

1. Brief information on the project

The Promoting Solar Water Pumps component of the Indo-German Energy Programme (from now on referred to as PSWP module) is a bilateral technical co-operation measure between the Federal Ministry for Economic Co-operation and Development (BMZ), Germany and the Ministry of New and Renewable Energy (MNRE), Government of India. PSWP was commissioned by BMZ based on the lessons learnt from the IGEN-Access module (2015 – 2019).

The project aims at promoting the sustainable installation and use of solar water pumps in view of the Water Energy Food nexus. The IGEN-PSWP module is being implemented pan-India with focus to the East and North-East of India. The module is implemented over a period of three years (October 2018 – September 2021). BMZ has commissioned the Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) with the implementation of the project. GIZ is a federal enterprise based in Eschborn and Bonn, Germany.

2. Context

The PSWP module aims to improve, expand and speed-up the roll-out of sustainable Solar Water Pumps (SWP). The activities under the PSWP module will be implemented under following four components:

“Enabling Policy environment”, to enable policy-makers to design government promotion programmes for the productive use of solar pumps in a way that is effective and environmentally sound.

“Business, Operator and Service Modules”, to enable market stakeholders such as project developers, facility operators and non-governmental organisations (NGOs) to successfully replicate tested business, operator and service models for the productive use of solar pumps in selected federal states.

“Access to Finance”, to enable financial service providers to offer customised financial solutions for financing solar pumps for productive use.

“Information, Dissemination and Upscaling”, to provide agricultural extension service providers in selected federal states the necessary knowledge to carry out technical, environmental and economic assessments of solar pumps for productive usage.

3. The contractor shall provide the following service:

1 Objectives

IGEN-PSWP aims to design and develop a website to facilitate its work, promote its activities, and share information and knowledge with its partners and the public.

2 Scope of Work

The consultant / agency will be required to design and establish a new website for IGEN-PSWP within the timeline. The scope of work includes:

- Development of the content architecture, sitemap, visual interface and prototype of proposed website, based on overall structure and content provided by GIZ: taking into account the requirements of IGEN-PSWP viz. clear catalogues & folders for data storage; attractive site & page layout (scroll-down interface with sticking menu bar on the side is preferred); adaptation of the web-site design and layout for desktop browsers, tables and smartphones; easy to use/user friendly; easy to update and maintain; flexible navigation & search function; search engine optimization, statistics like google analytics (e.g. number of visitors, countries of visitors, repeat visitors, web pages visited, etc. – the consultant / agency is expected to propose criteria on his/her own and consult the IGEN-PSWP team on useful criteria); achieve and backup, level of access rights, information retrieval; etc.

3 Features of the website

- Optimized to load fast even with slow internet connections.
- Interactive and appealing web design with intuitive navigation and with in-page search function.
- Regular automated feed for News and Updates from the internet on topics like solar water pumps, water, RE in agriculture, Water-Energy-Food Nexus etc. (final list of keywords to be proposed by the consultant / agency and finalized with the IGEN-PSWP team).
- E-newsletter with automatic delivery function as per the scheduler.
- The website should be based on a Content Management System (CMS), preferably using Open Source technology and standard CMS i.e. Drupal or Joomla, with secure login for updating website, including texts, multimedia & graphics files, archives & creating e-newsletter in html format:

- CMS should be capable of covering the complete life cycle of web content, and at the backend should have a powerful relational database management system (RDBMS).
- CMS should have a user access module with functionality to assign different roles such as content creation, uploading and moderation, and with publishing rights restricted only to moderator/s.
- CMS should be able to maintain the activity log of every user at least for a month, which include content creation, modification, and deletion of any items from the website
- Templates and forms on the CMS should be capable of updating/posting content on the website from any standard internet browser
- Every page (excluding the home page) and documents posted on the site should have the name of the owner/date of creation, option of expiry date (only at the backend) and option for post to be included in RSS feed & newsletter.
- CMS should be able to maintain versioning of content to enable archiving, with templates and forms at backend to generate details.
- Secured & Authenticated Web Access.
- Design and establish anti-hacker and antivirus plan for the website.
- Search Engine optimization: Optimize webpage to be included in basic and advance searches of the most common search engines.
- Member/Team Profile with their snapshot and introduction.
- Archive: Customized and automated Archival of the entire web-page, including documents, articles, data, video, discussions, polls, survey etc. as safety backup in case of data loss or in case of corruption of web-page.
- Data Bank:
 - Photo, Video and Audio Bank: Generating auto thumbnails for quick view in the photo gallery with features such as caption, date uploaded, copyright info for video and audio (in compliance with Indian and EU privacy laws), download large size / medium / Small size of photographs for users.
 - Upload and migration of selected documents from (currently offline) IGEN-RE/IGEN-Access websites to IGEN-PSWP website as indicated by the IGEN-PSWP team.
- Accessibility: Website should be compatible with all standard Operating Systems and web browsers such as Internet Explorer, Mozilla Firefox, Epic, Opera and Google Chrome, mobile devices with iOS, Android and Windows operating

systems, including disability-friendly technologies such as screen readers/screen magnifiers. There should also be a feature for multilingual web content translation.

- Technical update of webpage and adjustment of web-page as instructed by IGEN-PSWP team.
- Training to IGEN-PSWP staff on website maintenance and content update.
- Web-space, domain, operations and maintenance service 2019-2024 (in an all-inclusive operation and maintenance (O&M) package, which has to be included in the offer).
- Social Media Scroller- Updates on Twitter and Facebook.

4 Basic proposed structure of the website

The structure of the website could be as follows, however the consultant / agency should come up with their ideas for further improvement. The language will be English. The option for translation to another regional like Hindi should be offered as optional, if that is not a very expensive feature.

- Home page.
- About us.
 - IGEN-PSWP.
 - Team Member.
- Our activities.
- Partners and Stakeholders.
- News, highlights and updates.
 - Uploaded news from GIZ, IGEN-PSWP, news from other relevant web-pages, with option for social media handle, blog-posts and newsletter (newsletter subscription).
 - Section on automatically captured relevant news on certain topics like solar water pumps, water energy in agriculture in India.
 - Inquiry form.
- Tenders and request for proposals.
- Publications (with download option). This should include a viewing/reading option as well as download option for excel based data tools, other open source data base, linked online toolkits, and media (Photos, Videos, Podcasts, Webinar recordings links to audio-visuals).
- Additional functions:
 - In site search.

- Document, Photo, Video and Media gallery.
- Automatic homepage cover.

5 Work Schedule and Activities

The specific activities of the consultant / agency are defined based on the three distinct phases of the project:

Phase I: Website design

During this phase, the consultant / agency will perform the following tasks:

- Develop in consultation with IGEN-PSWP an implementation plan for the development of the website. The consultant / agency will hand-over the implementation plan for the development of the website.
- Present to the IGEN-PSWP team minimum 3 design options. The selected design will be confirmed by the IGEN_PSWP team.
- Develop the website design including the features specified under the **section “Features of the website”** and Implement according the structure defined in **section titled as the Basic structure of the website.**
- Follow Agile Method for the website development and get the website approved for programming and testing.
- Assumed duration: within 2 Months from contract start.

Phase II: Website testing

During this phase, the consultant / agency will perform the following tasks:

- Develop the beta version of the website for testing and live demo.
- After optimization and implementation of modifications as requested by the IGEN-PSWP team, the website must be fully functional and receive the approval by GIZ before publication, the website can be brought online.
- Assumed duration: within 3 Months from contract start.

Phase III: Website deployment, operation and maintenance

These tasks will be performed throughout the contract period, independently from Phase I to Phase III. The consultant / agency will perform the following tasks:

- Implementation on a server (approved by GIZ).
- If requested, the consultant / agency will also implant the software on a GIZ server.
- Provide technical support to maintain the webpage.
- Carry out error fixes and small enhancements to keep the portal functioning.
- Support users and administrators in any technical web-portal related issues:

- Functional modifications in the application.
- Coordinate for issues related to server downtime.
- Coordinate for issues related to server shifting from DEMO server to GIZ server (if requested).
- Handover of the website and other related rights to IGEN-PSWP.
- Design and conduct a (minimum) half a day training for IGEN-PSWP staff on website operation, maintenance and on how to update its content.
- Provide the support maintenance service as and when required by IGEN-PSWP during the contract tenure, including trouble-shooting for bugs and minor updates on site to make it function better.
- Ensure a maximum TAT of 4 working hours for reverting to any queries / issues raised by GIZ and action as per the operation and maintenance package.
- Assumed duration: within 6 Months from contract start, and the operation and maintenance (O&M) package until the end of 2024.

6 Deliverables

The Assignment will be considered complete on delivering the following documents (all deliverables must be approved by GIZ's IGEN-PSWP team):

- Implementation Plan for the development of the website.
- Overall design and structure of website.
- Beta version of the website live for demo.
- IGEN-PSWP web-page has been fully implemented, is online, fully functional and has been optimized for search engines.
- Training of IGEN-PSWP staff on website operation, maintenance and on how to update its content.
- Vendor must submit the Sample Website Design, Wireframe and Software Requirement Specification (SRS) before final programming stage.
- Official and complete handover of webpage to IGEN-PSWP. Transfer of all user rights, web-space and domain rights to GIZ's IGEN-PSWP. Software, a Backup and Files are to be submitted on a USB drive. Documents are to be submitted in the USB drive and on paper as one package.
- Submission of required documentation is complete, approved and signed along with the complete Source Code. Successful functioning of the application for 90 days (3 months warranty) with no functionality and data issues reported.

- Vendor to run the completed website through a Website Security Auditor Company for security check.

7 Timeline, Warranty and Reporting

- Contract Duration: Six (6) months from signing date of the contract. Expected starting date of the contract: End of August 2019.
- Warranty and O&M: Minimum three (3) months as warranty and handholding support from the end of the contract. Additionally, the operation and maintenance (O&M) package has to be included in the offer and contract until the end of 2024.
- Reporting: The consultant / agency will report to the technical expert, IGEN-PSWP.

8 Eligibility and Competencies

Eligibility criteria:

- The Contractor must be a legal entity registered in India and have an average yearly turnover over the last three financial years of at least 120,000 Euro (100 lakh INR).
- The Contractor must have developed at least 25 web-pages over the last 3 years.
- The Contractor must have proven and solid knowledge and experience in providing similar service to national and/or international clients. At least three reference projects (each over 10,000 Euro or 7.6lakh INR) should be submitted, of which one with recommendation letter from the client.
- The Contractor must be a reputable company with minimum 5 years prior experience in the field of web-design and web-page development.

Competencies:

- The Contractor must be able to provide user training and all documents in perfect English.
- At least five years of experience of handling complete turnkey projects, including front end layout and interface design, and backend programming of CMS based websites. The Contractor must have solid knowledge on website security and website hosting services.
- The contractor should have experience in graphics and multimedia design.
- The Contractor should provide a proposal including company experience, qualifications, a brief implementation plan and a design option.
- The Contractor should provide the quotation (technical proposal, and financial proposal in two separate envelopes) including the information listed below:
 - Technical proposal:

- a. Website design and setup (including domain and web hosting, etc.), implementation, operation and maintenance.
 - b. Related software licenses (if necessary).
 - c. O&M
 - d. Optional requests and suggested options.
- Financial proposal:
 - a. Financial quotation.
- The bidder must be a single legal entity with all required expertise secured via sub-contract, or under a joint venture arrangement. In case of the necessity to form a consortium or JV applicant, consortia shall submit a valid Memorandum of Understanding (MOU) / agreement. However, GIZ will enter into a single contract with a single entity for the delivery of the work set out in this ToR.
- The shortlisted Contractors will be invited to present the implementation plan, its experience and one design option within 60 days of the last date of submission of the proposal at the GIZ office in Delhi.

Annexure 1 -

Selection criteria

Selection criteria			
Eligibility criteria	Company x (yes/no)	Company y (yes/no)	Company z (yes/no)
The Contractor must be a legal entity registered in India and have an average yearly turnover over the last three financial years of at least 120,000 Euro (100lakh INR).			
The Contractor must have developed at least 25 webpages over the past 3 years.			
The Contractor must have proven and solid knowledge and experience in providing similar service to national and/or international clients. At least three reference projects (each over 10,000 Euro or 7.6lakh INR) should be submitted, of which one with recommendation letter from the client.			
The Contractor must be a reputable company with minimum 5 years prior experience in the field of web-design and web-page development.			
Passed all eligibility criteria			