Department of European Studies

Faculty of Humanities, Liberal Arts and Social Sciences

Floor V, Advanced Research Centre (ARC), Manipal Academy of Higher Education, Madhav Nagar,

Manipal 576104, Karnataka, India

www.desmanipal.org

Jean Monnet Centre of Excellence in India-EU Interdisciplinary Studies- Culture, Literature, Education and Society (IEIS-CLES)

OPEN TENDER FOR DESIGN AND DEVELOPMENT OF WEBSITE

Tender number	2017-3334/MU/CoE-IEIS_CLES/WEB01
Name of work	Design and development of website
Opening of the date call for tenders	10 November 2018
Cost of work	4,00,000 INR

About the project:

Manipal Academy of Higher Education's (MAHE) Department of European Studies (DES) has been awarded the Jean Monnet Centre of Excellence by the European Commission. This recognition comes after DES submitted a proposal for the same in the 2018 public call for the Erasmus+ programme which is funded by the European Union.

Since its inception, DES wished to be a multidisciplinary and interdisciplinary platform for European Studies thus going beyond the traditional area studies departments' mandates. Basic belief in focusing on interdisciplinarity was that people-to-people contact makes significant difference in the relation between the two regions than political or diplomatic relations alone. As a natural progression of these activities, presently a Jean Monnet Centre of Excellence in India-EU Interdisciplinary Studies – Culture, Literature, Education and Society (CLES) was the next step for DES.

The Centre aims to enhance educational connect between India and Europe by generating interest and creating awareness about European people, literature, culture, and society among Indians and stimulate similar response from the Europeans towards Indian culture and philosophy.

Objectives

•   provide a multidisciplinary and interdisciplinary platform for India-EU studies

•   increase awareness about European culture and literature in India

•   share best practices in education at all levels between the two regions

•   develop expertise in European Studies in India and India Studies in Europe

•   involve academia, policy makers, civil society and, schools and universities leadership to discuss matters of mutual interest to India and EU

Overview: Manipal Academy of Higher Education and Department of European Studies

Manipal Academy of Higher Education (MAHE), a pioneer in higher education services in India with a sixty-year old legacy, has increasingly become the preferred destination for students and

scholars across the globe. Over 28,000 students from 57 different nations live and learn in the sprawling varsity town, which provides excellent infrastructure catering to various disciplines in health sciences, engineering, management, communication, social sciences and humanities. Situated along the coast in Udupi district of Karnataka State and nestled in the foothills of the UNESCO world-heritage site, Western Ghats, the Institution opens up to an ideal environment for academic activities, sports, and leisure.

The Department of European Studies has distinguished itself as a primary centre in India for multidisciplinary studies and research on Europe and European Union institutions. DES is actively involved in the furthering of India-Europe interactions through innovative academic programs, research projects, and university partnerships. Its mainstream academic programs include the Master degree (MA) in European Studies and Bachelor degree (BA) in Foreign Languages and Intercultural Studies. The Department also comprises three centres of activity: (i) Centre for Foreign Languages, which offers certificate courses in German, French, Spanish, Italian, Polish, and Japanese (ii) Dvaita Philosophy Resource Centre, which conducts programs in Indian philosophy and culture (iii) Centre for Intercultural Studies and Dialogue, which through its workshops and courses provides a platform for both students and personnel to develop intercultural competences.

The MA program in European Studies offered by the Department of European Studies is a one-of-its-kind post-graduate program in India and the only Indian centre to be recipient of the prestigious Jean-Monnet Chair of Excellence. The MA program caters to a growing interest in the study of Europe and European Union institutions, which is becoming increasingly relevant in a globalized world. With a unique opportunity to study a part of the program in one of our partner universities in Europe, this multidisciplinary program is designed to foster understanding of various aspects of European studies and prepare students for research and work internationally. The program has a focus on three specialization tracks: business and economics, politics and international relations, culture and literary studies.

Objectives of the website

- To increase awareness about the project in India and visibility
- Develop a resource-oriented website: external stakeholders and individual shall freely access the material produced during the project
- Provide a site that is functional and easy to use for all age groups
- Allow people to contact the project staff easily

Scope and specification of the website

The bidders are expected to undertake the development of the website from the scratch. Starting from procuring the domain, hosting server, design and provide email service etc.

Functionality required

- Dynamic content, clean and professional design and navigation
- E-library or downloads section
- Should have feature to upload text material, audio and video lectures
- Ability to stream Video (integration with third-party video streaming platform)
- User interaction possible with emails, chat, ability to leave message and feedback
- Social media integration i.e. Facebook, twitter, Instagram, etc;
- Should have mobile compatibility
- Statistics: data on number of visitors, downloads, comments, pages viewed etc. should be readily available to the center
- Ability for users to subscribe to the newsletters/upcoming events
- Image Carousel, Gallery of Images, Events Calendar

Search Engine Optimization

The selected bidder should provide SEO services within the cost of work. Make sure site appears on all leading and popular search engines

Graphic Design

- The site must comply with design, content and color schemes decided upon Manipal University request
- The bidder must provide multiple web designs to choose from

Maintenance, Training & Support

The bidder should take care of the maintenance of the website till October 2019. Wherein the successful bidder will look after the maintenance of the website, assisted by the project staff which will provide guidelines on website architecture and content. The bidder should have competent staff who could train the project staff on the operation of the website

The bidder should provide all necessary support throughout the contract period as and when necessary. Assistance in person is preferable than remote customer care.

Domain and hosting service

The domain name must be procured for the period of 5 years. The bidder must provide hosting service on a reliable server within the cost of the contract for a period of 5 years

Budget and payment terms

The cost of the work (bid amount) should include designing, development, hosting, domain name, training of the project staff and maintenance for three years and all other activities which are part of the project.

Please Note:

Any application/bid amount which is out of the specified range will be disqualified by default and will not be considered by the Tender Evaluation Committee. Evaluation of the offer will mainly focus on the quality of the services that the bidder plans to provide.

Payments to the winning bidder will be transferred in three installments at following stages

1. 25% of cost of work on successful signing of the contract

2. 60% of cost of work 12 months prior to the end date of the contract (October 2018)

3. 15% of cost of work at the end of the contract (October 2019)

Payment method – The amount will be transferred bank to bank electronically.

Time Frame

The beta version of the website should go live no later than the first month of the contract signature.

Copyright Issues

Ownership of assets including the content, study material, and imagery is in sole ownership of Manipal University

Documents required for tender application

It is expected that bidders are experienced in the field of IT, web design and SEO services. Interested bidders are expected to submit:

a) **Detailed Portfolio**

- Details of the company (e.g. address, areas of operation etc.)
- Financial soundness: Provide a proof that your company is in sound financial position
- The bidders are requested to submit past experiences/case studies/success stories of similar projects of same value in terms of cost or work
- Proposed Team: provide details of each person who will work on this project – name, role, qualification and relevant experience

b) **Detailed Work Estimation**

Based on the requirements illustrated in the call:

- A draft work plan reflecting the above elements and expected time required for each stage
- Quote breakup: provide a detailed breakup of cost of work you are proposing (e.g. Design cost, hosting cost, staff cost, maintenance cost etc.)
- If applicable, details of extra services offered

How to apply

Interested bidders are invited to send the a) Detailed Portfolio and b) Detailed Work Estimation not later than the January 11, 2017 via email at tejasvini.ahuja@manipal.edu .

Please include in the subject line "2017-3334/MU/CoE-IEIS_CLES/WEB01". Applicants are asked to carefully read and understand the needs of the tender fully before applying and that any queries be directed ASAP to tejasvini.ahuja@manipal.edu. If any problems of interpretation arise in the course of drawing up the Tender documents, interested parties may submit queries via e-mail for further information.

There is no commitment on the part of DES to accept any Tender or part thereof that is received in response to the Call for Tenders. DES reserves the right to accept Tenders with non-substantial defects and to reject Tenders received after the deadline for receipt of Tenders, without indemnity or justification.

Evaluation and award of the contract

The Tender Evaluation Committee will evaluate the applications with respect to following criteria

a) Exclusion Criteria

- If the bid amount isn't in the range specified above
- Incomplete applications

b) Selection Criteria

- Previous experience in IT, web design and SEO services
- Skill and knowledge of the company and the staff involved
- Financial soundness and financial stability of the bidder
- Quality of the services offered, cost and value for money
- Extra services offered, if applicable

Award Criteria

The main emphasis will be on quality of service provided while awarding the contract.

European Union's principle "Best value for money" of awarding contracts will be followed which signifies that the winning tender is the one offering the best quality/price ratio, taking into account the criteria announced in the specifications.

Key Contacts

Ms. Tejasvini Ahuja	**Ms. Jyothi Poojary**
Project Manager	Office Manager, DES
tejasvini.ahuja@manipal.edu	office.mces@manipal.edu