	<p>within three working days of first launch or complete monthly updation of microsite</p>
<p>6.</p>	<p>Maintenance and Technical Support</p> <ul style="list-style-type: none"> i. Company to monitor microsite performance parameters such as number of views, visitors, and other relevant analytics, and send monthly report to Embassy ii. Link for subscription to be monitored and new email addresses added to mailing list. iii. All new subscribers' information to be sent 	

	<p>to Embassy as part of monthly report.</p> <ul style="list-style-type: none">iv. Scope of work includes maintenance of microsite, repair of faulty webpages / links / distortions in images / formatting issues / accessibility issues / any malfunction / security issue or disturbance in functioning of microsite.v. Appropriate security measures and bug fixes, patches etc to be in place for the Content Management System used for the website.vi. Company must be accessible 24/7 in case of any problem with the microsite.vii. Steps to resolve the problem must be taken within one hour of Embassy reporting the problem to the Company.viii. Company must provide the specific name and contact details of the concerned technical	
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	<p>staff who would be available for general maintenance as well as urgent technical support for website.</p> <p>ix. Microsite must have appropriate security measures in place for prevention of any security threats.</p> <p>x. Appropriate backup should be available at short notice for the microsite in case of any failure, whether technical or security-related.</p>	
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3. **Bid system:-** The company/ agency shall submit its offer in the following way: (a) First envelope- superscripted “Technical Bid - MICROSITE FOR EMBASSY OF INDIA’S CHINESE LANGUAGE MAGAZINE (b) Second envelope- superscripted “Financial Bid - MICROSITE FOR EMBASSY OF INDIA’S CHINESE LANGUAGE MAGAZINE.
4. Both the sealed envelopes shall be kept inside a larger sealed envelope, i.e. in (c) Third envelope superscripted as “MICROSITE FOR EMBASSY OF INDIA’S CHINESE LANGUAGE MAGAZINE”. It should also be superscripted at the bottom left corner with the Full name, Postal address, Fax, E-mail, Telephone number of the bidder.
 - i. The sealed bid shall be submitted to the **Second Secretary (Press), Embassy of India Beijing, No.5, Liang Ma Qiao Bei Jie, Chaoyang District, Beijing 100600;**
 - ii. **Contact person: Ms Mansi Loiwal, Third Secretary, Embassy of India, Beijing; Phone: +86-10 85312540 Email:**

tsml@indianembassy.org.cn

- iii. The bid may be submitted by hand in person or by courier. The bids by “Fax / E-mail” shall not be accepted;
 - iv. Bid received after the closing date and time as prescribed in the tender notice, shall **NOT** be accepted under any circumstances;
 - v. Bid shall be opened on the date and time as given in the tender notice at **Embassy of India Beijing, No.5, Liang Ma Qiao Bei Jie, Chaoyang District, Beijing 100600**, in the presence of the authorized representatives of the companies, who may wish to attend.
 - vi. The bid has to be submitted as per the format specified at ‘**Annexure I & II**’ respectively;
5. **Mode of Payment:** Payment schedule should be submitted by bidder along with bid documents and bid proforma.
6. **Intellectual Property:** Embassy of India, Beijing will retain ownership of all intellectual property such as text and images sent or used in relation to the microsite. No other use of such text or images, whether altered or in original form, in the next one year or in the future, is permitted without the specific written authorization of the relevant authorities of the Embassy of India, Beijing. Acceptance of award of tender indicates acceptance of this condition.
7. **Performance Review:** Embassy will carry out a review of performance against the scope of work mentioned in this tender after three issues of the e-publication. Embassy reserves the right to terminate the contract in case of results not being satisfactory. Embassy’s decision in this regard will be final.

Annexure- I

PROFORMA TO BE FILLED UP AND SUBMITTED IN THE TECHNICAL BID

Instructions: Please fill in each blank. For blanks 9-14, you must provide a clear YES or NO for each sub-point. If the answer is YES, please substantiate your answer.

<u>1</u>	Name of the Bidder Agency/Company.	
<u>2</u>	Address of the Bidder Agency/Company.	
<u>3</u>	Contact details of the Bidding Agency/Company.	
<u>4</u>	Name of the Proprietor/Partners/Directors of the Agency/Company.	
<u>5</u>	Registration and incorporation particulars of the Agency/Company.	
<u>6</u>	Period of Bid validity.	
<u>7</u>	Experience in translation/design/maintenance/technical support/publicity/ promotion services particularly in relation to Internet/website-based content (No. of years).	
<u>8</u>	Whether holds valid permit / registration from a competent local authority for translation/design/maintenance/technical support/publicity/ promotion services particularly in relation to Internet/website-based content, for a minimum of 5 years.	
<u>9</u>	Capacity to carry out design-related activities as per scope of work i. Microsite to consist of a single interface with both text and banner image, icons, images etc ii. Webpage to be suitable for both desktop and mobile viewing	

	<ul style="list-style-type: none"> iii. Webpage to include links to Embassy website and Embassy Weibo account iv. Webpage to include box for subscription to mailing list v. Text and images to be easily updated 	
<u>10</u>	<p>Capacity to carry out microsite creation as per scope of work</p> <ul style="list-style-type: none"> i. Scope of work includes registration of microsite ii. All technical and procedural formalities for registration / operation of website to be carried out by company ii. Content Management System of good quality to be used for site creation – kindly provide details of CMS to be used 	
<u>11</u>	<p>Capacity to carry out translation into Chinese of 12 issues as per scope of work</p> <ul style="list-style-type: none"> i. Translation into Chinese of English content of approximately 5000 English words per issue provided by Embassy of India ii. Scope of work covers upto three rounds of editing of Chinese translation of each month's content iii. Embassy to approve Chinese translation before uploading onto microsite. <p>[Content for translation includes captions of photographs, headings, scrolling messages, articles, and any other kind of text on the microsite.]</p>	
<u>12</u>	<p>Capacity to carry out updating for 12 issues as per scope of work</p> <ul style="list-style-type: none"> i. Text and images will be updated every month on basis of content provided by Embassy of India 	

	[Updating of content includes updating of both text and images in captions, headings, banner images, icons, drop-down boxes etc]	
<u>13</u>	<p>Capacity to carry out circulation of new issues to mailing list as per scope of work</p> <ol style="list-style-type: none"> i. After microsite is updated, monthly content to be made into an HTML newsletter and link sent to mailing list ii. Design of newsletter to be approved by Embassy iii. Mailing to be carried out on a monthly basis iv. Errors in email addresses, queries from recipients of newsletter etc to be communicated to Embassy of India 	
<u>14</u>	<p>Capacity to provide and carry out maintenance and technical support as per scope of work</p> <ol style="list-style-type: none"> i. Company to monitor microsite performance parameters such as number of views, visitors, and other relevant analytics, and send monthly report to Embassy ii. Link for subscription to be monitored and new email addresses added to mailing list. iii. All new subscribers' information to be sent to Embassy as part of monthly report. iv. Scope of work includes maintenance of microsite, repair of faulty webpages / links / distortions in images / formatting issues / accessibility issues / any malfunction / security issue or disturbance in functioning of microsite. v. Appropriate security measures and bug fixes, patches etc to be in place for the Content Management System used for the website. 	

	<ul style="list-style-type: none">vi. Company must be accessible 24/7 in case of any problem with the microsite.vii. Steps to resolve the problem must be taken within one hour of Embassy reporting the problem to the Company.viii. Company must provide the specific name and contact details of the concerned technical staff who would be available for general maintenance as well as urgent technical support for website.ix. Microsite must have appropriate security measures in place for prevention of any security threats.x. Appropriate backup should be available at short notice for the microsite in case of any failure, whether technical or security-related.	
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(Signature of the authorized signatory)

Dated _____

Name and address of the Agency/Company _____

Seal of the firm

Annexure- II

FINANCIAL BID

Description	Amount incl. VAT
Integrated one year contract for design, maintenance, translation, technical support of an Internet-based microsite consisting of twelve monthly issues of Embassy of India's Chinese language magazine Jinri Yindu, and for circulating the monthly issues to a mailing list.	RMB
Total	RMB

Declaration

I hereby certify that the information furnished above is full and correct to the best of my knowledge.

(Signature of the authorized signatory)

Dated _____

Name and address of the Agency/Company _____

Seal of the firm