

**Apparel Export Promotion Council
On the behalf of
Core Committee of Textiles India 2020**

REQUEST FOR PROPOSAL

FOR

**“ENGAGEMENT OF AGENCY FOR DESIGNING, DEVELOPMENT, HOSTING &
MAINTENANCE OF WEBSITE & FOR PROVIDING VIRTUAL FAIR & EXHIBITION
PLATFORM FOR MEGA EVENT TEXTILES INDIA 2020”**

Date:- 30th September 2020

IMPORTANT DATES

1.	Issue of RFP	30 th September 2020
2.	Last date & time for submission of RFP	7th October 2020, 12:00 Noon
3.	Date & time of opening of Technical Bids	7 th October 2020, 3 P.M.
4	Date & Time of Opening of Financial Bid of technically qualified bidders	Shall be decided later.

REQUEST FOR PROPOSAL FOR

“ENGAGEMENT OF AGENCY FOR DESIGNING, DEVELOPMENT, HOSTING & MAINTENANCE OF WEBSITE & FOR PROVIDING VIRTUAL FAIR & EXHIBITION PLATFORM FOR MEGA EVENT TEXTILES INDIA 2020”

All the Textile Export Promotion Councils, with support from the Ministry of Textiles and Commerce, will be organizing a Mega Virtual Fair in Dec 2020 – Textiles India 2020.

The Virtual Fair is expected to have around 5000 exhibitors (virtual stalls) and appx. 30,000 buyers visiting this virtual fair. It will also host pre-recorded fashion shows, seminars and a 24*7 Helpdesk for Exhibitors and Buyers.

Apparel Export Promotion Council on the behalf of Core Committee of Textiles India 2020 invites Tender for **“Engagement of agency for designing, development, hosting & maintenance of website & for providing virtual fair & exhibition platform for mega event textiles India 2020 “**

Tenders are invited from established agencies/firms who have successfully undertaken the similar projects of website development & conducting Virtual Fair & Exhibition.

The offer of tender for engagement of agency for website development & providing virtual fair & exhibition platform for mega event textiles India 2020 will be valid for 60 days after opening of Technical Bid & Annual Maintenance Contract for a period of 1 year after commissioning and launching of developed website.

Core Committee of Textiles India 2020 reserves the rights to amend the dates mentioned in the Data Sheet.

SCOPE OF WORK

Part-A (Website Pages & other Functionalities)

The scope of the project includes Designing, development, hosting & maintenance of comprehensive website for Textiles India 2020 virtual event which would publish the following information which can be modified/updated at regular interval.

General Website requirements

- a. Introduction and background information of Textiles India 2020.
- b. Details of the event, Virtual Exhibition etc.
- c. Directory of event, which will be updated on a regular basis by designated staff.
- d. Links to important national and international Sponsor's/partner's website.
- e. Publishing Multimedia items such as photos, videos or audio recordings.
- f. Publishing Notices/Documents.
- g. Presentations & Publications (Power point and PDF).
- h. The website should be easy to use & easy to upload/download the data.
- i. Archiving news, photos, Videos, documents etc.
- j. Link to various participating entities websites.
- k. Others modification and amendments as desired.
- l. Publishing Contact Details & Maps.
- m. Registration for Buyers & Exhibitors.

SPECIFICATION OF TASKS REQUIRED TO BE CARRIED OUT

The web designing & development agency's main task shall be to design & develop the new responsive & mobile browser compatible website for Textiles India 2020.

The Website should be mobile/tablet browser compatible & it should create a system for a single site to react as per the size of user device & with one URL & one content source. Responsive website should have fluid & flexible layout which adjust according to screen size.

The Website shall have compressive website with menus, sub-menus providing all information about the event.

The agency should design and complete high quality website using latest technology for Textiles India 2020 within a given time frame and guidelines.

The Agency need to develop an exhibitor registration functionality to facilitate online registration of exhibitors & Buyers & as per profile user may use their credentials to access various functionalities & modules in the website.

A comprehensive overseas buyer registration to facilitate online buyer registration which include online application, uploading of documents etc.

The Website framework should also be able to securely manage the database of registered overseas buyers, exhibitors, visitors & others. The data can only be available for download from the designated/approved user panel.

The hosting of website should be on dedicated/Virtual private Server/Cloud server & secure web server of LINUX platform.

Website hosting service provider must provide helpdesk and technical support on 24 x 7 x 365 basis.

The Service provider should plan & implement adequate security infrastructure to ensure that any incident of cyber-attack does not take place by the use of security infrastructure like firewall, IPS/IDS, network rules & policies, antivirus & HIPS etc.

The concern agency shall implement automated regular backup of all the data and Associated database to ensure availability of data in case of any disaster.

All functions and outputs should be admin managed & user management module should be there as per user rights to download the registration data of exhibitors & buyers.

The work should be undertaken under the supervision of core committee of Textiles India 2020.

The website shall be updated regularly, as such; the design should facilitate easy updating by non-technical staff members as well.

To suggest, conceptualize and designs Website layout, graphics, logos and banners as per the requirement of Textiles India 2020.

Meet relevant officials to discuss the needs & to integrate in designing of website.

Agency shall organize review meeting from time to time and receive suggestions, comments from the meeting which should be incorporated by the agency without extra charges.

To carry out/implement any other tasks as directed by Core Committee.

To update and maintain the website for a period of one year.

Upon expiration of contract the agency should handover all the data and the source code of the website to Core Committee.

The agency should ensure proper security coding in place so that there are no data leakages in the system. The confidential data should only be visible to authenticated and authorized

users. Unauthorized users should not be able to view/copy/edit/export/save the confidential data.

The web designer shall be encouraged to make use of his/her expertise and creativity to propose and implement relevant website enhancements.

A service contract period of one year should be agreed once the website is developed over within which all services should be provided by the agency.

The website traffic should be regularly monitored to analyze the usage pattern as well as visitors profile preferences. Traffic analysis tools should also give reports on broken links.

The concern agency shall be responsible for any kind of data theft/hacking and non-functionality of part/whole website. Under any incidents as such happening, the agency should undertake corrective measures at the earliest and ensure minimal downtime of the website. In any circumstances, the downtime of the website should not be more than one hour.

Part- B (Virtual Fair & Exhibition Module)

The scope of the Virtual Fair & Exhibitions platform is to provide the platform for the duration of event Textile India 2020 i.e. 5 days during the event & with 30 days pre event (For preparation/uploading of profile/products etc.) & 15 days post Event for downloading of reports etc.

General requirements of Virtual fair & exhibitions

- Details of the virtual event of Textile India 2020.
- Virtual showrooms of exhibitors which will be available 24*7 & updated on a regular basis.
- Online Audio & Video Interaction between Exhibitor's & Overseas Buyers.
- Exhibitor booths shall place all across the designated virtual exhibition landscape. Visitors shall easily navigate through their options and ensure a near-physical exhibition experience for them through high-resolution exhibitor avatars.
- Exhibitor Booths shall be designed in such a way that shall be easy-to-use & to update the information of products.
- Publishing Multimedia items for exhibitors such as high definition photos & video recordings.

SPECIFICATION OF TASKS REQUIRED TO BE CARRIED OUT IN VIRTUAL FAIR & EXHIBITION MODULE

The web designing & development agency's main task shall be to provide a customizable pre-build platform for virtual fair & Exhibition of Textile India 2020.

1. The platform shall be based on appropriate technical platform which should provide a wide range of features to attract and engage global textile buyers & related audiences. The virtual event platform should include the following.
 - Reception/Lobby
 - Auditorium/Theatre for hosting of inaugural function & other speakers event.
 - Exhibition hall & booths
 - Networking lounge
 - Resource center
 - Video wall
 - Help desk
 - Info center
 - High-impact background designs
 - Custom branding
 - Display of Products on Booths
2. Include mix of exhibition space, with a look and feel to match the virtual event/fair program. There is requirement of creation of interactive 360 degree/3-D Booths for the exhibitors & display of Products in 360 degree/3-D design.
 - Virtual Platform shall enable potential buyers to learn about products & services via high definition 360 degree model/3-D images & videos with product Brochures.
 - The agency shall also provide the training & Hand holding to all exhibitors via various tutorials/webinars/Audio-video conferencing for uploading of products & creation of Booth.
 - There shall be free-flowing two-way communication between buyers and exhibitors at the Exhibition Fair through Video Call, Audio call & chat facilities and also webinars to bring about a more engaging interactive experience.
 - Hosts and exhibitors can further leverage the video streaming facility to deliver customized product information to prospective leads.
 - Polls, Q&A, feedback surveys etc.
 - Screen-share
 - White-boarding
 - Presenter console
3. Virtual fair platform should include the following but not limited to these administrative tools. Create multiple levels of access to administrative control panel, including reports-only access.

- General settings
- Registration
- Access & entitlement
- Content libraries
- Tracking & metrics
- Preview & publish
- Virtual builder for easy creation of booths with spaces
- Accounts for sponsors or partners
- Access to specific rooms
- Access to specific features and reports
- User Management

4. Security of data & application with Scalability.

- The Proposal shall include secure, cloud-based platform which shall allow to host online event of Textile India 2020 for minimum five thousands of exhibitors & unlimited attendees/buyers & with downloads restrictions, plugins or barriers etc.
- As the platform is for the global audience, Buyers/Audiences shall access the platform online from wherever they are in the world - all they need is a device with access to the internet.
- The Service provider should plan & implement adequate security infrastructure to ensure that any incident of cyber-attack does not take place by the use of security infrastructure like firewall, IPS/IDS, network rules & policies, antivirus & HIPS etc.
- The concern agency shall implement automated regular backup of all the data and associated database to ensure availability of data in case of any disaster.

5. Buying Experience of Buyers

- The virtual experience of platform of exhibition & fairs by allowing visitors to save items in a cart and system shall be enable to don't lose a single a passive buyer at the exhibition by offering a 'wish cart' to visitors.
- Enable visitors to store products of choice for future purchase.

6. Reports & Charts

- Application shall have the functionality for measure the success of online exhibition fair with detailed reports.
- Gauge the success of the virtual exhibition fair both during and after the event through detailed executive reports that provide statistics like but not limited to following.

- Number & list of visitors as per dates.
 - Number & details of various room interactions
 - Number & details of transactions performed
7. The Virtual Exhibition Fair application shall be administered by a dedicated Product Manager & a super responsive Customer Service team.
 8. Development & management team of selected agency shall meet relevant officials to discuss the needs & to integrate in designing & functionalities of application. Agency shall organize review meeting from time to time and receive suggestions, comments from the meeting which should be incorporated by the agency. The agency shall be encouraged to make use of his/her expertise and creativity to propose and implement relevant enhancements in the application.

TIMELINES

1. The Website with Virtual Fair & Exhibition module should be ready within 4 weeks of issuance of work order & with all the above mentioned functionalities, however the final timeline of deployment of project can be extended with mutual consent & with proper justification.

PAYMENT TERMS

Sr. No.	Stage	%ge of payment	Remarks
1.	Advance	10%	
2.	Completion of Scope of work of Part-A (Website).	20%	
3.	Completion of Event with successful implementation of Scope of work of Part-B (Virtual Fair Platform)	70%	

PROCEDURE FOR SUBMISSION OF BIDS

The bidders will be required to submit bids and documents latest by 7th October, 2020. The quotes should be addressed to the Secretary General, AEPC, Apparel House, Institutional Area, Sector – 44, Gurugram, Haryana–122003 in a sealed envelope. The proposal should consist of followings documents:

1. Documentary evidence in support of Eligibility Criteria, namely copy of the Balance sheet and profit and loss account of the last 3 years.

2. Tender Document can be downloaded from the website of www.aepcindia.com
3. Copies of the work orders evidencing that the agency has experience in similar work.
4. The bid should come as two different sealed envelopes, clearly marked as “Technical Bid” and “Financial Bid” separately on the top of each envelope and both should be put in one bigger sealed envelope.
5. **Detailed Technical Proposal** with signature of the bidder or his/her authorized signatory & stamp on each page.
6. **Financial bids** will be open only if the agency qualifies in Technical bid.
7. Photocopies License /Registration Certificate of the firm.
8. Copy of PAN Card
9. Copy of GST Registration
10. Demand Draft for Rs. 50,000/- towards EMD in favour of “**Apparel Export Promotion Council**” payable at **Gurugram**.

Important Note regarding Performance Guarantee: - The PERFORMANCE GUARANTEE of the successful tenderer will be retained till performance bank guarantee is furnished from a Govt. / nationalized/ Scheduled Bank for 8% value of tendered amount for the period beyond three months of the last date of the contract. On receipt and acceptance of the bank performance guarantee the amount will be released without any interest.

11. The last date of receipt of bids in a sealed envelope on or before 7th October 2020, 12:00 Noon addressed to Secretary General, Apparel Export Promotion Council, Apparel House, Sector – 44, Institutional Area, Gurugram, Haryana - 122003. Alternatively, the sealed envelope may be sent through Registered post/ Courier/by hand and should reach to us on or before the last date & time. The Bidder will ensure that it is received in AEPC, Apparel House, Gurugram before the due date & time. The offers received after the due date and time will not be entertained. The bids received through e-mail etc. would not be considered.
12. The EMDs of the unsuccessful bidders will be refunded by way of handing over the original Demand Draft/Banker’s Cheque duly endorsed by the Competent Authority without any interest.
13. All the pages/documents of the bid should bear the dated signature of the authorized signatory with the stamp of the Firm. All the entries should be in one ink & legibly written. Any over-writing corrections & cuttings should bear dated initials of the authorized signatory. Corrections should be made by writing again instead of shaping or over-writing.

14. Rates should be quoted in Indian Rupees (Rs) both in figures as well as in words. In case the rates quoted in words & figures are at variance, the rates written in words will be taken as final. Please ensure to specify the applicable GST, if any.
15. Conditional bids are liable to be rejected.
16. Core Committee of Textile India 2020 reserves the right to reject or accept any or all application(s) without assigning any reason(s).
17. Quoted rates should be free from any pre-conditions regarding payments etc. or otherwise offers are liable to be rejected.
18. Core Committee of Textile India 2020 reserves the right to increase or decrease services in Tender documents.
19. The payment would be made after completion of the fair subject to submission of Bill/Invoice with all supporting documents. TDS will be deducted as per the provisions of Income Tax act, as amended from time to time.
20. The selected agency should not sublet the work in part or full to another agency.
21. There will be no escalation in the price during the entire contract period.
22. The contract shall be terminated in respect of the followings:-
 - a) If, the service of the agency is not found satisfactory or the agency changes the rate of contract during the contract period.
 - b) In case the agency fails to execute the job as per the terms and conditions of the agreement, the balance / total work will be executed through other agencies at the agency's risk and cost.
 - c) The decision of the core committee of Textile India 2020 will be final and binding on the agency and no request will be entertained in any manner.
23. The losses to the Core Committee of Textile India 2020 which are directly attributable to the agency shall be deducted from the bills /adjusted from the performance guarantee.
24. The Performance guarantee of the successful agency will be released once the final payment has been settled.

Penalty Clause: After the finalization of the Work Order to the selected vendor up to 10 % of the total project cost shall be levied as penalty against any kind of delay / damage / back-out from the work by the "Selected Vendor".

DISCLAIMER:

This tender is being issued by the core committee of Textile India 2020 for inviting bids for the **“Designing, Developing, Hosting & Maintenance of website with Virtual Fair & Exhibition Platform for mega event textile India 2020”**. The words 'Tender', 'Quotation' and 'RFP' are used interchangeably to refer to this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. Core Committee of Textile India 2020 reserves the right not to proceed with the project, to alter the functionalities/specifications & timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

(For Designing, Developing, Hosting & Maintenance of Website & for Providing Virtual Fair & Exhibition Platform for Mega event Textile India 2020)

Company Profile

Name of Company: _____

Contact Person: _____

Phone No: _____

Email id: _____

Address: _____

EMD Details: Rs. _____ DD/Cheque/UTR No. _____

Bank _____ Date/Transfer _____

Statutory Details (Copies to be attached)	
Company Registration	
GST No.	
PAN No.	
ITR of 3 years	
Turnover of 3 years	
Whether agency has their own pre build platform for virtual fair platform?	Yes / No
Will agency provide training to exhibitors for creation of booths 360 degree/3-D Design of their product?	Yes / No
Whether agency read all requirements, Terms & conditions, penalty clause?	Yes / No
Has agency ever been blacklisted?	Yes / No
Has agency made any virtual trade platform for other companies	Yes / No
Has agency made any virtual trade platform For Apparel/textiles/Handicraft/carpet etc. industry	Yes / No

Name and contact details of past clients:

Format for submission of Financial Bid for “**Designing, Developing, Hosting & Maintenance of Website & for Providing Virtual Fair & Exhibition Platform for TTI 2020**”

(To be attach as separate file and rename it as Financial Bid)

Details	Amount in Rs. (In both figure and word)
Designing, development, Hosting & maintenance of website of TTI 2020.	
Virtual fair & exhibition platform for mega event textiles India 2020. Prebuild & Customized as per requirement of Tender Document.	
Taxes & Levies	

Name and Signature with Stamp