

Tender Notice
For
Search Engine Optimization of Website

1. Introduction

Spices Board (Ministry of Commerce, Government of India) is the flagship organization for the development and worldwide promotion of Indian spices. The Board is an international link between the Indian exporters and the importers abroad.

2. Objectives

Spices Board invites Tender for SEO of its website indianspices.com

3. Scope of Work

- a. Vigorous SEO strategy to maximize search engine results and ensure that the website is ranked in the top ten listings on google.com against all 52 spice names (key words). The spice names (key words) are provided at <http://indianspices.com/sites/default/files/spices%20list%20under%20purview%20of%20spices%20board.pdf> under the title “English Common Name”
- b. Duration of SEO activity is 1 year.
- c. Implementing SEO related inputs (Keywords, Meta tags, Description tags, Doctype declaration, Character encoding, URL structure, Robots.txt, Canonical link element, XML and HTML sitemaps, custom 404, Redirects, HTTP headers, HTML code, iFrame etc.) for the website.
- d. Improving organic traffic for the website
- e. Providing detailed analytics and web traffic report each month. Reports should also include keyword rankings.

4. Information to Agency

- a. Spices Board is not bound to accept any of the proposals submitted.
- b. At any time before the submission of proposals, Spices Board may, for any reason, whether at its own initiative or in response to a clarification requested by an invited firm, amend the scope of work. Any amendment shall be updated in the website and shall be binding on the bidders.

Spices Board may at its discretion extend the deadline for the submission of proposals.

- c. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of the Spices Board, or that may be reasonably perceived as having this effect. Failure to disclose such situations by the Agency may lead to disqualification of the Agency or termination of the contract.
- d. Agencies must observe the highest standards of ethics during the selection and execution of the contract. The Spices Board may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.

5. Selection , Eligibility and Evaluation Criteria

Tender shall be submitted by those companies/firms/organizations who meet the following eligibility criteria and proof of the same shall be submitted along with the technical bid

- i. The company should have executed at least one web project related to SEO in last 5 financial years (2013-14, 2014-15, 2015-16, 2016-17, 2017-18), with a Government organization in India(Central Govt/ State/ PSU/ Autonomous Bodies) or for an Indian listed company.
- ii. The Agency should be able to provide a qualified team, for undertaking SEO work for improving ranking and web traffic of Spices Board website. The Agency team would work closely with the Spices Board. A confirmation letter from the Agency for being able to provide the qualified team should be attached. Details of the team dedicated to the Spices Board project should be provided.
- iii. The company should have minimum 3 years of experience in the area of web development/SEO and supporting documents should be provided.
- iv. Tender shall be supported with audited Statement of accounts for at least last three years.
- v. Financial proposal will be opened only in case of the firms, which are technically qualified. Financial proposal of the firms, which do not qualify shall be returned unopened.
- vi. The participating vendor should be a Private Limited/ Limited company/Government undertaking.

6. Format in which Quotation is to be submitted

The bidder shall submit the quotation in the below given format

#	Item	Cost in INR (exclusive of taxes)
1	Total monthly cost for SEO services	

7. Project Deliverables

The following deliverables have been envisaged during the life cycle of the project

- i. Source Code
- ii. Documentation on the changes and methodology.
- iii. The Agency should be able to provide and execute an integrated strategy to develop and nurture long term objectives while laying emphasis on immediate needs and short term forces. The agency should be result oriented and all the SEO related goals must be met by the agency.
- iv. A dedicated SEO Team will have to work as an integral component of Spices Board.
- v. The agency should submit detailed SEO reports each month to Spices Board.

8. Clarifications

You may contact Shri Jijesh T Das, Deputy Director (EDP) for any clarifications at 91-484- 2333603 / jijesh.das@nic.in

9. Submission of Tender:

Preparation of Tender

The tenders should be submitted under two-bid system, i.e., Technical bid and financial bid in separate sealed envelopes.

The technical bid should consist of all technical details and documents to prove the eligibility criteria, along with the EMD. No prices should be included in technical bid. Financial Bid should indicate the cost as per the format given in section 6. The technical and the financial bids should be put in separate covers and sealed. Both sealed covers should be put into a bigger cover superscribing the words “ Tender for SEO of Website due on 26.06.2018”.

Delivery of tender

Interested parties may submit their tender along with the supporting documents in sealed envelope through Speed Post/Registered Post/by Hand to reach the following address on or before 26th June 2018 3:00 pm, IST. Technical bids will be opened on 27th Jun 2018 at 10 am, IST at Spices Board, Cochin. After verification of technical bids, qualified bidders will be informed about the date of financial bid opening.

DeputyDirector (EDP)

Spices Board, Sugandha Bhavan,

N.H. Bye Pass, Palarivattom, Cochin- 25

Tel: +91-484-2333603 E-mail: jjjesh.das@nic.in

10. EMD

Bidders should submit an EMD equal to Rs.22,500 along with the tender by way of Demand Draft drawn in favour of “Secretary, Spices Board” payable at Kochi, from any nationalized bank. The EMD shall be valid for three months. Bank Guarantee will not be accepted towards EMD.

The technical bid without EMD will be rejected unless specifically exempted by the Government from payment of EMD for which reasons and proof have to be enclosed. The EMD will be returned without any interest to the unsuccessful bidders after the award of the contract.

EMD of the unsuccessful bidders will be refunded (without any interest) within 45 days from the date of opening of tender.

EMD amount of the Successful Bidder will be refunded (without any interest) after acceptance of work order and one month of providing satisfactory service.

EMD will be forfeited if the vendor withdraws or amends its tender or derogates from the tender in any respect within the period of validity of its tender.

11. Payment Terms

At the end of each month subject to satisfactory performance.

12. Terms and Conditions

- a. Financial bid shall be submitted only through the format mentioned in section 6. Other tenders will be rejected.
- b. Time frame for completion of the assignment; and any other information that would be relevant for the project.
- c. Tender received after the closing time for submission will not be considered.
- d. The work done is subject to testing by Spices Board or an external agency to ensure quality.
- e. Spices Board has the right to terminate the contact any point of time, by giving one week notice.
- f. The tender must remain valid for at least 3 months after the submission date. During this period, the bidder is expected to keep available the professional staff proposed for the assignment. Spices Board will make its best efforts to decide on the tender within this period. If Spices Board wishes to extend the validity period of the proposals, the bidders who do not agree have the right not to extend the validity of their proposals

Deputy Director (EDP)