Expression of Interest (EOI)

for

BEML Website

Redesign and Development

Invitation for Expression of Interest (EOI) for

BEML Website Redesign and Development

BEML Limited invites 'Expression of Interest (EOI)' from eligible reputed firms for Digital Experience Platform (DXP) for BEML Website Redesign and Development. Last date for submission of EOI is **24.08.2021** by 17:00 hrs.

Any further Addendum/ Corrigendum/ Extension of dates, Clarifications/ Responses to bidders' queries in respect of the above tender shall be posted on BEML website (https://www.bemlindia.in) only and no separate notification shall be issued.

1. **SCHEDULE DETAILS:**

1.1 Queries / clarifications can be sought by email. Emails in this regard should be sent to office.cio@beml.co.in and should have the subject "Expression of Interest for BEML Website Redesign and Development.

1.2 The response to the EOI should be submitted in a sealed cover at the following address:

General Manager (Corporate Materials),
BEML Limited,
BEML Soudha,
23/1, 4th Main, SR Nagar,
Bangalore – 560027.
Phone: 080-22963141

1.3 The sealed envelope/ cover should be super scribed with the title "EOI for BEML Website Redesign & Development". The due date for submission of EOI is **17:00 Hrs** on **August 24, 2021**.

2. INTRODUCTION:

BEML Limited, a Multi-Technology, Mini Ratna Schedule-A Company, under the Ministry of Defence, is a leading public sector undertaking for manufacturing a wide range of Defence, Mining & Construction and Rail & Metro.

BEML Limited wishes to undertake Redesign and Development of its Corporate Website (https://www.bemlindia.in). The scope includes redesign, development, implementation, hosting and maintenance of the website in line with current web technologies.

Visitors to BEML website belong to a wide spectrum, and the enhancement of website must ensure to meet international standards and provide an excellent first and lasting impression on existing and prospective visitors.

By redesigning and revamping the website, BEML aims at:

- Enhancing BEML brand equity.
- Making the website a catalytic agent for the organization.
- Offering best in class Digital Experience Platform for the website customers.
- Leveraging enhanced Web 3.0 features in website.

Existing BEML Website hosting set-up:

- 100+ English & Hindi – Webpages.

- BEML site is currently hosted on NIC SERVER with a Hosting Space of about 170GB.

- Server connectivity through Secure VPN access.

3. PURPOSE:

- This EOI is issued for inviting responses from prospective bidders to express their interest in Redesign and Development of BEML website.

- The requirements given in the EOI are subject to modification/ addition/ deletion and the final specifications will only be prescribed in the Request for Proposal (RFP).

- This EOI is neither an offer letter nor a legal contract, but an invitation for Expression of Interest.

- BEML subsequently shall be floating a Request for Proposal (RFP) to those bidders who qualify in EOI process for selection of bidder for its development and implementation.

4. OBJECTIVE:

The objective is to create user experience for users which will enhance usability in the complete user-journey to reach the targeted group.

- Re-design & Develop BEML Website and further leverage by using Standard Content Management System – CMS / Digital Experience Platform – DXP.

- To ensure compliance with "Guidelines for Indian Government Websites (GIGW)".

- Responsive design (must support responsive web-design and multi-channel rendering of contents and applications on smartphones, tablets, desktops without duplication of code or logic.

- Artistic Design & Website layout, Creation of Web Graphics, Page designs Backgrounds or website skins. Optimization of graphics to ensure a fast loading web page. Edit, cropping, modification or adjustment of images needed. Ensure the usability & credibility of web pages.

- Improve User Interface (UI) & User Experience (UX).

- Improve Search Capability & Information Architecture (IA).

- Improve Content Strategy & User Engagement.

- Incorporate latest website design trends & guidelines.

- Achieve synergy & uniformity across website while ensuring scalability.

- SEO friendly website.

- Compliant to World Wide Web Consortium (W3C) and Web Content Accessibility Guidelines (WCAG).

- Website solution shall be designed to get Website Quality Certification issued by STQC Website Quality Certification Services.

- Website solution should take into consideration W3C Guidelines on Internationalization.

5. TECHNICAL REQUIREMENT:

The major requirements are as listed below but not limited to:

Frontend Requirements:

- Improve overall User Interface (UI) & User Experience (UX)
- Incorporate latest website design trends & guidelines

- Improve Content Strategy and User engagement
- Colour scheme - The colour combination of the website should enhance the branding of the authority and attract users to navigate.
- Overall theme of the website should be consistent and appealing
- Use Images, videos icons, info graphs, graphical data where necessary to improve user's engagement and reduce user's effort to read heavy textual information wherever possible.
- Navigation - The website should allow the visitors to find what they are looking for without confusion or unnecessary clicks. However, the web site should have following feature for better navigation and hold the visitors to go through much information
- The website should display specific error message to the visitors or to the users for better understanding of the functions of the website.
- Auto-redirection of 301 errors when pages are removed or renamed
- Ability to handle 404 errors
- Logical & Hierarchical Sitemap: The website shall help both users and search engines navigate the site easily by mapping hierarchical list of pages (with links) organized by topic
- Provision for users to share sharable content on social media platforms like Facebook, Twitter etc.
- The Website content and its design should be W3C XHTML and CSS compliant.
- Wow effects for better view
- Hover effects
- Creative banners
- Best designed carousels
- Mega menu and Mobile Menu
- Visually attractive and easy to navigate design.
- Search Engine Optimization (SEO) based design strategy.
- To integrate easy to use content management system for easily managing overall content of the website.
- To restructure content of the website to make it user friendly.

- Ensure Compatibility with all general Internet browsers including legacy versions, and also viewable in smart mobile phones. New website must be flawlessly test proven on Internet Explorer latest version, Google Chrome latest version, Safari, Mozilla Firefox latest version and Macintosh Browser for ensuring browser independent structure.
- To provide information with minimum number of clicks.
- To utilize latest web technologies / platform for making a good and safe website.
- All the existing Data/Features/Facilities/Links/Applications currently present on BEML website (www.bemlindia.in) must be made available on the newly developed website, along with redesigning for ease of maintenance.
- It should be modular so that new sections can be easily added.
- Facility for sharing the website pages through social networking websites such as facebook, twitter, LinkedIn, etc.
- The website should provide upload functionality - new / update existing documents without any need to do any code changes / deployment.
- The website domain will be provided by BEML and shall remain the exclusive property of BEML
- Overall and Page wise Visitor Analytic to understand how many people visited the website today and that can help to understand the curiosity of people.
- The migration of Content from old website to New Website
- Chatbot – The website shall have chat bot functionality where the user can
- ask generic information.
- Blog Section
- Discussion Forums

Search Capability:

- Search for any keyword, documents, video, audio, images and other media types based off file names, tags, metadata and the file's text content regardless of content location and format.

Content Management System:

- Create and manage users, user groups, departments, organization, office location.
- Define user specific Roles & Permissions to Create, Update, Delete, View, Review, Publish etc.

- The ability for site administrators to easily edit or extend the structured authoring web pages & templates, without requiring coding or technical knowledge and provide a point-and click interface for creating and managing structured authoring templates.
- Should be Unicode compliant
- Use of pre-defined templates and styles to ensure a consistent look and feel when entering and viewing content
- Ability to schedule content publishing & expiration date/time i.e. single piece of content component should be scheduled to appear for different lengths of time in different places
- Provide Version comparison & Version history
- Ability to recover or retrieve deleted or expired content
- The solution should accommodate various content types (such as .txt, HTML, PDF, MS-Word, XML, graphics, audio, rich media, etc.) in terms of storage and management
- Provision to create multiple choice polls that keep track of votes and display results on the page.
- Provision to create engaging Forms & Surveys and collect visitor's non-confidential data with reports and analytics capability
- SEO metadata & keywords authoring with actionable metrics
- Support content indexing and cross-referencing through metadata, content keyword attributes or explicit identifiers.

Analytics and Reporting

- View total visitors Count
- View Top pages visited by visitors
- View individual Page-wise visit counts
- View individual Page sessions duration – measuring the average amount of time the visitor stayed on the page
- Provision to view dashboards and generate reports to identify patterns and trends

Technical Requirements:

- An audit trail of changes to data in the system should be maintained to identify the users responsible for the modification. There should be a facility to create reports on audit logs
- Ability to easily extract a full replica/copy of the site at any point in time (for backup or recovery purposes)

6. PROCESS:

The following process shall be followed to complete the procurement for this project:

- Issue of EOI.

- Receipt of EOI from bidders.

- Evaluation of Bidders post fulfilment of the minimum eligibility criteria including demo.

- Short listing of eligible EOI bidders based on eligibility criteria and demo.

- Issue of RFP to short listed bidders.

- Receipt of bids from EOI short listed bidders.

- Evaluation of bidders based on decided parameters.

- Opening of commercial bids for the qualified bidders.

- Selecting final bidder based on the criteria mentioned in the RFP.

7. ELIGIBILITY CRITERIA:

Below Sl. No. 1 to 8 are to be fulfilled by the firm for responding to the
EOI.

Sl No	Criteria Details	Documents required to be submitted
1	Brief Details about the Firm	**Annexure -A** to be submitted.
2	The vendor should have proven experience in UI/UX Design & Development of Website and maintenance (minimum 3 years).	Please provide Order copies proving 3 years of experience.
3	Average annual financial turnover during the last three years, ending 31st March of the previous financial year (i.e. 2018-19, 2019- 20 & 2020-21) should be minimum Rs. 10 Lakhs.	2018-19 Rs. 2019-20 Rs. 2020-21 Rs. Copies of audited balance sheet (indicating turnover) for last three years shall be provided. Note: In case, audited financial results of 2020-21 has not been declared by the bidder before closing date of tender, annual turnover for 2017-18 may be provided and same shall be considered for bid evaluation.
4	The vendor should have a dedicated team for web development and maintenance on its rolls for the past 3 years of which at least 2 members should be specialized in Web Design & Maintenance activities.	Resumes of the members to be submitted.
5	The vendor should not have been blacklisted by any government/ PSU/Reputed Listed company for corrupt or fraudulent practices or non-delivery, non-performance on the date of EoI Closing date.	Undertaking document as per **Annexure - B** to be submitted.
6	The vendor must have successfully completed at least 3 (Three) jobs of	Please submit Order copies of the same. List of client website links to be submitted.

	website development of value more than Rupees 5 (Five) Lakh in the previous three years and should have maintained and updated them for at least one year.	Technology / Development tool used in the design of the website to be submitted.
7	The bidder/OEM must possess all valid certificates as mentioned below and should upload copies of the same: • PAN Number • GST Registration details/ Certificate	Please upload copies of registration certificates and copy of PAN card.
8	An Undertaking has to be submitted by the bidders stating that they have read, understood and agreeing to all tender terms and conditions.	Undertaking document as per the **Annexure-C** to be submitted.

Note:

▪ The Bidders must ensure that the documentary proofs to substantiate clauses above are given, without which their bid will not be considered.

▪ BEML reserves the right to seek clarifications from the bidder/s for the documents submitted above by the bidder/s at any point of time during the evaluation.

▪ Relevant documents are to be meticulously submitted by the bidder as part of the technical bid.

▪ Please ensure that no price details are mentioned in the EOI. Offers with price details will not be considered.

8. PRESENTATION:

▪ The firms qualified based on the eligibility criteria are invited to make a presentation to the high-level BEML Committee at a date, time and location notified by BEML.

▪ Bidder to showcase the following as a part of the presentation keeping in mind of the requirements shared in this EoI:

• Home Page (https://www.bemlindia.in)

• Product Page (https://www.bemlindia.in/product_mining_containt1.aspx)

- The purpose of the presentation would be to allow the participants to present their solution/ methodology, experience, capabilities, and other key points, if any.

9. FINAL EVALUATION:

- Bidders will be shortlisted by the high-level committee members based on demonstration of their capabilities in the presentation.

- The travel and lodging arrangements and expenses in this regard will have to be borne by the bidder themselves.

10. TERMS & CONDITIONS:

- BEML reserves the right to accept or reject any responses, in whole or in part, and to enter into discussions and/or negotiations with any one or more prospective bidders at the same time and/or at any time, and to terminate negotiations at any time without incurring any liability.

- BEML website would be verified by CERT-In empanelled agency for Risk Assessment and Vulnerability Assessment & Penetration Testing (VAPT) to which the bidder is expected to comply with the findings/recommendations of such audits.

- Commercials should not be quoted/indicated at any place and in any form in the EOI response. The response of any respondent quoting/indicating commercials, whether directly or indirectly, will be liable to be summarily rejected.

DETAILS TO BE FILLED/ UPLOADED BY THE PARTICIPATING FIRM

Sl. No.	Description	Details to be filled/uploaded
1	Name of the Firm& Postal address for correspondence (With name of the Contact Person) with telephone number, fax and email id	
2	Bank Details like Bank account numbers & IFSC code with Banker's Name, Address & Contact No.:	Bank account numbers :- IFSC Code: Banker's Name :- Address :- Contact Number :-

 I / we hereby certify that all the information given above is factual.

Signature with date of Authorized signatory

Name: _____

Designation: _____

Firm's Seal:_____

EOI for BEML Website Redesign & Development

<u>UNDERTAKING</u>

This is to certify that _____ (Name of the Firm) has not been banned / black listed / debarred from Trade by any Central /State Govt. Dept. / Autonomous Institution / PSUs in India at the time of bidding.

I / we hereby certify that all the information given above is factual.

Signature with date of Authorized signatory

Name: _____

Designation: _____

Firm's Seal:_____

<u>Undertaking</u>

To:

The General Manager (Corporate Materials),

M/s. BEML LTD

Bangalore-27

Dear Sir,

Having examined the EOI dated 09.08.2021 the receipt of which is hereby duly acknowledged, we, the undersigned, hereby confirming that we read, understood and accepting all the terms & conditions available in the tender. Further, we indicate that upon selection, we will execute the assignment as per the tender terms and conditions at the time of bidding.

Signature with date of Authorized signatory

Name: _____

Designation: _____

Firm's Seal:_____