STATE URBAN DEVELOPMENT AGENCY

'ইলগাস ভবনঞ, এইচ-সি ব্লক, সেক্টর-৩, বিধাননগর, কলকাতা ৭০০ ১০৬, পশ্চিমবঙ্গ।

"ILGUS BHAVAN", H-C Block, Sector-III, Bidhannagar, Kolkata 700 106, West Bengal

Memo No. 296/2019/1827

Date 29/01/2019

TENDER INVITED FOR DESIGN, DEVELOPMENT, HOSTING, MAINTENANCE AND CONDUCTANCE OF SECURITY AUDIT OF THE OFFICIAL WEBSITE

The Director , State Urban Development Agency (SUDA), Government of West Bengal invites proposal for Design, Development, Hosting and Maintenance and conduct of Security Audit of the official website of Urban Development & Municipal Affairs Department (UD&MA), Government of West Bengal from interested and reputed Agencies having experience and acumen in such work for which scope of work , eligibility are depicted hereunder for participating in the Tender.

A. Scope of Work

1. Look and feel of the website must conform to the guidelines of the Department of Information Technology issued vide the following memo:

   Memo No.405/JS(IT)/IT/P/25/2008 (Vol.III) dated 17.10.2016 (copy attached)
2. Work for merging of UD & MA Departmental website
3. Development and up gradation of existing MA and UD Branch websites with updated information and Menu System in MVC architecture under CMS Development platform.
4. The entire website should be dynamic in nature with a CMS (Content Management System). The content Management Infrastructure should give the flexibility to modify the design.
5. Development of website using Current Technology available, including PHP, My SQL.
6. The website is to be responsive to all relevant digital devices like Desktop PC, Laptop, all types of mobile (Android, MAC, iOS), Tablet PC etc. The website should be compatible with the present browser available like IE, Firefox, Chrome, Opera and various monitor sizes, CRT/LCD screens etc.
7. Facility to manage additional write-up/contents by multiple users from anywhere through a browser-based administrative module using a powerful editor.
8. The website should be Bi-Lingual (Bengali/English) and the Home page there should be an option to choose the language i.e. Bengali or English and contents of the website shall be modified according to the language chosen.
9. The website should have visitor's count and date and time should be displayed. Website launching date and date for the last updation in the Home page should be there.
10. In Home Page, there should be dedicated Public Grievance Redressal link.
11. There should be Admin Login in the website and the Admin should be able to login in with user credential there should be able to add/edit and delete data. User Role Mapping facility should be included under the Admin Console. There should be user management system for different departments.
12. In the Contact Us page provision should be kept to use Google Map or equivalent.
13. The website should have the provision of Dynamic Photo Gallery.
14. News & Events update: latest news and events will appear on Home page with 'read more' link after clicking on this, all details will appear in separate concerned page.
15. The successful bidder will have to validate the design from SUDA office before finalization.
16. Any other details should be specified in the work order.

TIME SCHEDULE FOR DELIVERABLES

Activities	Timeframe (from the award of Work order)
Basic template design and approval	**15 days**
Final website design and approval	**1 Month**
Website Uploading	**2 Months**
User Acceptance Testing (UAT) of the system	**2.5 Months**
Security Audit (STQC / Equivalent)	**3 Months**
Go-Live of the Website	**4 Months**
Maintenance	**For 1 year from the date of Go-Live**

PAYMENT SCHEDULE

Payment shall be made as per the following schedule:

Sl No	Payment Milestone	% of Fee (quoted financial proposal) payable
1.	On acceptance of Website Design & Content	15%
2.	On Website "Go Live"	15%
3.	On Website achieving security certification	10%
4.	Final payment after Go Live and security certification for rest of period of One year as left for website maintenance	60% of financial quote to be paid on 3 equal installments (ie 20% after 4 Months equally on satisfactory performance.)

Data Sheet and Instruction to Bidders:		
1	Name of the Work	Engagement of an Agency for Design, Development, Hosting Maintenance and conductance of Security Audit of the official website of Urban Development & Municipal Affairs Department (UD&MA), Government of West Bengal
2	Location of the work	Kolkata, West Bengal (or in place where the server is located and communicated by SUDA)
3	Eligibility to participate in the Bid	Proposal may be submitted by interested bidders only as a single entity. No Consortium/JV is allowed. For eligibility, the Bidder shall have at least: 1. The Entity / Bidder must be a company as specified in Companies Act, 1956/2013 OR a Limited Liability Partnership registered under The Limited Liability Partnership Act, 2008 OR a Company incorporated under equivalent law abroad OR a Society registered under The Societies Registration Act, 1860 OR a Partnership / Proprietorship Firm. The time period elapsed from commencement of business should be at least 05 (five) years as on 1st April 2018. 2. The Bidder should have had at least Five (05) years of experience in Website Design , Development and Maintenance.

		3. During the period of last 05 (five) years, the bidder should have handled **at least 01 (one) similar type of assignment with a minimum value of 1.00 Lakh** at Government levels (Central / State / Statutory bodiesl). 4. Having sufficient qualified technical personnel with sound knowledge and experience in their relative fields. 5. Average annual turnover of the bidder (Refer Annexure A No. II) over the last three financial years (2015-16, 2016-17 and 2017-18) should be at least **Rs. 50 lakhs**. [*Turnover shall mean gross sales or gross revenue, as defined by the Indian Accounting Standards published by the Institute of chartered Accountants of India (ICAI)*]. 6. The Bidder must have at least a Registered Office / Corporate Office / Branch Office in Pin Code area of Kolkata. The Registered Office /Corporate Office / Branch Office should be in existence and operational for at least last one (01) year from the date of publication of this NIT. 7. The Bidder must have experience related to conductance of security audit of at least one website by him or through any CERT-In empanelled agency during last 03 years from the Bid Due Date. Note : **Similar types of assignments** cover the following: a) Website development and content management. b) Website maintenance, hosting , updation and management
4	Documents to be produced in support of Credentials for Bid submission	Following documents shall have to be furnished in two separate covers: **1. COVER A: Technical Proposal** a) **Covering Letter** (Refer Annexure A) b) **Average Annual Turnover of the bidder** over the last three financial years(2015-16,2016-17 and 2017-18) certified by a practicing Chartered Accountant (Refer Annexure A No.II) c) **Statement of Legal Capacity** (Refer Annexure A No.III) d) **Details about the Bidder Agency** (Refer "Structure and Organization" in Annexure A No. IV). e) **Company Certificates** like Certificate of incorporation highlighting registration details along with the composition of Board of Directors, Trade License, MSME-Udyog Aadhar (if applicable) and f) GST Registration No, PAN No. and TAN No. (Please refer Table-1 of "Non Statutory Folder" of Section A). IT return for last three years. EPF and ESI registration Certificates, if applicable. g) Statement of any Indictment: The Bidders should not be under active prosecution for criminal offence, litigation, court receivership or similar proceedings. A declaration to this effect has to be submitted. It may please be noted that non-provision of this declaration in this proposal **will lead to rejection** of the same. h) Declaration that the Bidder or any of its staff had not been at any point of time **blacklisted** by any Government or its agencies or court of law or any other organization (Please refer Annexure A No.V) i) Brief of court/ legal cases pending ,if any. j) Brief write up on understanding of the Terms of Reference (ToR) including Approach & Methodology, work plan, manpower planning etc (write up should be limited to one sided A4 sheet of maximum 10 pages)

		k) Work Completion Certificates / Payment Certificates issued by competent authority l) Project experience during the period of last 05 years (Refer AnnexureA No. VI). m)Detailed project experience during the period of last 05 years (Refer Annexure B). **2. COVER B: Financial Proposal** Financial Proposal Submission Form(Refer Annexure C). *Note: All documents in original shall have to be produced in due course of time as & when asked by State Urban Development Agency (SUDA)*
5	Earnest Money Deposit	**Rs.10,000.00 (Rupees Ten thousand only)**as an initial Earnest Money Deposit shall be deposited by the Bidder prior along with the Technical Proposal in the form of a Bank Draft obtained in favour of "Director, State Urban Development Agency", from any scheduled bank payable at Kolkata. This amount will be converted to security deposit for the successful bidder. Balance Earnest Money beyond Rs.10,000.00 (if any, to fulfill 10% of amount offered) shall be deposited by the successful Bidder prior to acceptance of tender in the form of a Bank Draft obtained in favour of "Director, State Urban Development Agency", from any scheduled bank payable at Kolkata. The EMD for the successful Bidder will be converted to Security Deposit. Such deposited total amount will be refunded after 3 months on expiry of the Contract. No interest shall be payable on the deposited amount. **Note :** **If any bidder is exempted from payment of EMD, copy of original EMD exemption document needs to be submitted along with the Technical Proposal at the time of submission and also submitted when called for.**
6	Refund of Earnest Money	The EMD is interest free and will be refundable to the unsuccessful bidders within 15 days of signing of agreement with the Successful Bidder.
7	Cost Price of Bid Document	NIL
8	Goods and Service Tax (GST)	The Bidder should include GST in the cost of services. However, the Employer / Authority will pay to the Bidder, GST or any other tax replaced with it at the prevalent rate at the time of actual payment to the Consultant / Bidder.
9	Currency	Bidder shall express the price of their assignment/job in Indian Rupees.

10	**Tender Schedule as follows:**	
Sl . No .	Particulars	Date and Time
A.	Date of Publishing of Tender and availability of NIT at the Website	**31.01.2019**
B	Bid Submission Start Date	**02.02.2019 at 12:00 Noon**
C.	Bid Submission closing Date	**15.02.2019 by 16:00 Hrs (IST)**
D.	Bid opening date for Technical Proposals	**19.02.2019 at 12:00 Noon**
E.	Date of communicating list for Technically Qualified Bidders	**To be notified**
F.	Date of Opening of Financial Proposal	**To be notified**
G	Date of issuance of Work Order / Signing of Agreement	**To be notified**

11	Duration of Contract	The tenure of such contract will be for an initial period of **01** (**One) year** from the date of entering into /execution of the contract, which may be renewed subject to performance of the Consultant / Bidder and availability of funding. The tenure of the contract may also be terminated before the completion of contract period
12	General Information	SUDA has decided to engage an agency for Design , Development, Hosting, Maintenance and conductance of Security Audit of the official website of Urban Development & Municipal Affairs Department (UD&MA), Government of West Bengal. An advertisement has been published in selected newspapers inviting proposal for the same. Interested bidders may download the NIT documents from www.wbdma.gov.in or www.wburbandev.gov.in
13	Bid Document	A complete proposal document consists of 2 parts. These are: 1. **Technical Proposal** containing: **Annexure A** 　i.　　Qualification Application 　ii.　　Financial Statement 　iii.　　Statement of Legal Capacity 　iv.　　Structure and Organization 　v.　　Statement of any Indictment 　vi.　　Project experience in last ten years **Annexure B** Detailed project experience during the period of last 05 years AND 2. **Financial Proposal c**ontaining :: **Annexure C** Financial Proposal submission form
14	Bid Evaluation	Detailed Bid Evaluation Criteria is given in the data sheet, Sl. No. 16. The minimum qualifying technical score is 70%. Financial proposal of only those bidders will be opened who scores 70% or more marks in the Technical Evaluation. Method of selection will be Quality cum Cost Based Selection (QCBS) Method. 70% of the Technical Score and 30% of Financial Score of a qualified Bidder shall be considered in computing the final score. The client / Authority will select the Consultant / Bidder with the highest evaluated Final Score among those qualified Bidders. The Technical Proposal will contain maximum marks of 100. A bidder has to score atleast 70% to technically qualify and be eligible for consideration of their financial proposal. The marks scored by a Bidder in the Technical Proposal shall be termed as TS. The qualified Bidder quoting the lowest in the Financial Proposal shall be awarded a Financial Score of 100. The Financial Score (FS) of other bidders shall be calculated in the following manner: $F_S = F_{MQ}/F_Q*100$; where, F_S is the Financial score of a bidder, F_{MQ} is the lowest financial quote / proposal and F_Q is the Financial quote/proposal of the concerned Bidder whose Financial Score is being calculated. The Final Score (As) is calculated thus: $A_S = 0.7*T_S + 0.3*F_S$ The qualified scoring highest Final Score (A_S) shall be the selected Bidder.

15	Form of Financial Proposal	Financial Bid shall be (as per Annexure C) offered by the Bidder for undertaking the Services as mentioned in this document for a period of 01 year. *This financial proposal shall be inclusive of all taxes, GST, duties and all other costs/expenses related to delivering of the Services as per the Scope of Work. No other payment whatsoever shall be made by SUDA on account of this service over and above the offered price/financial proposal.*
16	Bid Evaluation Criteria	

Sl No	Parameter	Maximum Marks allotted
1	**Firm's General Experience and Experience in similar Assignments**	**75**
1a	Number of Years of Experience i. More than 5 years to 8years: 05 marks ii. More than 8years to 10 years: 10 marks iii. More than 10 years: 15 marks	**15**
1b	Sub Criteria – "Experience in Website Development, Content Management for any Central/State Department / Ministries /Undertakings , Statutory Bodies or Municipality" i. 5marks per project with maximum marks allotted is 25	**25**
1c	Sub Criteria – "Experience inWebsite Maintenance for any Central/State Department / Ministries /Undertakings or Statutory Bodies Municipality" i. 5 marks per project with maximum marks allotted is 20	**20**
1d	Sub Criteria – "Experience of similar projects/assignments in West Bengal" i. 2 mark per project with maximum marks allotted is 10	**15**
2	**Financial Capacity of the Firm**	**10**
2a	Average Annual Turn Over of the Firm for the last 3 Financial Years (2015-16, 2016-17 & 2017-18) from Consultancy Services i. 2mark per additional of Rs. 10 lakh over and above Rs. 50lakh subject to a maximum of 10marks	**10**
3	**Understanding the proposed assignment**	**15**
3a	Sub Criteria i. Approach & Methodology – 10 marks ii. Work plan & Manpower planning – 5 marks	**15**
TOTAL		**100**

17	Validity of Bid	120 days from the date of opening of the Financial part of the Bid.
18	Withdrawal of Bid	A Bid once submitted shall not be withdrawn within the validity period.
19	Acceptance of Bid	State Urban Development Agency (SUDA), reserves the right to accept or reject any or all proposals without assigning any reason thereto. SUDA reserves the right to withdraw from the process or any part thereof, to accept or reject any/all offer(s) at any stage of the process and/or modify the process or any part there of or to amend any terms without assigning any reasons. The process of bid submission and preparation is provided in Sl No 23.
20	Intimation	The qualified Bidder(s)will be notified through email of the acceptance of their Bid. If at any time during the evaluation process, SUDA requires any clarification, they reserve the right to request such information from any or all of the agencies and the

		agencies will be obliged to provide the same within a reasonable time frame. SUDA may also call for a presentation on the proposal from any or all of the Bidders who have submitted their proposals.
21	Influence	Any attempt to exercise undue influence in the matter of acceptance of Bid is strictly prohibited and any Bidder who resorts to this will render their Bid liable t o rejection.
22	Name and address of the Tender Inviting Authority	Director, State Urban Development Agency, ILGUS Bhawan, HC Block, Sector III, Bidhannagar, Kolkata – 700106
23	Bid Preparation and Submission	The Bid has to be prepared and submitted in the following manner: A. Technical Proposal: All the documents as required for technical evaluation along with all supporting documents are to be spiral bounded and put in an envelope. This Envelope to be marked as **"Technical Proposal"** and it should contain the name & address of the Bidder along with the name of the tender. The Financial Proposal should not be in any manner placed inside this envelope or be made part of the Technical Proposal. If it is done so, the entire proposal shall be out rightly rejected. B. Financial Proposal: The signed Financial proposal shall be placed in a separate envelope and marked as **"Financial Proposal"** and it should contain the name & address of the Bidder along with the name of the tender. C. EMD: The original Demand Draft should again be placed in a separated envelope and marked as "Earnest Money Deposit" and it should contain the name & address of the Bidder along with the name of the tender. D. All the above three envelopes should be placed in an outer envelope and it should be marked as "Proposal for ………………………[insert in the name of the project]" and it should contain the name & address of the Bidder. E. This complete outer envelope should be submitted in the **Tender Drop Box** within the Bid Due date as mentioned in this NIT to the following address: ***Director, State Urban Development Agency, ILGUS Bhawan, HC Block, Sector III, Bidhannagar, Kolkata – 700106***
24	Execution of Work	Bidders are liable to execute the service as mentioned in "Terms of Reference" in Section-A.
25	Evaluation	**Opening of Bid:** - Proposals will be opened by SUDA manually. First the outer envelope shall be opened after cross checking that it is properly sealed. The name and address of the bidder shall be recorded. After which, it will be verified whether all the three envelopes are present within the outer opened envelope containing the EMD, Technical Proposal and Financial Proposal. If any of the envelope is missing, the proposal might be liable to be rejected. Once, the above is confirmed, the EMD envelope shall be opened and verified about the submitted instrument. If the EMD is not found to be in order, the proposal shall be out rightly rejected. Once EMD is confirmed, SUDA will go ahead with the Technical Evaluation process by opening of the Technical Proposal envelope. Scrutiny of proposal, evaluation of the same and recommendation thereafter will be made by SUDA. Details of scoring criteria have been provided in Sl. No. 16 above.
30	Number of Proposals	A Bidder can submit only one proposal. If multiple proposals are submitted, all the proposals shall be out-rightly rejected.

25/1/19

Director, SUDA

Annexure – A

I. Q*ualification Application*
(To be written on the letterhead of the Applicant)

From:
……………………………………..
…………………………………….

To
The Director,
State Urban Development Agency (SUDA), ILGUS Bhawan, HC Block,
Sector III, Salt Lake City, Kolkata - 700106,
West Bengal, India.

Subject: Design**,** Development, Hosting, Maintenance and conductance of Security Audit of the official website of Urban Development & Municipal Affairs Department (UD&MA), Government of West Bengal

Sir,

This is with reference to the tender dated…………….2019 inviting proposal for Design, Development, Hosting, Maintenance and conductance of Security Audit of the official website of Urban Development & Municipal Affairs Department (UD&MA), Government of West Bengal. As specified in the Tender notice, having examined the Statutory, Non statutory documents, I hereby submit all the necessary information and relevant documents for evaluation. The application is made by me /us on behalf of ------------------------------------ in the capacity --- duly authorized to submit the proposal. We believe that we satisfy the eligibility criteria set out in relevant sections of the proposal document.

We propose to submit our proposal as (insert full name of Applying Agency).

We declare that we have not been convicted by a Court of law or indicted or adverse orders passed by a regulatory authority against us which would adversely impact our ability to manage the project if awarded or which relates to a grave offence that outrages the moral sense of the community.

We also declare that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our sister concerns .

We further declare that no investigation by a regulatory authority is pending either against us or against our sister concerns or against our Chief Executive Office (CEO) or any of our Directors/Managers/ employees.

We hereby certify that all the statements made and information supplied in the enclosed forms and accompanying statements are true and correct and complete. I/We have furnished all information and details necessary for the proposal and have no further pertinent information to supply.

We understand that:

(a) Tender Inviting Authority can amend / modify the scope of this project.

(b) Tender Inviting Authority can reject any or all bids without assigning any reason. And also withdraw or cancel the bid process at any stage without any liability of whatsoever nature therefore.

I / We shall be glad to receive further communication on the subject.

Yours faithfully,

Enclosure: As per requirement:-

Authorized   Signatory

Date of Submission

 Signature of applying agency including title and capacity in which application is made.

II. Financial Statement

1.NameofApplyingAgency:

2.Summaryof Turnover generated on the basis of the audited financial statement of the last 0 3 (three)financial years.

	2015-16 (Rs. InLakh)	2016-17 (Rs. InLakh)	2017-18 (Rs. In Lakh)	Average
Annual Turnover				

AverageAnnual TurnoverisXXXX(RsinLakh)

Signed by a Practicing Chartered Accountant

Name:MembershipNo.:

Name of the Firm with Seal

Date_____

Note:ThisformisrequiredtobecertifiedbyapracticingCharteredAccountant

III. Statement of Legal Capacity

(To be forwarded on the letterhead of the entity submitting the Proposal)

Reference No. -----------   Date: --------

To,
The Director,
State Urban Development Agency (SUDA)
ILGUS Bhawan, HC Block, Sector III, Salt Lake City,
Kolkata - 700106,
West Bengal, India.

Sub: Development, Up-gradation, Updation, Maintenance and conductance of Security Audit of the official website of Urban Development & Municipal Affairs Department (UD&MA), Government of West Bengal

Sir,
This is with reference to the advertisement dated …………..2019 inviting proposalforDevelopment, Up-gradation, Updation, Maintenance and conductance of Security Audit of the official website of Urban Development & Municipal Affairs Department (UD&MA), Government of West Bengal.

We have read and understood the contents of the Invitation for proposal and the advertisement and pursuant to this hereby confirm that:

We satisfy the eligibility criteria laid down in the Tender notice.

We have agreed that (insert individual's name) will act as our representative and has been duly authorized* to submit the proposal.

Yours faithfully,

Authorised Signatory
For and on behalf of (Name of the agency)

Please attach a true copy of the Letter of Authorization / Board resolution certified by the authorizedSignatory for the individual bidding company.

IV. Structure &organization

A. Details about the Bidder

1. Name of applying agency:

2.Registered Office Address:
Telephone No.:
Fax No. :
E mail#:
Website:

3.Kolkata Office Address (if any):
Telephone No.:
Fax No. :
E mail#:
Website:

4. Name of the Contact Person for this assignment:
Designation:
Address:
Telephone No. :
Cellphone No.:
E mail:
Fax No. :

Signature of applicant including
title and capacity in which
application is made.

V. Statement of any Indictment

(By any Income Tax, Sales Tax, Customs and Excise Authorities and other Regulatory Authorities) (To be forwarded on the letterhead of the interested entity submitting the Proposal)

Date:

To,
The Director,
State Urban Development Agency (SUDA),
ILGUS Bhawan, HC Block, Sector III,
Salt Lake City, Kolkata - 700106,
West Bengal, India

Sir,

We solemnly declare that there has been no conviction by a court of law or indictment or adverse order or investigation or charge sheet by an agency of the Government, any income tax, sales tax, customs, excise authorities and other regulatory authorities including but not limited to Reserve Bank of India (RBI) and Securities Exchange Board of India (SEBI) against us or our Promoter Group.

We have not been declared ineligible by the Government of India or any State / UT / Local Government for corrupt and fraudulent practices or blacklisted by them.

Yours faithfully,

Signature(s) of Applicant(s)
Seal of applicant Name:
Designation:

VI. Project Experience during the periodLast 05 Years

Please categoriesall the projects into four broad heads given in the table below and mark a tick (√) for each of the projects.

Sl. No.	Name of Project/Assignment and year of completion (write 'ongoing' in case of ongoing project)	Categories		Project Location
		Website Development and Content Management	Website maintenance, hosting , updation and management	
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				

(Bidders MUST maintain the same name and sequence in "detailed project experience" in Annexure B No. I)

Annexure – B

I. Detailed Project Experience during theperiod of Last 05 Years

(Bidders MUST maintain the same name and sequence of projects as it has been given in Annexure A. No. VI)

Assignment name:	Approx. value of the contract (in Rs):
Country:	Location within Country:
Name of Client:	Total No of person-months of the assignment:
Address of Client:	
Start date (month/year): Completion date (month/year):	No of person-months provided by your firm:
Approx. value of the services provided by your firm under the contract (in Rs.):	
Name of Senior Staff involved from your firm and positions held in this project:	
Narrative description of project in brief:	
Description of actual services provided by your firm in the assignment:	
Whether the assignment is completed or continuing:	
Explanation on how it meets the eligibility criteria:	

Annexure C - Financial Proposal Submission Form
THIS IS TO BE SUBMITTED IN A SEPARATE ENVELOPE AND NOT WITH THE
TECHNICAL PROPOSAL

FINANCIAL BID LETTER & FORMAT FOR PRICE OFFER

To,
The Director,
State Urban Development Agency (SUDA)
ILGUS Bhawan, HC Block, Sector III, Salt Lake City,
Kolkata - 700106,
West Bengal, India.

Sub: Development, Up-gradation, Updation, Maintenance and conductance of Security Audit of
the official website of Urban Development & Municipal Affairs Department (UD&MA),
Government of West Bengal – Financial Proposal

As a part of the Bid for Development, Up-gradation, Updation, Maintenance and conductance of
Security Audit of the official website of Urban Development & Municipal Affairs Department
(UD&MA), Government of West Bengal

We quote Rs._____ (in words) (In figures:
Rupees._____only) for undertaking the aforesaid Project in accordance with the Tender
Documents.

Our financial proposal is inclusive of all taxes, GST, duties and all other costs/expenses related
to delivering of the Services as per the Scope of Work and we confirmed that no other payment
whatsoever shall be made by SUDA on account of this service over and above the offered
price/financial proposal.

We agree to bind by this offer and other terms and conditions as stipulated, if we are selected as
the Preferred Bidder.

FOR AND ON BEHALF OF _____

SIGNATURE _____

NAME _____

DESIGNATION _____

COMPANY SEAL   COMPANY _____

DATE _____

State Urban Development Agency
'ILGUS BHAWAN', HC Block, Sector III, Bidhannagar, Kolkata – 700106

Email: wbsudadir@gmail.com

Memo No. 296/2019/1827　　　　　　　　　　　　　　　　Date 29/01/2019

Copy forwarded for information and wide circulation to :

1) **Sri S. Datta, Joint Secretary, UD & MA Department, Govt of West Bengal**
2) **Director, Directorate of Local Bodies, Govt of West Bengal**
3) **Director, ILGUS, Govt of West Bengal**
4) **Joint Director (SD), SUDA**
5) **Deputy Director, SUDA**
6) **Chief Engineer. MED**
7) **Financial Adviser, SUDA**
8) **Finance Officer, SUDA**
9) **OSD & Administrative Officer, SUDA**
10) **Technology Upgaradation Officer,SUDA**
11) **Software Manager, SUDA**
12) **Computer Programmer, SUDA**
13) **Notice Board**

　　　　　　　　　　　　　　　　　　　　　　　　　　25/1/19

　　　　　　　　　　　　　　　　　　　　　Director, SUDA

No.405 /JS(IT) /IT/P/25/2008(Vol.III)   Dated: Kolkata, the 17th October, 2016.

From: D. Bandyopadhyay,
     Joint Secretary to the Government of West Bengal

To: The Additional Chief Secretary/ Principal Secretary/ Secretary/ District Magistrate

Sub: Website Guidelines for Departmental/ District Portals under Government of West Bengal for Similar Look And Feel to the State Portal.
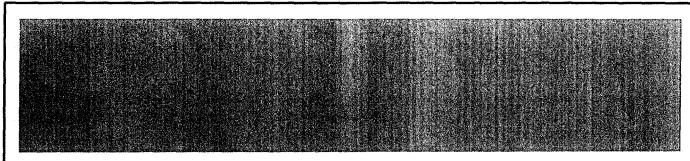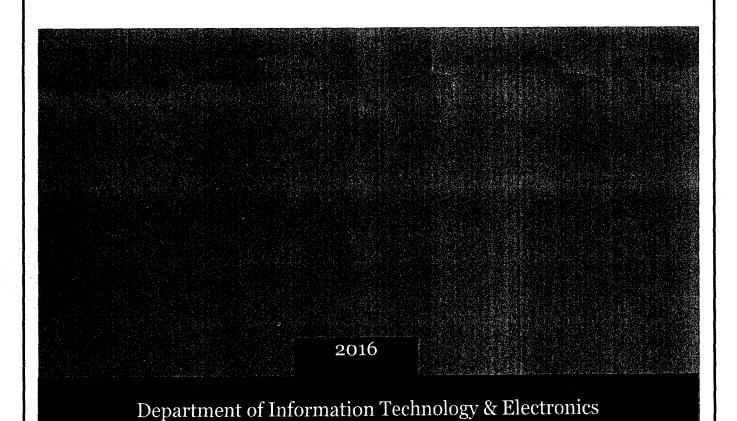
Madam/ Sir,

          It has been observed that many departments and districts have their own websites, largely based on non-standard designs and are not in concurrence with the State Portal Framework as enjoined by the Department of Electronics and Telecommunication, Govt. of India.

          It has been decided that all District websites shall be transformed to have look and feel as well as standards in line with State Portal and Departmental websites will have similar look and feel as State Portal as well.

          Accordingly, document related to Website Guidelines for Departmental/ District Portal under Government of West Bengal for similar look and feel to the State Portal along with the Colour Codes and Images is enclosed for your necessary action. This document contains a brief set of guidelines that are required to be followed by the Departments/ Districts under the State of West Bengal for Website/ Portal Development and / or Enhancement of their respective existing websites, if any.

Enclo: a/a

Yours faithfully,

Joint Secretary to the
Government of West Bengal

WEBSITE GUIDELINES FOR DEPARTMENTAL/ DISTRICT PORTALS UNDER GOVERNMENT OF WEST BENGAL FOR SIMILAR LOOK AND FEEL TO THE STATE PORTAL

2016

Department of Information Technology & Electronics
Government of West Bengal

Website Guidelines for Departmental Portals under Government of West Bengal for Similar Look and Feel to the State Portal

Department of Information Technology & Electronics, Government of West Bengal

Contents

Website Guidelines for Departmental Portals under Government of West Bengal for Similar Look and Feel to the State Portal

Department of Information Technology & Electronics Government of West Bengal

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Website Guidelines for Departmental Portals under Government of West Bengal for Similar Look and Feel to the State Portal

Department of Information Technology & Electronics, Government of West Bengal

DISCLAIMER

This Document lists Government of West Bengal Guidelines for Websites. The purpose of this Document is to provide the readers an understanding of the Guidelines that are required to be followed while developing/ enhancing a Departmental/ District Website/ Portal.

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Website Guidelines for Departmental Portals under Government of West Bengal for Similar Look and Feel to the State Portal

Department of Information Technology & Electronics, Government of West Bengal

1. Introduction

This document contains a brief set of guidelines that are required to be followed by the Departments/ Districts under the State of West Bengal for Website/ Portal Development and/ or Enhancement of their respective existing websites, if any. The document provides guidelines with respect to design and aesthetics against the various commonly referred sections of a website/ portal.

The guidelines enlisted herein are derived to ensure that all Departments/ Districts across the State shall have an identical visual feel for their respective websites. The end user navigating various websites across Government Departments should be exposed to a similar look & feel which will impart a semblance of uniqueness.

The objective is to ensure ease in browsing the websites, showcase inclusivity & uniformity and establish & strengthen branding of the State.

Apart from the guidelines given below, reference can also be drawn from **https://wb.gov.in/portal**.

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2. Guidelines

2.1. Header

Guideline 1a: Header of the site shall be black in color.

Guideline 1b: The Header shall have a search box on the right (with a search button).

Guideline 1c: There should be a tool for increasing or decreasing the font size (A+, A, A-)

Illustrative Image 1

Guideline 1d: Descriptive, recognizable link labels should be used. Links should not be labelled with jargons or unfamiliar terms.

Guideline 1e: The label links should be left-justified to make them more easily identifiable.

Guideline 1f: The links should be presented in priority order, with higher-demand links appearing farther to the left, and lower-demand links should appear farther to the right.

2.2. Top Frame

Guideline 2a: The top frame of the website shall have three horizontal segments. The National Emblem (link to https://india.gov.in/) must be on the left most side.

Guideline 2b: The Department/ District name shall be in the middle of the frame, below the text 'EGIYE BANGLA' and 'e-Bangla' and replacing the text 'The official portal of the Government of West Bengal'.

Guideline 2c: The Biswa Bangla logo (link to https://www.biswabangla.in/) shall be at the rightmost segment of the frame.

Illustrative Image 2

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2.3. Top Menu Bar

Guideline 3a: The top menu bar shall have 'Home' as the left most menu item followed by department/ district specific menus.

Guideline 3b: The right most menus shall be 'Document', 'Information' and 'Others' respectively.

Guideline 3c: On hovering the mouse pointer above each menu, the submenus under each menu should be displayed.

HOME

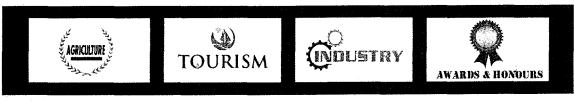Illustrative Image 3

2.4. Main Body

It is suggested that the area below the top menu has a series of scrolling images relevant to the Department/ District, followed by link to 'E-Services'.

It is further suggested that the main body contains:

- Events, State Holidays, News Letter, FAQ etc.
- Informative Tabs like Schemes, Photos, Video, Audio, Live.
- News updates

Guideline 4a: The area below the above section shall be divided in required number of parts with logos of different departments and links to the respective department portals.

AGRICULTURE   TOURISM   INDUSTRY   AWARDS & HONOURS

Illustrative Image 4

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Guideline 4b: The above section should be followed by the graphic as depicted below. It should be the same across all department portals across the State.

Illustrative Image 5

Guideline 4c: The area below the above section shall have links to various state run/central initiatives.

Illustrative Image 6

2.5. Footer

Footers serve site visitors who arrive at the bottom of a page without finding what they want.

Guideline 5a: The website footer shall contain the following at the minimum:

- Home
- Copyright Policy
- About the Portal
- Site Map
- Terms of Use
- Feedback
- Help
- Contact Us
- Downloads

Guideline 5b: Links to disclaimers and legal content can be made available in the footer.

Guideline 5c: The "newsletter sign up" feature, (if it is one of the website's goals to get visitors to sign up for a newsletter) should appear in the footer.

Guideline 5d: Important contact information should be limited to general email or phone numbers, which should be clickable links to dial from a mobile phone. Physical addresses should live on contact pages users can navigate to from the available links.

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2.6. Social Media Links

It is suggested that each Department/ District has an active social media handle, linked to Facebook, Twitter and YouTube with the corresponding icons fixed on the right of the Website. However, this is optional and does not form part of the Government of West Bengal Guidelines for Websites.

Illustrative Image 7

2.7. Fonts, Links, Colors and Appearances

Guideline 6a: The color combination for the Departmental/ District portal should be the same as the ones used for the State Portal with minor variations in shades. The objective is to not include a color that that significantly varies with that of the State portal.

Guideline 6b: The font type and font size should be the same as the ones used for the State Portal.

Guideline 6c: The width of frames, menu bars, labels, text boxes, different sections, icons, images along with the spacing index from adjacent items should be similar to the State Portal.

Guideline 6d: A link should appear as link. Also, a previously visited link should appear as visited link.

Guideline 6e: Accessibility: Users should be able to identify links without relying on color alone and should be able to activate a link when pressing 'Enter' from the keyboard.

2.8. Lists

Lists can be ordered or unordered.

An ordered list is:

1. Item 1
2. Item 2

An unordered list is:

- Item 1
- Item 2

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| Guideline 7a: | Sentence case should be used and the lists must begin with a capital letter. |
| Guideline 7b: | Punctuations should be used, as appropriate. Sentences should terminate with a period. However, when phrases are used in lists, they should not end with a period and a new phrase (if used) in the same list item should be preceded by a semi colon and a space, thereby indicating a different phrase in the same line item but relevant to the context. |

2.9. Buttons

Guideline 8a:	The buttons should look clickable. Color variations should be used to distinguish hover, active and disabled states.
Guideline 8b:	Usage of too many buttons on a page should be avoided.
Guideline 8c:	Sentence case should be used for button labels.
Guideline 8d:	Button labels should be as short as possible with "trigger words" that the users will recognize to clearly explain what will happen when the button is clicked (for example, "download," "view" or "sign up").
Guideline 8e:	The first word of the button's label should be a verb, if possible. For example, instead of "Complaint Filing" label the button "File a complaint."
Guideline 8f:	Commonly recognizable icons should be used instead of buttons, like for "download" etc.

2.10. Alerts

Alerts keep users informed of important and sometimes time-sensitive changes.

Recommended Alert Icons and their relevance:

Alert Icon	Usage
✔	Success Status
⚠	Warning Status
❗	Error Status
ℹ	Information Status

Guideline 9a:	The message should be concise without jargons and computer codes.
Guideline 9b:	The error messages should be polite, indicate the cause and not the user's fault.
Guideline 9c:	Users generally won't read documentation but will read a message that helps them resolve an error; hence it is advisable to include some educational material in the error message.
Guideline 9d:	Allow a user to dismiss a notification wherever appropriate.

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2.11. Form Controls

2.11.1. Text Input

Guideline 10a: The length of the text input provides a hint to users as to how much text to write. The text box sizes should be as necessary and not unnecessarily long.

Guideline 10b: The error validation messages or stylings should be displayed after a user has interacted with a particular field.

2.11.2. Dropdown

A dropdown allows users to select one (or more) option(s) from a list.

Guideline 11a: When most users pick a particular option, it should be made the default.

Guideline 11b: Don't use JavaScript to automatically submit the form (or do anything else) when an option is selected. Offer a "submit" button at the end of the form instead. Users often change their choices multiple times.

2.11.3. Checkboxes

Checkboxes allow users to select one or more options from a visible list.

Guideline 12a: Users should be able to tap on or click on either the text label or the checkbox to select or deselect an option.

Guideline 12b: The options should be listed vertically if possible; horizontal listings can make it difficult to tell which label pertains to which checkbox.

2.11.4. Radio buttons

Radio buttons allow users to see all available choices at once and select exactly one option.

Guideline 13a: Users should be able to tap on or click on either the text "label" or the radio button to select or deselect an option.

Guideline 13b: The Options should be listed vertically as the Options that are listed vertically are easier to read than those that are listed horizontally. Horizontal listings can make it difficult to tell which label pertains to which radio button.

2.11.5. Date input

Guideline 14:   Each of the Date fields should be labelled appropriately as the date format differs from one country to another.

2.11.6. Side Navigation

Guideline 15a: The "active" state should be used to indicate where a user is within the navigational hierarchy and to indicate which page the user has navigated to.

Guideline 15b: The navigation links should be short.

Guideline 15c: If the navigation hierarchy is too deep, users may miss certain items. There must be a right balance between breadth and depth.

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3. Note

1. CSS for the website may be shared by the Department of Information Technology & Electronics, Government of West Bengal, on request.

2. All websites must conform to the visual identity of https://wb.gov.in/portal

3. The website should be compliant with Guidelines for Indian Government Websites (GIGW).

4. In case of any conflicts between the GIGW Guidelines and the Guidelines mentioned above, the guidelines mentioned in this document shall be considered.

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4. Reference Website

https://wb.gov.in/portal

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Appendix A – Colour Codes and Images used in the State Portal

Menu Tab:

Background Colour Code:	#0F3F98
Selected Menu Colour Code:	#728EC3
Unselected Menu Colour Code:	#1e83f1

Images:

S. No.	Image Name	Image
1.	Banner	EGIYE BANGLA e - Bangla
2.	india.gov.in	india.gov.in
3.	india.gov.in_mp	india.gov.in
4.	NeGP	राष्ट्रीय ई-गवर्नेंस योजना National e-Governance Plan Public services closer home
5.	VCSS	W3C CSS
6.	WB Map_Logo	WEST BENGAL MAP
7.	WB Tourism_Logo	WEST BENGAL TOURISM
8.	WBSWAN	WBSWAN