RFP for Selection of Qualified IT Vendor for Design, Development, Implementation, Maintenance and Management of portal & mobile application for citizen engagement ecosystem for Surat Smart City

Surat Municipal Corporation

Surat SMART CITY

Invited by

Surat Smart City Development Limited

115, Smart City Cell, Surat Municipal Corporation,
Muglisara, Main Road, Surat – 395003, Gujarat

RFP No.: SSCDL-PORTALCMS-RFP-02-2017

Last date (deadline) for online Price Bid Submission: 29/04/2017

Last date (deadline) for Technical Bid Submission: 02/05/2017

DISCLAIMER

This RFP is being issued by the Surat Smart City Development Limited (hereunder called "Authority"/ "SSCDL") for inviting tenders to shortlist qualified IT Vendor with proven website and mobile application development experience to design, develop, implement, maintain, and manage portal & mobile application for citizen engagement ecosystem.

It is hereby clarified that this RFP is not an agreement and is not an offer or invitation by Authority to any party hereunder. The purpose of this RFP is to provide the Bidder(s) with information to assist in the formulation of their proposal submission. This RFP document does not purport to contain all the information Bidders may require. This RFP document may not be appropriate for all persons, and it is not possible for Authority to consider particular needs of each Bidder. Each Bidder should conduct its own investigation and analysis, and should check the accuracy, reliability, and completeness of information in this RFP document and obtain independent advice from appropriate sources. Authority and their advisors make no representation or warranty and shall incur no liability Financial or otherwise under any law, statute, rules, or regulations or otherwise as to the accuracy, reliability, or completeness of the RFP document.

The parties to whom this invitation is extended are not mandated under any agreement, made here, to bid. Responding to this invitation will be their sole commercial decision. Such decision will entail risks, responsibilities and rewards as described in this RFP. It is deemed that a party /institution choosing to respond by way of a bid, in general, is accepting them.

Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP document.

The Authority reserves the right not to proceed with the selection process at any stage or to change the process or procedure to be applied in a fair and transparent manner. It also reserves the right to decline to discuss the process further with any party submitting a proposal/Bid. No reimbursement of cost of any type shall be paid to persons, entities submitting a bid/proposal.

SSCDL shall not be responsible for any costs or expenses incurred by the Bidders in connection with the preparation and delivery of bids, including costs and expenses related to visits to the sites. SSCDL reserves the rights to cancel, terminate, change or modify this procurement process and/or requirements of bidding stated in the RFP, without assigning any reason or providing any notice and without accepting any liability for the same.

The Bidders would be selected based on the criteria mentioned in this RFP. Only the Price Proposal of Qualified Bidders as per RFP terms would be opened. The date of opening of Price Proposal will be communicated to qualified bidders later.

NOTICE INVITING REQUEST FOR PROPOSAL

	Surat Smart City Development Limited (SSCDL) 115, Smart City Cell, Surat Municipal Corporation - HQ, Muglisara, Main Road, Surat - 395003, Gujarat. **Notice Inviting RFP for Selection of IT Vendor for Design, Development, Implementation, Maintenance and Management of portal & mobile application for citizen engagement ecosystem for Surat Smart City** **[RFP No.: SSCDL-PORTALCMS-RFP-02-2017]**

This RFP Document is being published by the Surat Smart City Development Ltd (SSCDL) for the project "MySurat" which is an initiative for providing Citizen Engagement platform based eco-system for serving public awareness and community engagement for Surat Citizens. SSCDL hereby invites Proposals for the selection of the implementing agency.

Bid Fee (Non-refundable)	• Rs. 3,600/- (by DD or Banker's Cheque only)
EMD	• Rs. 2,00,000/- (by DD or Banker's Cheque only)
Online Bid Start Date	• 17/04/2017
Online Pre-bid Conference to Bidders	• Bidders shall have to post queries by email to it@suratsmartcity.com on or before 21/04/2017, 16:00 hrs.
Price Bid Submission	• 29/04/2017 upto 18:00 hrs.
Technical Bid Submission (in Hard Copy) filled-in Technical Bid along with Bid Fee, EMD, Solvency Certificate and other documents.	• In sealed envelope strictly by RPAD/Postal Speed Post on or before 02/05/2017 upto 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.
RFP Document Availability	• https://smc.nprocure.com, http://suratsmartcity.com, https://www.suratmunicipal.gov.in

The right to accept/reject any or all bid(s) received is reserved without assigning any reason thereof.

GM (IT)

Surat Smart City Development Ltd

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DEFINITIONS

In this RFP, the following word (s), unless repugnant to the context or meaning thereof, shall have the meaning(s) assigned to them herein below:

1. "**SSCDL**" or "**Authority**" means the Surat Smart City Development Limited and shall include its authorized successors and assigns at all times.

2. "**SMC**" means Surat Municipal Corporation.

3. "**Bid/Proposal**" means the proposal submitted by the Bidder(s) in response to this RFP in accordance with the provisions hereof including Technical Proposal and Price Proposal along with all other documents forming part and in support thereof as specified in this RFP.

4. "**Bidder**" means IT Vendor responding to the RFP.

5. "**Earnest Money Deposit (EMD)**" means Security furnished by the Bidder.

6. "**Bid Process**" means the process of selection of the Successful Bidder through competitive bidding and includes submission of Proposals, scrutiny and evaluation of such Bids as set forth in the RFP.

7. "**Deadline for Submission of Bids/ Proposal**" or "**Proposal Due Date/Bid Due Date**" shall mean the last date and time for receipt of Bids as set forth in 'Invitation for Proposal' of this RFP or such other date / time as may be decided by SSCDL in its sole discretion and notified by dissemination of requisite information.

8. "**MySurat WebPortal & Mobile Application Project** or "**Project**" refers to the design, development, implementation, operation, maintenance and management of MySurat Portal and mobile application along with .

9. "**Agreement**" means the legal agreement including, without limitation, any and all Appendix thereto, which will be entered into between SSCDL and the Successful Bidder for branding, content strategy, content creation, content moderation and channel management for citizen engagement ecosystem. The Draft License Agreement is specified in Appendix-5 of this RFP. The terms of this RFP, along with any subsequent amendments at any stage, shall become part of this Agreement.

10. "**Selected Bidder**" shall mean the Bidder who has emerged as preferred bidder in terms of this RFP and has been issued the Letter of Acceptance (LoA) by SSCDL and awarded the work under this RFP.

11. **"Letter of Acceptance**" or **"LOA"** means the letter issued by SSCDL to the Successful Bidder to undertake and execute the project in conformity with the terms and conditions set forth in the RFP and any subsequent amendments thereof.

12. **"Performance Guarantee"** shall mean the Bank Guarantee furnished by a successful Bidder for punctual and due performance of its duties as per terms and conditions of this RFP.

13. "**RFP**" or "**Tender**" shall mean this RFP document which comprises of the following sections: Disclaimer, Instructions to Bidders, Scope of Services, Draft License Agreement, Service Level Agreement, Forms of Bid which include any applicable Appendix.

14. **Technical Proposal Evaluation Criteria** shall have a meaning specified in clause 6.2 of this RFP.

15. **Citizen Engagement** as per the UN Public Administration Glossary, implies the involvement of citizens in a wide range of policymaking activities, including the determination of levels of service, budget priorities, and the acceptability of physical construction projects in order to orient government programs toward community needs, build public support, and encourage a sense of cohesiveness within neighborhoods.

16. **Key Personnel** means the members assigned to this project who will implement the project and form the core team. Certain experienced, professional members who are essential for successful accomplishment of the work to be performed under this contract. The resumes of these personnel will be submitted for evaluation of the proposal and such personnel shall not be removed from the contract work or replaced without compliance.

17. The **Open Source Software (OSS)** shall have the following characteristics: 1) The source code shall be available for the community/ adopter/ end user to study and modify the software and to re-distribute copies of either the original or the modified software. 2) Source code should be free from royalty.

18. **CMS** refers to Content Management System. CMS for this project refers to any CMS which is Open Source (e.g. Joomla, Drupal, WordPress etc.) CMS OR **COTS CMS, where COTS CMS** refers to commercially available off-the-shelf CMS software readily deployable with or without configuration and does not involve developing the application from scratch.

Any other term(s), not defined herein above but defined elsewhere in this RFP shall have the meaning(s) ascribed to such term(s) therein and shall be deemed to have been included in this Section.

A. INTRODUCTION AND BACKGROUND

1. INTRODUCTION

1.1 ABOUT SURAT

Located in western part of India in the state of Gujarat, Surat is referred as the silk city and the diamond city. It has the most vibrant present and an equally varied heritage of the past. Surat is also known as economic capital of Gujarat and is having one of the highest growth rates amongst Asian cities. As per the Census 2011, it is the eighth largest city in the country with population of 4.48 million. On the scale of population growth, Surat is the fastest growing city in Asia and holds 4th rank in the world. On the economic front, Surat holds top most position with highest per house-hold income in the country. Surat City has consistently maintained high GDP growth rate of 12 to 13% and high per capita income.

The economic base of Surat consists of large chemical and petrochemical and natural gas based industries at Hazira established by leading industry houses such as ONGC, Reliance, ESSAR, and Shell. Surat is the biggest centre of MMF (man-made fibre) in India. The overall annual turnover is around 5 billion rupees (approximately USD 82 million). There are over 800 cloth wholesalers in Surat. Surat produces 9 million meters of fabric annually, which accounts for 60% of the total polyester cloth production in India. Textile and apparel industries offer major employment in this region. Surat region is a hub of diamond cutting and polishing industries. The city accounts for 90% of world and 99.9% of India's total rough diamond cutting and polishing. It also accounts for 90% of India's total diamond export.

Surat has practically zero percent unemployment rate and jobs are easier to get here due to very fast development of various industries in and around Surat City. Surat continues to be a favorite place for job seekers as people from all around the country flock in for business and jobs

Surat has also been selected as one of twenty Indian cities (in the first round of selection) to be developed as a smart city under Smart Cities Mission.

1.2 ABOUT SURAT MUNICIPAL CORPORATION

Surat Municipal Corporation is a local self-government which has come into being under the Bombay Provincial Municipal Act, 1949. It carries out all the obligatory functions and discretionary functions entrusted by the BPMC Act, 1949. It became one of the first municipalities of India in 1852 AD, and a municipal corporation in 1966.

The administration of SMC with the help of the people and elected members of the city has transformed Surat to one of the cleanest cities of India. SMC has taken all necessary steps to make the city a better place to live with all amenities. SMC has taken up many path breaking initiatives and these efforts have been acknowledged at national and international level.

SMC's commitment to achieve its mission and carry out the above listed functions successfully can be summarized as below:

- Dedication to achieve excellence in providing civic amenities
- Responsive, Modern, Simple, Accountable and Transparent Administration

Surat Municipal Corporation (referred to as SMC henceforth) has harnessed the power of IT before it became ubiquitous and a necessity for organization of its size. SMC is one of the very few local self-governments to adopt computerization in its early phase and initiated its use for better governance.

Over the years, SMC has adopted several initiatives in e-governance. Following are the achievements of SMC in the area of e-Governance:

- 19 functional Civic Centers offering vide range of citizen centric services
- Virtual Civic Center offering host of services through SMC's portal
- Commissioning of information Kiosk for the self-help of the citizens
- Implementation of m-Governance – vaccination alerts to parents on their mobile
- Adoption of e-Tendering Process
- Comprehensive portal with detailed information of departments and online payment facility
- Comprehensive IT application portfolio of over 45 applications. Crucial operations are fully computerized.
- SMC owned Mobile Application which offers information and service on the go.

More Information regarding SMC and the services provided by SMC can be found on SMC's website at www.suratmunicipal.org.

1.3 ABOUT SURAT SMART CITY DEVELOPMENT LIMITED (SSCDL)

As per the Government of India's guidelines, Surat Municipal Corporation has formed a separate Special Purpose Vehicle (SPV) as Surat Smart City Development Ltd. (SSCDL) for the implementation of projects under the smart city mission for the city of Surat. This SPV shall carry end to end responsibility for vendor selection, implementation, and operationalization of various smart city projects.

1.4 VISION FOR CITIZEN ENGAGEMENT ECO SYSTEM

1.4.1 Need for Citizen Engagement

The need for Citizen Engagement arises for sound public sector management, accountability, exchange and free flow of information and a legitimate framework for development.

1.4.2 Objective

As a municipal corporation, our core focus is to make it easy, effortless and intuitive for citizens to perform key tasks online such as billing, payments, to participate in the polls/surveys, to help develop a new policy or service. SMC and SSCDL have set ambitious targets to deliver following benefits from the investment in a new Digital platform.

Benefits	Examples
Increased citizen experience	• Integrated digital experience across all customer journeys • A full self-serve solution • Consistent brand look and feel to all our online assets (MySurat portal and mobile application are in current scope w.r.t. online assets) • Responsive sites accessible across all devices: mobile, tablet and desktop
Organizational benefits	• Development of a 'digital culture' across organizations • Increased use of paperless system • Reduced cost of operating legacy platforms • A digital operating model which can support and extend our Digital capabilities in an agile manner, in support of our organizational goals

1.4.3 Vision

SMC and SSCDL has a unique vision to empower residents and visitors of Surat city to look at a new paradigm of citizen engagement. MySurat is a unified platform for citizen engagement in governance, has been conceptualized, as a medium for information dissemination, consultation, exchange ideas/ suggestions, collaboration. The project is expected to gain momentum under the 'Smart Cities' and 'Digital India' initiative from Government of India. SMC wishes to transform Surat into a digitally empowered society and knowledge economy. The project will also be supplemented by Social Media platforms: Facebook, Twitter, WhatsApp and YouTube riding on the popularity of social media and increased digital penetration. It aligns with the citizen communication initiatives ("Information for All") of 'Digital India'. It aims to simplify the life for all residents of the city by addressing common issues. SMC and SSCDL shall pro-actively engage through social media and web based platforms to inform and interact with citizens. MySurat, a platform for citizen engagement in governance, has been conceptualized, as a medium to exchange ideas/ suggestions with Government. The aim of the project is to focus on improving the citizen experience when interacting with the Surat Municipal Corporation (SMC) — specifically, help drive meaningful citizen engagements through increased adoption of the omni channel digital platform. It will facilitate two-way communication between citizens and SMC to achieve better and inclusive governance.
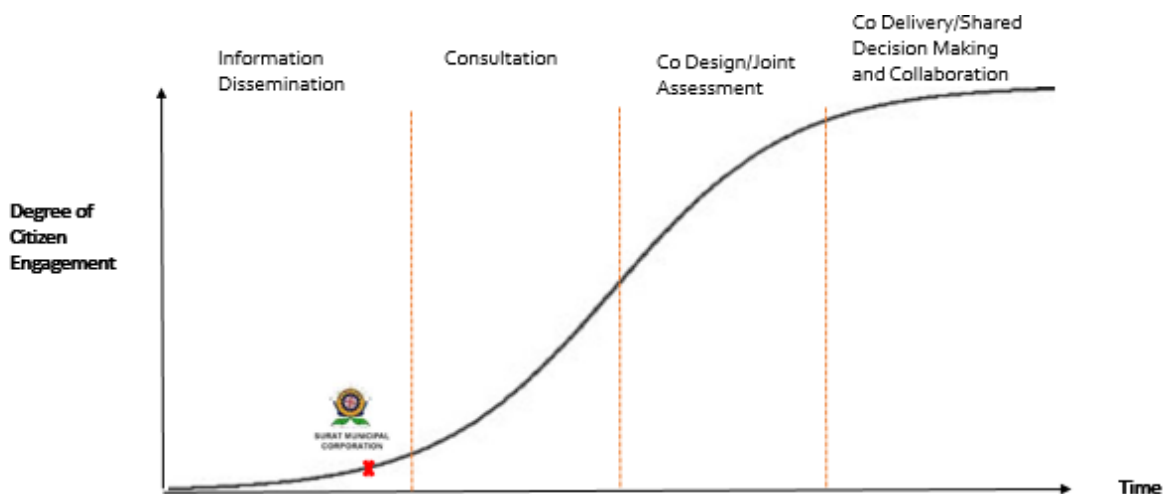
Figure 1 – Stages of Citizen Engagement

The above diagram shows various stages of citizen engagement. The red cross depicts SMC's current stage. SMC disseminates information to the Surat citizens through various channels. SMC has the vision to reach to the final stage of citizen engagement for Shared decision making and collaboration. SMC's vision is to develop policies and design services that respond to citizens needs and are relevant to their circumstances. The concepts of 'co-creation' and 'co-production' is to describe the systematic pursuit of sustained collaboration between government & citizens.

To provide the best of services to the residents and visitors, SSCDL wants to attract the best of talent from leading IT companies who have rich experience in running similar initiatives. The implementation plans hence would be tendered and the party which meets all relevant requirements as per tender criteria would be awarded the contract. The parties who respond to the RFP are expected to manage the channels end-to-end.

1.5 CITIZEN ENGAGEMENT ECO-SYSTEM

The entire MySurat ecosystem constitutes of five major parties. SMC is at the core of the structure, the second member is Project Management Consultant of the ecosystem, third member would be the party which responds and wins the tender for the function- Portal creation & management, Web Analytics and Social Media Analytics, new mobile application creation, along with integration of individual mobile applications to a mother application, and is referred to as the "IT vendor", scope for which is covered in this document. The fourth partner is the partner who will handle city wide branding, content management, content creation, content moderation & channel management, and is referred as "Digital Media agency". The fifth partner is the one to supply Help Desk Manpower & handle New Age kiosks installation & management for the civic centers, IVRS, and would be referred to as "Help Desk Transformation Partner".
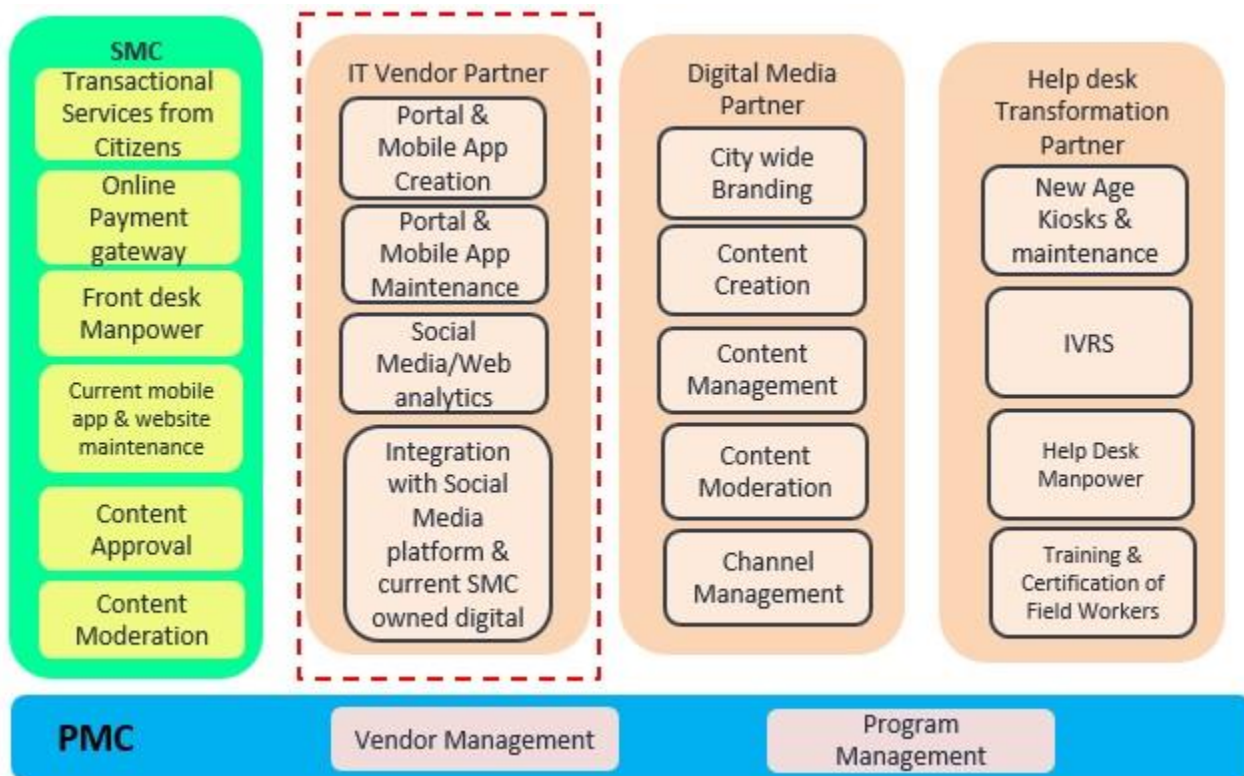
Figure 2-Citizen Engagement Ecosystem

Conceptual Overview of each partner in citizen engagement ecosystem:

IT Vendor
- MySurat Portal and Mobile App Creation & Management: This module would create the portal and mobile app based upon the requirements in this RFP
- Web analytics & Social Media Analytics: This module would perform various types of analytics as detailed in the scope. The same will be displayed on the portal MySurat.in.
- Current Mobile application, current portal: IT vendor is expected to migrate/ integrate the current mobile application and the current portal with new MySurat Portal and Mobile app.

Digital Media Agency
- The city-wide branding, content creation, content management, content moderation & channel management for all the channels of citizen engagement would be done by Digital Media Agency

Help desk transformation partner
- This pertains to intelligent help desk services to be provided by the Civic Center and the kiosks transformation. It will be mainly responsible for providing kiosks solution including necessary hardware and software and other infrastructure.

SMC

- SMC would continue to offer the transactional services to the citizens, online payment gateway, SMS Gateway. Some of the functions would be additionally carried out by SMC in future. These include content moderation and content approval.

1.6 DIGITAL PLATFORM – COMPONENTS/ CHANNELS

1.6.1 Key Components of the Digital Platform

A number of key components have been identified in delivering the functional requirements for the Digital Programme. With the fast-paced change in the digital landscape, there will be an on-going need to review and iterate on the components and requirements outlined below to ensure that they are fit for purpose prior to commencement of any development. This will need to happen for each delivery as set out in the implementation roadmap. This solution will ensure that SMC/SSCDL makes use of a solution which requires industry standard development and support skills and provides the ability to extend the solution to suit the current and future needs.

Key Component	Description	Examples (but not limited to)	Workflow initiated by	Integration with Communication channel	Integration capabilities with other systems

Information Dissemination	• Information flow is one way, from SMC to citizens and is "one to many" type.
	• This component allows citizens to gather information from the digital and physical platforms.
	• No login is required for this module.
	• This information could be:
	  ○ static (updated on periodic basis as and when required like organizational details) or
	  ○ frequently updated (like weather updates)
	• This does not involve any multiparty workflow.
	• Mass SMS/Emails can help in information Dissemination
		1) Organization details
		2) Weather updates
		3) Warnings for emergency/disaster situations
		4) 'Where Can I' section in SMC Mobile Application
		5) "How Can I?" section
			SMC for disseminating information	• Portal
				• Mobile App
					• Content Management System to manage the content
					• SMS gateway
					• Email gateway

Query Based Transactions	• This component allows citizens to carry out transactions with workflow of few steps. • This is the area where citizens will avail of rich, user friendly access to SMC services like view/pay bill/charges etc. • This involves multiple systems at the backend and transaction is carried out by citizen without any SMC department manual intervention. • Information flow is two way, from citizen to SMC in terms of service redressal and citizen receives back a confirmation from SMC and is "one to one" type of information flow	1) Participation fee in case of contests/quizzes etc. 2) Similar to Book amenities	Citizen for raising queries	• Portal • Mobile App	• SMC domain systems • Authentication & authorization • SMS gateway • Email gateway • Payment gateway

Workflow Based Transactions	• This module allows citizens to carry out transactions which require the intervention from the department side • This type of transaction is carried out by citizen, which in turn involves multiple systems at the backend and SMC departmental processes for specific functions. • This might involve 2-5 actors and 3-10 steps depending upon the type of workflow. • Information flow is two way, from citizen to SMC and back for service confirmation/update. The citizen asks for a particular service and SMC provides a confirmation post providing the service • This caters to "one to one" type of transaction	1) Citizen Complaints & Grievances	Citizen for making transactions	• Portal • Mobile App • Social Channels (e.g. FB, Twitter)	• Integration capability with SMC domain systems • Authentication & authorization • SMS gateway • Email gateway • Payment gateway
Participative Engagement	• This module allows citizens to participate in the polls/surveys, development of new policy or service, time bound and involves citizens individually or as a group. • This might involve 2-5 actors and 3-5 steps depending upon the type of workflow. • Information flow is two way, from SMC to citizens and back and "one to many" type.	1) Polls/survey for policy inputs 2) Citizens as volunteers for events & campaigns 3) Citizens as Ambassadors for Programs	SMC For initiating engagement	• Portal • Mobile App • Social Channels (e.g. FB, Twitter)	• Authentication & authorization • SMS gateway • Email gateway • Social Media Analytics tool

The solution should have the capability to integrate with payment/ email gateways/SMC domain systems as per SMC requirements. SMC will provide payment/email gateway. All relevant APIs will be provided when integration is required. Integration with existing SMC online services may become part of additional work packages and not in the current scope of RFP.

1.6.2 Key Engagement Channels

There are multiple channels to cater to varying demography and different service needs of the citizens. All these channels must have "single source of truth" & should have uniform fulfillment processes. The following channels are being used/planned to be used for citizen engagement:

1.6.2.1 SMC Owned Digital

1. Web Portal
2. Mobile app
3. Call Center

1.6.2.2 Social Media

1. Facebook/ Twitter

1.6.2.3 Physical Touchpoints

1. Civic center, Mobile Vans, SMC Field workers
2. Kiosks

2. SCOPE OF WORK

2.1 OVERVIEW OF PORTAL

The selected bidder shall do requirement gathering and analysis, design and implement the solution in addition to providing maintenance support for a period of 3 years and ensuring complete handover to SSCDL/SMC/IT Vendor.

It is to be noted that the roles & responsibility of IT Vendor will be inclusive but not limited to the following. The IT Vendor will be required to carry out all activities and perform roles & responsibility to meet the objective of the Citizen Engagement. The vendor should comply with the industry standards for website and mobile app development including guidelines, policy framework, security framework proposed by GoI like http://guidelines.gov.in/#&panel1-3.

Design and Development methodology of the portal to adhere to open source standard of GoI. SSCDL endeavors to adopt Open Source Software (OSS) as a preferred option compared to Closed Source Software (CSS). SSCDL endeavors for all its vendors to consider OSS along with CSS while responding. Vendors shall provide justification for exclusion of OSS in their response, as the case may be. The vendor should be open for enhancement of developer community, collaborative hackathons, and sharing of open source code to other communities, if required. This will help SMC to help other municipalities to adopt such a model in future as per their needs. The portal should be compatible to have integrations with Digital India initiatives like Digital Locker, Aadhar enabled logins, etc. The solution proposed should have capabilities to integrate with Digital Locker and Aadhar enabled login for which necessary details will be provided. Necessary API will be provided for integration. Any registered users data, Static and Dynamic Content, pages from existing website need to be migrated to new solution based on design document finalized.

The security framework of the application is recommended to be based on ISO 27001. The vendor to get the implemented solution ISO 27001 certified by STQC within three months of first Go-live & need to get to recertification every year during the course of the contract. The vendor is expected to undertake continuity measures for smooth functioning of the system, risk management plan for the continuity of services, data backup policy and business continuity plan during the execution of the entire project. The entire solution should be compliant to cyber security laws & guidelines (http://meity.gov.in/content/cyber-laws-security). The vendor should promote adoption of global best practices in information security and compliance and thereby enhance cyber security posture. The vendor should create infrastructure for conformity assessment and certification of compliance to cyber security best practices, standards and guidelines (Eg. ISO 27001 ISMS certification, IS system audits, Penetration testing / Vulnerability assessment, application security testing, web security testing).

The entire implementation is to be done in phased approach. It is anticipated that certain Digital components can be delivered based on product capabilities with the remainder delivered on a phased basis. While the Go-Live of each release is expected in phases the design development and other stages will go in parallel. As a working assumption, we anticipate three major releases, namely:

1. **Release 1 – Digital Fundamentals & Portal-CMS:** The focus of the first Release is to provide the core infrastructure for Digital; this Release should include a new content management system and portal and establishment of the platform for all digital channels. This release will also include setting up of social media analytics tool on the digital platform.

2. **Release 2 – Mobility:** The scope of this Release is purely mobility; and a new mobile application with the functionality of the Mysurat.in portal will be developed.

   Additional Work Packages: SMC/SSCDL may procure a number of additional work packages. The timing of any additional Digital Work Packages will be subject to further discussion between SMC/SSCDL and Bidder.
   SMC/SSCDL expects to seek proposals from Bidders in relation to the optimal timeline and phasing of these programme milestones set in section 2.10

As part of a digital strategy, a benchmark of the existing user experience applications and technical architecture infrastructure was conducted. Following this analysis, a number of opportunities have been identified to put the right foundation in place from a systems and architecture perspective for the next 2 – 3 years.
The Digital Programme has been mobilised to establish a foundational platform that:
- "Fix the basics" of the digital environment, via a multi-phased delivery approach
- Deliver a consistent, easy, and intuitive digital experience for all our citizens
- Build a Digital platform for the future

Details of the functionality for the portal and mobile application to be developed can be referred as mentioned in sections 2.2 to 2.9

2.1.1 Current State
Some of the key characteristics of the As-Is Digital Platform are as follows:
1. **Interaction Channels:** There are currently channels: Website and Mobile Application in place with a range of hosting and content update arrangements;
2. **Content Management, Presentation and UX:** Changes to content are manual and completed with 3rd party web development support. The content managed is in-house.
3. **Identity & Persistence:** Currently there is no single account creation for citizens to avail different services. The services are availed using respective identification number for different services like tenement number for property tax, certificate number for professional tax etc.

4. **Citizen Tax Payment & Billing:** Citizens can make payment of the taxes, check balances and check the status of the transaction using email id/ transaction id/ reference no. The following taxes/charges are paid: Property Tax, Professional Tax, Water Meter Charges, Birth & Death certificate, hall booking payments, etc.

5. **Citizen Services & Relationship:** There are certain services that can be requested online namely New Registration for Shop & Establishment license, Hall Booking based on availability, Party Plot booking, apply for new water & drainage connection followed by submission of documents physically at SMC offices amongst others. Once document submitted, status can be checked online. Citizens can give feedback or register complain with status tracking. There is also e-library services which include new membership registration/ renewal, books catalogue search, book reservation, reissuance of the book. The relationship is limited and citizen engagement through social media is in preliminary stage.

6. **Analytics, Optimization & Reporting:** Domain level reporting and analytics is done on SMAC center. Web analytics and social media analytics and actionable insights from the same is currently missing.

2.1.2 TO-BE Reference Architecture of Smart City

Some of the characteristics of the TO-BE conceptual landscape include:

1. Customers have a single identity and single login across all web based digital assets
2. Content can be managed internally by the SMC/SSCDL digital team and consistently across digital assets, where relevant; (Scope of digital assets is Portal and Mobile App for this RFP)
3. UX testing can be managed by the SMC/SSCDL digital team and with the capability to rapidly incorporate feedback;
4. Integration will be fit for purpose with a preference for real time integration for online services;
5. Customers will be able to track their requests and understand the status of their transaction
6. Data driven personalization and provision of useful content to customers;
7. Consistent look and feel and set of services, where appropriate, delivered across digital channels.
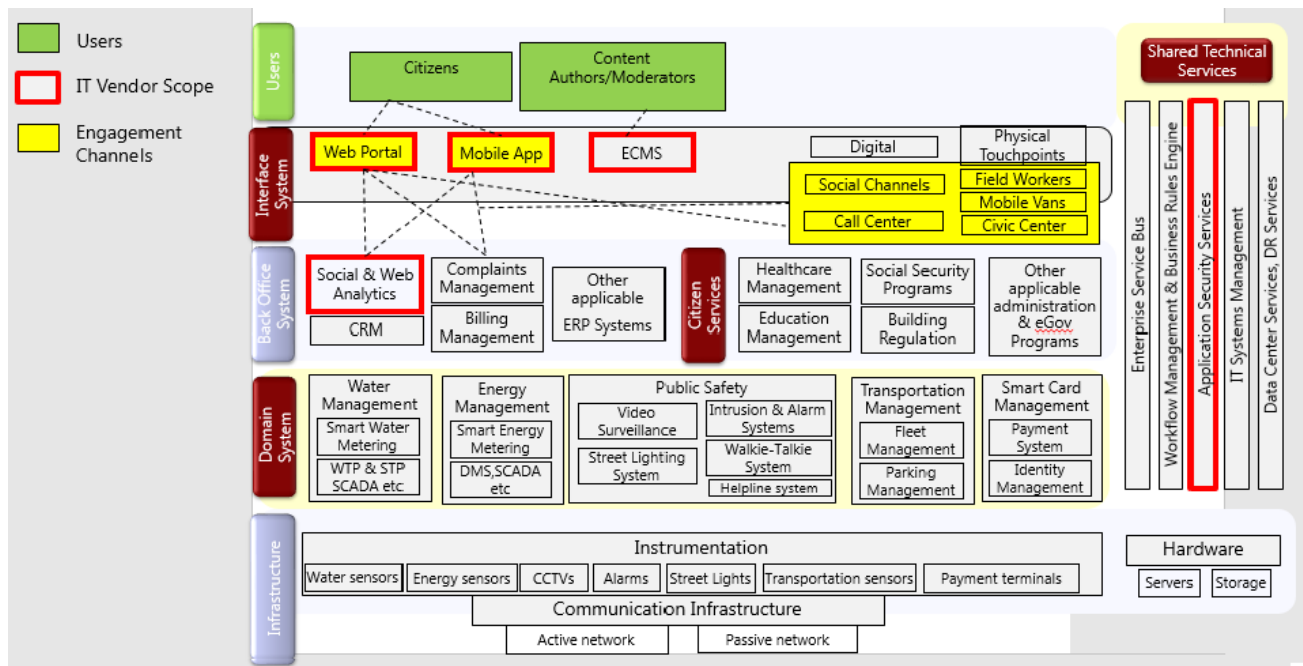
Figure 3- Reference Architecture of Smart City

2.2 REQUIREMENTS OF PORTAL

All portal requirements are aligned to Release 1. Brief descriptions of the Functional Requirements which will be a part of MySurat Portal are:

Sr No	Category	Description
1	User Management	**Registration** 1. Module should enable user to register themselves. 2. Module should highlight the mandatory fields to be filled for registration. 3. Module should support mobile authentication with OTP for registration 4. Module should support Aadhaar KYC using API provided by SMC 5. Module should also support mass registration through file upload for admin users 6. Interests to be captured at the time of registration and relevant events push notifications to be sent to users via email, SMS and Mobile Push Notifications 7. Module should have the facility to accept social logins such as FB, Twitter, Google Plus etc.
2	User Management	**Login** 1. After registered user logs in to the portal, Portal should redirect user to the home page 2. Login module should have forgot password mechanism. In case user forgets the password/wish to reset a link should be sent to user's registered Email address or by sending OTP on registered mobile to reset password.

3	User Management	**Administration of users and groups** 1. Portal should have admin module using which Portal administrator(s) can create/edit/delete users and groups. 2. There should be capability of feature wise blocking- User could be blocked for some activities like forums etc and still can have access to some services like tax payment. 3. Portal should provide user access logs 4. Necessary user information like IP, Device ID, etc. should be captured for audit trail
4	Security	The portal must have necessary security measures in place and should not have any loopholes that can be exploited. Portal should also support latest security certificates like SSL 3.0. If required, portal should have the ability for integration with any active directory server (supporting LDAP).
5	Content Display	Portal should be able to display content from proposed CMS with proper formatting. Portal shall provide the functionality to enable site visitors to easily print pages and download documents (including images and maps)
6	Navigation, Breadcrumb, Sitemap	Portal should be able to display navigation, breadcrumb and sitemap created and published from CMS. In addition, portal should have an interface which can be used by administrators/content authors to create navigation, breadcrumb & sitemap. The solution will provide clear navigation of content.
7	Near to Me' Module using Maps	A module should be rendered in portal that displays rules, policies, initiatives, alerts, reports and announcements regarding: i. Nearest SMC Facility like Zone office, ward office, parking lot, etc. ii. Nearest places of interest Entertainment/Restaurants/Amusement parks, museums, parks etc. iii. Nearest city bus stop, BRTS station, etc.
8	Weather	Portal should support display of weather information in different parts of Surat by integrating APIs for fetching weather information. Weather APIs will be provided by SMC
9	Calendar and Events	Portal should be able to support a module using which users can view events happening in particular area of Surat on a particular date
10	Community Personalized Dashboards Module	Interactive community dashboards will be present at various levels (Zone/City, Ward, Society, Individual) to maintain citizen engagement. These dashboards will be a part of the MySurat portal to maintain active citizen engagement. The data of these dashboards will be fetched from third party systems via web service.
11	Social Networking & Collaboration Module	**Tagging:-** Portal should support page level as well as module level tagging.
12	Social Networking & Collaboration Module	**Forums:-** Portal should also be able to display forums into portal that enable visitors to actively participate in discussions.

13	Social Networking & Collaboration Module	**Blogs:-** Portal should support publishing of blogs that are easy to manage while allowing contributors to post new content.
14	Social Networking & Collaboration Module	**Abuse Flagging:-** Portal should be able to flag content abuse and should not allow users to write abusive words.
15	Social Networking & Collaboration Module	**Social Sharing:-** In order to maximize traffic, it is important to make sure that content is made easy to share. Portal should have the sharing buttons powered and easy to customize.
16	Social Networking & Collaboration Module	**Do:-** Where citizens can do/submit various tasks like "Design a logo" for an upcoming competition etc. Portal should be compatible with various media forms like image, video, documents etc.
17	Social Networking & Collaboration Module	**Polls:-** Polls are a great way to boost engagement. Portal should allow hosting polls pertaining to various topics, it can be attached to any page or article as well. Administrator should be able to view results of archived as well as current poll.
18	Social Networking & Collaboration Module	**Popular articles:-** Portal should support popular articles module, which automatically displays the most read, most commented and top rated article.
19	Social Networking & Collaboration Module	**Featured Content:-**Portal should have the featured content module, which allows to highlight the best or most recent content on the homepage.
20	Social Networking & Collaboration Module	**Related articles:-** When a user is finished reading an article, they are presented with similar options. The solution should have this module to automatically grab content with similar tags
21	Social Networking & Collaboration Module	**Newsletter Subscription:-**Portal should support newsletter subscription module using which users can subscribe to a newsletter and receive the newsletter on their registered email address.
22	Social Networking & Collaboration Module	**Forms :-** The solution should easily create and publish online forms.
23	Social Networking & Collaboration Module	**Bookmarks:-** Portal should support facility to save, organize, and share bookmarks to valued online resources.
24	Social Networking & Collaboration Module	**Controlled Bulletin Board :-** Key information related city services water supply, drainage, roads, street light, etc.
25	Social Networking & Collaboration Module	**Feedback /Survey:-** Portal should support a module using which user should be able to provide feedback / inputs through portal (include upload photo) about the facility, service, etc. (water logging, unauthorized parking, access controls, etc).
26	Feedback Management	The solution should have a feedback management component which would allow users to provide feedback related to different categories of the website.

27	GIS Maps	Portal should have the capability of displaying any GIS map example open street maps, Google Map, etc. Portal should have capability to map boundary and locations with exact latitude and longitude. Portal should have the capability to integrate existing as well as new maps. Bidder will be required to integrate OGC compliant maps provided by SMC. Currently SMC is using IGiS platform.
28	Search	The portal should have built-in search or should be able to integrate with any third party search tool providing smart search. Portal visitors should be able to quickly and easily find the appropriate information on the portal in the context of portal. The search functionality should support content search with features like auto-completion, partial words and phrases, and Boolean search. The portal should have the built-in search functionality. Moreover, if required it should have capability to integrate with third party search tool like google search.
29	Analytics	Portal should be able to integrate with all major analytics packages like WebTrends and Google Analytics etc. It should also support Social media analytics of FB & Twitter etc.
30	Personalization & user preference	The portal solution should support display of personalized content for registered users, e.g. location based content. The portal should have the capability to remember and store registered user preferences.
31	User Experience	**Interactive Display:** User interface should be interactive. Portal should support use of Modules/Widgets that can be placed onto pages that provide static, dynamic or interactive content. Users should be able to re arrange widgets on a portal page with easy to use drag and drop feature.
32	Multilingual	Portal should support multiple languages (Hindi, Gujrati, English). A dropdown for selecting English/Gujarati/Hindi to be included on home page which allows users on the front end to select the language in which page content is displayed. Multilingual feature is required for labels as well as content
33	Multi-channel Support	Portal should come with built in responsive design capabilities. The portal and modules deployed on portal should be compatible on desktop, mobile (all Operating Systems), tablets.
34	Seamless Integration Capability	Portal should be able to expose its services to third party systems/applications with REST/SOAP services or APIs. Portal should be able to integrate seamlessly with any other application. Portal should extend its capability to easily integrate with existing SMC Website. For Release 1 and 2, a reference link for "Virtual civic center" (https://www.suratmunicipal.gov.in/epay/) will be there in the MySurat portal. Current website is developed in ASP.net with MS SQL as backend database. Only a reference link of existing virtual civic center is to be provided in new portal. Portal should be capable of consuming as well as exposing webservices without any limitations on number.
35	Open Data Support	The portal should support open data policies defined by GoI. The portal should be capable of creating and providing open data sets.

36	Email & SMS gateway	The solution should have out of box support to integrate with external email gateway and SMS gateway.
37	Use of latest technology	Portal should be designed in such a way that it uses latest technology like HTML5, CSS3, Node.js, Angular.js, backbone.js etc. It should not use any obsolete technology frameworks.
38	Support Blind and Visually Impaired Users	The portal should be able to support blind and visually impaired users by assistive screen reader technology or any other way.
39	User Recognition Support	The solution should be able to store and display registered user's last login, location, IP address, time, and date.
40	Reports Module	Reports developed using Web Analytics platform should be listed for view for executive, management and operational users. It is described in section 2.5.2
41	Possible Disruptions	A module should be developed in the portal to inform about upcoming traffic disruptions due to road, bridge constructions or water supply, drainage disruptions.
42	Upcoming and ongoing projects updates	A module should be developed in the portal to know about upcoming projects, approved projects, and project status of ongoing projects. Citizen engagement is required for the projects where decision of creating bridge/ assets, budget approvals, progress report is visible to them on a map (preferably). These details would be fetched from the departments through Digital media agency. Inputs of planned maintenance of these assets will also be fetched from Project Management and Asset management/ maintenance module.
43	Accessibility	The Solution will conform to key industry standards with a minimum of W3C web accessibility initiative, WCAG 2.0 Level AA Success Criteria AA compliance.
44	Design, Look and Feel	The solution will provide clear layout and organized displays
45	Usability	The solution will provide consistent experience across all Digital Platforms
46	Usability	The solution should be optimized for integration with standard screen readers on the market
47	Usability	The solution must be easy and intuitive to learn (The degree to which the solution can be used without specific training)
48	Usability	The solution will allow an agreed set of tasks to be completed by an agreed duration e.g. make a payment, view a bill, book a service etc.
49	Testability	The Solution will utilize prototype testing in a controlled testing environment. A full suite of test cases and plans must be developed.
50	How Can I	The platform should also have a section of "How Can I" which will be a knowledge database for carrying out various activities. This section would have link to various sections using mouse over help capabilities.
51	Version Control	CMS shall support version control (check-in, check-out, number of versions) and it must be possible to restore previous versions of a content item

Note: The content around all these features will be the responsibility of the 'Digital Media partner'.

The content can be in the form of text, audio, infographics, short video, podcasts etc.

Community Dashboards: The below picture gives a brief about the Community Dashboards, given as a requirement of Portal. (Appendix 6, requirement 10). We envisage a community dashboard around the four features- basic needs, being healthy, achieving full potential, being free from crime. The development of these dashboards may require integration with SMC domain systems like property tax, health related data, library department data, etc.

Figure 4-

Community Dashboards

2.3 REQUIREMENTS OF CONTENT MANAGEMENT SYSTEM (CMS)

A headless CMS approach, front-end component (the head) stripped and removed from its backend, is desired from the vendor. It should have features like responsive design, progressive enhancement, designing for accessibility etc.

Content Scheduling should be possible for social media as well by means like Buffer etc.

These are the requirements of Content management system.

Sr No	Category	Requirements
1	User and Group Management	The CMS shall provide a role-based user access mechanism where an administrator can create and manage users, user groups, roles, and role permissions.
2	Login	a. CMS should support login module using which content authors will be able to login. b. Login module should have forgot password mechanism. In case user forgets the password/wish to reset a link should be sent to user's registered Email address from where password can be reset.

3	Security	CMS should support integration with Directory Services (supporting LDAP) to manage users and their preferences. CMS should also support latest security certificates like SSL 3.0. Currently LDAP is not being used but solution should be compatible for integration with any active directory server (supporting LDAP) if required in future
4	Content Publishing	CMS should be able to publish content on portal proposed by bidder and other SMC's portals that might be developed in future apart from Mysurat Portal.
5	Content Creation	CMS shall support the creation, modification, and deletion of templates to enable easy management of site and page layout and navigation
6	Content Creation and workflow	CMS should contain a WYSIWYG editor and provide standard Word authoring features (also known as a Rich Text Editor) to enable an editor to add and format text, links, and images to content areas, create tabular layouts within a text area and apply styles without needing HTML skills CMS should support drag and drop feature to enable easy management of content. The CMS shall support the following minimum preview and publication functions: - a) Preview only on CMS (not visible to users) b) Save as unpublished (draft) c) Preview on Portal d) Send for approval e) Approve f) Publish after approval (i.e. after successful completion of the approval workflow) g) Unpublish (save as unpublished, not visible to users) h) Publication scheduling i) Publication expiration date (automatic unpublish) CMS shall contain a content approval workflow to enable the approval of modifications (create, modify, delete) before publication (i.e. before becoming visible to the public) CMS shall support Administrator (or a designated user with an appropriate permission level) to assign and reassign users to workflow tasks (i.e. define the targets within the workflow)
7	Layout	Layout and content shall be managed separately (i.e. it must be possible to create and edit content without having to amend or create a template)
8	CSS Creation	CMS shall support the creation and application of styles using Cascading Style Sheets (CSS) enabling the swift alteration of the look and feel (color, font, image size and positioning, link attributes, table properties). Graphics should be avoided altogether regarding navigation (e.g. no navigation buttons -these should be text, which gets its look and feel through CSS).
9	Ease of Content Creation	CMS shall offer the following ease-of-use features like Friendly URL's, Spell Checker, Undo etc.

10	Publishing content on Social Media	CMS shall include a social media integration module that allows configurable publishing of content (pages, interactive data visualizations, images, videos) to a variety of social media (Facebook, Twitter, Google+, LinkedIn, Pinterest, Tumblr, etc. CMS should also support publishing of content specific to mobile app if required. Social media platforms considered for publishing content are Facebook, Twitter, YouTube and Instagram.
11	Content Publishing on Multiple Portals	The CMS should have the capability to create and deploy content on different portals with same or different branding
12	Document Management	CMS shall support features of document management
13	Image library	CMS shall be supported with an image library function
14	Template Creation	CMS shall support creation of templates and styles reflecting SMC branding
15	Navigation, breadcrumb and sitemap	CMS shall support creation of navigation, breadcrumb and sitemap that will be published and rendered on Portal
16	Version Control	CMS shall support version control (check-in, check-out, number of versions) and it must be possible to restore previous versions of a content item. Version control is required for all static and dynamic content published using CMS along with application code.
17	User Experience	CMS shall provide a 'expand/collapse' function that can be used in the web interface, to accommodate easier viewing of long page content. Like 'anchor links', it should be possible to specify by a web editor that an area of a page should be revealed or hidden through the click of a hyperlink
18	Multi-channel support	CMS shall support responsive web design. To be able to support mobile/tablet devices, the CMS shall be able to dynamically render the presentation to fit screen size.
19	Multilingual Support	CMS shall support creation of content in different languages (namely English, Hindi & Gujarati)
20	RSS Feeds	CMS shall support a template for the display of one or more RSS feeds
21	COPE capability	CMS shall support hierarchical creation of sites (i.e. parent/child sites in the same domain) and enable the child site to either inherit the look & feel of the parent site or have its own style and branding
22	Content Library	CMS shall be capable of storing and categorizing documents, images, video and audio files.
23	Bulk Uploading	CMS shall support the bulk uploading of files
24	Template Creation	CMS shall support template for creating and publishing newsletter
25	Notifications	CMS shall support the creation of an alert in response to a specific event, examples being: a. Content amendment b. Content expiration date approaching

		The triggering of an alert shall cause a notification to be sent to the target(s) of the alert. It must be possible to define a list of recipients for each alert type which will be used in the notification process
26	Unicode Character Support	The CMS shall support the Unicode character set (UTF-8)
27	Content Archiving	CMS shall support an archive facility to manage content based on expiry date or manually
28	Extendibility	The CMS shall have a well-defined framework for extending the functionality of the core product, by adding more modules. This will enable SMC to request an additional module or set of modules without impacting either the core CMS application or other modules already in service.
29	Performance	The CMS shall be able to provide the following performance features: a. Database Replication b. Load Balancing
30	Reporting	The CMS shall provide reports for following a. Audit Trail b. Login History c. Problem Notification

Details of features of Content approval and content moderation to be in CMS are:

2.3.1 Content Approval

The information to be published over all channels needs to be collected from the various departments of SMC by Digital Media Partner. For content upload, a priority based approval mechanism to be followed. This priority can be arrived at as per impacted population, urgency and degree of impact. The priority would decide the channel for publishing of the content, whether it is portal, FB, Twitter, WhatsApp. CMS should have the capability to deliver channel specific content based on the mentioned priority matrix. The approval and publication must be supported by the Content Management System of the web portal MySurat once available. While the content management system is available for production use, manual approvals will be required for priority setting and publishing.
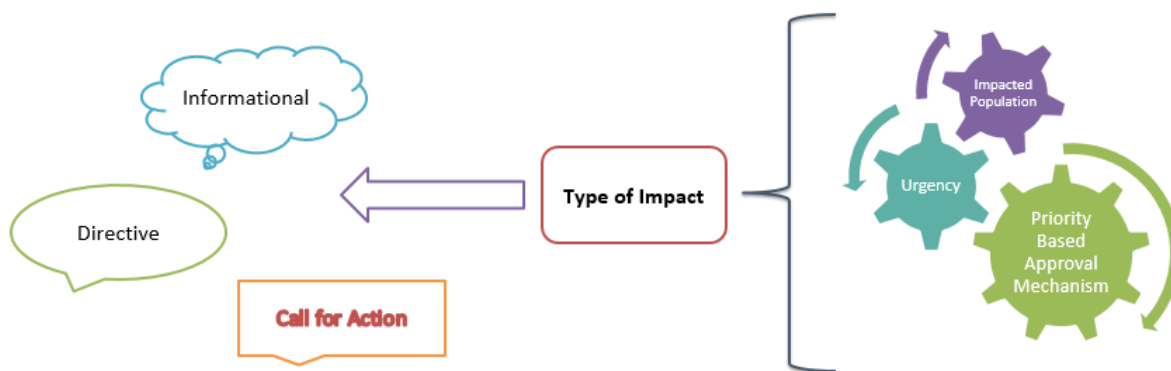
Figure 5- Priority Based Approval Mechanism

Priority Based Channel Matrix for content publishing

An indicative priority based channel matrix is given in Appendix 5. The on boarded vendor should interlock with SMC and decide the exact priority based channel as part of its content strategy.

2.3.2 Content Moderation

- The User Generated Content would be generated from various sources such as: Mobiles, Computers, cameras, web cams, existing web content etc.
- The content moderation approach must be as follows: 80% of the moderation should be done using machine filters, 10% moderation to be handled via community moderation and rest 10 % to be done by human intervention (post moderation technique). CMS/portal should have the capability of Machine Moderation
- The community moderation should have features like: 'report abuse' for bad comments, 'like' for good comments, 'reply' to reply to specific comment. CMS/portal should have these features.

2.4 REQUIREMENTS OF MOBILE APPLICATION

SMC is the first ULB in India to launch Mobile App for citizen centric information & service delivery. It was launched in August 2013. The facility of payments was launched in February 2014. The key services offered by current SMC mobile application are given in Figure 8

Informative Services
- Shops & Establishment Registration Certificate details
- Elected & Admin Wing Details
- Active Tender information
- Active Recruitment advertisements
- Rainfall information

Interactive Services
- Complaint Registration
- Share Feedback
- Where can I? (using GPS technology find nearest facility)
- Download Forms pertaining to various services
- Citizen Facilities
- Emergency Toolkit

Transactional Services
- Check and Pay Outstanding or Advance Property Tax
- Check and Pay Profession Tax (EC)
- Check and Pay Water Meter Bills
- Check and obtain Birth Certificate
- Check and obtain Death Certificate

Figure 8- Services delivered by SMC Mobile Application

MySurat Mobile Application: The functional scope of work of the new mobile application (MySurat mobile app) will be equivalent to that of the portal. It will be a mobile version of all the features of portal on the mobile application platform. The mobile application must be developed on both Android and iOS platform.

This mobile application will act as a mother app and will list and link other mobile App of SMC/SSCDL (eg. SMC mobile app, SAFAL). The developed application needs to be constantly updated with latest technology frameworks, new trends and developments in the industry. All mobile requirements are aligned to Release 2. MySurat mobile app will act as a mother application having its own features/functionalities. It will also enable user to download other apps of SMC/SSCDL/sister organizations. If such mobile app is already installed by user, the app will enable user to open it.

The vendor is expected to suggest the approach on implementation architecture in this regard.

Additional Requirements:
1. User registration, management and login features similar to portal (user credentials should be same across portal and mobile app)
2. Facility of link sharing for application download with fellow citizens
3. Structure overall content with proper tagging to make them screen reader friendly
4. Ensure Compatibility with all platforms like Android & iOS. It should be ensured that the Mobile Apps works flawlessly across different platforms
5. Develop Resolution independent design structure: It must be ensured that the Mobile Apps adjusts itself automatically as per the screen resolution of the Mobile i.e. 1024*768, 1200*800 etc. Resolution independent Mobile Apps will automatically expand/compress itself as per the screen resolution and hence there should not be any vertical scroll in the Mobile Apps structure
6. Mobile app should open and function properly with low bandwidth
7. The application should support multi-lingual functionality
8. The mobile apps need to alert the user to download the latest version, which ever available and if required prompt for compulsory upgrade.
9. The mobile app should be capable of accessing mobile device features like camera, GPS, etc.
10. The solution will have the flexibility to interact with other existing systems
11. The architecture should be robust and scalable
12. App should be easily customizable and easy to administer

2.5 REQUIREMENTS OF WEB AND SOCIAL MEDIA ANALYTICS

This analytical solution is required essentially to help SMC/SSCDL assess the pulse of the city by:
1. Analyzing content received in groups/ open forums/ contests etc. on MySurat.in and other digital properties such as major news sites, blogs, social channels etc. across the web
2. Preparing group-wise executive summaries for the consumption of various departments of SMC. Executive summaries are comprehensive reports created by the tool after analysis
3. Analyze and correlate content of similar nature on social media and web portals of SMC's interest

Bidder should suggest best suitable and available Social Media Analytics tool/ Web analytics tool to fulfill all the requirements of MySurat Portal. Vendor has to propose social media tool along with license cost and subscription cost (if any) as part of financial proposal as per Appendix 2.

The tool used for Social Media Analytics should have the following capability:

1. The proposed solution for Analytics would essentially get data inputs from MySurat portal, leading news agencies websites, social media (Facebook pages, Twitter accounts, YouTube accounts, etc.) and other pertinent websites/ portals on internet. The solution will gather relevant data/ information from internet and process the same for producing intelligent information and insights. The solution should have the capability to scrape/ crawl/ access data from aforementioned portals/ websites.

2. Do snippet level sentiment analysis

3. Combine linguistic rules with the lists of positive, negative, and blocking sentiment terms to determine positive or negative sentiment phrases within social media content

4. One can add one's own terms to the sentiment dictionary. One can add and delete positive sentiment terms, negative sentiment terms, and blockers at any time

5. A preview option to know the relevant results of the keywords

6. The solution should provide suggestions on a set of keywords concerning discussion/ task/ activity, etc. and also allows to manually keying of keywords for better analytics.

7. The solution should also have a self-learning engine that collects keywords automatically by looking at the scraped dataset to produce trends. The solution is required to generate analytics which are real-time, accurate, contextual, insightful, etc.

8. MySurat portal has polls and surveys which are open to users for participation. The solution should be able to present the results of such polls and surveys, both in terms of quantity and quality of responses. Key word matching, hashtags, tag clouds would be required to be implemented for generating insights on submission of polls and surveys.

9. The solution should have a pre-defined set of blacklisted keywords, including dictionary as well as non-dictionary words that are abusive, vulgar, offensive, threatening or harassing, personal attacks of any such kind, demeaning a particular religion, state, culture or ethnicity, or the Indian Republic in general, or offensive terms that target specific individuals or groups. The solution should also allow automatic addition of keywords as blacklisted words by selecting such words through user interface provided to MySurat, both for overall MySurat as well as for group/discussion/task-wise blacklisting, as a self-learning library. All user submissions containing these keywords should not be included for analysis. However, the solution should allow on-demand reporting of such keywords and matched submissions

The IT Vendor is expected to cover the following activities under Social Media Analytics Module:
a. Identify SMC/SSCDL and sister concern groups to be monitored
b. Perform listening
c. Identify brand that needs to be monitored
d. Identify advocates

e. Give inputs to digital media agency to link to overall strategy, content developing, engaging in conversations
f. Measure and harvest actionable insights

The below mentioned diagram depicts the steps in Social Media Analytics plan.
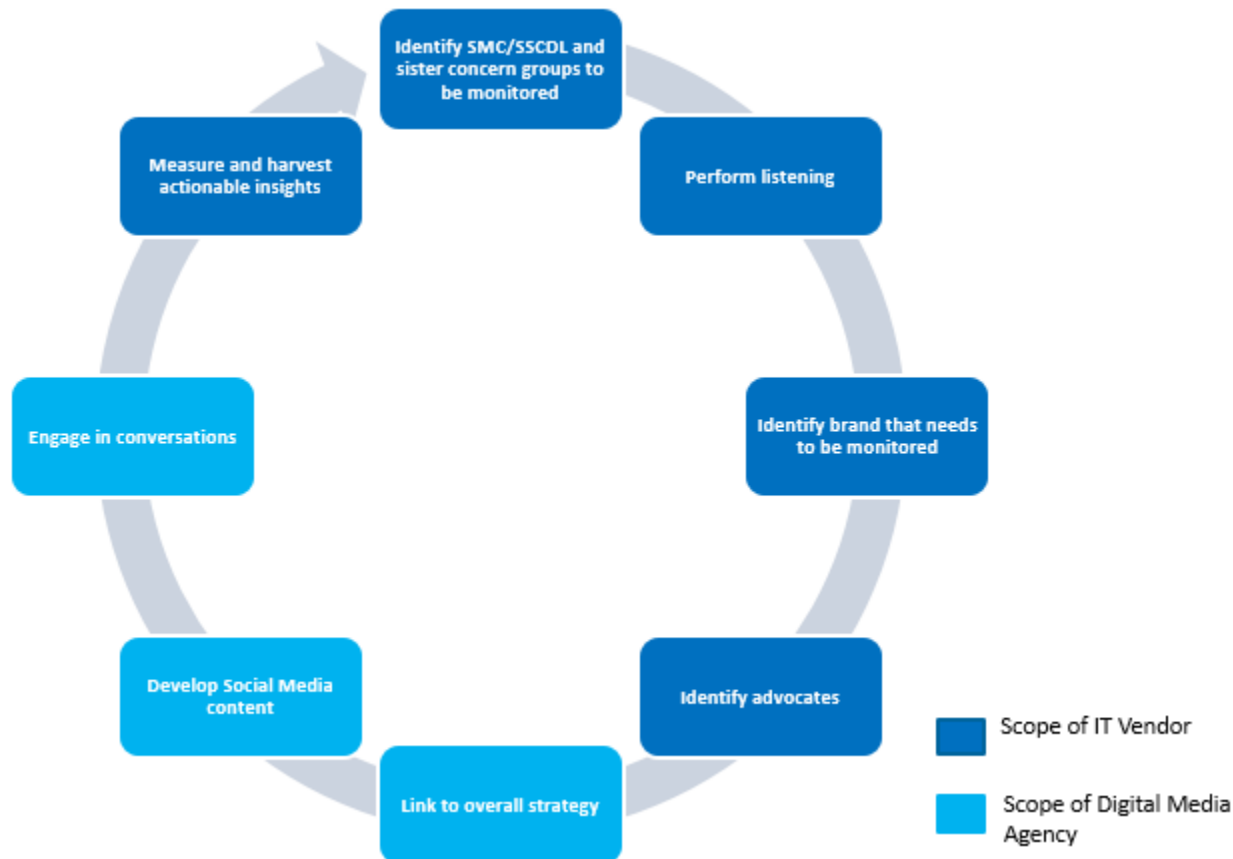
Figure 6-Steps in Social Media Analytics

The Web Analytics and social media analytics tools that are hosted in environment external to SMC will be managed by IT vendor and IT vendor would be responsible for all changes/requests for SMC. MySurat data should be the property of SMC and should lie within geographical boundary of India. The data stored on the solution database will be backed up daily and available all the time. The IT Vendor shall choose the technology such that:

a. It can help MySurat respond more quickly and cost-effectively to changing conditions
b. It shall also support the principles of good design: granularity, interoperability, modularity
c. The complete application is scalable to meet the future requirements of users and stakeholders
d. The issues related to performance, manageability, and scalability shall be well addressed and system shall be manageable and less contentious for resources

e. The solution should support multiple languages: English, Hindi & Gujarati etc.

Broadly, the intention is to provide cumulative intelligence to SMC/SSCDL and its stakeholders with the help of deployed analytics solution, deployed on the vendor's cloud within the geographical boundary of India. These reports/dashboards will be presented on the portal by the IT vendor. The indicative scope of work is listed below:

Scope of work of Release 1

2.5.1 Social Media Analytics
MySurat Social Media analytics will include data from Social media sites like FB, Twitter, Instagram, LinkedIn, Pinterest, Youtube, Top Indian news portals, blogs etc. Example of web analytics dashboards include Share of Voice, Word Cloud, Sentiment Analysis, Sentiment Analysis with Timeline of events, Top Authors, Top Locations, Top Portals etc.

2.5.2 Other Social Media Dashboards
Social Media Dashboards include Facebook Dashboards (Facebook Account Dashboard, Facebook Engaged Users/ Page Impressions, Facebook Page Impressions by Demographics), Twitter Dashboards, YouTube Dashboards etc.

Scope of work of Release 2

2.5.3 Web & Mobile App Analytics
MySurat Web & Mobile App analytics will include data from MySurat portal and mobile app. Example of this analytics dashboards include Portal Metrics, Popular content, Downloads, Outbound link tracking, Average time to page, Search box data, Most used browser/device wise segmentation etc.

2.5.4 Campaign Module
The solution should also provide a marketing module that makes creating, deploying, and tracking content easier, delivers the dynamic content that engages the citizens and deepens their relationship with SMC.
The solution should have the capability to-
- Tailor Facebook/twitter modules to regions, cities, zip codes, languages, brands, to gain complete control of audience
- Track which administrators/Digital Media Agency are posting what content to SMC pages at all levels via the integrated dashboard
- Deliver engaging content that citizens will appreciate
- Drive traffic to specific policy initiatives/schemes
- Easily manage content, making changes at convenience for bulk email and SMS campaigns.

2.6 NON-FUNCTIONAL REQUIREMENTS OF PORTAL

Non-Functional requirements of an IT system are quality requirements or constraints of the system that must be satisfied. These requirements address major operational and functional areas of the system in order to ensure the robustness of the system. The Non-Functional Requirements established for the Integrated MySurat Portal are described in this section of the document. The main areas addressed are:

1. Capacity Estimates and Planning
2. Performance
   a. Response Time
   b. Throughput
3. Scalability
4. Availability (including recoverability and reliability)
5. Security
6. Disaster Recovery

These Non-Functional Requirements should be used:
   a) As a basis for system sizing and estimates of cost.
   b) To assess the viability of the proposed IT system components.
   c) To drive the design of the operational models.
   d) As an input to component design.

Details of the NFRs are as follows:

1. **Capacity Estimates & Planning-** The architecture of the system must support the current anticipated load of more than 30,000 concurrent users. The portal is expected to provide acceptable level of performance under peak load.

2. **Performance-** Response Time requirements define the time to complete a specific system task or process. The time interval, or response time, can be expressed as an exact measurement of time or as an acceptable range. The following table provides response time bands for the most significant user-system interaction within the different classes of transaction present in the MySurat Portal.

	Target Average End-to-End Response Time (seconds)		
Frequency of Use	**High Frequency** (> 1000 times/day)	**Medium Frequency** (>100 times/day but < 1000 times/day)	**Low Frequency** (< 100 times/day)
Simple Transaction	1 – 2	2 - 3	3 - 4
Medium Transaction	3 - 5	4 - 7	5 - 10
Complex Transaction	6 - 10	8 - 15	11 - 20

Frequency of Use	Target Average End-to-End Response Time (seconds)		
	High Frequency (> 1000 times/day)	Medium Frequency (>100 times/day but < 1000 times/day)	Low Frequency (< 100 times/day)
Very Complex Transaction	11 - 20	16 - 30	21 – 40

a) **Simple Transaction** – Example: Screen to screen transition during data entry or static page load
b) **Medium Transaction** – Example: Delivery of a dynamic page that is populated with information from a single system (e.g. forms).
c) **Complex Transaction** – Example: Delivery of a dynamic page that is populated with information from multiple systems, complex business logic (Rating)
d) **Very Complex Transaction** – Example: Large data processing involved, complex analytics, multi-search queries, report generation from large data setsThe target response time assigned to each transaction band is set more aggressively for high frequency business transactions compared with infrequently used transactions. It emphasizes that the design effort should be concentrated on delivering the fastest response to those processes used most frequently by the business system users

During Inception and requirement analysis phase, architecturally significant use cases should be mapped to one of these response time bands and agreed upon by IT vendor.

3. **Scalability-** Scalability is the ability to expand the system architecture to accommodate more users, more transactions and more data as additional users and data are added in the future. The existing systems should be extensible as far as possible without necessarily having to replace them. System should be able to scale horizontally and vertically.

4. **Availability**- Availability requirements address the time a system must be available (up and running) to service user requests. Availability is the acceptable and agreed-to level of service during scheduled periods.
The following table has grouped different service levels bands based on how critical the overall availability of the system is to MySurat Portal users.

Requirement	Critical	High	Medium	Low
Availability	99.9%	99%	98%	97%
Mean Time to Repair (MTTR)	2 – 4 hours	8 hours	16 hours	32 hours

5. **Maintainability**- MySurat Portal ecosystem should be easy to maintain. Technical design should not be monolithic in such a way that any change/repair of a single module affects entire application

which needs to be tested every time. Design should be modular so that only affected module needs to be deployed and tested in case of any change in that module.

6. **Browser Requirements**- Portal should support page display using the following browsers.

   (a)   IE version 8.x and above
   (b)   Firefox version 50.x and above
   (c)   Chrome version 48.x and above
   (d)   Safari version 10.x and above

7. **Security**- Various security related requirements are categorized as follows:

   (a)   Directory services
   (b)   Authentication
   (c)   Authorization
   (d)   Provisioning
   (e)   Single sign-on
   (f)   Encryption

8. **Directory Services**-

   (a)   System should have capability for integration with active directory supporting LDAP.

9. **Authentication**-

   (a)   System should support a simple password based authentication.
   (b)   System should support multiple password policies that can be applied to different categories of users. Specifically, the use of strong passwords for some users and weaker passwords for other users is required.
   (c)   System should support password storage and transmission using strong encryption.
   (d)   Authentication technologies utilized must be industry standards.
   (e)   Authentication technology must support multiple levels of authentication strength if required.
   (f)   User accounts must contain a unique ID.
   (g)   System should allow administrators the ability to create, delete and manage user accounts.
   (h)   System should temporarily disable accounts after a pre-determined number of invalid access attempts.
   (i)   System should have configurable password restrictions and policies.

10. **Authorization**-
   (a)   System should support the ability to associate a period of time for which an authorization is valid, after which the authorization is invalid.
   (b)   System should support a role based access control model.
   (c)   System should support the creation of user roles.
   (d)   System should support delegated administration of role assignment and management

11. **Provisioning**-

(a) System should support the ability for a new user to "self-register" on Portal using a unique ID provided. This should create an account for the user.

(b) System should support the ability of a user to use a self-administration process to request access to new application or expand current access to applications.

(c) System should provide a forgotten password service.

(d) System should allow users to establish shared secrets to be used in forgotten password services. When users utilize forgotten password services, new passwords must be able to be delivered to the user in a secure fashion.

(e) Forgotten password services should employ technology (eg. human readable graphics) to prevent automated scripts from creating accounts and thus launching a denial of service attack against the directory.

12. **Single Sign On**-

(a) System should allow a user to log in once, using a single authentication method to gain access to multiple applications.

(b) SSO solution should provide Session Security to ensure that the information is not tapped by unauthorized people.

13. **High Availability & Disaster Recovery**

In case of a disaster like flood, earthquake a Disaster Recovery ("DR") Process is required.
The purpose of a DR Process is to enable SMC IT leadership, key stakeholders to plan and respond to events negatively impacting the services supported by SMC. The DR Process will provide a foundation for managing disaster recovery, service continuity and IT Services' responsibilities relating to crisis response and business continuity. The DR Process supports the following objectives:

- Enable informed decision making
- Efficiently build resilience
- Verify resilience capability
- Effectively manage events

1. The IT vendor shall be responsible for designing and implementing High Availability for MySurat ecosystem.
2. It will be the responsibility of the IT Vendor to work with SMC to define and implement consistent methods to assist in the resumption of critical business operation in the shortest time necessary, for the least possible cost, with minimal impact on users, customers, and employees.
3. IT vendor should ensure necessary data (application specific) related to solution should be replicated with minimum downtime at mutually agreed timeframe.

Necessary infrastructure provisioning for High availability and disaster recovery will be done by SMC.

14. **Testing**

The bidder will be required to carry out necessary testing including performance testing to measure and ensure performance (and scalability) of the application including network emulation to test real world load scenarios and network conditions. Bidder shall have to arrange for necessary testing tools.

2.7 NON FUCNTIONAL REQUIREMENTS OF MOBILE APP

1. **App Development:** App to be developed using native android and iOS platforms.
2. **Application Size:** Necessary efforts should be taken to ensure that the application size is optimal.
3. **Start Up Time:** Start-up time should be less than 5 seconds
4. **Responsiveness:** Mobile app should render properly on all devices of different size and resolution. (i.e. it should support all standard resolutions)
5. **Memory:** App should support devices having memory capacity of minimum 1 GB
6. **Battery Life:** While developing mobile app, vendor should use standard SDKs of Android and iOS along with battery life saving APIs (Google Play Services) such that app consumes minimum battery of device. Few features that should be used to minimize battery life
   i. Request data once and use multiple times for different operations
   ii. Caching
   iii. Less download and perform one large operation v/s number of small ones

7. **Support for different network channels:** App should support different network channels like Wi-Fi, 2G, 3G & 4G.
8. **Interrupts, notifications and multi-tasking:** App should not come in the way of the OS's processing the user's decision to respond to the interrupt (such as accepting a call or reading an SMS), and it does not result in any damage to application's ability to function normally after the OS 'foregrounds', i.e. resumes application after the user finishes handling the interrupt or after they choose to ignore the interrupt.
9. **Maintainability:** MySurat mobile app should be easy to maintain. Technical design should not be monolithic in such a way that any change/repair of a single module affects entire application which needs to be tested every time. Design should be modular so that only affected module needs to be deployed and tested in case of any change in that module.
10. **Testing:** The bidder will be required to carry out necessary testing including performance testing to measure and ensure performance (and scalability) of the application including network emulation to test real world load scenarios and network conditions. The bidder will also carry out necessary testing to make sure that the application is accessible across different form factor and OS versions. Bidder shall have to arrange for necessary testing tools.

2.8 INDICATIVE ARCHITECTURE OF MYSURAT

2.8.1 Reference Architecture for MySurat Ecosystem
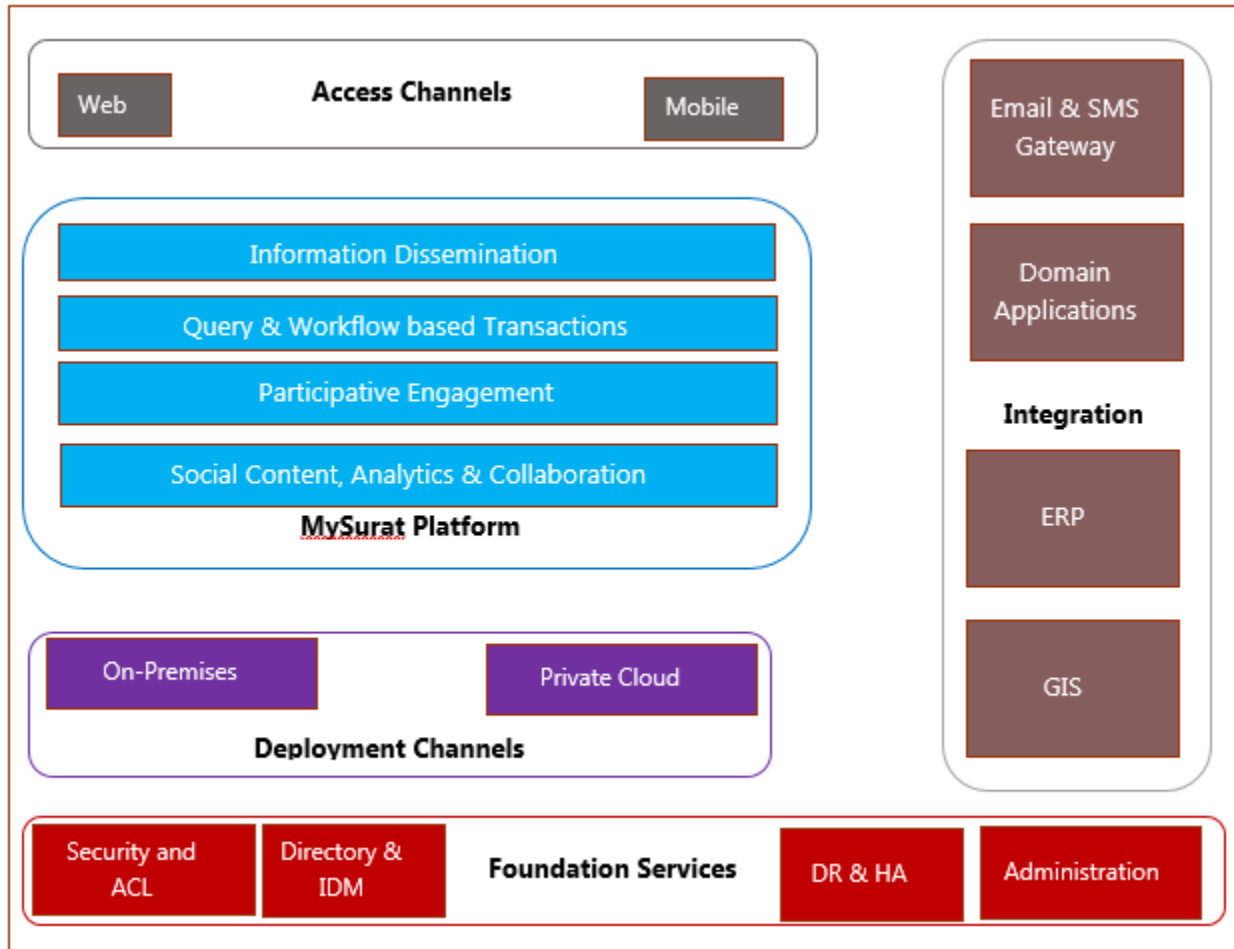
Figure 7-Reference Architecture for MySurat Ecosystem

Bidder should set up all necessary environment including development, test and production environment on SMC on-premise/ private cloud datacenter. Media files will also be stored on SMC datacenter.
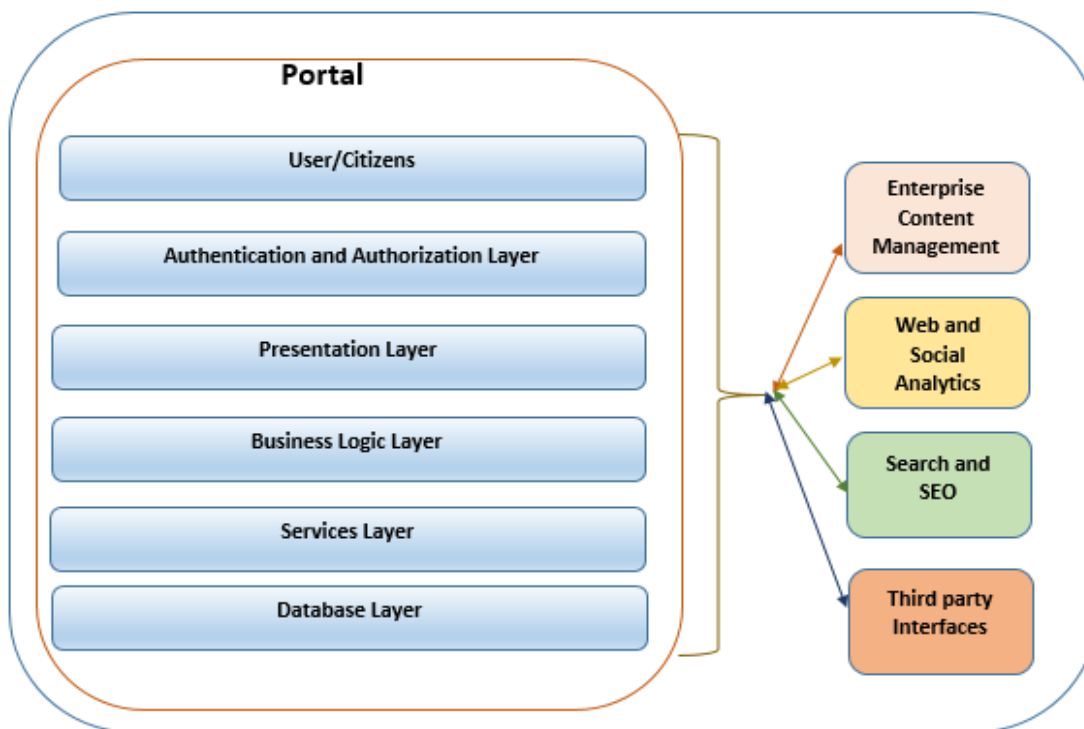
Figure 8-MySurat.in Solution Framework

2.8.2 Solution Framework

1. **The User Layer**

    This layer is formed of the Users/Stakeholders accessing the solution over Internet/ Intranet for various services. Role based access would be defined for the users/stakeholders for having accessibility to the respective functionalities of the solution based on their role. An integrated application structure would ensure a one-point stop for all the users/stakeholders for various functions. It is envisaged that there will be adequate checks and balances within the overall design of the MySurat solution so that the data exchanged is proper, complete and protected. Also, the data/information access uploaded through various channels will be constantly updated to keep the same more relevant and up to date.

2. **The 'Authorization & Authentication' Layer**

    It is envisaged that the MySurat solution will be hosted on servers in SMC/SSCDL data center, and will be accessed by all the stakeholders and authorized users through various means and mechanisms and they would be able to request/obtain required services through various channels.

3. **Presentation Layer:**

    The style or presentation layer dictates how a structured HTML document will look to a site's visitors. This layer is defined by CSS (Cascading Style Sheets). These files contain styles that indicate how the document should be displayed in a web browser.

4. **Business Logic Layer**

The business logic layer (BLL) contains logic specific to the business domain. Also, if you are going to create a separate BLL, this layer should contain logic that could be used by other applications as well as this one.

5. **Integration/ Services Layer:**

Multiple ways of integration of the solution with other systems are envisaged, these may be through Web Services, Message Queuing, File based or API based services.

6. **Database Layer**

Most business applications must access data that is stored in corporate databases, which are most often relational databases. Data access components in this data layer are responsible for exposing the data stored in these databases to the business layer. The database and server administration will be a responsibility of the vendor, which includes operating system as well as tools.

An indicative solution architecture diagram for MySurat is depicted below.

2.8.3 Reference Architecture for Portal
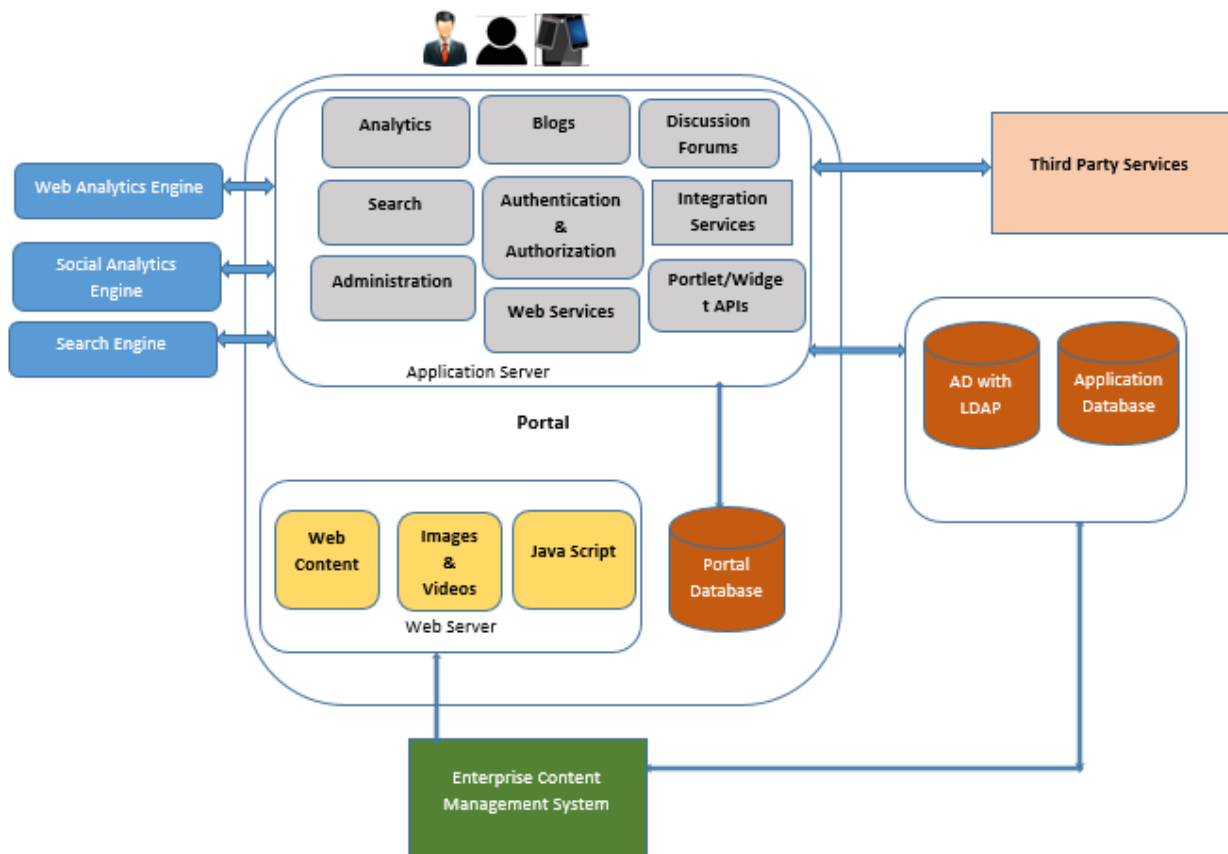
Figure 9-Reference Architecture for Portal

Above figure is an indicative architecture only. While architecting the solution, it is necessary to consider load balancing and failover mechanism (primary/secondary server) for MySurat portal and CMS.

2.8.4 Reference Architecture for Content Management System

A reference system architecture for Content Management System is depicted below.
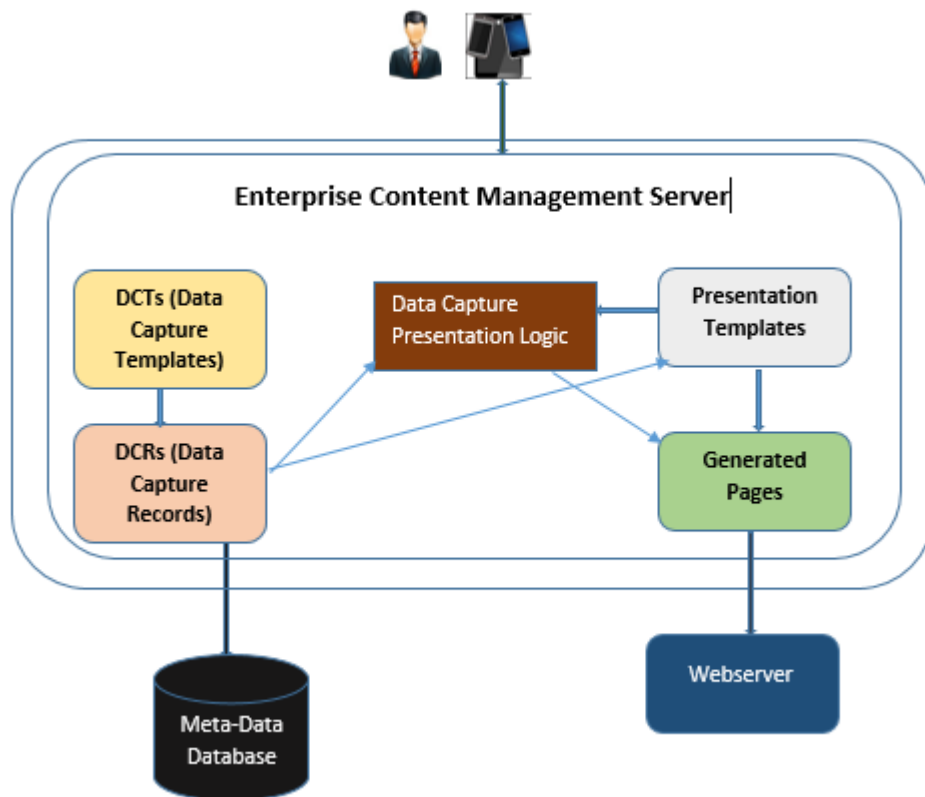
Figure 10- Content Management Reference System Architecture

2.8.5 Reference Architecture for Mobile Application
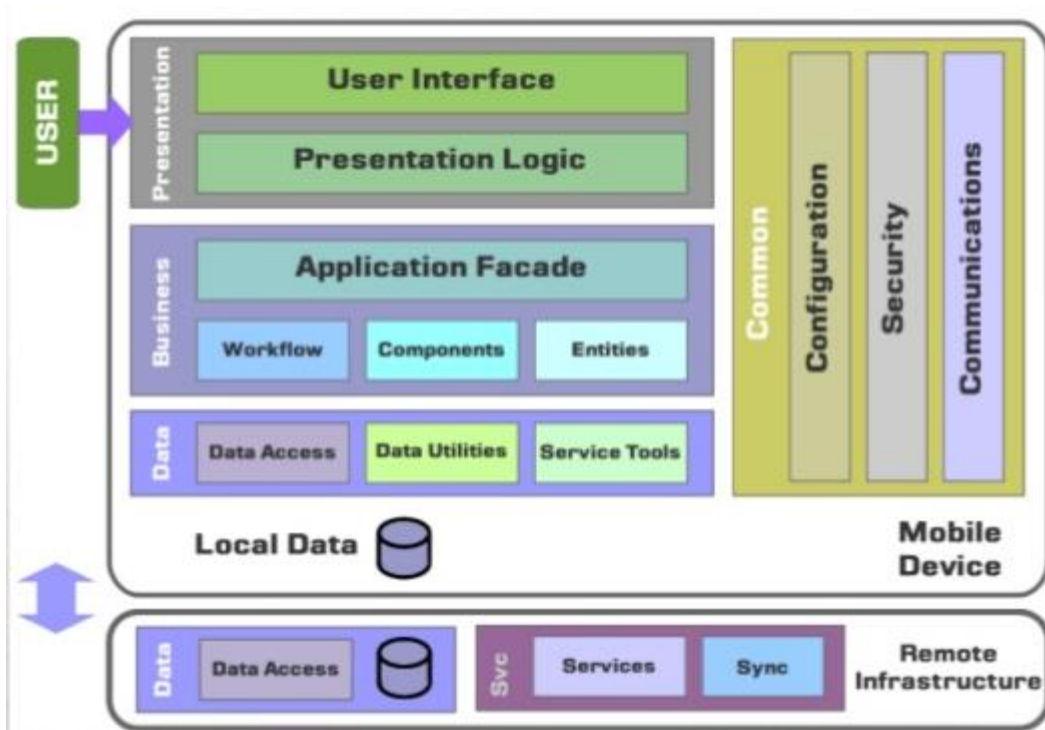
Figure 11-Reference Architecture for Mobile Application

2.9 POST IMPLEMENTATION SUPPORT AND MAINTENANCE

The following section describes post go live support requirements, service management and support requirements and enduring support requirements.

2.9.1 Post Go-Live Support

As part of the delivery of the solution it is expected that the Bidder shall provide Post Go Live Support ("PGLS") for the Solution for 3 years following project completion. The Post Go Live Support ("PGLS") will start after completion of 2 months of Hypercare Support after Go Live.

During the course of the project there will be functionality developed and deployed on a Release basis, as a result each Release will need to be supported following go-live.

Therefore, the PGLS will run from the moment the first Release of the Solution is live through to the end of the 3 years' post releases completion timeline. The Bidder shall provide appropriate levels of on-site and off-site support as necessary. The Bidder's PGLS team shall be responsible for the continued delivery of stable systems, development and operational support.

This includes a preventive maintenance programme, managing releases, monitoring and system health checks and incident management. It is expected that out of hours support will be provided as needed.

Support of the system is key to establishing system and process stability within MySurat ecosystem following the deployment. Over and above the technical support required in this period, it is expected

that support efforts shall target improving end-user familiarization with new applications and processes to enhance adoption and aid transition of new processes to a business-as-usual status.

The support provides a defined window of time for knowledge sharing and the transitioning of ownership of support to SMC/SSCDL and/or SMC/SSCDL nominated parties.

The purpose of the PGLS period is to accelerate business stabilization, through the following objectives:

1. To measure, and communicate, how performance is stabilizing against expectations;
2. To inform decision making about how performance issues should be resolved;
3. To prioritize and coordinate efforts to where they will have the most impact;
4. To monitor the impact of any changes until stabilization is achieved;
5. To help determine when the solution is able to transition to the enduring support model;
6. The PGLS team should have flexibility to scale up/down;
7. To ensure timely resolution of incidents;
8. When incidents occur, to restore normal service as quickly as possible to minimize business impact;
9. To ensure that incidents and service requests are processed consistently and that none are lost;
10. To direct support resources where most required;
11. To provide information that allows support processes to be optimized, the number of incidents to be reduced, and management planning to be carried out.

After Go Live bidder shall provide 2 months Hyper Care Support followed by 3 years support. Necessary transition needs to be taken care by the bidder during these transitions. Warranty support for the solution will be provided for the 2 months Hyper Care Support period or until all defects in the Solution for which the Bidder shall be responsible are resolved, whichever is longer.

Defects include those that were known prior to Go-Live and any new defects that materialize in operation during Warranty.

A defect can only be resolved if:

1. Test passes
2. A valid workaround is approved by SMC/SSCDL
3. Alternate resolution is approved by SMC/SSCDL

A Warranty Defect can be defined as: any defects in the technical performance or functionality of any aspect of the Solution when assessed by reference to the Acceptance Criteria which are identified or known on the date of Acceptance or which arise during the Warranty Period.

The Bidder shall work to ensure that all defects and issues are resolved in line with agreed processes and procedures.

2.9.2 Service Transition

Each transition phase should be supported and tracked by a clearly defined and agreed Transition Plan. The transition plan should outline who the current owner is, the future owner will be, key stake holders and the date of the transition and measure the progress of the transition based on agreed handover criteria.

2.9.3 Service Management Support Process

It is envisaged that SMC would have its own IT help desk. The SMC admin team/ L1 support help desk is envisaged to log tickets for issues noticed in the solution by the citizens/others.

The Bidder needs to provide a centralized Service team which will be responsible for:

1) the diagnosis and repair required to close the problem;
2) documenting all actions in the call record/ ticket logs;
3) performing root cause analysis, as required;
4) working with other vendors, as appropriate, to attempt to resolve problems;
5) making recommendations for process and tool improvements; and
6) contacting other support groups or organizations, as required.

Level 2 and Level 3 Support consists of deep level support provided by specialists.

It is proposed that users will be able to log incidents via self-service. This tool should also have a citizen facing web application for raising tickets, which should contain an online form to capture relevant details about the issue. This form should be hosted on the website.

The Support teams to follow all the ITIL processes namely
1) Incident Management,
2) Service Management to cover Minor Enhancements: Effort <20 hours. Handled as pre-paid enhancements with a limited effort up to a total of 60 hours /month,
3) Problem Management
4) Change Management
5) Release Management

The dedicated programmer/developer requested onsite for three years during the support period will also act as the coordinator for these teams over and above the enhancements and developments assigned.

All the changes approved as valid demands by Demand Management team which involve below two categories:

1. Major Enhancements: Effort 20-180 hours
2. Planned Projects: Effort >180 hours

Then need to be aligned to a release. After all planned releases, SMC will follow two Major releases per year along with three Just in Time releases only to cover TLS (Tax, Legal & Statutory) requirements and any urgent demand raised from commissioner. Each major release to go through all phases as in planned releases.

2.10 KPIS & SLAS

2.10.1 Timelines & Deliverables
The following is an indicative list of deliverables and milestones for the agency, assuming that the engagement starts at time T (Signing of LOA/ Issuance of Work Order + 20 Days). The bidder is

required to be clearly indicating the release wise time schedule in the proposal. The development process will be reviewed regularly as per the time schedule

The implementation (Release 1 and 2) must be completed in 6 months and post implementation support will be for 3 years.

2.10.2 Project phases and deliverables

The deliverables as per the releases with milestones are mentioned below:

Milestone #	Project Phase	Deliverables	Release 1 (in days)	Release 2 (in days)
Milestone 0	Initiation	Team mobilization	T+0	T+30
Milestone 1	Requirement Gathering & Analysis	**Detailed release plan for the project** Requirement Gathering & Analysis Document, Wireframe, Development & Testing environment set up	T+20	T+50
Milestone 2	Architecture & Design	Architecture Document High level Design Document Detailed level Design Document, Production environment set up	T+35	T+55
	Solution Prototype	Prototype Test environment setup	T+45	T+60
Milestone 3	Implementation & Unit testing	• Developed solution • Unit test cases • Unit testing report • System Integration test cases	T+115	T+125
	System Integration Testing	System Integration & Performance test report	T+120	T+130
Milestone 4	User Acceptance Testing	• Regression Testing (if required) • User Acceptance Testing Reports	T+130	T+150
Milestone 5	Go Live	Solution Go Live & Deployment Document	T+150	T+180
Milestone 6	Hyper-Care	Two-month hyper-care support	T+210	T+240

Note:
1. UAT for all releases would be iterative in nature, limited up to 3 iterations per release. The IT Vendor is expected to incorporate the changes in solution post UATs as per user feedback.

2. For delay of every day per milestone, a penalty of 1% of payment for corresponding/relevant milestone would be deducted, provided the delay is attributable to the vendor. The decision of SMC/SSCDL will be binding in this regard.

2.10.3 Payment Schedule for Implementation Phase

Milestone #	Project Phase	Deliverables	Release 1	Release 2
Milestone 1	Requirement Gathering & Analysis	Resource Mobilization & Business Requirement Document Finalization	10%	10%
Milestone 2	Solution Prototype	Prototype built on Portal/CMS	10%	10%
Milestone 4	User Acceptance Testing	User Acceptance Testing Reports	15%	15 %
Milestone 5	Go Live	Solution Go Live & Deployment Document	5 %	5 %
Milestone 6	Hyper-care	Hyper Care Support	10 %	10 %

Hypercare deliverable will include closing of all issues reported with GoLive alongwith minor enhancements arising due to those defects.

This % implies the percentage of total implementation cost as specified by the vendor.

Monthly Progress Reports/MIS to be submitted every month or as and when desired by SMC indicating the activities remaining/completed and progress as against the scheduled tasks / activities

2.10.4 Payment Schedule for Support Phase

The payment to the Selected Bidder shall start on a quarterly basis based on SLAs in the Support phase.

2.10.5 KPIs

The vendor who is awarded the contract will be measured on certain KPIs and SLAs during the support phase. This is to ensure that they are accountable for their tasks and only get compensated if their work is of high quality and bears maximum efficiency. Some basic parameters in KPI and SLA are mentioned below. Vendor will provide daily/monthly reports for these parameters. (e.g. total number of instances of Portal/CMS/Mobile App being down in a month)

Measurement of KPIs

No.	Performance Indicator	Below Acceptable Levels	At Acceptable Levels	Above Acceptable Levels	Frequency of Report	Area Catered to
	FOR OVERALL SOLUTION					

1	Availability of Services-Uptime	<=98%	99.9-98%	=>99.9%	Monthly	System Monitoring
2	Average Response Time	>5 seconds	1-5 seconds	=<1 seconds	Monthly	System Monitoring
3	Security Breach	>0	0	0	Monthly	System security
4	Number of incident tickets per month*	>5	0-5	0	Monthly	System Monitoring & security
5	Net Promoter Score	<30	30-35	>35	Quarterly	Citizen Satisfaction
6	Number of UAT defects (Applicable for implementation phase only)	>20	10-20	<10	During UAT phase	Solution Efficacy
7	Backlog count	>10%	2-10%	<2%	Monthly	Solution Efficacy
	FOR MOBILE APPLICATION ONLY					
1	Number of Crashes (For Mobile App only, inclusive of Google Play and iOS App Store).	>0.5%	0.2-0.5%	<0.2%	Monthly	Solution Efficacy

2.10.6 Monthly Penalty for Missed KPIs

a) Penalty for missed KPIs for 1st instance in a particular month: No penalty
b) Penalty for missed KPIs (upto 3) in a particular month: 5% deduction of relevant (implementation/support) monthly cost
c) Penalty for missed KPIs (upto 6) in a particular month: 10% deduction of relevant (implementation/support) monthly cost

*Note: The number of tickets would vary as per the following (post hypercare):
For the first three months, Tickets should be less than 10.
Going further, tickets should be less than 5

How KPIs would be measured?

No.	Performance Indicator	Measurement Methods
1	Availability of Services-Uptime	The proportion of the time that the channels are available for citizen engagement
2	Page Response Time	The time required for the page to respond in case of a click
3	Security Breach	Number of security breach incidents received per month
4	Number of incident tickets per month	Number of incidents received per month
5	Net Promoter Score	NPS calculation can be done via a survey with the objective of identifying three types of groups: *Promoters, Passives,*

		Detractors. Using a "0 to 10" points rating scale to measure the NPS. (0-not at all likely and 10- extremely likely). NPS=Promoters-Detractors Promoters: Score 9-10, Passives: Score 7-8, Detractors: Score 0-6 NPS will be calculated by a survey initiated from MySurat.in platform via an email/Exit Pop up post citizen avails the services
6	Number of UAT defects (Applicable for implementation phase only)	Number of UAT defects in overall solution (including Portal & Mobile Application during UAT Phase)
7	Backlog count	Backlog is defined as number of open/aging tickets for more than 10 days of ticket logging.
8	Number of Crashes (For Mobile App only, inclusive of Google Play and iOS App Store).	Number of Crashes can be fetched from Google Play and iOS App Store

2.10.7 Service Level Agreements and Penalty

SLAs will be measured during the support phase and implementation phase as defined in the section "Timelines & Deliverables"

Severity levels are defined using two dimensions: impact and urgency

a) Impact is classified into 4 categories:

1. Extensive: Either no or extremely limited workaround is available requiring very intense incident support; Extremely inconvenient to the SMC/SSCDL OR >10% of users impacted by incident
2. Significant: Limited workaround available that requires intense level of incident support; very inconvenient to the SMC/SSCDL and high incident occurrence risk OR >5% & <=10% of users impacted by incident
3. Moderate: >2% & <=5% of users impacted by incident
4. Minor: <=2% of users impacted by incident

b) Urgency is classified into 4 categories:

1. Critical: If not dealt with immediately the service will escalate many times over within a short time-period.
2. High: If not dealt with in the very near future (within the half day) the service will escalate severely till solved
3. Medium: If not dealt with in the near future (within 2 days) it will impede business/ IT processes
4. Low: All others

Severity Levels (P1/P2/P3/P4) are decided based on these two dimensions through the following grid:

Urgency	Impact			
	Extensive	Significant	Moderate	Minor
Critical	P1	P1	P1	P1
High	P1	P2	P2	P2
Medium	P2	P2	P3	P4
Low	P2	P2	P3	P4

Applications Support	Expected	Minimum	Measurement Window	Penalty (% of Monthly Support Cost
Incident Response Time				
P1 Severity Level Incidents Responded within 15 mins	99.00%	95.00%	Monthly	0.5%
P2 Severity Level Incidents Responded within 30 mins	99.00%	95.00%	Monthly	0.5%
P3 Severity Level Incidents Responded within 90 mins	99.00%	95.00%	Monthly	0.5%
P4 Severity Level Incidents Responded within 120 mins	99.00%	95.00%	Monthly	0.5%
Applications Support	**Expected**	**Maximum Resolution Time**	**Measurement Window**	**Penalty (% of Monthly Support Cost)**
Incident Resolution Time				
P1 Severity Level Incidents Resolved as agreed	2 Hours	4 Hours	Monthly	2% (valid for 2 P1 incidents in a month)
P2 Severity Level Incidents Resolved as agreed	8 hours	8 Hours	Monthly	1% (valid for 3 P2 incidents in a month)
P3 Severity Level Incidents Resolved as agreed	16 hours	16 Hours	Monthly	0.5% (valid for 5 P3 incidents in a month)
P4 Severity Level Incidents Resolved as agreed	32 hours	32 hours	Monthly	0.5% (valid for 7 P4 incidents in a month)

The SLAs are subject to review and revision by SSCDL at regular intervals.

2.11.7.1 SLA Change Process

The parties may amend this SLA by mutual agreement. Changes can be proposed by either party. The bidder representative may initiate an SLA review at least half yearly which is subject to approval from SCCDL.

The bidder representative will maintain and distribute current copies of the SLA document as directed by SSCDL. Additional copies of the current SLA will be available at all times to authorized parties.

2.11.7.2 Version Control

All negotiated SLA changes will require changing the version control number. As appropriate, minor changes may be accumulated for periodic release (e.g. every quarter) or for release when a critical threshold of change has occurred.

2.11.7.3 Management Escalation Procedures

The purpose of this escalation process is to provide a quick and orderly method of notifying both parties that an issue is not being successfully resolved at the lowest possible management level. Implementing this procedure ensures that SSCDL and Bidder's management are communicating at the appropriate levels.

a) Escalation should take place on an exception basis and only if successful issue resolution cannot be achieved in a reasonable time frame.
b) Either SSCDL or bidder can initiate the procedure
c) Escalation will be one level at a time

2.10.8 Penalty

a) In case the overall support of the bidder to the SSDCL is not found sufficient or satisfactory, the same will also amount to failure and attract a penalty generally up to 10% of the consideration of Contract. The penalty will be proportionate to the time period for which the support is not found to be sufficient or satisfactory.
b) In case the bidder fails to be compliant with SLAs and KPIs requirements at regular intervals as mentioned above, penalty will be imposed generally up to 10% of the consideration of contract depending upon the nature of failure or the short-fall.
c) In case a serious bug / flaw / error is found in a system or the system is not found working as intended/ satisfactorily / properly due to the software developed then in that case, generally a penalty of up to 10% of the consideration of contract will be imposed. The penalty will be proportionate to the delay in amending the bug / flaw / error, etc. after the date of report.
d) In case the support of the bidder's staff to the SMC is not found sufficient or satisfactory, the same will also amount to failure and attract a penalty generally upto 10% of the consideration of Contract. The penalty will be proportionate to the time period for which the support is not found to be sufficient or satisfactory.
e) In case of unavailability of the database / portal/CMS/Mobile Application for the lack of proper configuration /administration / maintenance of the system by the bidder's staff at SMC a direct penalty of 10% of the consideration of Contract will be imposed, charged.
f) In case the bidder fails to deliver service as depicted in the scope of work, penalty will be imposed generally upto 10% of the consideration of contract depending upon the nature of failure or the short-fall.
g) The cumulative value of penalties stated under the above clauses {a) to f)} could be upto 10% of the consideration of the contract.

h) The decision of CEO/Chairman of SSCDL will be final and binding in case of the percentage of penalty to be applied, imposed in all the above cases to the bidder.

i) In case of continued failure or short-falls from the established standard, the contract shall be terminated and no payments will be made nor will any damages be paid to the bidder besides forfeiting Security Deposit.

2.10.9 Limitation of Liability

a) Except in case of gross negligence or willful misconduct on the part of the bidder or on the part of any person or Firm acting on behalf of the bidder in carrying out the Services, the Bidder, with respect to damage caused by the Bidder to the SSCDL/SMC's property, shall not be liable to the SSCDL/SMC:

   I. for any indirect or consequential loss or damage; and

   II. for any direct loss or damage that exceeds a fixed amount equal to total price submitted online as part of Appendix 2.

b) This limitation of bidder shall not affect the bidder's liability, if any, for damage to Third Parties caused by the bidder or any person or Firm acting on behalf of the bidder in carrying out the Services or any obligation of the bidder to indemnify the Authority with respect to intellectual property rights infringement claims.

B. INSTRUCTION TO BIDDERS

3. GENERAL

3.1 INTRODUCTION TO THIS BID PROPOSAL

SSSCDL intends to invite proposals through this RFP. The Technical Bid along with EMD & Bid Fee in the name of "Surat Smart City Development Ltd" is to be submitted in hardcopy whereas the Price Bid is to be submitted online on https://smc.nprocure.com.

3.2 BID AVAILABILITY & VALIDITY

Bid documents can be downloaded from the web site https://smc.nprocure.com up to the date and time mentioned in the Online RFP Notice "**SSCDL- PORTALCMS-RFP-02-2017**".

The proposal should be valid for acceptance for a minimum period of 180 days from the Bid Due Date/Bid Submission Date (the "**Proposal Validity Period**"). If required, Authority may request the bidder to have it extended for a further period.

3.3 GOVERNING LAW AND JURISDICTION

The Bidding Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Surat shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Bidding Process.

3.4 AUTHORITY'S RIGHT TO ACCEPT AND REJECT ANY PROPOSALS OR ALL PROPOSALS

a) Authority reserves the right to accept or reject any Proposal and annul the bidding process/ Proposal Evaluation Process and reject any/all Proposals at any time, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the ground for Authority's action.

b) Without prejudice to the generality of Clause (a), the Authority reserves the right to reject any Proposal/Bid if:
1) at any time, a material misrepresentation is made or discovered, or
2) The Bidder does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.
3) Bidder submitted conditional Proposal/Bid.

c) If such disqualification/ rejection occurs after the Proposals have been opened and the Selected Bidder as per award criteria gets disqualified/ rejected, then the Authority reserves the right to consider the next best Preferred Bidder, or take any other measure as may be fit in the sole discretion of the Authority, including annulment of the Selection Process.

3.5 EARNEST MONEY DEPOSIT (EMD)

(a) Earnest Money Deposit (EMD) of amount Rs. 2,00,000 (Rupees Two Lakhs only) should be paid in the form of Demand Draft of any nationalized / scheduled banks, payable at Surat in the favor of the **"Surat Smart City Development Limited"**.

(b) Any bid not accompanied with valid Earnest Money Deposit in the acceptable amount, form and validity period will be summarily rejected by the Authority as being non-responsive and bids of such Bidder shall not be evaluated further.

(c) No interest will be payable by the Authority on the Earnest Money Deposit.

(d) The EMD of unsuccessful Bidders will be returned by the Authority, without any Interest, as promptly as possible on acceptance of the Proposal of the Selected Bidder or when the Authority cancels the Bidding Process.

(e) The Selected Bidder's EMD will be returned, without any interest, upon the Selected Bidder signing the Agreement and furnishing the Security Deposit in accordance with the provision thereof.

(f) The EMD shall be forfeited and appropriated by the Authority as damages without prejudice to any other right or remedy that may be available to the Authority hereunder or otherwise, under the following conditions:

1) If a Bidder submits a non-responsive Proposal;
2) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice;
3) If a Bidder withdraws its Proposal during the Proposal Validity Period as specified in this RFP and as extended by mutual consent of the respective Bidder(s) and the Authority;
4) In the case of Successful Bidder, if it fails within the specified time limit –
   i to sign and return the duplicate copy of LOA
   ii to sign the Agreement within the time period specified by the Authority.
   iii to furnish the Security Deposit along with the signed copy of LOA; or
5) In case the Successful Bidder, having signed the Contract, commits any breach thereof prior to furnishing the Security Deposit.

3.6 DUE DILIGENCE

The Bidders are encouraged to examine and familiarize themselves fully about the nature of assignment, scope of work, all instructions, forms, terms and conditions of RFP, local conditions and any other matter considered relevant by them before submitting the Bid by paying a visit to the site, sending written queries to the Authority, and attending a Pre-Bid meeting.

3.7 ACKNOWLEDGEMENT BY BIDDER

a)   It shall be deemed that by submitting the Bid, the Bidder has:
   1) made a complete and careful examination of the RFP
   2) received all relevant information requested from the Authority;
   3) accepted the risk of inadequacy, error or mistake in the information provided in the RFP or furnished by or on behalf of the Authority
   4) acknowledged that it does not have a Conflict of Interest
   5) agreed to be bound by the undertakings provided by it under and in terms hereof.

b) The Authority shall not be liable for any omission, mistake, or error in respect of or any of the above or on account of any matter or thing arising out of or concerning or relating to the RFP or the Bidding Process, including any error or mistake therein or in any information or data given by the Authority.

3.8 COST OF BIDDING

All costs and expenses (whether in terms of time or money) incurred by the bidder in any way associated with the development, preparation and submission of the Bid and bidder's participation in the Bid Process, including but not limited to attendance at meetings, discussions, demonstrations, etc. and providing any additional information required by Authority, will be borne entirely and exclusively by the bidder.

3.9 BID FEE

All Bidders must submit non-refundable Bid Fee of Rs. 3600 (Three Thousand Six Hundred Only) by Demand Draft or Banker's Cheque in favour of the "Surat Smart City Development Limited" payable at Surat.

3.10 SCHEDULE OF BIDDING PROCESS

The Authority shall endeavor to adhere to the bidding schedule as specified in table below:

Date of Issue of the Bid Document	17/04/2017
Pre-bid Conference by Submission of queries by email	By e-mail to it@suratsmartcity.com on or before 21/04/2017, 16:00 hrs
Price Bid Submission	To be submitted online only on https://smc.nprocure.com on or before 29/04/2017
Technical Bid Submission (in Hard Copy) filled-in Technical Bid along with Bid Fee, EMD, Solvency Certificate and other documents.	In sealed envelope, strictly by RPAD/Postal Speed Post on or before 02/05/2017, up to 18:00 hrs. to the Chief Accountant, Surat Municipal Corporation, Muglisara, Surat – 395003, Gujarat.
Date, Time and Venue for Opening of Financial Bid	The technically qualified bidders will be notified with the date and time of the Financial Bid Opening.
Signing of Agreement	Within 15 days from the date of issuance of LOA

3.11 TERMS OF CONTRACT

3.11.1   Selected Bidder shall undertake project on Design-Develop-Maintain-Transfer basis.

3.11.2   Selected Bidder shall design, develop, maintain, and transfer the project during the Contract Period. Provided in the event of earlier termination of the Contract, this period shall be ending with the date of termination of the Contract (the "License Period/Contract Period").

3.11.3   The eligible and technically qualified bidder having the lowest price (L1) shall be considered the Selected Bidder as per the terms of this RFP.

3.11.4   The payment to the Selected Bidder shall start based on milestones defined in section 2.10.2

3.11.5   In case of Termination due to Selected Bidder's Event of Default, the Authority shall have right;

-   To forfeit the Security Deposit in full.

- To appoint another Bidder. In such case selected bidder will need to handover to SSCDL or appointed agency as per clause (3.11.17) under this section.

3.11.6 Performance and fulfillment of its roles & responsibilities and obligations as per the provisions specified in RFP and Addenda & Corrigenda if any.

3.11.7 **Termination / Withdrawal:** SSCDL reserves the right to withdraw/ terminate the agency of applicant in any of following circumstances:

- Agency becomes insolvent, bankrupt, resolution is passed for the winding up of the applicant organization
- Information provided to SSCDL is found to be incorrect;
- Delivery conditions are not met within the specified time period;
- Misleading claims about the agency are made;
- Clear evidence is received that agency has breached copyright laws/ plagiarized from another source;

3.11.8 If the agency does not execute the contract to the satisfaction of the SSCDL then the SSCDL may invoke any or all of the following clauses.

- Forfeit the Security Deposit Amount
- Terminate the contract without any liability of SSCDL towards the agency.

3.11.9 **Intellectual Property Rights:** SSCDL shall remain the owner of all the content, source code (for open source), architecture and design documents along with wireframes/prototype referred as "MySurat artifacts "conceptualized, created, and implemented by the selected agency under this engagement. In case of CSS, vendor to provide Functional design documents and technical design documents along with other artifacts to SMC/SSCDL. All analytical models, dictionaries and libraries created as a result of this engagement would be SSCDL proprietary, and all requisite Intellectual Property Rights shall be transferred to SSCDL at the time of completion of the contract period. All intellectual property rights in the MySurat artifacts whether in tangible or intangible form shall belong to SSCDL and the selected agency has no right to assign, license, sell, or use any content conceptualized, created and implemented under this engagement and/or accompanying Agreement to any third party under any circumstances. All the MySurat artifacts conceptualized, created, and implemented by the selected agency whether in tangible or intangible form shall bear relevant copyright notices in the name of SSCDL. The selected agency shall take all such appropriate legal actions to safeguard violation of SSCDL's intellectual property rights, if any.

3.11.10 The bidder should arrange their own Laptops/Computers, software etc. SSCDL would provide only space, electricity and connectivity for operations. Vendor represents and warrants that its collection, access, use, storage, disposal, and disclosure of SSCDL's

Information does and will comply with all applicable SMC's privacy and data protection laws, as well as all other applicable regulations and directives.

3.11.11 The selection shall be for three years and six months from the starting from signing of LOA, which shall be reviewed periodically to assess the performance during the specified duration of project.

3.11.12 Training would be conducted by the IT vendor to the Digital Media Partner/ SMC/SSCDL employees for Content Management System and Social Media Analytics usage whenever required. For Content Management System thorough documentation/user manual would be provided by IT vendor which will be referred by digital media partner.

3.11.13 **Indemnification:** IT Vendor (the "Indemnifying Party") at its expense and to the maximum extent permitted by law, undertakes to indemnify, defend and hold harmless SSCDL (the "Indemnified Party") from and against all losses, liabilities, costs, damages and expenses and will reimburse such fees and expenses as they are incurred, including in connection with any claim or action threatened or brought against the Indemnified Party, attributable to the Indemnifying Party's or its representative's negligence or willful default, including but not limited to, mismanagement of the brand SSCDL, bodily injury, death or damage to tangible personal property arising in favour of any person, corporation or other entity (including the Indemnified Party) in performance or non-performance under this Agreement; provided, however, that Indemnifying Party shall not be obligated to defend, indemnify, or hold the Indemnified Party from and against any such liabilities, costs, loses, damages and expenses to the extent caused solely by any negligent act or omission or intentional wrongdoing of such Indemnified Party. In case of any negligence or willful default by agency, leading to disrepute/ financial obligations/ penalties to SSCDL, during the course of contract or after, the media agency will be held liable.

3.11.14 The agency must provide a dedicated team based in Surat to service the account of the SMC/SSCDL within 20 days from the date of award of contract.

3.11.15 The Authority expects all the Key Personnel as specified in the resource deployment plan in the Proposal to be available during the contract period. The Authority will not consider any substitution of Key Personnel except under compelling circumstances beyond the control of the Agency and the concerned Key Personnel. Such substitution shall be subject to equally or better qualified and experienced personnel being provided to the satisfaction of the Authority with an overlap period of minimum 15 days at agency cost. In case of more than one such substitution in first three months, more than two substitutions in next three months, Authority may reduce the remuneration of agency equal by 1% of total remuneration specified for the project.

3.11.16 The agency must coordinate between SCCDL, SMC departments and sister concerns of SMC to achieve the objective of Citizen Engagement.

3.11.17 **Exit Management:** The exit process would start at the beginning of the last quarters in case contract is not extended further. At the beginning of the last quarter of the end of the contract period or in the event of termination of contract, the IT Vendor is required to provide necessary handholding and transition support, which shall include but not limited to, conducting detailed walkthrough and demos/drills for Portal project services, project documentation, etc., and addressing the queries/clarifications of new IT Vendor selected by SSCDL. Specifically, for mobile application, the transition to start from the eight month from the date starting from signing of LOA.

IT Vendor shall provide support in terms of smooth handing over of its services. At the end of the Contract Period or earlier Termination of Contract due to IT Vendor's event of default, the IT Vendor shall transfer ownership of all content developed for MySurat Portal & Mobile Application Project except its proprietary Software to Authority at no cost to Authority.

During the contract period, the IT Vendor shall ensure that all the documentation including policies, procedures, etc. are kept up to date and the same are handed over to SMC/SSCDL during the Exit management process.

3.11.18 The bidder shall certify that no product quoted in the bid has its End-of-life announced. Also at the time of supplying the quoted product, if the product has reached its end of sale, then the bidder will be required to supply similar product for the same OEM with similar or higher specifications.

3.11.19 The bidder shall depute the same key personnel at SMC/SSCDL as listed in the BoQ and CV submitted as per form 1.10 in Appendix 1. The bidder shall depute a person on its staff at SMC/SSCDL only after the person is interviewed/ screened using any selection procedure by SMC/SSCDL and/or its any representative(s) and the sanction for the same is given in writing. The bidder would also remove a person from its staff at SMC/SSCDL if instructed to do so by the SMC/SSCDL within one month and provide suitable replacement with minimum overlap of 15 days. All persons deputed shall be on the payroll of the Bidder's organization.

3.11.20 The person deployed for the project at SMC/SSCDL will take the permission for leave of absence from SMC/SSCDL.

3.11.21 In case of personnel deputed at SMC/SSCDL by bidder as per the resource deployment plan is on a leave of absence for more than five days,

- then a competent substitute, fully conversant with the processes at SMC/SSCDL will have to be provided by the bidder. Thus, the bidder is required to keep other personnel employed but not deputed at SMC/SSCDL so that the vacancy of the key personnel could be kept filled in.

- if the substitute is not provided for more than 5 days than such leaves after fifth day will be considered as if a person is not deployed by the bidder and monetary deduction will be made accordingly.

3.11.22 The personnel of development team as per the resource deployment plan will observe the work-time of 8 hours per day, 6 days per week (Sunday being holiday); but they will have to put in extra time whenever called for by SSCDL without any additional charges but the same may be compensated in the form of "off-hours" from the normal working schedule.

3.11.23 The leaves of key personnel as per the resource deployment plan should not affect the deliverables as per scheduled timelines.

3.11.24 Non-adherence to above clauses within the said resource deployment plan will be considered as Absence of employee. For each day, the absence of "Project Manager, Technology Strategist & Social Media Analyst", the authority will deduct Rs 5000, for a Technical Lead/Senior Developer, Rs 3500, for rest of the profiles, the penalty will be Rs 2000 per day.

3.11.25 The persons deployed by the bidder shall not claim nor shall be entitled to pay, perks, and other facilities admissible to casual, ad-hoc, regular/confirmed employees of SMC/SSCDL during the contract period or, after expiry of the contract.

3.11.26 The bidder's personnel shall not divulge or disclose to any person, any details of office, operation process technical know-how, administrative/ organizational matters as all are confidential/secret in nature.

3.11.27 The bidder's personnel's working should be polite, cordial, positive and efficient, while handling the assigned work and his/her actions shall promote goodwill and enhance the image of SMC. The bidder shall be responsible for any act of indiscipline on the part of persons deployed by him.

3.11.28 The bidder shall be solely responsible for the redressal of grievances/resolution of disputes relating to persons deployed. SMC shall, in no way, be responsible for settlement of such issues whatsoever.

3.11.29 The transportation, food, medical and other statutory requirements in respect of personnel of the service provider shall be the responsibility of the bidder.

3.11.30 **Force Majeure:** The bidder shall not be liable for any delay or failure of performance of any of its obligations under or arising out of this contract, if the failure or delay is the result of an event of Force Majeure. "Force Majeure" means an event beyond the control of the bidder and not involving the bidder's fault or negligence, and not foreseeable. Such events may include, but are not restricted to, acts of the End customer in its sovereign capacity, wars or revolutions, riot or commotion, earthquake, fires, earthquake, floods, epidemics, quarantine restrictions. The bidder shall continue to perform its obligations under the Contract as far as is reasonably practical and feasible.

3.11.31 Solvency certificate: Valid Solvency Certificate amounting to minimum 20% of the consideration of the Contract from a scheduled/nationalized bank to be submitted by the bidder along with technical proposal. Bidder may resort to submitting a solvency certificate of higher value to keep its prices disguised.

3.11.32 Consortium/JV is not allowed. IT vendor can use tools and technologies (e.g. Portal, CMS, Web & Social Analytics etc.) from OEM, subject to the criteria as specified in prequalification section 6.1.1

3.11.33 During the bidding process or during the contract period, if any bidder is found involved in fraudulent and corrupt practices, SMC/SSCDL reserves the right to reject the bid or cancel the contract, forfeiting the EMD and security deposit.

3.11.34 The Bidding Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Surat shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the bidding process.

3.11.35 It shall be deemed that by submitting the Proposal, the Bidder agrees and releases the Authority, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/ or performance of any obligations hereunder, pursuant hereto and/ or in connection with the Bidding Process and waives, to the fullest extent permitted by applicable laws, any and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or in future.

3.11.36 Nothing contained in the RFP shall be construed or interpreted as constituting a partnership between the Parties. Neither Party shall have any authority to bind the other in any manner whatsoever.

3.11.37 The selected bidder shall be deemed to be acting as an independent contractor of Authority and shall not be deemed an agent, legal representative, joint venture, or partner of Authority. Neither party is authorized to bind the other to any obligation, affirmation, or commitment with respect to any other person or entity.

3.11.38 The authority, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time to:
   (i) The Authority, Suspend and/ or cancel the Bidding Process and/ or amend and/ or supplement the Bidding Process or modify the dates or other terms and conditions relating thereto;
   (ii) consult with any Bidder in order to receive clarification or further information;
   (iii) retain any information and/ or evidence submitted to the Authority by, on behalf of, and/ or in relation to any Bidder; and/ or
   (iv) Independently verify, disqualify, reject and/ or accept any and all submissions or other information and/ or evidence submitted by or on behalf of any Bidder.

4. DOCUMENTS AND PRE-BID CONFERENCE

4.1 CLARIFICATION TO RFP DOCUMENTS

a) The prospective Bidder requiring any clarification on the RFP Document may submit queries, via email, to "it@suratsmartcity.com" on or before 21/04/2017, 16:00 hrs.

b) They should send in their queries on or before the above stated date to enable Authority to have adequate notice of the said queries so that the same may be addressed at the Pre-Bid Meeting. The Authority shall endeavor to respond to the queries at short span of time prior to Bid/Proposal Due Date. The responses to queries will be sent to Bidders by the Authority. The queries must be submitted in the following format only:

Request for Clarification		
Name and Address of the Organization submitting query	**Name and Position of Person submitting query**	**Contact Details of the Organization / Authorized Representative**
		Tel: Mobile: Fax: Email:
Sr. No **RFP Reference(s) (Section, Page)**	**Content of RFP requiring clarification**	**Points of clarification required**

c) The Authority shall endeavor to respond to the questions raised or clarifications sought by the Bidders. However, the Authority reserves the right not to respond to any question or provide any clarification, in its sole discretion, and nothing in this Clause shall be taken or read as compelling or requiring the Authority to respond to any question or to provide any clarification.

d) The Authority may also on its own motion, if deemed necessary, issue interpretations and clarifications and amendment to all Bidders. All clarifications and interpretations issued by the Authority shall be deemed to be part of the Bidding Documents. Verbal clarifications and information given by Authority or its employees or representatives shall not in any way or manner be binding on the Authority.

4.2 PRE-BID MEETING

There will not be a physical pre-bid meeting for this RFP. Queries received in due course of time as per clause 4.1 will be reviewed and if required the Addenda and Corrigenda will be issued pursuant

to the pre-bid queries and the same will form the part of the original bid documents and shall override any contradicting effects in the original bid document.

4.3 AMENDMENT OF BIDDING DOCUMENTS

a) At any time prior to the Proposal/Bid Due Date, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by a Bidder, modify the RFP by the issuance of Addenda/corrigendum. The same will form the part of the original bid documents and shall override any contradicting effects in the original bid papers.

b) Any Addendum/Corrigendum issued hereunder will be made available on https://smc.nprocure.com.

5. PREPARATION AND SUBMISSION OF PROPOSALS

5.1 LANGUAGE OF PROPOSAL

The proposals prepared by the bidder shall be in the English language. The related correspondence and supporting documents in language other than English/Hindi/Gujarati must have its English translation (which is to be duly attested by the bidder). For purposes of interpretation and evaluation of the Proposal, the English translation shall govern.

5.2 PROPOSAL CURRENCY

Prices shall be expressed in Indian Rupees only.

5.3 FORMAT AND SIGNING OF PROPOSAL

a) The Bidder shall provide all the information sought under this RFP. The Authority will evaluate only those Proposals that are received in the required formats and complete in all respects.

The Bidder shall prepare and submit the Technical Bid (together with originals/ copies of Documents required to be submitted along therewith pursuant to this RFP) along with the EMD and Bid Fee *as per clause 5.4.*

The Price Bid must be submitted online. In case, the Price Bid is submitted physically which leads to revelation of prices before the due date of opening of the Price Bid, the bid will be disqualified.

b) The Technical Proposal and shall be typed or written in indelible ink and signed by the authorized signatory of the Bidder who shall also initial each page, preferably in blue ink and the signature of the authorized signatory shall bind the Bidder to the contract. In case of printed

and published documents, only the cover shall be initialed. All the alterations, omissions, additions, or any other amendments made to the Proposal shall be initialed by the person(s) signing the Proposal. Each page of the Proposal must be numbered at the right-hand top corner.

c) The Proposal must be properly signed by the authorized signatory (the "Authorized Signatory") as the Bidder holding the power of Attorney. If possible, such Power of Attorney shall be supported by a Board Resolution in favour of the person vesting power to the person signing the Bid.

5.4 PROPOSAL SUBMISSION FORMAT & SEALING AND MARKING OF PROPOSALS

a) The Bid Fee and EMD of the required value and in approved format as specified in clause 3.5 shall be sealed separately in an envelope on which the following shall be super scribed:
"Envelope 1 – Bid Fee & EMD for RFP No.: "SSCDL- PORTALCMS-RFP-02-2017"

b) The Technical Proposal shall be sealed separately in an envelope on which the following shall be super scribed:
 "Envelope 2 – Technical Proposal for RFP No.: "SSCDL- PORTALCMS-RFP-02-2017"
The bidder shall submit all the relevant documents so as to ascertain the claims made. Following is the indicative list of documents that are to be submitted. The documents of Technical Proposal shall be as per the Appendix 1 of this RFP and should comprise of all documents required to be submitted as per the said Appendix 1. The checklist of Technical Proposal presented below:

5.4.1 Check list for documents - Technical Proposal

Sr. No.	Appendix	Particulars
1		DD/Banker's Cheque of Rs. 3600/- as Bid Fee (in separate envelop) in favor of Surat Smart City Development Limited
2	Appendix 1 Form -1.1	Covering Letter signed by authorized signatory of Bidder. Constituent documents such as MOA, AOA, Certificate of Incorporation, Service Tax Registration etc.
3	Appendix 1 Form -1.2	Authorization of signatory in the form of Board Resolution or Power of Attorney (POA notarized and Applicable in case of bid not being signed by the person directly authorized by the bidder), as applicable.
4	Appendix 1 Form –1.3	Particulars of the Bidders (in the formats given subsequently)
5	Appendix 1 Form –1.4	Financial Capability statement

6	Appendix 1 Form -1.5	Experience Statement along with client work order with screen shots / analytic reports from Google Developer console or from iTunes Connect (Sales & Trend report) along with application link for google play store/ App store (if applicable)
7	Appendix 1 Form -1.6	Project Execution Methodology
8	Appendix 1 Form -1.7	Undertaking
9	Appendix 1 Form -1.8	Anti-Blacklisting Certificate
10	Appendix 1 Form -1.9	Non-Disclosure Agreement signed and submit to SSCDL
11	Appendix 1 Form -1.10	Curriculum Vitae of Proposed Team Members (Key Personnel)
12	Appendix 1 Form -1.11	Resource Deployment Plan
13	Appendix 1 Form -1.12	Self-declaration for Implementation Partner and Commitment to Support
14	Appendix 1 Form -1.13	Format for Certificate from customer mentioning name of CMS implemented
15	Appendix 6	Requirements of Portal
16	Appendix 7	Requirements of Portal & Mobile Application
17	Appendix 8	Requirements of CMS
18	Appendix 9	Requirements of Social Media & Web Analytics Tool
19		HR letter indicating employee strength in India from authorized signatory or HR Manager
20		CMMI Level certificate
		Original RFP documents issued along with addendums/amendments thereto, duly signed by the Bidder through its authorized signatory on all pages.
21		Valid Solvency Certificate amounting 20% of the consideration of the Contract from a scheduled/nationalized bank.

c) **Outer Envelope:** Both the above stated envelopes, shall be place in a large envelope / outer envelope containing above envelopes must be sealed and super scribed

Details to be mentioned on sealed envelop

	To,
	The Chief Accountant,
	Surat Municipal Corporation,
	Mahanagar Seva Sadan,
	Gordhandas Chokhawala Marg,
Tender Details	Muglisara, Surat - 395 003,
• **Notice No.:** SSCDL-PORTALCMS-RFP-02-2017	Gujarat, INDIA.
• RFP for Selection of IT Vendor for MySurat Project	

d) The **Price Proposal (Appendix-2)** and **Monthly Billing Rate (Appendix-4)** must be submitted online.

e) The Bidders are required to submit its Proposal (i.e. Technical Proposal and Price Proposal) on or before the due date

If the envelopes are not sealed and marked as instructed above, the Authority assumes no responsibility for the misplacement or premature opening of the contents of the Proposal submitted and consequent losses, if any, suffered by the Bidder. Proposals submitted by fax, telex, telegram, or e-mail shall not be entertained and shall be rejected.

5.5 PROPOSAL DUE DATE

a) The last date and time of submission of the Proposals (the "Proposal Due Date/Bid Due Date") is specified in Schedule of Bidding Process Clause 3.10.

b) The Authority may, in its sole discretion, extend the Proposal Due Date by issuing an Addendum uniformly for all Bidders. In such event, all rights and obligations of Authority and Bidders previously subject to the earlier deadline will thereafter be subject to the Proposal Due Date as extended. Any such change in the Proposal Due Date shall be in the form of addenda and be made available on https://smc.nprocure.com.

5.6 LATE PROPOSALS

a) Proposals not reaching to the Authority on or before the specified time limit on the Proposal Due Date will not be accepted.

b) Authority shall not be responsible for any postal delay or non-receipt / non-delivery of any documents.

5.7 MODIFICATION AND WITHDRAWAL OF PROPOSALS

a) Proposal once filled in, submitted shall not be allowed to be withdrawn till the validity of the bid remains in force or else the Earnest Money Deposit shall be liable for forfeiture.

b) Any alteration/ modification in the Proposal or additional information supplied subsequent to the Proposal Due Date, unless the same has been expressly sought for by the Authority, shall be disregarded.

5.8 FIRM PRICES

Prices quoted must be firm and final and shall not be subject to any upward modifications, on any account whatsoever. The proposal prices shall be indicated in India Rupees (INR) only.

C. PROPOSAL EVALUATION

6. PRE-QUALIFICATION & EVALUATION CRITERIA

6.1 PRE- QUALIFICATION CRITERIA / BASIC ELIGIBILITY CRITERIA

To be considered qualified for evaluation of Technical Proposal, each Bidder should meet pre-qualification Criteria specified hereunder.

Sr. No.	Pre-Qualification Criteria	Proof Document Required
1	Bidder should be: • A company incorporated in India under the Companies Act, 1956 (and subsequent amendments thereto) and in operation for a minimum period of 5 years as on 1st April 2017 OR Registered LLP as per schedule 3 of the LLP Act 2008 and in operation for a minimum period of 5 years as on 1st April 2017 • Registered with the Service Tax Authorities	Format to Share Bidder's Particulars as in Appendix 1 Form –1.3
2	Turnover of last three financial years. Bidder should have had an average turnover of at least INR 10 Crores from the last 3 financial years (FY 2013-14, 2014-15, 2015-16).	Financial Capability Statement as in Appendix 1 Form –1.4

3	The bidder should have implemented atleast one 'customer/citizen facing' portal with Content Management System within last three years (FY 2013-14, 2014-15, 2015-16) on its own without consortium, amounting for minimum Rs. 25 lakhs (excluding software license & hardware cost).	• Provide Evidences in terms of copy work order/purchase order for each of the projects undertaken. • Experience Statement as in Appendix 1 Form – 1.5
4	The bidder should have implemented atleast one 'customer/citizen facing' interactive mobile application development in last three Financial years (FY 2014-15, 2015-16, 2016-17) on its own without consortium, with minimum 20,000 downloads (total downloads from iOS and Android platforms). If the bidder is a Government/semi-government organization and has developed the customer/citizen facing mobile application for Government/semi-government organization which is not available on App Store or Play Store, the bidder can submit client certificate indicating the number of downloads/users.	• Provide Evidences in terms of copy work order/ purchase order for each of the projects undertaken • Experience Statement as in Appendix 1 Form – 1.5
5	The Bidder must be a profit-making company and should have positive net worth in each of the last for three Financial years as on 31st March 2016	Auditors Statement
6	The bidder shall be certified as atleast CMM / CMMI Level 3 Company.	Copy of Certificates (valid as on date of submission)
7	The bidder should not be black-listed / debarred by any of the Government or Public Sector Units in India as on the date of the submission of the tender.	Self-declaration / Undertaking by bidder on its letter head as per Appendix 1 Form – 1.8

6.1.1 Pre-Qualification Criteria- OEM (if Closed Source Software is proposed)

Sr. No.	Pre-Qualification Criteria	Proof Document Required
1	Implementation Partners: The OEM should have at least 2 Implementation Partners in India.	OEM self-certification and supporting documents from the Implementation Partner.

2	Commitment to Support: The OEM should commit to support the software license provided in the scope of this RFP at least for 4 years.	OEM self-certification indicating the commitment to support
3	Implementations: The product must have been implemented in at least 2 projects undertakings in the last 5 years.	Copy of Work Order

Note:

OEM must provide the self-certification as per Annexure-1 (Form-1.12) for Point-1 and 2 above

OEM must provide the experience statement as per Annexure-1 (Form-1.5) for work done for Point-3 above

6.2 TECHNICAL EVALUATION PARAMETERS

To be considered qualified for opening of Price Proposal, each Bidder should meet Technical Proposal Evaluation Criteria specified hereunder.

#	Criteria	Marks
Bidder's Experience [Total – 65 marks]		
1.	Relevant experience in 'customer/citizen facing' portal development with Content Management System and portal maintenance services for distinct clients in last 5 years with value of project greater than Rs. 25 lakhs ▶ 1st project – 10 marks ▶ Every Additional project (max 2) – 5 marks each ▶ Project with project cost (excluding software license & hardware cost) > Rs. 50 lakhs – 5 marks	25 marks
2.	Relevant experience in 'customer/citizen facing' interactive mobile application development & maintenance services for distinct clients in last 5 years with 20,000+ downloads ▶ For 1st project – 10 marks ▶ For 2nd project – 5 marks ▶ Every Additional project (max 2) – 2.5 marks each	20 marks
3.	<u>For CMS:</u> Experience in implementing same CMS (Open Source CMS/ COTS CMS) as proposed for MySurat with a value of project greater than Rs. 25 lakhs ▶ For 1st project – 5 marks ▶ Every Additional project (max 2) – 2.5 mark each	10 marks
4.	Relevant experience in 'customer/citizen facing' mobile application development & maintenance services OR 'customer/citizen facing' portal development with Content Management System and portal maintenance	5 marks

	services for Government/Public Sector/Urban Local Body in last 5 years with value of project greater than Rs. 25 lakhs	
5.	Relevant experience in social media analytics for distinct clients in last 5 years ► For 1st two projects – 3 marks ► Every Additional project (max 2) – 1 mark each	5 marks
Bidder's Profile [Total – 15 marks]		
6.	Average annual turnover 10-20 Cr: 2 marks 20-40 Cr: 3 marks 40-70 Cr: 4 marks >70 Cr: 5 marks	5 marks
7.	Employee Strength in India 100-200 – 1 mark 200-300 – 2 marks 300-500 – 3 marks 500-1000 – 4 marks > 1000 – 5 marks	5 marks
8.	CMMI Level 3: 3 marks CMMI Level 4: 4 marks CMMI Level 5: 5 marks	5 marks

Note:

- *Value of project must be for contract value of the services and excludes software licensing, hardware and other infrastructure costs.*
- *For computing the project value, single work order will be considered.*
- ***The firm must submit, with its Technical Proposal, the documentary evidences (such as letter of award/PO, contract copy) clearly specifying the contract value and scope of work regarding fulfillment of above criteria for Bidder's Experience.***
- *Bidder must provide the experience statement as per Annexure-1 (Form-1.5) for work done for Points-1 to 5 above.*
- *Bidder must provide screen shots / analytic reports from Google Developer console and/or iTunes connect along with google play store/ App store for work done w.r.t. downloads for point 2 above.*
- *Bidders are required to submit letter indicating employee strength in India from authorized signatory or HR Manager for point 7 above.*
- *'Clients' is in this section refers to work order issuing authority.*
- *For point 1 and 3 above, Bidder should provide "Certificate from customer mentioning name of CMS implemented" as per Form 1.13 as an evidence for CMS used*

	Solution design Methodology [Total - 20 Marks]	
9.	Proposed solution design for MySurat CMS via Open Source	5 marks
10.	Solution Prototype Presentation of MySurat.in by understanding the scope	15 marks

> ***Note:***
>
> *For point 10,*
>
> *An SMC appointed panel will evaluate the solution prototype presentation. (Appendix 1-Form 1.6 to be filled by Bidder).*
>
> *This evaluation will also include following parameters:*
> - *Vendor's adherence to the requirement specifications mentioned in Appendix 6,7,8 & 9: Vendor will be required to demonstrate the said functionality, if asked during the presentation*
> - *Profiles submitted as per Appendix 4*
> - *Project Timeline, Resource Deployment plan (Form 1.11) and Implementation approach (Form 1.6)*
> - *CMS for this project refers to any CMS which is Open Source (e.g. Joomla, Drupal, WordPress etc.) CMS OR COTS CMS. Bidders must propose such CMS only. Any customization must be done on COTS or Open Source CMS only.*

The minimum total technical score required shall be 70% to become eligible for opening of the Financial Proposal.

6.3 EVALUATION OF PRICE PROPOSAL

a) The Price Proposal of only qualified Bidders passing the Responsiveness Test specified in clause 7.2, and meeting the Technical Proposal Evaluation Criteria specified in clause 6.2, shall be opened. The Price Proposal opening process is specified in clause 7.3.

b) Bidders are required to quote online as per Price Proposal format provided in Appendix-2

c) The Bidder quoting the lowest bid (for the opened bids, passing the minimum 70 marks criteria of Technical Evaluation) shall be considered as Lowest Bidder/ Selected Bidder and considered for award after following due process as per clause d) hereunder. In case of two bidders quoting same price, a closed bid will be requested.

d) The Authority shall determine the responsiveness of Price Proposal of Bidder determined to be Lowest in relation to the Market rate or Authority's Internal Estimate or Good Industry Practice. In case the Price Proposal of the Selected Bidder is found seriously unbalanced by Authority in relation to the market rate or its internal estimate or Good Industry Practice, the Authority shall be entitled to solicit, at its sole discretion, detailed price analysis for any or all items specified in Price Proposal, from the Lowest and/or all Bidders to demonstrate the internal consistency of those prices. In case of the Price Proposal of the Selected Bidder, which is unrealistically lower or higher than internal estimate or market rate or Good Industry Practice and which could not be substantiated satisfactorily by the bidder, may be rejected as non-responsive.

7. EVALUATION PROCESS

7.1 OPENING OF TECHNICAL BID/PROPOSAL

(i)   The Authority shall open the Technical Proposals received to this RFP, at time, date and Place specified in Clause 3.10.

(ii) The Authority will subsequently examine and evaluate Technical Proposals in accordance with the provisions set out hereunder in clause 7.2.

7.2 EVALUATION OF TECHNICAL BID/PROPOSAL

The Bidders shall be required to submit documents as listed in this RFP document as per clause 5.4 along with supporting documents. The Authority shall examine and evaluate the Technical Bids as per the evaluation steps specified below:

a)   *Test of Responsiveness*

1)   Prior to evaluation of Technical Proposals (i.e. Technical Proposal Evaluation Criteria), the Authority shall determine whether each Bid/Proposal is responsive to the requirements of the RFP. A Bid/proposal shall be considered responsive only if:

(i)   It is submitted by the bidders fulfilling the pre-qualification criteria.

(ii)   It is received as per the format specified in RFP and prior to Proposal Date and time.

(iii) Technical Proposal along with the supporting documents are received through RPAD/Speed Post only.

(iv)   It is signed, sealed, and marked as specified in clause 5.3 and 5.4

(v)   It contains all the information, Appendices, documents, and Authorizations in accordance with clause 5.4

(vi)   It contains two separate sealed and marked envelopes for Bid Fee & EMD and Technical Proposal in Single Outer Envelope.

(vii) It contains the Bid Fee & EMD as per the amount, in formats and Validity Period as specified in RFP.

(viii) It does not contain any condition.

(ix)   It is not non-responsive in terms hereof and any other conditions specified elsewhere in RFP.

2)   The Authority reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the Authority in respect of such Proposal.

3)   Evaluation of Technical Proposal Criteria of only those Bidders shall be carried out whose Bids/proposals determined to be responsive.

b)   *Assessment of Technical Proposal Evaluation Criteria*

1)   The Bidder must meet Technical Proposal Evaluation Criteria specified in clause 6.2.

2)   Evaluation of Price Proposal of only those Bidders meeting the Technical Evaluation Criteria as above (1) shall be carried out.

7.3 OPENING OF FINANCIAL BID

(i)   The Financial Bid must be submitted online at https://smc.nprocure.com. The Financial Bid, if submitted physically will lead to rejection of the bid.

(ii) The Price Proposal of only the Bidders determined to be Responsive and meeting the Technical Proposal Criteria in accordance with Clause 7.2, is declared "Technically Qualified Bidders", shall be opened in the presence of such of the Bidders and/or their authorized representatives who choose to attend.

(iii) The Authority shall evaluate Price Proposal in accordance with the provision set forth in clause 6.3.

7.4 CLARIFICATION OF BIDS AND REQUEST FOR ADDITIONAL/ MISSING INFORMATION

To facilitate evaluation of Proposals, the Authority may, at its sole discretion, seek clarifications/documents/missing information in writing from any Bidder regarding its Proposal. The request for clarification or submission of information and the response shall be in writing. If the response from the Bidder is not received by the Authority before the expiration of the deadline prescribed in the written request, the Authority reserves the right to proceed with evaluation process at the total risk and cost of the Bidder.

7.5 VERIFICATION AND DISQUALIFICATION

(i)   The Authority reserves the right to verify all statements, information and documents submitted by the Bidder in response to the RFP and the Bidder shall, when so required by the Authority, make available all such information, evidence and documents as may be necessary for such verification. Any such verification or lack of such verification, by the Authority shall not relieve the Bidder of its obligations or liabilities hereunder nor will it affect any rights of the Authority there under.

(ii) The Authority reserves the right to reject any Proposal and forfeit the EMD if:
   1) At any time, a material misrepresentation in terms of misleading or false representation is made or uncovered, or
   2) Bidder or its parents/subsidiary/sister concerned from whom it is taking credit for meeting Qualification Criteria is blacklisted/barred by any Government Agency in India or abroad.

3) The Bidder does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.

4) In case of fraudulent Bid/proposal and involved in fraudulent and corrupt practice

5) A Bidder makes an effort to influence Authority in its decisions on Evaluation process/Selection process.

6) While evaluating the Proposal, if it comes to Authority's knowledge expressly or implied, that some Bidders may have compounded in any manner whatsoever or otherwise joined to form an alliance resulting in distorting competitive price discovery or delaying the processing of proposal.

7) A bidder who submits or participates in more than one Bid/ Proposal under this RFP. Such misrepresentation/blacklisting shall lead to the disqualification of the Bidder. If such disqualification/ rejection occurs after the Bids/Proposals have been opened and the Selected Bidder gets disqualified / rejected, then the Authority reserves the right to:

   a. invite the remaining Bidders to submit their Bids/proposals, or
   b. take any such measure as may be deemed fit in the sole discretion of the Authority, including annulment of the Bidding Process.

(iii) In case it is found during the evaluation of Proposals or at any time before signing of the Contract or after its execution and during the period of subsistence thereof, that one or more of the prequalification/eligibility criteria/ conditions have not been met by the Bidder, or the Bidder has made material misrepresentation or has given any materially incorrect or false information, the Bidder shall be disqualified forthwith if not yet appointed as the Selected Bidder either by issue of the LOA or entering into of the Contract, and if the Successful Bidder has already been issued the LOA or has entered into the Contract, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by the Authority to the Successful Bidder or the Selected Bidder, as the case may be, without the Authority being liable in any manner whatsoever to the Successful Bidder or the Selected Bidder. In such an event, the Authority shall be entitled to forfeit the EMD, as the case may be, without prejudice to any other right or remedy that may be available to the Authority under the RFP and/or the Contract.

7.6 CONTACTS DURING PROPOSAL EVALUATION

Proposals shall be deemed to be under consideration immediately after they are opened and until such time the Authority makes official intimation of award/ rejection to the Bidders. While the Bids are under consideration, Bidders and/ or their representatives or other interested parties are advised to refrain, save and except as required under the Bidding Documents, from contacting by any

means, the Authority and/ or their employees/representatives on matters related to the Bids under consideration.

7.7 CORRESPONDENCE WITH BIDDER

Save and except as provided in this RFP, the Authority shall not entertain any correspondence with any Bidder in relation to acceptance or rejection of any Bid/Proposal.

7.8 CONFIDENTIALITY

Information relating to the examination, clarification, evaluation, and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising the Authority in relation to, or matters arising out of, or concerning the Bidding Process. The Authority will treat all information, submitted as part of the Proposal, in confidence and will require all those who have access to such material to treat the same in confidence. The Authority may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/ or the Authority or as may be required by law or in connection with any legal process.

8. APPOINTMENT OF SELECTED BIDDER AND SIGNING OF AGREEMENT

8.1 SELECTION OF BIDDER

Subject to the provisions of clause 6 and clause 7, the Bidder whose Bid is
- adjudged as responsive in terms of clause 7.2(a)
- meeting the Technical Proposal Evaluation Criteria as per clause 6.2 and clause 7.2(b) and
- whose Price Proposal offered, on evaluation as per clause 6.3 has been determined to be Lowest and responsive as per clause 7.3(b),

shall be considered as the "**Selected Bidder**" for award of work after following due process including negotiation.

8.2 NOTIFICATION OF AWARD

a) Authority shall notify the Selected Bidder(s) as the Successful Bidder through letter that its/their Bid has/have been accepted (the "***Successful Bidder(s)***"). This letter ("***Letter of Award***"/ "**LOA**") shall be issued, in duplicate and shall specify the sum which the Authority shall pay to the Successful Bidder in consideration of the project scope as per the terms of Contract.

b) Successful Bidder shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Successful Bidder is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, appropriate the Earnest Money Deposit of such Bidder as damages on account of failure of the Successful Bidder to acknowledge the LOA, and the authority will take suitable actions including blacklisting of the bidder.

8.3 SIGNING OF CONTRACT AGREEMENT

a) After acknowledgement of the LOA as aforesaid by the Successful Bidder, it shall cause the Successful Bidder, subject to furnishing the Security Deposit as per clause 8.4, to execute/sign the Agreement within fifteen (15) days from the date of LOA. The Successful Bidder shall not be entitled to seek any deviation, modification, or amendment in the Draft Contract Agreement.

b) The Draft copy of Contract Agreement is specified in Appendix 3.

c) The Successful Bidder shall get correct amount of Stamp Duty adjudicated, at Surat in accordance with applicable law, and submit the same in two copies duly stamped and executed within fifteen (15) days from the dispatch of Letter of Award. Stamp Duty, and any other charges as may be levied under applicable law, shall be paid by the Successful Bidder.

8.4 SECURITY DEPOSIT

a) The successful bidder will be required to place Security Deposit at 5% of the consideration of the Contract by Demand Draft or Banker's Cheque Payable at Surat in favour of "**Surat Smart City Development Limited**" of any scheduled/nationalized bank within 10 days from the date of notice of award of contract/LOA, failing which a penalty at 0.065% of the amount of security deposit will be imposed for delay of each day. The EMD placed may be considered for conversion towards the security deposit and amount falling short of the required amount shall be payable.

b) If the Bidder, fails to furnish the Security Deposit, it shall be lawful for the Authority to forfeit the EMD and cancel the contract or any part thereof.

c) The Authority shall be entitled to forfeit and appropriate the amount of the Security Deposit in whole or in part:

i) In the event the Authority requires to recover any sum due and payable to it by the Selected Bidder including but not limited to Damages; and which the Selected Bidder has failed to pay in relation thereof; and

ii) In relation to Selected Bidder's Event of Default in accordance with the terms contained in the Agreement.

d) At the end of the Contract Period, the Security Deposit shall be returned to the Selected Bidder without any interest, subject to any deductions which may be made by the Authority in respect of any outstanding dues in terms of penalties/deductions under the terms of the Contract Agreement.

8.5 ANNULMENT OF AWARD

Failure of the Successful Bidder to submission of Security Deposit and signing of Agreement as per RFP terms and any other requirements and /or the provisions of RFP and the Contract Agreement shall constitute sufficient grounds for the annulment of the award and forfeiture of the EMD.

8.6 TAX LIABILITY

(a) The rates quoted online in Price Proposal Appendix-2 shall be exclusive of Service Tax including surcharges but inclusive of any other directly or indirectly applicable taxes. Service Tax as applicable shall be payable by the Authority to the Selected Bidder based on invoice raised and on submitting the evidence of payment of such Service Tax including surcharges. Any deviations due to change in the rate of directly applicable taxes and duties except Service Tax would be Liability of the Selected Bidder. If any other tax is introduced by the Government replacing the service tax, the same will be made applicable accordingly.

(b) The Authority shall be entitled to deduct tax at source as may be applicable. The TDS certificate(s) shall be submitted as per the due date specified in the Income Tax Act.

D. FORMATS FOR TECHNICAL PROPOSAL

Appendix 1: CONTENTS AND FORMATS FOR TECHNICAL PROPOSALS

Form –1.1 : Covering Letter

(On letterhead of the Bidder, including full postal address, telephone, fax, email, addresses)

Date…………………

To,

General Manager (IT),

Surat Smart City Development Limited (SSCDL)

115, Smart City Cell, Surat Municipal Corporation - Head Quarter,

Muglisara, Main Road, Surat - 395003, Gujarat

Dear Sir,

REF: RFP No. SSCDL-PORTALCMS-RFP-02-2017

1. Being duly authorized to represent and act on behalf of …………………………… (hereinafter "the Bidder"), and having reviewed and fully understood all the information provided in the RFP document, the undersigned hereby applies as a Bidder for the Project.

2. Attached to this letter are certified copies of original documents defining:

    (a) Incorporation as per the Companies Act along with Memorandum and Article of Association, service tax registration whichever is applicable.

    (b) The Bidder's principal place of business; and

    (c) The place of incorporation; or the place of registration (or Income Tax registration).

    (e) Required Earnest Money Deposit and Bid/RFP fees as specified in RFP and all documents as specified in RFP in respective envelopes.

    (f) Price Proposal online through https://smc.nprocure.com.

3. SSCDL and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this application, and to seek clarification from client(s) regarding any technical aspects hereof by way of letters or otherwise from any such institutions, in order to verify statements and information provided in this application, or with regard to our resources, experience, and competence.

4. This application is made in the full understanding that:

    (a) Our Proposal and any information submitted at the time of bidding will be subject to verification by SSCDL;

(b) SSCDL reserves the right to reject or accept any application, cancel the qualification/Bid process, and reject all applications; and

(c) SSCDL shall not be liable for any such actions as at (b) above and shall be under no obligation to inform us of the grounds for the same.

5. We confirm that in the event our bid is successful resulting in award of contract, the same will be signed so as to legally bind all the concerned jointly and severally.

6. We confirm that we agree with the terms and conditions provided in RFP. The Proposal submitted by us shall be valid for a period of Proposal Validity Period specified in RFP.

7. The Bid Fee & Earnest Money Deposit of stipulated amount in the form of the Demand draft

8. The undersigned declares that the statements made and the information provided in the duly completed application is complete, true and correct in every detail.

Signature of Authorized Signatory (with official seal)

Name:

Designation:

Address:

Telephone & Fax:

E-mail address:

For and on behalf of (name of Agency)

Form –1.2: Format for Power of Attorney for Signing of the Proposal

(On a Stamp Paper of appropriate value)

(Applicable in case of bid not being signed by the person directly authorized by Board of firm. In the latter case, please provide a copy of the relevant Board Resolution signed by Company Secretary/ Director authorizing the Signatory.)

Dated:

To,
General Manager (IT),
Surat Smart City Development Limited (SSCDL)

115, Smart City Cell, Surat Municipal Corporation - Head Quarter,

Muglisara, Main Road, Surat - 395003, Gujarat

Dear Sir,

REF: RFP No. SSCDL-PORTALCMS-RFP-02-2017

<Bidder's name> _____ hereby authorizes **<Designated Representative's name>** _____ to act as a representative of **<Bidder's name>** _____ for the following activities vide its Board Resolution/ Power of Attorney attached herewith.

To attend all meetings with Surat Smart City Development Limited or other entities associated with this project including Surat Municipal Corporation and to discuss, negotiate, finalize and sign any bid or agreement and contract related to RFP for selection of IT Vendor for citizen engagement Eco System (MySurat IT Vendor) within Surat City.

Yours faithfully,

<Signature of appropriate authority of the Bidder >

Name of appropriate authority of the Bidder:

<Signature and name of the Designated Representative of the Bidder for acceptance of this Power of Attorney>

For

<Name of Bidder > Encl: Board Authorization

Notarised

Form –1.3: Format to Share Bidder's Particulars

Sr. No.	Description	Details (to be filled by the responder to the RPF)
1	Name of the Agency	
2	Official address	
3	Phone No. and Fax No.	
4	Corporate Headquarters Address	
5	Phone No. and Fax No.	
6	Web Site Address	
7	Details of Agency's Registration (Please enclose copy of the Agency registration document)	
8	Name of Registration Authority	
9	Registration Number and Year of Registration	
10	Sales Tax /VAT registration No.	
11	Permanent Account Number (PAN)	
12	Agency's Revenue for last 3 years (Year wise)	
13	Agency's Profitability for the last 3 years (Year wise)	
14	Registration details under the Companies Act 1956	
15	No. of years of operation in India	
16	Service Tax Registration No.	

Please submit the relevant proofs for all the details mentioned above along with your Bid response.

Contact Details of officials for future correspondence regarding the bid process:

Details	Authorised Signatory	Contact Person
Name		
Title		
Agency's Address		
Phone		
Mobile		
Fax		
E-mail		
Signature		

Form –1.4: Financial Capability Statement
{On Statutory Auditor's letterhead}

I hereby declare that I have scrutinized and audited the Financial statements of M/s_____. Turnover* of the bidder (name of the Bidder) as on 31st March, 2016 / 31st December, 2015 as per Audited statement is as follows:

Financial year	Turnover (INR Crore)	Net Worth (INR Crore)
2015-16		
2014-15		
2013-14		

To be provided from latest available Audited statement

_____
(Signed and Sealed by the statutory auditor)

Enclosure:

(1) Copy of latest available Audited annual reports for last three years as applicable or as per Financial Year/Calendar Year followed by the bidder firm.

Form –1.5: Experience Statement
[Project Title]

(Attach separate sheet for each project)

A. Project Brief

B. Client (Name & Address)

C. Cost of the Project

D. Duration & period of the Project

E. Roles & responsibility of the organization

F. Whether Project executed by forming Joint venture or Consortium with other organization (In case of consortium provide share in consortium)

G. Country in which it was executed

H. Other features of the Project (Such as Software Tools & Technology used, total efforts in man months etc.)

I. Provide the relevant project details as under:

#	Project Component	Yes/No	Details
1.	Portal		Specify URL
2.	CMS used		Specify Open/Closed source with name
3.	Mobile Application		Provide link(s) for mobile application download
4.	Mobile Application Downloads		Number of downloads on iOS & Android [pl. attach screen shots / analytic reports from Google Developer console or from iTunes Connect (Sales & Trend report)]
5.	Social Media/Web Analytics tool used		Specify Open/Closed source with name

The information submitted above is true and I am aware that submitting false information will lead to rejection of our bid and SSCDL can take appropriate action in this regard.

(Sign & Stamped by authorized signatory)

Enclosure:
Purchase Order or Work Order duly authenticated/signed by the respective client be furnished.

Form –1.6: Project execution Methodology
(Detailed Write up and presentation)

The technical proposal should explain the solution proposed by the Bidder and should highlight its salient features (if any). The Bidders will be required to provide a Solution Overview through brief Writeup & Presentation in written form not exceeding broadly 5000 words. This solution overview is to be provided along with technical proposal and bidders will be invited to present if they meet the qualification criteria.

Sr. No.	Content of Solution Overview
1	Project Timeline, Resource Engagement plan and implementation approach
2	Portal and CMS Prototype Presentation by understanding the scope
3	Mobile Application Prototype Presentation by understanding the scope including modularity approach for maintaining updates to the App
4	Approach on integration with existing department systems & plan to migrate to new systems along with hosting plans
5	Details of infrastructure requirements from SMC data center for entire solution based on functional requirement & volumetric specified in RFP
6	Social Media Analytics tool / Web analytics Prototype Presentation by understanding the scope specifying the tools used

Supporting Documents for Technical and Project Management Evaluation Criteria should be submitted.

The writeup is required to ensure that a workable solution is proposed. SSCDL reserves the right to call the bidder for any clarifications/discussions regarding the solution and suggest binding changes in the solution if it feels such solution deviates majorly from its needs and purposes.

Form –1.7: Undertaking

(On letterhead of the Bidder, including full postal address, telephone, fax, email, addresses)

It is certified that the information furnished here in and as per the document submitted is true and correct and nothing has been concealed or tampered with. We have gone through all the conditions of tender and is liable to any punitive action for furnishing false information / documents.

Dated this _____ day of _____ 201_.

Signature

(Company Seal)

_____

In the capacity of duly authorized to sign bids for and on behalf of:

Signed by

Authorized Signatory with designation

Form –1.8: Format for Declaration by the bidder for not being Blacklisted / Debarred
(To be submitted on a 100-rupee stamp paper by bidder)

Anti-Blacklisting Affidavit

I M/s. ………………………, (the names and addresses of the registered office) hereby certify and confirm that our company is not black-listed / debarred by any of the Government or Public Sector Units in India or abroad as on the date of the submission of the tender.

We further confirm that we are aware that our Proposal for the captioned Project would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this RFP at any stage of the Bidding Process or thereafter during the agreement period. Dated this ……………………Day of …………………, 201_

Name of the Bidder

Signature of the Authorized person

Name of the Authorized Person

Form –1.9: Non-Disclosure Agreement
{To be given on the Company's Letter Head}

WHEREAS, we, _____, having Registered Office at _____, hereinafter referred to as the Bidder, are agreeable to provide MySurat Portal & Mobile application Design, Development and Maintenance Project services to SSCDL, having its office at 115, Smart City Cell, Surat Municipal Corporation - Head Quarter, Muglisara, Main Road, Surat - 395003, Gujarat hereinafter referred to as the AUTHORITY and, WHEREAS, the Bidder understands that the information regarding the AUTHORITY's business shared by the AUTHORITY in their Request for Proposal is confidential and/or proprietary to the AUTHORITY, and

WHEREAS, the Bidder understands that in the course of submission of the offer for providing **IT Vendor capabilities for Citizen Engagement Eco System (MySurat IT Vendor)** and/or in the aftermath thereof, it may be necessary that the Bidder may perform certain jobs/duties on the Authority's properties and/or have access to certain plans, documents, approvals or information of the Authority; NOW THEREFORE, in consideration of the foregoing, the Bidder agrees to all of the following conditions, in order to induce the AUTHORITY to grant the Bidder specific access to the AUTHORITY's property/information. The Bidder will not publish or disclose to others, nor, use in any services that the Bidder performs for others, any confidential or proprietary information belonging to the AUTHORITY, unless the Bidder has first obtained the AUTHORITY's written authorization to do so.

The Bidder agrees that notes, specifications, designs, memoranda and other data shared by the AUTHORITY or, prepared or produced by the Bidder for the purpose of submitting the offer to the AUTHORITY for the said solution, will not be disclosed to during or subsequent to submission of the offer to the AUTHORITY, to anyone outside the AUTHORITY.

The Bidder shall not, without the AUTHORITY's written consent, disclose the contents of this Request for Proposal (Bid) or any provision thereof, or any specification, plan, pattern, sample or information (to be) furnished by or on behalf of the AUTHORITY in connection therewith, to any person(s) other than those employed/engaged by the Bidder for the purpose of submitting the offer to the Authority and/or for the performance of the Contract in the aftermath. Disclosure to any employed/engaged person(s) shall be made in confidence and shall extend only so far as necessary for the purposes of such performance.

Date: **Signature with Seal :**

                                                   Name   :

                                                   Designation   :

Form –1.10: Curriculum Vitae of Proposed Team Members (Key Personnel)

Résumés of all the staff proposed to be deployed at SSCDL shall be attached along with the technical bid as per the format below. The bidder may submit résumés of more than 6 persons and the position on which a person will be deployed to at SSCDL shall be clearly mentioned on the right hand top corner of the first page of that person's résumé. **Each resume must be submitted with the necessary qualification & experience certificates.** The details provided should help in ascertaining the eligibility of the candidate vis-à-vis the qualification and experience requirement for that post. Resumes must be recently signed and dated, in blue ink by the respective personnel. Photocopy or unsigned Resumes shall be rejected. The attested photocopies of relevant documents (educational, experience) to be submitted as proof along with Resumes.

Sr. No.	Item	Curriculum Vitae of Proposed Team Member		
1	Name			
2	Specify role to be played in the project			
3	Name of Organization			
4	Number of years with the Current Organization			
5	Total Experience (in Years)			
6	Experience in months (Provide details regarding name of organizations worked for, Designation, responsibilities, tenure etc.)			
	Name of Organization	From	To	Designation/ Responsibilities
6.1				
6.2…				
7	Summarized professional experience (Relevant to the Current Project) in reverse chronological order			
	From	To	Company / Project / Position / Relevant Functional, Technical, and Managerial Experience	
7.1				
7.2…				
8	Educational Background, Training / Certification including institutions, % of marks, specialization areas etc.			

	Degree	Year of Award of Degree	University	% of marks
8.1				
8.2...				
9	**Candidate's Attestation for the Resume:**			
	I am available for full time assignment for the duration and location specified in this RFP at Surat.			
	Signature (in blue ink)		Date (DD/MM/YY)	
10	**Bidder's Attestation for the Resume:**			
	[All resumes shall be individually attested by the bidder]			
	Place		Signature of Authorized Person	
	Date		Designation	
	Company Stamp		Name	

Form –1.11: Resource Deployment Plan

The bidder should have a detailed resource deployment plan in place to ensure that technically qualified staff is available to deliver the project

#	Name of Staff	Area of Expertise	Implementation Period (In Months)								Total Man-Months proposed	Full time / Part time	Onsite/ Offshore
			M1	M2	M3	M4	M5	M6	M7	M8			
		Project Manager & Technology Strategist											Onsite
		Technical Lead/Senior Developer											Onsite
		Business Analyst											Onsite
		Programmer/Developer											Onsite
		Mobile Application Developer											Onsite
		UX Designer											Onsite
		Tester											Onsite
		Others (if any)											
#	Name of Staff	Area of Expertise	Support Period (In Months)								Total Man-Months proposed	Full time / Part time	
			M1	M2	M3	M4	M5	M6	M7	Mn..			
		Programmer/Developer	Required throughout support period										
		Others											

Form –1.12: Format for Self-declaration for Implementation Partner and Commitment to Support

(This form has to be provided by the OEMs of the hardware and software solutions proposed on its letter head. This letter of authority should be on the letterhead of the manufacturer and should be signed by a person competent and having the power of attorney to bind the OEM.)

To,
General Manager (IT),
Surat Smart City Development Limited (SSCDL)
115, Smart City Cell, Surat Municipal Corporation - Head Quarter,
Muglisara, Main Road, Surat - 395003, Gujarat

Subject: OEM's Authorization Form

Ref: **RFP No. SSCDL-PORTALCMS-RFP-02-2017**

Dear Sir,
We_____ (Name of the OEM) who are established and reputable manufacturers of _____ (List of Goods) having factories or product development centers at the locations _____ or as per list attached, do hereby authorize. _____ (Name and address of the Bidder) to bid, negotiate and conclude the contract with you against RFP No. _____Dated _____for the above goods manufactured or developed by us.
We hereby extend, our warranty for the hardware goods supplied by the bidder and or maintenance or support services for software products against this invitation for bid by _____
(Name of the Bidder) as per requirements of this RFP.
The list of implementation partners in India is as follows:

_____

_____
Thanking you,
Yours faithfully,

(Signature)
For and on behalf of: _____ (Name of the OEM)

Authorised Signatory
Name:
Designation:
Place:
Date:

Form –1.13: Format for Certificate from customer mentioning name of CMS implemented
(Attach separate sheet for each project)

(On letterhead of the Bidder's Customer, including full postal address, telephone, fax, email, addresses)
Date…………………

To,
General Manager (IT),
Surat Smart City Development Limited (SSCDL)

115, Smart City Cell, Surat Municipal Corporation - Head Quarter,

Muglisara, Main Road, Surat - 395003, Gujarat

Dear Sir,

REF: RFP No. SSCDL-PORTALCMS-RFP-02-2017

The ………….. (Name of Portal) was developed by …………………….(Name of Bidder). The Bidder used …………. (Name of CMS) for the development of the portal.

_____

_____
Thanking you,
Yours faithfully,

(Signature)
For and on behalf of: _____ (Name of the Bidder's Customer)

Authorised Signatory
Name:
Designation:
Place:
Date:

CONTENTS AND FORMAT OF

PRICE PROPOSAL

Appendix 2: CONTENT AND FORMAT OF PRICE PROPOSAL

[Note: Must be submitted online, not to be sent physically]

Date…………………

To,
General Manager (IT),
Surat Smart City Development Limited (SSCDL)
115, Smart City Cell, Surat Municipal Corporation - Head Quarter,
Muglisara, Main Road, Surat - 395003, Gujarat

Subject: Submission of Price Proposal for RFP for selection of IT vendor for citizen engagement on media platforms.

Dear Sir,

I/We, the undersigned Bidder, have read and examined in detail all the bidding documents in respect of selection of IT Vendor for providing Portal, CMS, Mobile Application, Social Media Analytics capabilities for Citizen Engagement Eco System (MySurat IT Vendor) within Surat city.

We fully understand and agree to the scope of work, our roles and responsibilities, obligations, risks involved and terms and conditions specified in RFP documents. I/We undertake to do design, development, implementation, maintenance, and management of portal & mobile application for citizen engagement ecosystem of the MySurat Portal & Mobile Application Project on 'Design-Develop-Maintain-Transfer' basis as per the terms of the RFP. Following is our financial offer for contract period of one year and six months, for undertaking the MySurat Portal & Mobile Application Project

#	Description	Quote of the Bidder (in INR)
A	Implementation Cost	
B	Annual Support Cost	
C	Product License Cost for Portal including Annual Technical Support charges for 4 years (if any)	
D	Product License Cost for CMS including Annual Technical Support charges for 4 years (if any)	
E	Product License Cost for Social Media Analytics tool including Annual Technical Support charges for 4 years (if any)	
F	One Programmer/developer cost for 3 years	
G	Usage charges for Social Media Analytics tool (if any)	
H	All certification cost for entire solution (Vendor to provide breakup)	
Total Price as per the scope of work (A+ 3*B+ C+ D+ E+ F+ G+ H)		

Notes:

a) The rates quoted online in Price Proposal Appendix-2 shall be exclusive of Service Tax but inclusive of any other directly or indirectly applicable taxes. Service Tax as applicable shall be payable by the Authority to the Selected Bidder based on invoice raised and on submitting the evidence of payment of such Service Tax. Any deviations due to change in the rate of directly applicable taxes and duties except Service Tax would be Liability of the Selected Bidder.

b) The Authority shall be entitled to deduct tax at source as may be applicable. The TDS certificate(s) shall be submitted as per the due date specified in the Income Tax Act.

c) Evaluation of Price Proposal shall be carried out as per the method specified in clause 6.3.

d) The rates quoted for Annual Support charges (B) will be applicable in case of extension of support contract.

e) For point G mentioned above, the social media analytics tool will be used for 3 Facebook accounts, 5 twitter handles, 1 YouTube channel and 1 Instagram account. The social media analytics solution is expected to analyze upto 50,000 snippets per month.

Thanking you.

Yours faithfully,

Name and Signature of the Authorized Person
Seal:

Address and contact number:

Appendix 3: CONTRACT AGREEMENT

This agreement made on the <u><Day></u> day of <u><Month, Year></u> between the GM (IT) of the **Surat Smart City Development Limited**, Muglisara, Surat 395003 (hereinafter called the "**Authority**") of the FIRST PART and _____ (Name of Bidder) having its registered office at _____ (Address of the company where registered) (hereinafter called "**Successful Bidder**" of the SECOND PART) through < Name of Authorized Representative>, < Designation > empowered to sign and execute the agreement as the SECOND PART which shall include successors assigns.

Whereas the FIRST PART the Authority is desirous in view of a tender (bid) notice no. SSCDL-PORTALCMS -RFP-02-2017 that the services as per the Financial quote in the proposal submitted by the bidder should be provided by the SECOND PART. <<Approving authority>> of the Authority by its resolution no. <> dated <> has accepted a tender of the Successful Bidder for the work of MySurat Portal & Mobile Application Project for the sum of Rs. <> + Service Tax for a period of 3 years and 6 months.

AND WHEREAS the work has been awarded to the SECOND PART vide letter <>, dated <>.

AND WHEREAS the SECOND PART has agreed for Portal & Mobile Application Project vide its bid.

Now this agreement witnesseth as follows:

1. The following documents shall be deemed to form part and be read and considered as part of this agreement. viz
    a. The said Request for Proposal – SSCDL- PORTALCMS-RFP-02-2017 of the FIRST PART.
    b. Addendum & Corrigendum to the RFP (if any)
    c. Technical and Financial Proposal submitted by the SECOND PART
    d. LOA issued by FIRST PART
    e. Non-Disclosure Agreements

2. In this agreement, words and expressions shall have the same meaning as are respectively assigned to them in the tender papers hereinabove referred to.

3. The SECOND PART will deliver the Scope of Work/Services as detailed in the RFP SSCDL-PORTALCMS-RFP-02-2017.

4. In consideration of the payments to be made by the Authority, the FIRST PART to the Successful Bidder, the SECOND PART as hereby covenants with the Authority to provide services and deliverables in conformity to the bid documents referred as per the RFP. In case of failure of the Successful Bidder to deliver the products/services, the Authority is authorized to get the work done from third party at the cost and risk of the SECOND PART.

5. The Authority and the Successful Bidder shall make payments to either party in accordance with the provisions of the Request for Proposal. All other terms and conditions shall be as per the RFP.

6. The contract shall be governed by the Laws in India and shall be subject to the **Jurisdiction of Surat.**

IN WITNESS WHEREOF the parties mentioned hereinbefore cause this agreement to be signed and hereunto set their respective hands and seals through their authorized representatives on the day, month and year first above written at SURAT.

In presence of:

1. Witness	_____	For and on behalf of
Name	_____	(< Name >)
		Designation of Authorized Representative
		Surat Smart City Development Limited
2. Witness	_____	
Name	_____	_____
		(< Name >)
		Designation of Authorized Representative
		Surat Smart City Development Limited

1. Witness	_____	For and on behalf of
Name	_____	Successful Bidder
2. Witness	_____	_____
Name	_____	(< Name >)
		Designation of Authorized Representative

Sealed with the Common Seal of the Surat Smart City Development Limited in the presence of

1. _____

2. _____
Authorized Persons of SSCDL

Appendix 4: BILL OF QUANTITIES

Credentials of Team Members

Bidder to share the profiles of named key personnel (as per format described in Form 1.10 of Appendix 1) who would be assigned to the project based out of Surat working from SMC office. The Authority expects all the Key Personnel specified in the Proposal to be available during implementation of the Agreement. The Authority will not consider any substitution of Key Personnel.

Conditions of Eligibility for Key Personnel: Each of the Key Personnel must fulfill the Conditions of Eligibility specified below:

Key Personnel	Minimum qualification	Minimum experience	Experience required
Project Manager & Technology Strategist	B.Tech/B.E./MCA	8 years	• Total 8 years post qualification experience, out of which minimum 2 years' experience as Project Manager or Technology Strategist. • Should have solid technical background, with understanding and hands-on experience in website development, excellent client-facing, communication and leadership skills
Technical Lead/Senior Developer	B.Tech/B.E./MCA	5 years	• Total 5 years post qualification experience, out of which minimum 2 years' experience as Technical Lead or Senior Developer. • Should have necessary technical expertise, strong communication and leadership skills and ability to manage and organize a team of technical staff
Business Analyst	B.Tech/B.E. / MCA	4 years	• Total 4 years post qualification experience, out of which minimum 2 years' experience as Business Analyst • Proven experience as Business Analyst with good understanding of systems engineering concepts, Written and verbal communication, including technical writing skills, Modeling techniques and methods, understanding of software development life cycle
Programmer/Developer	B.Tech/B.E./MCA	3 years	• Total 3 years post qualification experience • Proven experience as a developer with a logical approach to problem solving

Mobile Application Developer	B.Tech/B.E. /MCA	2 years	• Total 2 years post qualification experience • Proven experience as a mobile application development in Android and iOS respectively and testing.
UX Designer	Graduate	3 years	• Total 3 years post qualification experience • Proven experience as UX designer for citizen/customer facing portal or mobile app
Tester	B.Tech/B.E. /MCA	3 years	• Total 3 years post qualification experience • Proven experience as tester in software application testing with background/understanding of software development life cycle

1. **Project Manager & Technology Strategist:** Responsible for demonstrating technical leadership by working with the team. This person will also be responsible for keeping SSCDL aware of consumer trends and technology developments that have potential impacts on SMC. S/he will be responsible for the composition, performance of the team in respect to quality of work, timeliness of delivery, ability to work within budget and ability to deliver the objectives set out in SSCDL's brief. She/he will be responsible for developing project scopes and objectives, involving all relevant stakeholders, and ensuring technical feasibility and developing a detailed project plan to track progress. She/he is expected to manage the relationship with SMC and all stakeholders. She/he is also expected to provide advice on technical aspects of system development and integration (including requests for changes, deviations from specifications, etc.) and ensuring that relevant technical strategies, policies, standards, and practices are applied correctly.

2. **Technical Lead/Senior Developer:** Responsible for allocation of staff and/or expertise to project functions and the management of staff utilization through liaison with project manager. She/he would act as a technical mentor/coach to all team members, also contributing to the maintenance and development of the technical competence. She/he also is responsible for carrying out the review meetings. She/he must be good at task management – ensures on time delivery, actively participates in the continuous improvement of software development process; performs root cause analysis, identifies problem areas, and makes recommendations for improvement.

3. **Business Analyst:** The business analyst's primary objective is helping SMC implement technology solutions in a cost-effective way by determining the requirements of the project and communicating them clearly to stakeholders. Major responsibilities include prioritize requirements and create conceptual prototypes and mock-ups, apply best practices for effective communication and problem-solving. Also creates, analyzes, and validates detailed

functional specifications. He/she would also be responsible for successful implementation of social media analytics tool in support of SMC's social media strategy. Should provide analysis and recommendations as the tool evolves.

4. **Programmer/Developer**: Responsible for development and implementation of the portal, CMS and database. S/he is expected to carry out necessary coding, unit testing, debugging, enhancement and performance tuning as per best practices. S/he will be required to setup coding standards to be followed in the project. Responsible for necessary technical documentation, unit test cases, supporting UAT testing and user guides. After completion of hyper-care support, a programmer/developer is required onsite for 3 years on a manpower basis. S/he will be required to undertake and develop the customizations and enhancements as and when required during this period.

5. **Mobile Application Developer**: Responsible for designing and building advanced applications for the Android and iOS platform. She/he must have strong technical and coding expertise on Android and iOS Mobile Platform. She/he is expected to test code for robustness, including edge cases, usability, and general reliability. Also, work on bug fixing and improving application performance and continuously discovering, evaluating, and implementing new technologies to maximize development efficiency. One developer is required for Android platform and other for iOS.

6. **UX Designer:** S/he will be responsible for using defined functional and content requirements for the portal and mobile app to develop a set of wireframe designs, mockups and flowcharts describing how users will interact with the site. S/he is also responsible for the visual presentation of the portal & mobile app and for development of a visual identity as per the objectives of mySurat.

7. **Tester:** Should write, review and contribute to test plans, as well as analyzing, reviewing and assessing requirements and design specifications, identifying test conditions and creating test designs, test cases, test procedure specifications and test data. She/he is expected to execute and log the tests, evaluate the results and document problems found, investigate potential defects and discuss them with developers. She/he is also expected to monitor the testing and the test environment, often using tools for this task, and gather performance metrics.

The Bidder shall have to provide billing rates for each profile in online form along with Financial Proposal. Though the pricing is a fix bid type and billing rates will not be considered in financial evaluation, but in case additional resources are required, the below mentioned rates would be used. Based on the resource requirement for completion of the above scope of work, agency may deploy additional resources. The roles and CV for these resources need to be submitted as per

Form 1.10 of Appendix 1. The additional resources will not be considered for technical evaluation. No CV should be shared for resources not assigned to this project.

Note: The cost of additional resources will not be considered for financial evaluation. If required, SMC/SSCDL may ask the bidder to deploy additional resources as per the rates specified in the table. **Monthly Billing Rate (Appendix-4)** must be submitted online.

Sr. No.	Role	No. of Members	Monthly Billing Rate
1	Project Manager & Technology Strategist	1	
2	Technical Lead/Senior Developer	1	
3	Business Analyst	1	
4	Programmer/Developer	1	
5	Mobile Application Developer (For iOS and Android- one each)	1	
6	UX Designer	1	
7	Tester	1	

Appendix 5: INDICATIVE PRIORITY BASED CHANNEL MATRIX

#	Degree of Impact	Urgency	Population	Critical Score	Publishing location
Case 1	Call for Action	3	3	9	Portal, Twitter, FB, WhatsApp, Print
Case 2	Call for Action	3	2	6	Portal, Twitter, FB, WhatsApp, Print
Case 3	Call for Action	3	1	3	Twitter, FB, WhatsApp, Print
Case 4	Call for Action	2	3	6	Portal, Twitter, FB, WhatsApp, Print
Case 5	Call for Action	2	2	4	Twitter, FB, WhatsApp, Print
Case 6	Call for Action	2	1	2	Twitter, FB, WhatsApp, Print
Case 7	Call for Action	1	3	3	Twitter, FB, WhatsApp, Print
Case 8	Call for Action	1	2	2	Twitter, FB, WhatsApp, Print
Case 9	Call for Action	1	1	1	Twitter, FB, WhatsApp, Print
Case 10	Directive	3	3	9	Portal, Twitter, FB, WhatsApp, Print
Case 11	Directive	3	2	6	Portal, Twitter, FB, WhatsApp, Print
Case 12	Directive	3	1	3	Twitter, FB, WhatsApp
Case 13	Directive	2	3	6	Portal, Twitter, FB, WhatsApp, Print
Case 14	Directive	2	2	4	Twitter, FB, WhatsApp
Case 15	Directive	2	1	2	Twitter, FB, WhatsApp
Case 16	Directive	1	3	3	Twitter, FB, WhatsApp
Case 17	Directive	1	2	2	Twitter, FB, WhatsApp
Case 18	Directive	1	1	1	Twitter, FB, WhatsApp
Case 19	Informative	3	3	9	Portal, Twitter, FB, WhatsApp
Case 20	Informative	3	2	6	Portal, Twitter, FB, WhatsApp
Case 21	Informative	3	1	3	FB, WhatsApp
Case 22	Informative	2	3	6	Portal, Twitter, FB, WhatsApp
Case 23	Informative	2	2	4	FB, WhatsApp

Case 24	Informative	2	1	2	FB, WhatsApp
Case 25	Informative	1	3	3	FB, WhatsApp
Case 26	Informative	1	2	2	FB, WhatsApp
Case 27	Informative	1	1	1	FB, WhatsApp

Appendix 6: REQUIREMENTS OF PORTAL & MOBILE APPLICATION

Columns- "Fulfilled by AS IS product", "Fulfilled by Ready Plugins" & "Fulfilled by Customization" to be filled by marking YES/NO

Sr No	Category	Description	Fulfilled by AS IS product (Yes/No)	Fulfilled by Ready Plugins (Yes/No)	Fulfilled by Customization (Yes/No)
1	User Management (**Registration**)	Module should enable user to register themselves.			
		Module should highlight the mandatory fields to be filled for registration.			
		Module should support mobile authentication with OTP for registration			
		Module should support Aadhaar KYC using API provided by SMC			
		Module should also support mass registration through file upload for admin users			
		Interests to be captured at the time of registration and relevant events push notifications to be sent to users via email, SMS and Mobile Push Notifications			
2	User Management (**Login**)	After registered user logs in to the portal, Portal should redirect user to the home page			
		Login module should have forgot password mechanism. In case user forgets the password/wish to reset a link should be sent to user's registered Email address or by sending OTP on registered mobile to reset password.			
3	User Management (**Administration of users and groups**)	Portal should have admin module using which Portal administrator(s) can create/edit/delete users and groups.			
		There should be capability of feature wise blocking- User could be blocked for some activities like forums etc and still can have access to some services like tax payment.			
		Portal should provide user access logs			
		Necessary user information like IP, Device ID, etc. should be captured for audit trail			

4	Security (Authentication & Authorization)	The portal must have necessary security measures in place and should not have any loopholes that can be exploited. Portal should also support latest security certificates like SSL 3.0. If required, portal should have the ability for integration with any active directory server (supporting LDAP).			
5	Content Display	Portal should be able to display content from any CMS with proper formatting. Portal shall provide the functionality to enable site visitors to easily print pages and download documents (including images and maps)			
6	Navigation, Breadcrumb, Sitemap	Portal should be able to display navigation, breadcrumb and sitemap created and published from CMS. In addition, portal should have an interface which can be used by administrators/content authors to create navigation, breadcrumb & sitemap. The solution will provide clear navigation of content.			
7	Near to Me' Module using Maps	A module should be rendered in portal that displays rules, policies, initiatives, alerts, reports and announcements regarding: i. Nearest SMC Facility like Zone office, ward office, parking lot, etc. ii. Nearest places of interest Entertainment/Restaurants/Amusement parks, museums, parks etc. iii. Nearest city bus stop, BRTS station, etc.			
8	Weather	Portal should support display of weather information in different parts of Surat by integrating APIs for fetching weather information.			
9	Calendar and Events	Portal should be able to support a module using which users can view events happening in particular area of Surat on a particular date			
10	Community Personalized Dashboards Module:	Interactive community dashboards will be present at various levels (Zone/City, Ward, Society, Individual) to maintain citizen engagement. These dashboards will be a part of the MySurat portal to maintain active citizen engagement. The data of these dashboards will be fetched from third party systems via web service.			
11	Social Networking & Collaboration Module	**Tagging:-** Portal should support page level as well as module level tagging.			

12	Social Networking & Collaboration Module	**Forums:-** Portal should also be able to display forums into portal that enable visitors to actively participate in discussions.			
13	Social Networking & Collaboration Module	**Blogs:-** Portal should support publishing of blogs that are easy to manage while allowing contributors to post new content.			
14	Social Networking & Collaboration Module	**Abuse Flagging:-** Portal should be able to flag content abuse and should not allow users to write abusive words.			
15	Social Networking & Collaboration Module	**Social Sharing:-** In order to maximize traffic, it is important to make sure that content is made easy to share. Portal should have the sharing buttons powered and easy to customize.			
16	Social Networking & Collaboration Module	**Do:-** Where citizens can do/submit various tasks like "Design a logo" for an upcoming competition etc. Portal should be compatible with various media forms like image, video, documents etc.			
17	Social Networking & Collaboration Module	**Polls:-** Polls are a great way to boost engagement. Portal should allow hosting polls pertaining to various topics, it can be attached to any page or article as well. Administrator should be able to view results of archived as well as current poll.			
18	Social Networking & Collaboration Module	**Popular articles:-** Portal should support popular articles module, which automatically displays the most read, most commented and top rated article.			
19	Social Networking & Collaboration Module	**Featured Content:-**Portal should have the featured content module, which allows to highlight the best or most recent content on the homepage.			
20	Social Networking & Collaboration Module	**Related articles:-** When a user is finished reading an article, they are presented with similar options. The solution should have this module to automatically grab content with similar tags			
21	Social Networking & Collaboration Module	**Newsletter Subscription:-**Portal should support newsletter subscription module using which users can subscribe to a newsletter and receive the newsletter on their registered email address.			

22	Social Networking & Collaboration Module	**Forms :-** The solution should easily create and publish online forms.			
23	Social Networking & Collaboration Module	**Bookmarks:-** Portal should support facility to save, organize, and share bookmarks to valued online resources.			
24	Social Networking & Collaboration Module	**Controlled Bulletin Board :-** Key information related city services water supply, drainage, roads, street light, etc.			
25	Social Networking & Collaboration Module	**Feedback /Survey:-** Portal should support a module using which user should be able to provide feedback / inputs through portal (include upload photo) about the facility, service, etc. (water logging, unauthorized parking, access controls, etc).			
26	Feedback Management	The solution should have a feedback management component which would allow users to provide feedback related to different categories of the website.			
27	GIS Maps	Portal should have the capability of displaying any GIS map example open street maps, Google Map, etc. Portal should have capability to map boundary and locations with exact latitude and longitude.			
28	Search	The portal should have built-in search or should be able to integrate with any third party search tool providing smart search. Portal visitors should be able to quickly and easily find the appropriate information on the portal in the context of portal. The search functionality should support content search with features like auto-completion, partial words and phrases, and Boolean search.			
29	Analytics	Portal should be able to integrate with all major analytics packages like WebTrends and Google Analytics etc. It should also support Social media analytics of FB & Twitter etc.			
30	Personalization & user preference	The portal solution should support display of personalized content for registered users, e.g. location based content. The portal should have the capability to remember and store registered user preferences.			

31	User Experience	**Interactive Display:** User interface should be interactive. Portal should support use of Modules/Widgets that can be placed onto pages that provide static, dynamic or interactive content. Users should be able to re arrange widgets on a portal page with easy to use drag and drop feature.			
32	Multilingual	Portal should support multiple languages (Hindi, Gujrati, English). A dropdown for selecting English/Gujarati/Hindi to be included on home page which allows users on the front end to select the language in which page content is displayed.			
33	Multi-channel Support	Portal should come with built in responsive design capabilities. The portal and modules deployed on portal should be compatible on desktop, mobile (all Operating Systems), tablets.			
34	Seamless Integration Capability	Portal should be able to expose its services to third party systems/applications with REST/SOAP services or APIs. Portal should be able to integrate seamlessly with any other application. Portal should extend its capability to easily integrate with existing SMC Website. For <u>Release 1 and 2</u>, a reference link for "Virtual civic center" (https://www.suratmunicipal.gov.in/epay/) will be there in the MySurat portal.			
35	Open Data Support	The portal should support open data policies defined by GoI. The portal should be capable of creating and providing open data sets.			
36	Email & SMS gateway	The solution should have out of box support to integrate with external email gateway and SMS gateway.			
37	Use of latest technology	Portal should be designed in such a way that it uses latest technology like HTML5, CSS3, Node.js, Angular.js, backbone.js etc. It should not use any obsolete technology frameworks.			
38	Support Blind and Visually Impaired Users	The portal should be able to support blind and visually impaired users by assistive screen reader technology or any other way.			

39	User Recognition Support	The solution should be able to store and display registered user's last login, location, IP address, time, and date.			
40	Reports Module	Reports developed using Web Analytics platform should be listed for view for executive, management and operational users. It is described in section 2.6.2			
41	Possible Disruptions	A module should be developed in the portal to inform about upcoming traffic disruptions due to road, bridge constructions or water supply, drainage disruptions.			
42	Upcoming and ongoing projects updates	A module should be developed in the portal to know about upcoming projects, approved projects, and project status of ongoing projects. Citizen engagement is required for the projects where decision of creating bridge/ assets, budget approvals, progress report is visible to them on a map (preferably). These details would be fetched from the departments through Digital media agency. Inputs of planned maintenance of these assets will also be fetched from Project Management and Asset management/ maintenance module.			
43	Accessibility	The Solution will conform to key industry standards with a minimum of W3C web accessibility initiative, WCAG 2.0 Level AA Success Criteria AA compliance.			
44	Design, Look and Feel	The solution will provide clear layout and organized displays			
45	Usability	The solution will provide consistent experience across all Digital Platforms			
46	Usability	The solution should be optimized for integration with standard screen readers on the market			
47	Usability	The solution must be easy and intuitive to learn (The degree to which the solution can be used without specific training)			
48	Usability	The solution will allow an agreed set of tasks to be completed by an agreed duration e.g. make a payment, view a bill, book a service etc.			
49	Testability	The Solution will utilize prototype testing in a controlled testing environment. A full suite of test cases and plans must be developed.			

50	How Can I	The platform should also have a section of "How Can I" which will be a knowledge database for carrying out various activities. This section would have link to various sections using mouse over help capabilities.			
51	Version Control	CMS shall support version control (check-in, check-out, number of versions) and it must be possible to restore previous versions of a content item			

Appendix 7: REQUIREMENTS OF MOBILE APPLICATION

#	Description	Complied (Yes / No)
1	User registration, management and login features similar to portal (user credentials should be same across portal and mobile app)	
2	Facility of link sharing for application download with fellow citizens	
3	Structure overall content with proper tagging to make them screen reader friendly	
4	Ensure Compatibility with all platforms like Android & iOS. It should be ensured that the Mobile Apps works flawlessly across different platforms	
5	Develop Resolution independent design structure: It must be ensured that the Mobile Apps adjusts itself automatically as per the screen resolution of the Mobile i.e. 1024*768, 1200*800 etc. Resolution independent Mobile Apps will automatically expand/compress itself as per the screen resolution and hence there should not be any vertical scroll in the Mobile Apps structure	
6	Mobile app should open and function properly with low bandwidth	
7	The application should support multi-lingual functionality	
8	The mobile apps need to alert the user to download the latest version, which ever available and if required prompt for compulsory upgrade.	
9	The mobile app should be capable of accessing mobile device features like camera, GPS, etc.	
10	The solution will have the flexibility to interact with other existing systems	
11	The architecture should be robust and scalable	
12	App should be easily customizable and easy to administer	

Appendix 8: REQUIREMENTS OF CMS

Columns- "Fulfilled by AS IS product", "Fulfilled by Ready Plugins" & "Fulfilled by Customization" to be filled by marking YES/NO

Sr No	Category	Requirements	Fulfilled by AS IS product	Fulfilled by Ready Plugins	Fulfilled by Customization
1	User and Group Management	The CMS shall provide a role-based user access mechanism where an administrator can create and manage users, user groups, roles, and role permissions.			
2	Login	a. CMS should support login module using which content authors will be able to login. b. Login module should have forgot password mechanism. In case user forgets the password/wish to reset a link should be sent to user's registered Email address from where password can be reset.			
3	Security	CMS should support integration with Directory Services (supporting LDAP) to manage users and their preferences. CMS should also support latest security certificates like SSL 3.0			
4	Content Publishing	CMS should be able to publish content to any external Portal apart from its native portal			
5	Content Creation	CMS should be able to publish content to any external Portal apart from its native portal			
6	Content Creation and workflow	CMS should contain a WYSIWYG editor and provide standard Word authoring features (also known as a Rich Text Editor) to enable an editor to add and format text, links, and images to content areas, create tabular layouts within a text area and apply styles without needing HTML skills CMS should support drag and drop feature to enable easy management of content. The CMS shall support the following minimum preview and publication functions: - a. Preview only on CMS (not visible to users) b. Save as unpublished (draft) c. Preview on Portal			

		d. Send for approval e. Approve f. Publish after approval (i.e. after successful completion of the approval workflow) g. Unpublish (save as unpublished, not visible to users) h. Publication scheduling i. Publication expiration date (automatic unpublish) CMS shall contain a content approval workflow to enable the approval of modifications (create, modify, delete) before publication (i.e. before becoming visible to the public) CMS shall support Administrator (or a designated user with an appropriate permission level) to assign and reassign users to workflow tasks (i.e. define the targets within the workflow)			
7	Layout	Layout and content shall be managed separately (i.e. it must be possible to create and edit content without having to amend or create a template)			
8	CSS Creation	CMS shall support the creation and application of styles using Cascading Style Sheets (CSS) enabling the swift alteration of the look and feel (color, font, image size and positioning, link attributes, table properties). Graphics should be avoided altogether regarding navigation (e.g. no navigation buttons - these should be text, which gets its look and feel through CSS).			
9	Ease of Content Creation	CMS shall offer the following ease-of-use features like Friendly URL's, Spell Checker, Undo etc. CMS shall offer the following ease-of-use features like Friendly URL's, Spell Checker, Undo etc.			
10	Publishing content on Social Media	CMS shall include a social media integration module that allows configurable publishing of content (pages, interactive data visualizations, images, videos) to a variety of social media (Facebook, Twitter, Google+, LinkedIn, Pinterest, Tumblr, etc. CMS should also support publishing of content specific to mobile app if required			
11	Content Publishing on Multiple Portals	The CMS should have the capability to create and deploy content on different portals with same or different branding			
12	Document Management	CMS shall support features of document management			

13	Image library	CMS shall be supported with an image library function			
14	Template Creation	CMS shall support creation of templates and styles reflecting SMC branding			
15	Navigation, breadcrumb and sitemap	CMS shall support creation of navigation, breadcrumb and sitemap that will be published and rendered on Portal			
16	Version Control	CMS shall support version control (check-in, check-out, number of versions) and it must be possible to restore previous versions of a content item			
17	User Experience	CMS shall provide a 'expand/collapse' function that can be used in the web interface, to accommodate easier viewing of long page content. Like 'anchor links', it should be possible to specify by a web editor that an area of a page should be revealed or hidden through the click of a hyperlink			
18	Multi-channel support	CMS shall support responsive web design. To be able to support mobile/tablet devices, the CMS shall be able to dynamically render the presentation to fit screen size.			
19	Multilingual Support	CMS shall support creation of content in different languages (namely English, Hindi & Gujarati)			
20	RSS Feeds	CMS shall support a template for the display of one or more RSS feeds			
21	COPE capability	CMS shall support hierarchical creation of sites (i.e. parent/child sites in the same domain) and enable the child site to either inherit the look & feel of the parent site or have its own style and branding			
22	Content Library	CMS shall be capable of storing and categorizing documents, images, video and audio files.			
23	Bulk Uploading	CMS shall support the bulk uploading of files			
24	Template Creation	CMS shall support template for creating and publishing newsletter			
25	Notifications	CMS shall support the creation of an alert in response to a specific event, examples being: a. Content amendment b. Content expiration date approaching			

		The triggering of an alert shall cause a notification to be sent to the target(s) of the alert. It must be possible to define a list of recipients for each alert type which will be used in the notification process			
26	Unicode Character Support	The CMS shall support the Unicode character set (UTF-8)			
27	Content Archiving	CMS shall support an archive facility to manage content based on expiry date or manually			
28	Extendibility	The CMS shall have a well-defined framework for extending the functionality of the core product, by adding more modules. This will enable SMC to request an additional module or set of modules without impacting either the core CMS application or other modules already in service.			
29	Performance	The CMS shall be able to provide the following performance features: a. Database Replication b. Load Balancing			
30	Reporting	The CMS shall provide reports for following a. Audit Trail b. Login History c. Problem Notification			

Appendix 9: REQUIREMENTS OF SOCIAL MEDIA & WEB ANALYTICS TOOL

Columns- "Fulfilled by AS IS product", "Fulfilled by Ready Plugins" & "Fulfilled by Customization" to be filled by marking YES/NO

#	Category	Web & Social Media Analytics Tool Indicative Requirements	Fulfilled by AS IS product	Fulfilled by Ready Plugins	Fulfilled by Customization
1	Social Media Analytics Tool (Including feeds from web)	Share of Voice: MySurat.in			
2		Share of Voice: Social Media			
3		Word Cloud			
4		Sentiment Analysis			
5		Sentiment Analysis with Timeline of events			
6		Top Authors			
7		Top Locations			
8		Top Portals			
9	Web Analytics	Portal Metrics			
10		Popular Content on Portal MySurat.in			
11		Measuring Downloads			
12		Outbound Link Tracking			
13		Average time to the page			
14		Search box data			
15		Most used browser			
16	Mobile Application Analytics	Device wise segregation			
17		Heat Map for Mobile Analytics			
18		Click tracking			
19		Optimized battery pages			
20	Other Dashboards	Facebook Account Dashboards			
21		Facebook Engaged Users/ Page Impressions			
22		Facebook Page Impressions by Demographics			
23		Twitter Dashboards			
24		Twitter Density Dashboards			
25		Twitter Engagement Dashboards			

26		Twitter Time Engagement Dashboards			
27		Instagram Account Dashboards			
28		Instagram Engaged Users/Engagement Rate			
29		Instagram Hashtag Leaderboard			
30		Instagram Engagement Filters Dashboard			
31		YouTube Account Dashboards			
32		YouTube Engagement Dashboard			
33		YouTube Watch-time Reports			