

	<p>भारतीय प्रौद्योगिकीसंस्थानमद्रासचेन्ने 600 036 <b>INDIAN INSTITUTE OF TECHNOLOGY MADRAS Chennai 600 036</b> भंडार एवं क्रय अनुभाग <b>STORES &amp; PURCHASE SECTION</b> <b>Email: adstores@iitm.ac.in</b> दूरभाष: (044) 2257 8285/8286/8287/8288 फॅक्स: (044) 2257 8292 Telephone : (044) 2257 8285/8286/8287/8288 FAX: (044) 2257 8292 GSTIN: 33AAAAI3615G1Z6</p>	
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G. Chitrapavai

Deputy Registrar (Stores & Purchase)

Dated: 22.02.2019

**EOI Reference No: IITM/SPS/EOI-WEBSITE DESIGN/013/2018-19**

**Notice inviting Expression of Interest from Professional Firm  
for Redesign/Upgrade of IIT Madras Website**

IIT Madras is an institute of higher learning. The Institute has sixteen academic departments, several advanced research centres and laboratories in various disciplines of engineering, pure sciences, arts, and management. [www.iitm.ac.in](http://www.iitm.ac.in) is the official website of Indian Institute of Technology Madras. With the rapid advancement of internet and mobile technologies, the website access from mobile devices has increased. This has resulted in need to redesign/upgrade the IIT Madras website so that it is rich in content and is accessible across a variety of devices like tablets, laptops, mobiles and desktops.

**1. IIT Madras seeks the services of a professional firm for redesign and development of Institute Website for the following scope of work:**

- The existing website needs to be redesigned and restructured for a positive user experience. The new website should incorporate all current website content and primary web services.
- The new website must be scalable so as to handle the addition of new sections, content and features. The new website must appeal to the various audience types.
- A large number of webportals exist for different stakeholder units of IIT Madras and are NOT part of this website revamp. For example, there are portals for Alumni, students, faculty and staff, individual academic departments, centres, and central facilities, to name a few. These webportals are sub-domains and external links that are independently developed and managed, and this arrangement will continue. The only

role of the VENDOR here is to accurately incorporate these webportals into the navigation structure of the revamped [www.iitm.ac.in](http://www.iitm.ac.in).

**1a. The new website should support the following goals of visitors:**

- Reflect a vibrant and world-class academic institution.
- Engage all categories of visitors with relevant information to their queries
- Be 'Mobile First' and 'Responsive' – a mobile experience that adapts to laptops
- Follow Universal Design principles to maximise accessibility
- Support smooth navigation
- Provide an informative search of the website content to find experts, facilities, research groups, laboratories, and industrial consultancy.
- Promote user engagement and social sharing.

**1b. The new website should support the following goals of website administrators:**

- Provide for the quantitative tracking of visitor interests determine directions for future innovation and to build stronger and more lasting relationships with visitors.
- The website and the content must be secure against intrusion.
- Adhere to best practices in the industry regarding design and development
- Should provide for features to different stakeholders of the Institute to create, approve, and update content.

**2. Details of Current Website:**

- The existing website at [www.iitm.ac.in](http://www.iitm.ac.in) was launched in the year 2012. It is built on the content management system Drupal 7 installed on the LAMP stack.
- The design of the current website is focussed on intuitive navigation and presentation of content. It does not have the search features to present the researchers, projects, facilities and opportunities available at IIT Madras.

**2a. Information on the existing website (based on Google Analytics (1.1.18 – 19.12.18))**

- Number of pages: 66 Total (66 indexable) without Post
- Number of Document Assets: 50nos not in dynamic form
- Total users: 1,385,784
- Sessions: 2,514,614
- Page Views: 4,813,529
- Returning visitors: 305,375
- New Visitors: 1,331,122

## 2c. Browsers used to access the website [www.iitm.ac.in](http://www.iitm.ac.in)

- Chrome : 1061875
- Firefox : 121735
- Safari : 57198
- UC Browser : 38525

## 2d. Devices used to access [www.iitm.ac.in](http://www.iitm.ac.in)

S.No	Operating System	Users
1	Windows	6,50,950
2	Android	52,283
3	iOS	52,283
4	Linux	39,619
5	Macintosh	36,757
6	(not set)	4,564
7	Windows Phone	2,398
8	Samsung	845
9	Tizen	747
10	Chrome OS	672

## 3. Target audience of the IIT Madras website:

- Prospective and Current Students
- Parents of prospective and current students
- Prospective and Current Faculty
- Researchers
- Industry
- Alumni
- General Public and visitors to the campus

## 4. Competitive Set:

The following are comparable websites that may be used as references

- University of California – Berkel <https://www.berkeley.edu/>
- Stanford University - <https://www.stanford.edu/>
- California University of Technology - <http://www.caltech.edu/>
- Carnegie Mellon University - <https://www.cmu.edu/>
- Georgia Tech - <https://www.gatech.edu/>
- Massachusetts Institute of Technology - <http://www.mit.edu/>

## 5. Vendor Eligibility Criteria:

- The firm must have been in the web design and development business for at least 3 years prior to the date of responding to this RFP.
- At least 3 projects of similar size, scale and functionality must have been successfully carried out. Here, size defines the amount of data maintained by the portal. This can be defined as a combination of the following two
  - a) by the number of webpages indexed by search engines with an extensive web usage
  - b) The number of distinct data items available in the content repository of the CMS

**Scale** is defined as the number of accesses to the portal as given by Google Analytics (analytics.google.com). **Functionality** is defined as given in the functional requirements.

- At least one of the projects executed must involve the design and deployment of a web portal using a content management system like Drupal, Joomla, or Wordpress.
- The vendor has a well-qualified and experienced design and service team to execute the project.

### 5a. Vendor Eligibility Documents:

- Background of the organisation submitting the proposal, including the profiles of the top management.
- A note justifying the suitability of the vendor for this project, including a summary of the project development approach for this project.
- Profile of major clients projects handled in the past 3 years supported by necessary documentation and links to the webportals
- References (minimum 3) to relevant successful projects undertaken that are similar in size, scale and scope to this project. Such information must include contact information, relevant URLs and the purchase order. The total value of the successfully completed three projects should be at least Rs. 2 crore.
- Description of one design project of a webportal using Drupal, Wordpress, or Joomla. This should contain the content architecture and the visual layout of the portal.
- Proposed Design/Development Team and their qualifications and experience.
- Proposed maintenance and service Team and their qualifications and experience. This team must be available for maintenance and service for the duration of the project.

The firm has to make a brief presentation on the plan of action, execution of work and details of projects. The date of presentation will be intimated later.

**The professional firm interested in providing the service shall submit the Expression of Interest completed in all respects in a sealed envelope superscribed “Expression of Interest from Professional Firm for Redesign of IIT Madras Website” addressed to**

The Deputy Registrar  
Stores and Purchase Section  
3rd Floor, Administration Building  
IIT Madras, Chennai 36

The Expression of Interest should reach us by speed post/registered post/hand delivered to the above address **on or before 5.00 pm, 04.03.2019.**

For any queries, please contact **Dean, Administration, IIT Madras, Adyar, Chennai 600036** Email ID: **deanadm@iitm.ac.in**

**-Sd/-**  
Deputy Registrar  
(Stores and Purchase)  
IIT Madras

**Annexure - 1: Details regarding works of similar nature executed in the past 3 years**

Sl. No.	Description of work*	Name of the Client's organization	Year in which service provided	Cost of the project	Details of officer to whom reference can be made	Remarks

**\*Pls specify the service indicating the nature of work, design team, etc.**

**(Signature of Bidder)**

### Annexure – 1a: Details of the Organization

Name of the Professional Firm	
Date of Registration	
Address of Registered Office	
Details of branches/ support office in India	
Number of Branches	
Location and Address of Branches	
GST Registration Number	
PAN Number	
Bank Details	
Contact Person Name, Address and Contact Number	
Details of Clients	

**(Signature of Bidder)**

## Annexure - 2: Financial Information

Details furnished below are to be supported duly by figures in Balance Sheet, Profit & Loss Account for the last 3 years as certified by the Chartered Accountant and submitted by the bidder to the Income Tax Department (attach relevant document)

Details	2015-2016	2016-2017	2017-2018
1) Gross annual turnover			
2) Profit/Loss			
a) Current Assets to Liabilities Ratio			

**(Signature of Bidder)**



**Annexure - 3: Details regarding staff strength, links of website designed earlier (attach relevant document)**

**(Signature of Bidder)**