

Tender Notice

NSIC/HO/IF/WEBSITE/outsourcing of infomediary services

Sealed Requests for proposal are invited in the prescribed format for Expert/ Consultant for Designing and Implementing B2B/B2C Web Portal.

The neatly typed application in sealed cover should be sent by post/ speed post to GM(TISDC), NSIC Limited, "NSIC Bhavan", Okhla Industrial Estate, New Delhi-110 020 by superscribing on top of the envelope "**Application for Designing and Implementing B2B/B2C Web Portal**", latest by **15th June,2011.**

The NSIC reserves the right to reject any bid and to annul the bidding process and reject all bids at any time prior to award of contract without assigning any reason whatsoever and without thereby incurring any liability to the affected bidder(s) on the grounds of NSIC's action.

The proposals must be accompanied with the Earnest Money of Rs.50,000/- (Rupees Fifty Thousand only) in the form of DD favouring "The National Small Industries Corporation Limited" payable at New Delhi. Without the EMD, the proposal shall be rejected outright. **Proposals should be submitted separately on two-bid system i.e. Technical Proposal and Financial Proposal.**

The detailed Tender document can be downloaded from NSIC's Website www.nsic.co.in.

**GM(TISDC)
NSIC**

**REQUEST FOR PROPOSAL ENGAGEMENT OF EXPERT/CONSULTANT FOR DESIGNING
AND IMPLEMENTING B2B/B2C WEB PORTAL**

No. **NSIC/HO/IF/WEBSITE/outsourcing of infomediary services**

Dated: _____ -

**Subject: Request for proposal engagement of Expert/Consultant for Designing and
Implementing B2B/B2C Web Portal**

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Dear Sir or Madam,

In recent Studies it has been found that MSMEs ,with a relatively small investments, profit from automating their processes using electronic means can generate good business opportunities . E-Commerce platforms like B2B Portal and B2C Portals are playing very good role in enhancing the reach of MSMEs globally.

Once isolated and heavily reliant on buyer visits, export-oriented MSMEs are now using the Internet to reach out to new overseas buyers, maintain contact with existing buyers, and learn about market trends and opportunities.

SMEs carry out electronic commerce in three different ways. Internet start-ups invent new ways of creating value-added, new services and new business models, while established small firms use the Internet to develop e-commerce strategies geared to expanding their business, often internationally, and increasing their effectiveness. In addition, groups of small firms are entering into electronic partnerships with large firms which are their customers or suppliers or with industry-wide associations. This works best when e-commerce is used proactively as part of a set of strategies to increase SMEs' competitiveness in global markets.

The main features of the famous B2B portals are :

- Product specific database searches
- Sector specific domestic Tender notices with alert factors
- Country specific global tender notices from World bank, United Nation Organization , ILO etc.
- Business Trade Leads (buy/Sell) from various countries
- My Work Place (Self Web development tool)
- News & Views
- Expert chat
- Global Trade Shows Information
- Trusted Seal for NSIC Members (Gold, Trust Member Certification)
- Electronic News Letters
- Centralized Mail System for each member (Every member to get individual mail boxes)
- Customer Support through call centre
- Mirroring facility
- Payment Gateway for membership subscription

The Objective of the Project is to carry out a gap analysis ,design , develop and implement a B2B/B2C Portal thro' a PPP Model to make it accessible to larger sections of MSMEs of India and abroad.

Proposals are therefore invited for this on a two-bid system basis i.e. Technical Proposal and Financial Proposal. Formats are given in **(Annexure- 'B')**. The details of assignment are

provided in the enclosed Terms of Reference (TOR) (**Annexure-'A'**). **The EMD should be enclosed with the Technical bid.**

1.0 SCOPE OF WORK

Designing and Implementing B2B/B2C Web Portal

The assignment consist of the following

- To Study the features and functions of existing top rated B2B and B2C portals not limited to statistical research.
- Review of functions of similar websites like tradekey.com, asiatradehub.com, ebay.com, alibaba.com and other e-commerce websites.
- Undertake detailed gap analysis and suggest features, functionalities of B2B/B2C Portal.
- Design and implement the B2B/B2C portal thro' PPP Model and Develop the Market strategy for B2B/B2C Portal.

2.0 METHOD OF SELECTION

The method of selection will be on the basis of "Cost Base Selection" (CBS). A two stage procedure will be adopted for evaluation of Proposals .Technical evaluation will be carried out prior to opening financial proposal. The Price bid of the Technically Qualified bidders shall **only** be opened for consideration of CBS. Formats for Technical Bid and Financial Bid are enclosed in **Annexure 'B'**.

The NSIC reserves the right to reject any bid and to annul the bidding process and reject all bids at any time prior to award of contract without assigning any reason whatsoever and without thereby incurring any liability to the affected bidder(s) on the grounds of NSIC's action.

3.0 BID SUBMISSION PROCEDURE

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Sealed proposals (i.e. Technical Proposal and Financial Proposal) may be submitted in two separate envelopes (marked as "Technical Proposal" or "Financial Proposal"). The proposals should be addressed to the undersigned super scribing as **'Designing and Implementing B2B/B2C Web Portal'** The proposal must reach to NSIC on or before **15th June,2011** The technical bid shall be opened on **17th june,2011** Interested tenderers may also be present while opening the tenders of technical bids.

3.1 Earnest Money Deposit

The technical proposal must be accompanied with the EMD of Rs.50,000/- (Rupees Fifty Thousand only) in the form of DD favouring "The National Small Industries Corporation Limited" payable at New Delhi. Without the EMD, the proposal shall be summarily rejected. The EMD should be enclosed with the Technical Bid.

3.2 Evaluation Process

The Evaluation Criteria is as follows:

S.No	Criteria	Percentage
i)	Qualification of the proposed consultants	30%
ii)	Experience of the Proposed Consultants	20%
iii)	Implementation & Marketing Methodology	10%
iv)	Past Experience of Consultants in B2B and B2C Portal development	20%
v)	Past Experience of the Consultant in E-governance	20%

4.0 TERMS OF PAYMENT

The payment schedule will be as follows:

S.no	Description	Payment Percentage
i)	Mobilization	30%
ii)	Delivery of Pilot Module	25%
iii)	Post Pilot Corrections successful run	20%
iv)	After Successful testing for two months	20%
v)	Final signing off	5%

5.0 TIME SCHEDULE

The assignment is for 10 months (approx 41 weeks). Detailed time schedule is given in the Terms of Reference.

6.0 LIQUIDATED DAMAGES

Time is the essence of the assignment. The assignment should be completed as per the time schedule given. In the event of delay in Expected Outcome and Deliverables as given in the "Terms of Reference" at S.no 4, the Expert/ Consultant shall be charged liquidated damages/ penalty shall be charged @.5% per week of the total amount of project.

7.0 ARBITRATION

7.1.1 For any resolved dispute or differences arises between NSIC and the bidder with this regard to this Tender Document/ Agreement, the same shall be referred to the sole arbitrator appointed by CMD/ Director (Planning & Marketing)/ Director(Finance) of NSIC. Such appointed arbitrator shall be either an employee serving or retired from the office of NSIC or of any other Public Sector Undertaking (PSU) or Law Faculty Member of Government University or any other Advocate Retired Judge. There shall be no objection by any party for appointment of such person as Arbitrator. The award of the Arbitrator so appointed shall be final and binding on the parties to this Tender Document/ Agreement.

7.1.2 The Venue of Arbitration shall be at Delhi.

Thanking you,

Yours faithfully,

**GM(TISDC)
NSIC**

Annexure – 'A'

**Terms of Reference
for
Engagement of Expert/Consultant for
Designing, Development and
Implementing B2B/B2C Web Portal**

Terms of Reference
Proposal for Designing and implementing B2B/B2C Portal thro' PPP
Mode

1. **Background**

1.1 Importance of micro, small and medium enterprises (MSMEs) as one of the most vibrant sectors of the economy is widely accepted. It has created tremendous employment opportunities and currently employs over 60 million workers. It is estimated that in terms of value, the sector accounts for about 45% of the manufacturing output and 40% of the total exports of the country. In recent times, the integration of information and communication technologies, especially the internet, has revolutionized operations across businesses. Some industries such as travel, hospitality, international trade, business services, banking and finance have completely transformed their operations and service delivery models by leveraging technology. However, the benefits of internet are highly under utilised in India. Even in cases where internet and IT are used, these are restricted to a few basic processes such as communication and documentation or industry segments. Even if one ignores micro-enterprises, which are extremely small in terms of size and investments and have a limited scope of using internet and technology, there is a considerable small and medium enterprise (SME) sector where the adoption of technology can be much more comprehensive.

In the new globalised economic scenario, it is becoming increasingly important that the SMEs adopt and leverage internet as a tool to increase productivity and enhance competitiveness. Today, a host of free and low-cost services are available online, which can be used by these enterprises to increase efficiency for the entire range of business processes across their value-chain. Many of these are global tools and allow companies in India to benefit from best-in-class services available to their international peers.

Besides, there are many tools that address the requirements of Indian companies or can be customized to meet specific needs of different industry segments.

1.2 MSMEs plays a pivotal role in national and regional economies. These companies play a major part in sustaining domestic and regional economic growth and are important agents for alleviating poverty in developing countries. It has been suggested that the use of Information Communication Technologies (ICT) especially e-commerce platforms increases richness, reach and the ability of local SMEs to participate in the digital economy. Overall trends suggest that over the past few years the propensity to adopt e-commerce has increased rapidly in msme sectors. E-Commerce platforms like B2B Portal and B2C Portals are playing very good role in enhancing the reach of MSMEs globally.

B2B portals have become the platform for information exchange whereas B2C enhances the sensitization of MSMEs in Mass communities.

The main features of the existing B2B /B2C portals in Market are :

- Product specific database searches
- Sector specific domestic Tender notices with alert factors
- Country specific global tender notices from World bank, United Nation Organization , ILO etc.
- Business Trade Leads (buy/Sell) from various countries
- My Work Place (Self Web development tool)
- News & Views
- Expert chat
- Global Trade Shows Information
- Trusted Seal for NSIC Members (Gold, Trust Member Certification)
- Electronic News Letters
- Centralized Mail System for each member

(Every member to get individual mail boxes)

- Online purchasing (E-Market Place)
- Customer Support through call centre
- Mirroring facility
- Payment Gateway for membership subscription

2. Project

2.1 The Objective of the Project is to develop a new Portal thro' PPP mode with the features comprising of B2B and important functionality of B2C to make it accessible to larger sections of MSMEs of India and abroad.

2.2 To Scale-up the Technical architecture / features and functionalities of the new B2B/B2C Portal with other internationally renowned B2B/B2C Portals, keeping in view also the future growth of the portal usage by MSMEs.

2.3. To make the Portal popular Nationally and Internationally by developing a marketing strategy including search engine registration and other optimization processes.

3. Scope of work

The scope of Work for the project will include following activities:

- To Study the features and functions of existing top rated B2B and B2C portals not limited to statistical research.
- Review of functions of similar websites like tradekey.com, asiatradehub.com, ebay.com, alibaba.com and other e-commerce websites and suggest the feature & functionalities of new B2B/B2C Portal.

- Develop a detailed Strategy and Project Plan for the designing development of B2B/B2C web portal and suggest business model thro' PPP mode .
- Design and architect new web portal with technology providers /developers.
- Identify finale Software/ Hardware requirements for revamping the present web portal.
- Prepare the Bid Documents & assist in finalizing with System Integrator/Vendor.
- Help in overseeing the work of the selected Vendor/System Integrator.
- To develop all the Policies/Manuals relevant to B2B/B2C Portal as per the Government Compliance Matrix/ Auditing and e-procurement procedure
- To develop various Manuals not excluding Security, User Guide etc. which are relevant to the Portal.
- Assist in finalizing agreements with third party Payment gateway service providers and suggest other models of online payments.
- Develop a comprehensive Marketing Plan for the B2B/B2C portal as well as individual members for reaching out to large number of MSMEs within and outside the Country.
- Develop a plan for Selection and finalizing vendors/ service providers for various Value –added services (Hospital/ hotels/airlines/food outlets/Insurance/catalogues etc.) which is provided on discounted prices to the members of B2B Portal.
- The Role of Expert/Consultant will include Pilot launching of portal full completion/implementation said Portal.

4. <u>Expected Outcome and Deliverables</u>	<u>Time Frame</u>
4.1 Expert/Consultant Agency would submit a Gap analysis report after completing preliminary study and consultation with key stakeholders, particularly MSMEs and assessing their requirements and expectations relating to access to business information. Suggestion of features and functionalities of B2B/B2C portal should also be a part of this report.	4 Weeks
4.2 Expert/Consultant Agency would submit a Project Plan for details of design and architecture of new web portal thro' PPP mode including the features of B2B/B2C portal, way forward(To-be report) and finalizing Software/ Hardware requirements for new portal.	8 Weeks
4.3 Prepare the Bid Documents & assist in finalizing with System Integrator/ Vendor through tendering process and as per purchase procedure.	8 Weeks
4.4 Expert/Consultant Agency would obtain all Policy Manuals of the B2B/B2C Portal including Security and Training from the Implementing Agency and submit them.	10 Weeks
4.5 Expert/Consultant Agency would submit a comprehensive market plan for sensitization and promotion of the new B2B/B2C Portal amongst MSMEs within and outside the country.	5 Weeks
4.6 Expert/Consultant Agency would submit a 'Way Forward' report including a final list of service provider who would agree to provide various Value-added services (Hospital/ hotels/ airlines/ food outlets/ catalogues etc.) for the members of B2B/B2C Portal. Apart from this the complete report for the third party payment	6 Weeks

gateways or payment carriers for B2C functionalities.	
4.7. Oversee the Implementation, roll out, training of staff and other related activities of the New B2B/B2C web portal.	Concurrently with activities starting from 4.3 to 4.6

5. Competency and Expertise requirement

The agency would be expected to be highly qualified, skilled and talented in the relative field with a vast experience of having carried out similar kind of assignments successfully in the past and would have proven track record of handling such assignments.

The Expert/Consultant would have:

- o Have a Team of experts having relevant technical qualification and experience. (CV's of Experts/Team members should be submitted)
- o Knowledge of demand of various products and services of MSMEs and their supply chain.
- o Vast experience of creating successful B2B, B2C, e-commerce Portals of International repute (List of such projects may be attached with web addresses)
- o Team Leader with minimum total experience of 10 years leading IT Projects and with minimum total IT experience of 5 years in similar (B2B or B2C) IT project. Consultant should have successfully commissioned at least 3 B2B/B2C projects.
- o The team should possess excellent Communication and content management Skills.
- o The Expert/Consultant/ Agency should be empanelled with National Institute of Smart Government (NISG).

- o The Expert/Consultant/ Agency should have a strong financial standing.

6. Evaluation Process

The evaluation will be carried out through a two stage process. Sealed proposals (i.e. Technical Proposal and Financial Proposal) may be submitted in two separate envelopes (marked as "Technical Proposal" or "Financial Proposal"). The candidates shortlisted in Technical bid will be considered for opening the commercial bid. Details of this stage will be shared among the short listed agencies.

The Evaluation Criteria is as follows:

S.No	Criteria	Percentage
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ii)	Experience of the Proposed Consultants	20%
iii)	Implementation & Marketing Methodology	10%
iv)	Past Experience of Consultants in B2B Portal development	20%
v)	Past Experience of the Consultant in E-governance	20%

7. Earnest Money Deposit

The technical proposal must be accompanied with the EMD of Rs.50,000/- (Rupees Fifty Thousand only) in the form of DD favouring "The National

Small Industries Corporation Limited" payable at New Delhi. Without the EMD, the proposal shall be summarily rejected.

8. Payment Term

The Payment terms are as follows:

S.no	Description	Payment Percentage
i)	Mobilization	30%
ii)	Delivery of Pilot Module	25%
iii)	Post Pilot Corrections successful run	20%
iv)	After Successful testing for two months	20%
v)	Final signing off	5%

The Expert/Consultant will make his own arrangement of travel, hotel accommodation etc.

9. Time frame

The assignment is for 10 months (approx 41 weeks). In the event of delay in Expected Outcome and Deliverables as Terms of Reference at S.no 4. The Expert/ Consultant shall be charged liquidated damages/ penalty shall be charged @.5% per week of the total amount of project.

The neatly typed application should be sent by post/ speed post to GM(TISDC), NSIC Limited, "NSIC Bhavan", Okhla Industrial Estate, New Delhi-110 020 by superscribing on top of the envelope "Application for **Designing and Implementing B2B/B2C Web Portal**", latest by 15th June,2011.

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Annexure 'B'

Formats for Bids

- A) Technical Bid Format
- B) Financial Bid Format

Technical Bid

1.	Name of the Vendor and address	
2.	PAN / TIN No and Service Tax Number	
3.	Qualification Certificates of Proposed Consultant and CV's of the Consultants to be engaged in the project	
4.	Experience of Proposed Consultants (List of projects undertaken along with Project Values)	
5.	Action Plan for Implementation & Marketing Methodology.	
6.	Past Experience of Consultant in B2B/B2C and in E-governance.	
7.	Referees in all projects	
8.	Details of Earnest Money Deposit	
9.	Photocopies of all certifications/ empanelment etc.	

(Please enclose separate sheets, if needed)

Financial Bid

Activities*		Amount (in Rs.)
1. 2. 3.		
Taxes		
Total Amount		

*Activities are mentioned in detailed Terms of Reference under the head at S.No. 4 "**Expected Outcome and Deliverables**"