

	<p>भारतीय प्रौद्योगिकी संस्थान मद्रास चेन्नै 600 036 <b>INDIAN INSTITUTE OF TECHNOLOGY MADRAS</b> Chennai 600 036 भंडार एवं क्रय अनुभाग <b>STORES &amp; PURCHASE SECTION</b> Email: <a href="mailto:adstores@iitm.ac.in">adstores@iitm.ac.in</a> दूरभाष: (044) 2257 8285 / 8286 / 8287 / 8288 फ़ैक्स: (044) 2257 8292 Telephone : (044) 2257 8285/8286/8287/8288 FAX: (044) 2257 8292 GSTIN: 33AAAAI3615G1Z6</p>	
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EOI Ref. No. IITM/SPS/EOI-Website Redesign/006/2020-21

Dated 02.12.2020

## **Notice Inviting Expression of Interest from Professional Firm for Redesign of the Heritage Centre — IIT Madras Website**

### **1 PROJECT OVERVIEW**

#### **Statement of Purpose**

The Indian Institute of Technology Madras (IIT Madras) seeks vendors to respond to this Expression of Interest (EOI) for designing and developing a website ([heritage.iitm.ac.in](http://heritage.iitm.ac.in)) for the Heritage Centre of IIT Madras. The work must be completed and delivered by 31 March 2021. The website will be a digital twin of the physical Heritage Centre on campus. It must be dynamic, and VR/3D-powered for optimum user experience.

The browser-independent website must function as a key information resource and experience repository for the Heritage Centre, IIT Madras and its rich collection of artefacts, photographs and memorabilia. The proposed website should present a clear, intuitive and easily-searchable design so that students, faculty, alumni and other visitors are able to seek a virtual experience of the Heritage Centre and access articles, videos, audios and photographs (soft copies) in the collections of the Heritage Centre. Those who are interested in visiting the Heritage Centre in person should be able to know the timings and co-ordinates for convenience.

### **2 PROJECT BACKGROUND**

#### **About the Heritage Centre—IIT Madras**

The Heritage Centre is a unique facility among the Indian Institutes of Technology. It is a repository of material of heritage value and historical significance of IIT Madras. The Heritage Centre was formally inaugurated in 2006. The Centre is located on the ground floor of the administration building.

The Heritage Centre holds many artefacts of heritage value. The Centre has a collection of some 10,000 photographs, from the 1960s to the present. The Heritage Centre also has a collection of student and alumnus publications. The Heritage Centre has an Oral History programme wherein videos interviews, conversations and talks (about IIT Madras history) involving senior alumni and faculty members are recorded. Periodically, the Heritage Centre organises thematic exhibitions, talks and workshops.

In 2015 the photographs of the Heritage Centre were digitised. [heritage.iitm.ac.in/](http://heritage.iitm.ac.in/) is the official website of the Heritage Centre. This website provides information about the physical space, visitors and events of the Heritage Centre. It also makes available online digitised photographs and publications and the Oral History and other videos.

## **Target Audience**

The audience of the Heritage Centre's website consists of

- Students, employees and their families
- Alumni and ex-employees
- Academic peers and industry
- The general public.

## **Details of Current Website**

The existing website at [heritage.iitm.ac.in](http://heritage.iitm.ac.in) was launched on 3 March 2016. It is built on a custom-developed content management system according to the requirements and specifications of the Heritage Centre. It uses an MVC framework, and the metadata is in json files.

The design of the current website is focussed on static presentation of content. It has limited interactivity (restricted to a search facility, which is based on metadata).

## **Goals and Objectives**

The existing website needs to be redesigned and restructured to provide an interactive experience with integrated virtual reality (VR). Two options will be provided to the user: (1) a fully-VR website with embedded browse/search facilities and (2) a website with embedded VR. The user can select either option through a click and switch to the other option at any time in the user experience.

## **Digital Twin**

The new website should incorporate all current website content (such as the digitised photographs, videos and publications) and primary web services (such as browsing and searching the collections), and in addition should begin to serve as the digital twin of the physical Heritage Centre on campus. The user experience must reflect a visit to the physical premises of the Heritage Centre.

## **Scalability**

The new website must be scalable so as to handle the addition of new sections, content and features. It must be compatible with all commonly used browsers and operating systems.

## User Experience

The website must replicate the following characteristics of the physical Heritage Centre.

- The “Wow!” factor: The website should meet global standards befitting an Institution of Eminence.
- It must enable virtual access to the history and heritage of IIT Madras, as well as to the present (with links to the future).
- It must inspire nostalgia and pride in alumni accessing it from various locations worldwide.
- It must ensure appeal and customized navigation options to diverse visitors. The user experience should be selectable. Alumni/students/faculty members/parents/general public should get their respective experiences.
- It must provide the “touch and feel” of the physical Heritage Centre and the campus in its design and appearance.
- It must replicate the top four emotions that visitors experience when they enter the physical Heritage Centre: (1) nostalgia, (2) pride, (3) excitement and (4) a sense of history.

## Themes

The following five thematic clusters must be easily accessible in the website via prominent tabs:

1. *Evolution* from inception to the present day (institutional, technological, pedagogical, etc.)
2. *Impact* on society (tech for good, industry and academic partnerships, setting global standards and benchmarks)
3. *People* (alumni, stories of transformation, staff, faculty, Directors, diversity)
4. *Culture* (student life; cultural, literary and sports activities; lingo; fashion, etc.)
5. *Campus* layout and life (wildlife, eateries, etc.)

## Audio-Visual Experience

Here are some key attributes that the website must display:

- *Relevance* to the present (and the future)
- *Immersive* and visitor-centric navigation
- *Multiple modes of visitor engagement* (e.g., VR, photos, videos) to enrich their experience.

## Catering to Visitors

The new website should support the following goals of visitors:

- *Engage* all categories of visitors with relevant information
- *Be mobile-first and responsive*: a mobile experience that adapts to laptops
- *Follow universal design principles* to maximize accessibility
- *Support-smooth navigation*
- *Promote user engagement* and social sharing.

One of the key requirements is to have a content framework-based approach where the contents of the website can be updated as required by the Heritage Centre's leadership team. The website must enable the Centre's staff to modify it as required to reflect the latest information. They must be able to enhance the metadata relating to individual exhibits (including photographs, videos, artefacts) so that the power of the search facility is improved. Admin users of the IIT Madras Heritage Centre must be given an appropriate tool set to completely modify the contents on their own, with ease, without any dependence on external vendors. The content framework must have a clear focus on presenting the historic information, communicating the institute's heritage as interactive capsules, that can be consumed very easily in order to attract more visitors to the site.

The content must be made immersive and interactive to enable the following:

- Presenting the information in an immersive and interactive form, where it is proven that the impact and retention level is about 90%
- Enabling an immersive and interactive experience in which contents can be explored at the user's own pace
- Creating a virtual digital world that mimics the physical world, providing visitors a virtual, near-real experience of visiting the physical space
- Leveraging appropriate latest technologies to make the navigation of the site and the user experience enriching, enjoyable and purposeful.

## Competitive Set

The following are comparable websites that may be used as references

1. Smithsonian Natural History Museum (virtual tours):  
[https://naturalhistory2.si.edu/vt3/NMNH/z\\_tour-022.html](https://naturalhistory2.si.edu/vt3/NMNH/z_tour-022.html)
2. The British Library (photo archive):  
<http://www.bl.uk/onlinegallery/onlineex/apac/photocoll/g/019pho00000248u00039000.html>

## 3 PROJECT SCOPE

The website of the Heritage Centre is to be re-designed to be more interactive overall and to provide a high level of visitor immersion. The visitor to the site should be able to navigate through the virtual Heritage Centre to view digital representations of the physical exhibits as in the website of the Smithsonian Natural History Museum (<https://naturalhistory.si.edu/visit/virtual-tour>).

## Existing Content

The website must retain the following sections (available in the present website): (1) About, (2) Events, (3) Visitors, (4) Recent Additions and (5) Distinguished Alumnus Awardees. These sections should be accommodated and presented suitably.

The website should make available the following collections of the Heritage Centre (available in the present website): (1) Photographs, (2) Publications, (3) Oral History Videos and (4) Other Videos. The manner in which these are presented can be different. The photographic and other collections can be provided access at suitable locations in the virtual space. From these access points, visitors must be able to browse through the collections or search them. The contents of these collections should be searchable as in the site of the British Library's photographic section:

[https://imagesonline.bl.uk/?\\_ga=2.130763855.1703076774.1602662079-1626372873.1593070226](https://imagesonline.bl.uk/?_ga=2.130763855.1703076774.1602662079-1626372873.1593070226).

## New Sections

- The website should have a new section, the IIT Madras History Project. This will be similar to the Indian Memory Project (<https://www.indianmemoryproject.com/>). The website should also have a “Metadata-Required” section that provides a means of contributing information to the Heritage Centre about specific items in the collections. The site should have a “Contribute to the Heritage Centre” section through which users can contribute digital material and monetary support.
- The Heritage Centre organizes thematic exhibitions periodically. Past exhibitions should be accommodated in the website, as in the website of the Smithsonian Natural History Museum. A provision should be made to accommodate online the thematic exhibitions that are organized in the future.

Some items (which will be listed by the Heritage Centre separately) are to be exhibited in 3D using VR.

## Functional Requirements

- The redesigned website should be such that once it is hosted online, it can be maintained easily by the Heritage Centre. An operation manual must be delivered.
- The website should be secure against viruses, hacking attacks, etc.
- The site should be easily accessible on all platforms and devices.

## Milestones

The website will be created in three stages: (1) structure; (2) design; and (3) content. The progress through the stages will be subject to approval by IIT Madras. The selected vendor will present a choice of designs (stage (2)) to IIT Madras.

Hand-over period: xxxxx

Maintenance period: xxxxx

## 4 VENDOR ELIGIBILITY/PRE-QUALIFICATION CRITERIA

- The bidder should be registered in India and should be a 100% subsidiary of the parent company, if applicable. Necessary proof to be attached.
- The vendor must be located in Chennai or must have executed projects for clients in distant locations. (Proof of registered office in Chennai or proof of servicing clients in distant locations by the bidder must be submitted (work order/project completion certificate (copy to be attached))).
- The bidder should have an annual financial turnover of Rs.100 lakhs during the last 3 years ending 31.3.2020. This should be certified by a chartered accountant. The necessary final account statement should be attached.
- The vendor organization must have been in the web design and development business, with experience in VR, for the last 3 years from the date of closing of this tender (relevant documentary proof of previous projects executed/agreement copies pertaining to the last 3 years' work, etc. should be submitted).
- At least three projects of similar size, scale and functionality equivalent to the work now called for in this tender must have been successfully carried out (relevant document proof should be submitted in this regard).
- The vendor must have a well-qualified and experienced design and service team to execute the project. The vendor must include the LinkedIn profiles of the team members who participated in previous projects for different organizations mentioning the details of the project.
- Profiles of major clients' projects handled in the past 3 years, supported by necessary documentation and links to the web portals, should be submitted.
- Performance reports issued by the clients in respect of completed works mentioned in the vendor eligibility criteria should be attached.
- A brief submission/write up as a response to the enquiry issued in the "Expression of Interest" for Redesign of the Heritage Centre – IIT Madras website should be submitted to provide an understanding of the proposed project by the bidder. The EoI must specifically address the specifications set out and map these to the bidder's capabilities.

## 5 PRE-BID MEETING

Due to the COVID-19 pandemic restrictions, the pre-bid meeting will be conducted via Google Meet on 8<sup>th</sup> December 2020 @ 3:00 PM. Please use this link to join the meeting

<http://meet.google.com/haa-zmoh-jsj>

Bidders are requested to join Google Meet before 2.45 PM on 8<sup>th</sup> December 2020 and register their participation with contact details. The bidders will have to ensure that their queries for the pre-bid meeting reach [adstores@iitm.ac.in](mailto:adstores@iitm.ac.in) latest by 7<sup>th</sup> December 2020.

All queries to be raised in the pre-bid meeting will relate to the enquiry published in the EoI alone and no queries related to detailed analysis of the scope of work, payment terms and mode of selection will not be entertained.

## 6 SUBMISSION OF EOI

The bidder are requested to submit the compliance sheet along with document proof as per proforma given in the Annexure. The relevant page number of the attachment should be clearly mentioned in the Annexure.

The EoI should be placed in one big cover and sealed with the superscription on the left hand side as "*Expression of Interest from Professional Firm for Redesign of the Heritage Centre — IIT Madras Website*". The EoI is due on 15<sup>th</sup> December 2020 at 2.00 PM.

The tender should be sent to: **Dr. Jane Prasad, IP&T AFS**  
**Registrar**  
**1<sup>st</sup> Floor, Administration Building**  
**Indian Institute of Technology Madras**  
**Chennai—600036**

Right is reserved to ignore any tender which fails to comply with the above instructions. *The EoI should be sent either by Registered Post Acknowledgement Due or through a messenger.* If the EoI is sent through a messenger, the same has to be dropped in the tender box marked *Stores & Purchase* kept for this purpose in the Registrar's Office (1<sup>st</sup> Floor of Administrative Building) on or before 15<sup>th</sup> December 2020 @ 2.00 PM.

If the EoI is sent by post (Registered Post or Speed Post only) the same should reach before 2.00 PM on the last date (15<sup>th</sup> December 2020). Otherwise it will be summarily rejected.

*The Institute shall not be responsible for the late receipt of an EoI on account of a postal or any other delay. The tender box shall be closed exactly at 2.00 PM on 15<sup>th</sup> December 2020.*

## 7 OPENING OF EOI

You are at liberty to be present or authorize a representative to be present at the opening of the tender through Google Meet (<http://meet.google.com/bdd-city-jzj>). The date, time and place of opening of EoIs follow:

**Date:** 15<sup>th</sup> December 2020

**Time:** 3.00 PM

**Place:** IIT Madras

2<sup>nd</sup> Floor, Administration Building  
Chennai 600036

## 8 SHORTLISTING CRITERIA

1. The vendor eligibility criteria and pre-qualification mentioned in the EoI will be evaluated, and the bidder will be asked to make a brief presentation on the plan of the project proposals for the EoI floated by IIT Madras online via Google Meet. The date of the presentation and the Google Meet link will be intimated later by email.
2. Bidders who have satisfied all the conditions mentioned in the vendor eligibility criteria and pre-qualification will be shortlisted and will be called for submission of proposals (Request for Proposals (RfP)).

## 9.0 VALIDITY OF BIDS

The validity of the bids shall be 120 days from the date of opening of bids.

## 10 RIGHT TO TERMINATE THE PROCESS

IIT Madras may terminate the EoI process at any time and without assigning any reason. IIT Madras makes no commitments, express or implied, that this process will result in a business transaction with anyone.

## 11 FOR QUERIES

Contact:

The Deputy Registrar

Stores and Purchase Section

3<sup>rd</sup> Floor, Administration Building

IIT Madras

Chennai 600036

Phone: 044 2257 8285/8288

Email: [adstores@iitm.ac.in](mailto:adstores@iitm.ac.in)

Sd/-  
Deputy Registrar (S&P)  
IIT Madras



## **SCHEDULE OF TENDER**

EOI Ref. No.: IITM/SPS/EOI-Website Redesign/006/2020-21

### **Notice inviting Expression of Interest from Professional Firm for Redesign of the Heritage Centre - IIT Madras Website**

Name of Organization	Indian Institute of Technology Madras
Tender Type (Open/Limited/EOI/Auction/Single)	EOI
Tender Category (Services/Goods/Works)	Services
Type/Form of Contract (Work/Supply/Auction/ Service/ Buy/ Empanelment/ Sell)	Service
Product Category (Civil Works/Electrical Works/Fleet Management/ Computer Systems)	Expression of Interest from Professional Firm for Redesign of the Heritage Centre - IIT Madras Website
Source of Fund (Institute/Project)	IIT Madras
Is Multi Currency Allowed	No
Date of Issue/Publishing	02.12.2020
Seek Clarification Start Date	02.12.2020
Seek Clarification End Date	08.12.2020 on before 03.00pm
Prebid Meeting via Google Meet	08.12.2020 @ 03.00 pm
Last Date and Time for submission of Bids	15.12.2020 before 02.00 pm
Date and Time of Tender Opening	15.12.2020 at 03.00 pm
No. of Covers (1/2/3/4)	1
Bid Validity days (180/120/90/60/30)	120 Days
Address for Communication	The Deputy Registrar Stores & Purchase Section IIT Madras Chennai – 600 036
Contact No.	For Queries : 044- 2257 8285/8287/8288
Email Address	<a href="mailto:adstores@iitm.ac.in">adstores@iitm.ac.in</a>

**TECHNICAL BID PROFORMA**

EOI Ref. No.: IITM/SPS/EOI-Website Redesign/006/2020-21

<b>S. No</b>	<b>Vendor Eligibility Criteria</b>	<b>Compliance (Yes/No)</b>	<b>Reference Page No.</b>	<b>Remarks, If any</b>
1	The bidder should be registered in India and should be a 100% subsidiary of the parent company, if applicable. Necessary proof to be attached			
2	The vendor must be located in Chennai or must have executed projects for clients in distant locations. (Proof of registered office in Chennai or proof of servicing clients in distant locations by the bidder must be submitted (work order/project completion certificate (copy to be attached)).			
3	The bidder should have an annual financial turnover of Rs.100 lakhs during the last 3 years ending 31.3.2020. This should be certified by a chartered accountant. The necessary final account statement should be attached.			
4	The vendor organization must have been in the web design and development business, with experience in VR, for the last 3 years from the date of closing of this tender (relevant documentary proof of previous projects executed/agreement copies pertaining to the last 3 years' work, etc. should be submitted).			
5	At least three projects of similar size, scale and functionality equivalent to the work now called for in this tender must have been successfully carried out (relevant document proof should be submitted in this regard).			
6	The vendor must have a well-qualified and experienced design and service team to execute the project. The vendor must include the LinkedIn profiles of the team members who participated in previous projects for different organizations mentioning the details of the project			
7	Profiles of major clients' projects handled in the past 3 years, supported by necessary documentation and links to the web portals, should be submitted			
8	Performance reports issued by the clients in respect of completed works mentioned in the vendor eligibility criteria should be attached			
9	A brief submission/write up as a response to the enquiry issued in the "Expression of Interest" for Redesign of the Heritage Centre – IIT Madras website should be submitted to provide an understanding of the proposed project by the bidder. The EoI must specifically address the specifications set out and map these to the bidder's capabilities.			

**Signature of the bidder with Official Seal**