Notice Inviting Quotations

For

<u>Development of NCPUL BLOG</u>

NATIONAL COUNCIL FOR PROMOTION OF URDU LANGUAGE (NCPUL)

MINISTRY OF EDUCATION, GOVT. OF INDIA. FC-33/9, INSTITUTIONAL AREA, JASOLA, NEW DELHI-110025.

Tel. No.: 011-011-49539075 Fax: 011- 49539099

E-Mail: webmaster@ncpul.in Website: **http://www.urducouncil.nic.in**

Chapter-1: Instructions to Bidders

1.1   Notice Inviting Quotations

National Council for Promotion of Urdu Language (NCPUL), New Delhi invites quotations for the Development of NCPUL BLOG. Interested participants fill application form along with related documents and submit in the given NCPUL address.

The details are summarized in the below table.

a)	Name of Work	**Development of NCPUL BLOG**
b)	Proposals submission	Proposals can be submitted only offline on or before **17:00 hours on 01/05/2023** at Farogh-e-Urdu Bhawan FC - 33/9, Institutional Area, Jasola, New Delhi - 110025

Note: In case any further detail is required, the same can be collected from the office of the Director, NCPUL, FC-33/9, Institutional Area, Jasola, New Delhi-110025 or call (Tel. No.: 011-49539075) from **11/04/2023** to **01/05/2023** (except Saturday and Sunday). Between 10.00 am to 05:30 pm hours.

Director,NCPUL,
New Delhi

Chapter 2: Application form for NCPUL Blog

<div align="center">

NATIONAL COUNCIL FOR PROMOTION OF URDU LANGUAGE, DELHI
FC-33/9, Institutional Area, Jasola New Delhi, Delhi 110025

GENERAL Details of the applicant

</div>

It is essential to fill all columns of the application. Each page of the application form to be signed by the authorized signatory. Attach separate sheets to fill the details, wherever required.

1.   Name of the Company   _____

2.   Company Address: _____
                                                                 _____

3.   Office Address: _____
                                                                 _____

4.   Telephone Number   _____

5.   E-mail Address: _____

6.   Fax Number   _____

7.   Ownership Details
        (a) If company, name of the Managing Director   _____
        (b) If partnership concern, name of the Partners   _____

8.   Name and address of bank   _____

9.   Is the Company, on the panel of
        NIC and any other Govt.   _____
        organization

10.   Given the details of the Similar   _____

        work Projects/Websites of any   _____

        government organization done by   _____

        Company (Attach the Documents
        with Technical Proposal)

11.   Total number of employees   _____
        (a) Managerial and Supervisory   _____
        (b) Skilled & Semi-skilled   _____
        (c) Others   _____
        (d) Urdu knowing employee   _____

12.   GST/TIN No. Issued by Sale Tax Deptt.   _____

13.   Has Company has been black listed by
        any Government Organization   _____

14.   Authorized person to whom authority was given
        to sign the tender document.   _____

Scope of work:

Here are the brief features we are proposing to incorporate:

1.	**Design andBranding**	Modern branding and design, reflecting the unique personality and brand of NCPUL and it's for Urdumagazines. Clean, modern, and user-friendly withkeyword details to encourage the interest of Urdu readers.
2.	**Magazines**	Separate archival sections for each magazine, Urdu Duniya, Bachhon Ki Duniya, Khawateen Duniya, Fikro Tahqeeq with custom layouts, filters, advanced search (by name,month, year, writer, title and broad keywords of urdu) and SEO anduser-friendly structure.
3.	**Content segregation based on categories, tags,themes, authors etc.**	Categorization and tagging of Unicode articles for better re-organization and navigation based on categories, tags, themes, authors, etc.
4.	**SEO Optimization**	Optimization for search engines such as Google to improve visibility and attract more visitors.
5.	**Regular emailandnewsletters**	Newsletter feature for connecting with the audience andkeeping them informed about news and updates from NCPUL and its magazines.
6.	**Advanced Search**	Custom search feature with advanced filtering and sorting options for each of the magazine and overall website content.
7.	**Responsive Design**	Designed to look great on all devices, from desktops to smartphones.
8.	**User Account Management [optional]**	Visitors can create accounts to save articles, receivenewsletters, and participate in online discussions and forums if any.
9.	**E-commerceIntegration [optional]**	Integration of e-commerce platform for selling digital or physical products directly from the website.
10.	**Content Management System (CMS)**	Easier management of website and content Open Source Content Management System .
11.	**User Feedback and Reviews**	Feature for visitors to provide feedback and reviews.
12.	**Analytics and Reporting**	Advanced analytics and reporting tools for valuable insights into website performance and user behavior.

13.	**Social Media Integration**	Integration with social media platforms such asFacebook, Twitter, and Instagram.
14.	**Video Integration**	Integration of videos for engaging visitors andincreasing time spent on the site.
15.	**Image Gallery**	Image gallery to showcase work, products, orservices.

Urdu-Specific Promotional Features and Resources [optional]

16.	**Urdu Font Support**	Support for multiple Urdu fonts for correct and legible display of text.
17.	**Urdu LanguageLearning Resources**	Incorporation of resources for learning Urdu alreadydeveloped and hosted on the main website.
18.	**Urdu Language Resources**	Making available the collection and aggregation of resources such as books, dictionaries, reference andlanguage learning materials.
19.	**Urdu News and Events**	Section featuring news and events related to Urdu Language and literature at NCPUL and outside (PTI News Events).
20.	**Urdu Book Club**	Virtual book club for discussion of Urdu literature.
21.	**Urdu Poetry and Lyrics**	Section featuring Urdu poetry and lyrics.
22.	**Urdu Language Proficiency Tests**	Online tests and quizzes, games as well as fun trivia for evaluating proficiency in Urdu and engaging and retaining site visitors.

Other Features

23.	**Interactive MultimediaContent**	Incorporation of interactive multimedia contentsuch as videos, podcasts, and galleries.
24.	**Personalized Recommendations**	Personalized content recommendations based on interest and viewing history.
25.	**Virtual Events**	Ability to host virtual events.
26	**Audio Narration**	Add an option for audio narration of articles and other content for visually impaired visitors.

Security Features

27	**Secure Hosting:**	Ensure that the website and blog are hosted on a secure server with proper firewalls, security patches, and SSL encryption.

29	**Secure Login for Administrator:**	Implement secure login credentials, such as strong passwords and two-factor authentication, to prevent unauthorized access.
30	**Spam Protection:**	Use anti-spam software to prevent spam comments and spam emails from being posted on the blog.
31	**Regular Updates:**	Keep the website and blog platform, themes, and plugins updated with the latest security patches and bug fixes.
32	**Automated Backup and Recovery:**	Implement automated regular backups of the website and blog data to ensure quick recovery in case of data loss due to cyber attacks or hardware failures. Email alert to be sent to the designated NCPUL Officer.
33	**User Roles and Permissions:**	Assign appropriate user roles and permissions to control who can access and modify the website and blog content.
34	**Content Moderation:**	Moderate user-generated content such as comments and guest posts to ensure that they do not contain spam, malicious links, or inappropriate content.
36	**Website Firewall:**	Use a website firewall to monitor incoming traffic and block suspicious activities such as hacking attempts and malware infections.

Other Terms & Conditions:

1-Technical & Financial Proposal should be submitted in two separate sealed covers. First cover containing, "TECHNICAL quotation", should provide only technical specification and related system offered along with literature, templates, pamphlets, drawing etc. This cover should contain complete technical specifications of the proposed solution. Soft copies of the bid documents in MS word and proposed solution in CD/ Pen-drive along with hard copy must be submitted.

Second cover containing, "FINANCIAL quotation" should provide only Price (Manpower requirement wise). In case is/there are any item(s) which is/are necessary in the efficient running of the solution, the prices must be quoted for such item(s) only in financial bid and specifications of these must to be mentioned in the Technical Bid.

2-Both the covers should first be sealed separately, and then both the covers should be kept in a single sealed bigger envelop. This envelope should be addressed to, **Director, National Council for Promotion of Urdu Language, Urdu Bhavan, FC-33/9, Institutional Area, Jasola, New Delhi-110 025 mentioning In cover Quotation for development of NCPUL Blog.**

3-The rates should be quoted in Indian Rupees (INR). All prices shall be final and shall not be subject to escalation of any kind. Quoted prices should be inclusive of all statutory taxes, fees, duties, levies, charges, surcharges and other components etc. The bidder shall not ask for any extra / increased payment under any head.

4-The NCPUL shall not be liable for any postal delays and quotation received after the stipulated time/date shall not be entertained

5-For any details /clarifications pertaining to quotation, Office of Shri Shahnawaz Mohammad Khurram, Research Officer, Web & Language Technology Section in NCPUL (Ph. No. 011- 49539075, E-Mail: webmaster@ncpul.in) may be contacted.

6- It is essential that the employees in the company have a working knowledge of Urdu and the bidder must possess prior experience in developing Urdu websites.

7- The NCPUL is not provided the Hosting Space at the time of deployment.

Warranty Standard:

Warranty for a period of one year after completion of the work, for supplied Websites. During warranty period selected bidder shall cater all technical issues like not opening of webpage/file, corruption of file, image/text deterioration etc. The defects, if any shall be attended to within 24 (twenty-four) working hours and must be resolved within next two (2) working days. AMC for the first year to after expire of warranty period must not exceed 10% of the development Charge and annual increment not exceed more than 10% thereafter.

The NCPUL also reserves the right to discontinue the project in full and/or part (including warranty period and ATS) without assigning any reason and such decision shall be final.

PERIOD OF COMPLETION:

The entire work is required to be completed in all respects within 2 months from the date of issue of the acceptance letter. Time is the essence of contract. The participant will be required to maintain speedy and required Progress to the satisfactions of NCPUL to ensure that the work will be completed in all respects within the stipulated period failing which action may be taken by the NCPUL.

PAYMENT TERMS:

Payment will be done after completion and Launching the website and 1 month's success full operation

TRAINING:

For smooth operation of website proper training of its staff shall have to be provided at NCPUL office.

Financial Bid

for

"Development of NCPUL BLOG"

Dear Sir,

We have understood the instructions and the terms and conditions mentioned in the Proposal Document and have thoroughly examined and are fully aware of the proposal of work required. We are hereby submitting our "Financial Proposal" as per prescribed format.

Sl. No.	Category	Total in INR (in Figures)	Total in Rupees in words
1.	Financial proposal for Development of NCPUL BLOG. (The lump sum quote should be inclusive of all relevant expenses which are required for the development of Project).		
3.	Tax Liabilities GST (as applicable) Total in Figures		
	Total Financial Proposal inclusive of all taxes in Figures		
	Total Financial Proposal inclusive of all taxes in Words		

For and on behalf of:

Signature:
 (Authorized Signatory)
 Name of the Person:
Designation: