

Expression of Interest

For

TDAP Web Portal Development, Hosting & Maintenance Services

Government of Pakistan
Ministry of Commerce & Textile
Trade Development Authority of Pakistan

<http://www.tdap.gov.pk>

October 2019

Expression of Interest

TDAP Web Portal Development, Hosting & Maintenance Services

Trade Development Authority of Pakistan (TDAP) intends to hire the services of reputable firm registered with the relevant tax authorities (Federal & Provincial) for developing, hosting and maintenance of TDAP Web Portal www.tdap.gov.pk.

2. The Quality & Cost Based Selection procedure given in **Section 3 (B) of Procurement of Consultancy Services Regulations – 2010** will be used for hiring the services of firm. Detail bidding procedure, technical details, terms & conditions are available in bidding document which can be downloaded from TDAP website www.tdap.gov.pk free of cost.
3. Sealed tender documents (Technical & Financial marked in separate envelopes) shall be submitted by 11:00 a.m. on 15-11-2019 at the address given below. Financial proposal should accompany a bid security of two percent (2%) of the bid amount in the form of Pay Order / Demand Draft in the favor of “Accounts Officer TDAP”. Technical proposals submitted will be opened on the same day at 11:30 a.m. in the presence of representatives of the participating firms.
4. TDAP reserves the right to reject any or all bids and to annul the bidding process at any time, however, reasons for rejection or annulling bid process will be communicated to the concerned bidder (s) in accordance with PPRA rules.

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2. SCOPE OF WORK:

Part A

Terms of Reference for TDAP New Website

Project Objectives.

The TDAP New website redesign objectives shall include but are not limited to:

- ✓ Greatly improve the overall website and boost the corporate image by aligning with our brand strategy with a clean, elegant, user-centric design.
- ✓ Provide a seamless and integrated experience providing access to content and resources via a single, easy-to-use environment.
- ✓ Seamless integration of the website current or future Apps, Social Media and other resource areas.
- ✓ Design a user-centric and easily-updateable solution.
- ✓ To providing online-help for the online users through digital resources.
- ✓ Merging of Expo Pakistan website www.expopakistan.gov.pk into TDAP main website

Project Scope

- ✓ Scope of Project (includes, but is not limited to):
 - Secure
 - User friendly interface
 - Informative and easy to navigate
 - Reports generation
- ✓ Development Tools to be used for development must include but not limited to;
 - HTML5 / JavaScript
 - Parallax
 - Vendor proposed Content Management System
- ✓ Real time site content updates
- ✓ Ability to add / remove pages as needed
- ✓ Schedule Updates / Automate
 - Applies to posts, press releases and scheduled events
 - Ability to deactivate content and have new content appear via scheduling features.
 - Ability to activate pop up surveys
- ✓ Provide easy-to-use and comprehensive CMS
 - The CMS should facilitate updates of new products, branding pages, cross-postings etc.
 - A CMS that is easy for non-technical staff to update with a variety of customizable templates and features, ability to add pages, inquiry forms, as well as ability to preview page before it is live. Images and media galleries may be included / inserted as site content.
- ✓ Intuitive navigation
 - Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.
- ✓ All applicable content should be imported from current site
- ✓ Optimized with SEO best practices
- ✓ Social media integration including Facebook page, Twitter etc (share buttons, follow buttons, etc.)
- ✓ Web site must not require plug-ins as a default
- ✓ Fast Loading Pages
 - The web site must be designed with a balance of text and graphics such that each page loads in 4 seconds or less on the average computer.
 - To develop a system that will provide a web-based solution to provide information about markets and products to users through a search engine

✓ **Main Features**

○ **Website Features must include but not limited to;**

- Media Gallery
 - Notifications
 - Notices
 - Tenders
 - Gallery
 - Events (Local / International)
 - Careers Section
 - Exhibitor's Directories
 - Newsletters
 - Foreign Buyer's Section
 - Exporter's Section (Includes below mention activities)
-
- ✓ Exporters Directory Database of Pakistan Exporters from Different Sources
 - ✓ Directory Listing with details of Pakistani Exporters
 - ✓ Enhanced Search System by Different Criteria
 - ✓ Data Conversion from Excel to MYSQL
 - ✓ Exporters Data with detail information will be available on the exporter's specific page by clicking Profile of Each company.
 - ✓ Backend Control Panel (Data Management)
 - ✓ Validated / Edit / Modify / Add Data
 - ✓ Upload any additional information related to company data.
 - ✓ Multiple Logins User Management (For Multiple TDAP Employees Access)
 - ✓ Add Company / Add listing through Online Form
 - ✓ Backend Engine with Access To companies to edit/modify their profile
 - ✓ Lead Generation Inquiry Form for Exporters Website
 - ✓ Data Validation System for TDAP Employees
 - ✓ Directory Report generation in PDF format
 - ✓ Online Advertisement for Companies
 - ✓ Premium Listing (To show additional information if any particular company wants to show email address, Products and Services)
 - ✓ Export Related News
 - ✓ Exhibition Details (Local & International)
 - Printable Version of Complete Directory in PDF (Further, Vendor to advice additional contents and functionality and related matters)
 - Expo Centre Event Calendar
 - Event Booking Enquiry
 - Pakistan Travel Guide
 - Pakistan Products Export Directory

- Pakistan Services Export Directory
 - Local / International Trade Leads
 - Trade Map for Current Fiscal year
 - Country Profiles for Major Importing Countries
 - Bi-lateral trade relation with that country
 - Tariff Details / FTA, PTA Details
 - Market Access & Potentials
 - Events Details
 - Potential Commodities
 - Cultural Backgrounds
 - Online Services Registrations
 - Helpline / Customer Services
 - Mobile Application Development for TDAP
 - All Registrations, enquiries, and bookings to be made through online forms
 - International Trade Partners
 - Product Specific Import Export Procedures
- **Exhibitors Management System:** Vendor will implement Exhibitors Management System as per TDAP requirement. Major activities through this system will be able to add / edit / delete the website contents with below listed features and functionality
- **Exhibitor Activity**
 - Exhibitor can manage below activities from website through secure interface
 - Exhibitor can add company logo
 - Exhibitor can add company Profile
 - Exhibitor can add contact detail e.g. phone number, email address, address
 - Exhibitor can add his company Product (3-5)
 - Exhibitor can add product pictures 2 products
 - Exhibitor can receive meeting inquiry on his email from other exhibitor during the exhibition
- **Commercial Sections Abroad Reporting Module**
 - Monthly Reporting
 - Quarterly Reporting
 - Export / Import Data
 - Leads Generated
 - Importers / Buyers Data
 - Monthly Activity Report / Meetings etc
- **Site User Activity**
 - Site user will be able to access the front end of the website.
 - Site user / exhibitors can send meeting request
- **Administrator Activity**
 - Administrator can manage below activities by login through secure interface
 - Administrator has authority to accept or reject Exhibitor activity
 - Administrator can schedule meeting between exhibitors
 - Administrator can edit or update exhibitor profile on request
 - Automatic email send to exhibitor against admin action “accept or reject”
- **Social Media Mapping on the Site**
 - Facebook Page, Twitter etc as suggested by TDAP

Compatibility

- Website should be responsive and user friendly with all hand-held, mobile, laptops, and personal computer devices
- Website should be cross browser compatible with Internet Explorer, Microsoft Edge, Google Chrome, Mozilla Firefox, etc.
- Website solution must have security parameters defined in order to avoid any hacking, phishing, and malicious scripting on or from the website
- Website should have compatible with Google Page Speeds
- Website should be built using latest development tools and technique as per Google, CSS3, HTML5, and W3c standards.

IMPORTANT NOTE:

AS MENTIONED, REQUIREMENTS FOR TDAP WEB PORTAL MAY CHANGE WITH MINOR IMPROVEMENT / REQUIREMENT AT THE TIME OF DEVELOPMENT. FINAL SCOPE OF WORK AND FURTHER TECHNICAL DETAIL WILL BE DISCUSSED WITH SUCESSFUL BIDDER. BIDDERS ARE ADVISED TO VISIT TDAP & EXPO PAKISTAN WEBSITES TO GET MORE INFORMATION WITH REGARDS TO CONTENTS ALREADY PLACED ON THESE TWO WEBSITES.

Apart from above Project Scope and Technical Features; bidders can suggest more features and technical options to secure and improve the website image.

Part B

Minimum Hosting Requirements/Specifications

Sr.	Description	Specifications
1.	Hosting Server Type	International Dedicated Server Environment Solution host e-data Tier-3 data center or above
2.	Number of Hosting Websites	3-4 Websites / Portals will be hosted
3.	Hosting platform (SW) required	
	OS	Cent OS Linux7.1 or higher
	Database type	MySQL (Unlimited Databases)
	Applications	Drupal, Joomla, Word press and others (as required)
	Programming Tools	PHP,DRUPAL
	Multimedia support	Flash support required
	Control Panel	Yes
4.	Hardware Plat form Specs:	
	RAM required	Min16 GB
	Processor Speed	CPU –Min. Intel Xeon Quad Core X 3440 2.53 GHZ,

Server to be located outside Pakistan (Preferred in USA with Mirror Server in Europe)

3. *Search Engine Optimization*

3.1 Each page, weather static or associated with module must be optimized for search engines so that TDAP's website ranks high for all related keywords

4. **TERMS & CONDITIONS**

4.1 The lead bidder should be a company/firm having legal presence in Pakistan.

4.2 A bidder can submit only one bid with one proposed solution as multiple bids and offers of multiple alternative solutions shall not be considered.

4.3 Bidders shall provide such evidence of their continued eligibility satisfactory to the TDAP, as the TDAP shall reasonably request.

4.4 By submission of documentary evidence in its bid, the Bidder must establish to the TDAP's satisfaction:

- that it is a Pakistani firm/company incorporated in Pakistan
- that it has been in business for the last Five (05) years;
- that it has an average annual turnover of Rs. Twenty (20) millions

4.5 By submission of documentary evidence in its bid, the Bidder must establish to the TDAP's satisfaction:

- that it has at least ten fulltime relevant technical resources.
- that it has ISO or CMM or TickIT level quality assurance certification or following the processes and are working towards achieving these certifications (documentary proof will need to be provided)

4.6 The bid opening committee reserves the right to accept/reject any or all bids without assigning any reason, at any stage of the tender process.

4.7 A 2% bid bond as earnest money of the tender value in the shape of Bank Draft in favor of Accounts officer TDAP, SHOULD BE INCLUDED IN THE FINANCIAL PROPOSAL.

4.8 The amount deposited as earnest money will be refunded to the successful bidder after providing deliverables and its acceptance from the competent authorities. While earnest money of unsuccessful bidders can be collected within thirty days of final award of contract.

4.9 The successful bidder shall co-ordinate with the concerned person appointed by TDAP.

4.10 The successful bidder will undertake to provide the agreed services approved by the TDAP within the approved time frame from the date of signing the agreement. In case of delay TDAP reserves the rights to impose a penalty not exceeding 5% of the total amount of the contract for each day of delays.

4.11 If the quality of work done is not made to the satisfaction of TDAP, the TDAP has the right to cancel the entire work and may allot to other company subject to the condition that if the first party has to pay any amount in excess of the agreement amount the difference will be recovered from the second party.

4.12 The Government taxes will be deducted from the Contractor as per rules.

4.13 Proposals sent by fax or email and after due date will not be accepted.

4.14 An effort by any firm(s) to influence TDAP, "directly or indirectly through unfair means", in TDAP proposal evaluation, proposal comparison or contract award decisions, to meet or discuss with any TDAP official unless desired by the TDAP may result in the rejection of bidder's proposal.

4.15 All responses to this EOI shall become the property of TDAP.

4.16 TDAP will not bear any expense incurred in the preparation of proposals in response to this EOI.

4.17 Bids not confirming to the terms & conditions specified in EOI will be rejected.

4.18 TDAP has the rights to add, enhance or remove any functionality not disturbing the major scope of work.

4.19 Companies must have office in Karachi with substantial Web Development team

Joint venture/ consortium

4.20 Joint Venture/Consortium not allowed.

Subcontracting

4.21 Subcontracting any part of the Bid shall not be allowed and Bids that include an element of subcontracting shall be rejected as non-responsive.

Cost of Bidding

4.22 The Bidder shall bear all costs associated with the preparation and submission of its bid, and the TDAP will in no case be responsible or liable for those costs.

5. TDAP's Right to Accept Any Bid and to Reject Any or All Bids

5.1 TDAP reserves the right to accept or reject any bid or to annul the bidding process and reject all bids at any time prior to Contract award as per PPRA rules, without thereby incurring any liability to the Bidders.

6. Withholding Tax

6.1 The Bidders are hereby informed that the TDAP shall deduct tax at the rate prescribed under the tax laws of Pakistan, from all payments for services rendered by any Bidder who signs a contract with the TDAP.

7. Support / Contract Period and Warranties

7.1 The Bidders should mention the warranties they propose for products and services to be rendered.

7.2 After the final deployment, the Bidder as part of the Bid should provide on call support for twelve (12) months.

7.3 Contract period is for 12 months after signing the contract. This contract can be extended for another year upon satisfactory performance of the firm with mutual consent.

8. INSTRUCTIONS FOR SUBMISSION OF THE BIDDING DOCUMENTS

8.1 Content of Bidding Documents

8.1.1 Bidders are expected to examine all instructions, forms, terms, specifications, and other information in the EOI. Failure to furnish all information required by the EOI or to submit a bid not substantially responsive in every respect will be at the Bidder's risk and may result in the rejection of its bid.

8.1.2 At any time prior to the deadline for submission of bids, the TDAP may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, amend the EOI.

8.1.3 Amendments will be provided in the form of Addenda to the EOI and will be sent in writing, cable, facsimile, or electronic mail to all prospective Bidders that have received the EOI and will be

binding on them. Bidders are required to immediately acknowledge receipt of any such Addenda, and it will be assumed that the amendments contained in such Addenda will have been taken into account by the Bidder in its bid.

8.1.4 In order to afford prospective Bidders reasonable time in which to take the amendment into account in preparing their bids, the TDAP may, at its discretion, extend the deadline for the submission of bids, in which case, the TDAP will notify all Bidders by cable confirmed in writing of the extended deadline.

8.2 Preparation of Bids

Language of Bid

8.2.1 The language of all correspondence and documents related to the bid is English.

8.2.2 The bid submitted by the Bidder shall comprise the following:

- Financial information of the bidder
- Documents establishing firm eligibility and qualification, such as year of incorporation, list of partners/directors, statement of experience, key personnel, details of relevant projects etc
- Response to the technical requirements and software specifications as given in the Scope of Work
- A Bid Form duly completed and signed by a person or persons duly authorized to bind the Bidder to the Contract;
- All Price Schedules duly completed in accordance with this EOI and signed by a person or persons duly authorized to bind the Bidder to the Contract;
- Bid bond in the shape of Bank Draft/Pay Order should be submitted.
- An undertaking that the Bidder, not been blacklisted by any government or public sector organization

8.2.3 Bidders are reminded that their bids may be considered as non-responsive if material deviations are taken.

8.3 Bid Prices & Currency

8.3.1. Bidders may be required to provide a breakdown of any composite or lump-sum items included in the price.

8.3.2. Prices quoted by the Bidder shall be in Pak Rupees and fixed during the Bidder's performance of the contract and not subject to increase on any account. Bids submitted that are subject to price adjustment will be rejected.

8.4 Bid Validity and Security

8.4.1. A bid security will be required. The amount of bid security required is two (02) percent of the Total Bid Price. This bid security has to be submitted in a shape of Demand Draft or Pay Order.

8.4.2. The bid validity period shall be One hundred twenty (120) days after the deadline for bid submission.

8.4.3. Bid security must be valid twenty-eight (28) days after the end of the bid validity period. Accordingly, a bid with a bid security that expires before twenty-eight (28) days after the end of the bid validity period shall be rejected as non-responsive

8.5 Format and Signing of Bid

8.5.1. The Bidder shall prepare separately Technical Bid & Financial Bid. Clearly marking each one as "FINANCIAL BID" and "TECHNICAL BID".

8.5.2. The original bids shall be typed or written in indelible ink and shall be signed by the Bidder or a person or persons duly authorized to bind the Bidder to the Contract. The person or persons signing the bid shall initial all pages of the bid, except for unamended printed literature.

8.5.3. The bid shall contain no interlineations, erasures, or overwriting, except to correct errors made by the Bidder, in which case such corrections shall be initialed by the person or persons signing the bid.

8.6 Sealing and Marking of Bids

8.6.1 The bid shall comprise a single package containing two separate envelopes. Each envelope shall contain separately the financial proposal and the technical proposal. Clearly marking the envelopes as "TECHNICAL BID" & "FINANCIAL BID".

8.6.2 The inner envelopes shall also indicate the name and address of the Bidder so that the bid can be returned unopened in case it is declared "late."

8.6.3 The Bank Draft for Bid Bond to be enclosed in a separate envelope, labeled as "Bank Draft (Bid Bond)", and which should be sealed. Please ensure that Bid Bond should not be in envelope of financial proposal, it should be in a separate envelope.

8.7. Deadline for Submission of Bids

8.7.1 Bids must be received by the TDAP at the address specified in the EOI by 1100 hours, November 15, 2019.

8.7.2 The TDAP may, at its discretion, extend this deadline for submission of bids by amending the EOI, in which case all rights and obligations of the TDAP and Bidders will thereafter be subject to the deadline as extended.

8.8 Late Bids

8.8.1 Any bid received by the TDAP after the bid submission deadline prescribed by the TDAP will be rejected and returned unopened to the Bidder

8.9 Modification and Withdrawal of Bids

8.9.1 Modifications to the submitted bid will not be accepted.

8.9.2 The Bidder may withdraw its bid after submission, provided that written notice of the withdrawal is received by the TDAP prior to the deadline prescribed for bid submission.

8.9.3 A Bidder wishing to withdraw its bid shall notify the TDAP in writing prior to the deadline prescribed for bid submission. A withdrawal notice may also be sent by electronic mail or facsimile, but it must be followed by a signed confirmation copy, postmarked no later than the deadline for submission of bids. The notice of withdrawal shall be addressed to the TDAP at the address stated for bid submission. Bid withdrawal notices received after the bid submission deadline will be ignored, and the submitted bid will be deemed to be a validly submitted bid.

8.9.4 No bid may be withdrawn in the interval between the bid submission deadline and the expiration of the bid validity period. Withdrawal of a bid during this interval may result in the forfeiture of the Bidder's bid security.

8.10 Evaluation of Bids

The Quality & Cost Based Selection procedure given in *Section 3 (B) of Procurement of Consultancy Services Regulations – 2010* will be used for hiring the services of firm. Detail is as under:-

- i. The interested firms will submit their proposals in response of Expression of Interests.
- ii. In first stage company profile will be evaluated on the basis of information provided as per Evaluation sheet at Annexure “A”. Those companies fulfilling the requirement mentioned at Annexure “A”, will be considered for further technical evaluation to be carried out in following manner, namely:-
 - a. The technical proposal shall be evaluated and TDAP will discuss technical details and require presentations from bidders with regards to proposed TDAP Web Portal;
 - b. the financial proposal of technically responsive proposals shall be opened in the presence of the applicants or their representatives who may wish to attend the opening session; and
 - c. a combined evaluation of technical and financial proposals (Technical 70 : Financial 30) shall follow and the proposal with the combined highest score will be accepted.
- iii. During the technical evaluation no amendments in the technical proposal shall be permitted.

8.11 Award Criteria

8.11.1 The TDAP will award the contract to the bidder whose bid has secured combined highest marks (Technical Score (As per Annexure C) + Financial Score). Financial Score will be done as per below formula:

Financial Score = (Lowest Financial Bid / Bid) X 30

8.12 Notification of Award

8.12.1 Prior to the expiration of the period of bid validity, the TDAP will notify the successful Bidder in writing by registered letter that its bid has been accepted.

8.12.2 The notification of award will constitute the formation of the Contract.

8.12.3 Upon the successful Bidder's furnishing of the signed Contract Form, the TDAP will promptly notify each unsuccessful Bidder and will discharge its bid security.

9.13 Signing of Contract

9.13.1 At the same time as the TDAP notifies the successful Bidder that its bid has been accepted, the TDAP will send the Bidder the Contract Form, incorporating all agreements between the parties.

9.13.2 As soon as practically possible, but not more than five (05) days following receipt of the Contract Form, the successful Bidder shall sign and date the Contract Form and return it to the TDAP.

9.13.3 The TDAP and successful Bidder may also agree to meet to finalize the Contract

10. IMPLEMENTATION PLAN & SUPPORT

The Bidder shall consider the following in the Implementation:

10.1.1 Appropriateness of the Plan-Time Frame

10.1.2 The Plan should focus on achieving the implementation targets with time frames to be indicated for the Trade Development Authority Offices:

10.1.3 Implementation Plan must clearly show the following:

- Activities
- Duration of each activity
- Stages
- Milestones
- Deliverables

11. TECHNOLOGY OUTAGE REQUIREMENTS

In case of technology outage, Bidder is required to propose the strategy to run the office work smoothly and to be able to bring the system into synchronization with current state of work.

Bill of Quantities (PKR)

S.No.	Description	Rate	SST%	Total	Months	Per Year
1.	Web Portal Development Charges (OTC)					
2.	Web Portal Monthly Maintenance Charges				12	
3.	Web Portal Monthly Hosting Charges				12	
	Total Amount in Words					

Price should be inclusive of all applicable taxes

Annexure “A”

Mandatory Requirements

S.No.	Description	Bench Mark	Remarks (Yes / No)
1.	Legal Entity / Company Registration in Pakistan with office in Karachi	Mandatory	
2.	No. of years in Web Business	Minimum 05 Years	
3.	PASHA Membership (Active)	More than 03 Years	
4.	PSEB Membership (Active)	More than 03 Years	
5.	Government Active Sites	5 or above	
6.	Financial Institutions Active websites	2 or above	
7.	Annual Turn Over (Web Hosting & Development Business)	Above 20 Million	
8.	Active Tax Payer, NTN, SRB Certificates	Mandatory	
9.	Web Development Team Strength	05 Members or above	.

To qualify for 2nd stage technical evaluation, company must fulfill above mentioned requirements.

Please note: Tender Committee reserves right to amend / delete / relax any of the above criteria

Note: This document is part of the tender and has to be filled and attached along with the Technical Proposals.

TDAP Web Portal Hosting Services

Dear Sir,

1. Having examined the conditions of contract, specifications and schedule of requirements for the subject job and fully understand the same, I/We undersigned offer to undertake, compete and maintain the whole of the said work in conformity with the said conditions of contract specifications and at the rates given in accordance with the said terms and conditions.
2. I/We agree to execute the work in a manner of satisfactory to the Trade Development uthority of Pakistan whose decision shall be final and without appeal on all methods, specification, and the quality of materials equipment and workmanship.
3. I/We undertake if my/our tender is accepted to commence the work within specified time after receipt of the letter of intent/signing of contract and to complete and deliver the whole of work contained in the contract within the period specified in the tender documents.
4. I/We agree to supervise and furnish adequate supervisory staff, labor force, tools and finances to perform the work in time as specified in the agreed time schedule.
5. I/We understand that the Trade Development Authority of Pakistan is not bound to accept the lowest or any tender received without assigning any reasons

In the name of _____ Dated this _____ day of _____ 2019

Signature _____ in the capacity of _____

Duly authorize to sign tender for and behalf of _____

Witness

Signature: _____

Name: _____

Address: _____

COMPANY / BIDDER DATA SHEET

1. Company Name: _____

2. Company Profile Establishment, Date of Incorporation: _____

Location of Head *Office*: _____

Details of Branch *Offices* across Pakistan: _____

Human Resource strength: _____
(provide Organogram & Resumes separately)

3. Team Composition (Staff dedicated on project with role(designation), strength, Shared! Full Time)

4. Relevant Experience

5. Projects Detail

5.1. Web Portal related projects.

5.1.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with Contact Details)

5.1.1.1. _____

5.1.1.2. _____

5.1.2. Number of ongoing projects in hand with Organization Name and year of acquirement (Most recent first): (with Contact Details)

5.1.2.1. _____

5.1.2.2. _____

5.2. Security oriented web-based projects

5.2.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with Contact Details)

5.2.1.1. _____

5.2.1.2. _____

5.3. Database related projects

5.3.1. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with contact Details)

5.3.1.1. _____

5.3.1.2. _____

5.3.1.3. _____

5.3.2. Number of projects so far completed with Organization Name and year of completion (Most recent first): (with Contact Details)

5.3.2.1. _____

5.3.2.2. _____

6. Hosting & Maintenance Services.

Number of present customers with service start year (Most recent first): (with Contact Details)

7. Hosting & Maintenance Hardware Platform detail with total Web Space available

TECHNICAL EVALUATION CRITERIA (STAGE TWO)

S.No.	Description	Marks	Marks Obtained
1.	Design accomplishing the purpose of this website for targeted audience, does the design make content easy to find and website structure align with user's expectations to be able to find information?	10	
2.	Does website's style align with TDAP brand in terms of colors, feel, graphics, etc?, is the style suit targeted audience?	10	
3.	Feel and look of the website Orderly or messy? Sparse or crowded? Playful or formal?	10	
4.	Are the fonts chosen readable?, is there enough contrast between background colors and font colors?	10	
5.	Is the Website easily crawl able, navigation and sitemap available? Are most important pages are in primary navigation / home page?	10	
6.	Are the images / graphics size on website appropriate according to page layout?	10	
7.	Is the Social Media Implementation on site done correctly?	10	
	TOTAL	70	