



**SILK MARK
INDIA**

Your Assurance of Pure Silk.

Silk Mark Organisation of India
[Central Silk Board, Ministry of Textiles, Govt. of India]
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SMOI/SW/2019-20/57

6th June 2019

TENDER NOTICE

Sub: Development of mobile app in Android, Website development, maintenance of softwares and websites – Two bid systems (Technical & Commercial)- Reg.

In order to protect the consumer interest, Central Silk Board – An apex body for development and promotion of silk in India has set up an exclusive organisation – ‘Silk Mark Organisation of India’ (SMOI). SMOI has introduced a label for pure silk – ‘SILK MARK’. There is a testing protocol to test and certify the product as made from pure and natural silk. The label is provided to the manufacturers and traders who become ‘Authorised Users’ of Silk Mark for affixing on silk products. A number of initiatives including awareness programmes, seminars, Silk Mark Expos, etc are organised by the SMOI. The main focus is to induce confidence in the genuine users of pure silk items. SMOI has more than 4000 Authorised Users enrolled and spread across the country.

SMOI has 10 branch offices situated all over India. It is entrusted with responsibilities to collect data from all the chapters and prepare reports for the various mandatory needs.

Functions of Silk Mark Organisation of India

- Enrolling, registering silk traders/manufacturers and other stakeholders as members and maintaining a database.
- Organising training programmes, supply and maintenance of serially numbered Silk Mark quality assurance Tag Labels (with QR Codes and holograms), sew-in labels, and conducting surveillances.
- SMOI maintains data base of Authorised Users of Silk Mark and generate reports on monthly and yearly. Members wise supply of Silk Mark Labels, Awareness Programmes, Training Programmes, Exhibitions conducted, Exhibitions participated, Quarterly Newsletters supplied, Samples tested, visits to Authorised User by the officers.
- Sending reminders to the members for renewing their membership on expiry dates and term renewal of enrolled memberships.

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K. S. GOPAL
CEO
Silk Mark Organisation of India

Job No 1: Development of website silkmarkindia.com

- The SMOI is maintaining a website silkmarkindia.com and it is proposed to redesign the website with better and latest features which shall make it look aesthetic and user friendly.
- You may submit one or more sample designs using wordpress along with the cost for developing the website with the design.
- The developer should include features to modify/edit/delete/update the text, image, video, scroll and other media
- Should prepare a manual for the users.
- There will be a training session to a set of selected officials for maintaining the website.
- The website shall be hosted in the Central Silk Board server and the domain name is registered for seven more years in the name of SMOI
- There shall be a dynamic search facility for the users to search the Authorised Showrooms from the ERP database being maintained by SMOI.
- There shall be a dynamic search for label number.
- The website shall be linked to www.worldofindiansilk.com & www.reshamghar.in and other similar websites. The rest of the current pages shall be part of the refurbished website with updates given by us.

The maintenance includes the updates/deletions/edits etc. on a regular basis as requested from the SMOI offices across the country.

Job No 2: Maintenance of softwares – Label & QR code software & ERP

SMOI has developed and is using the label & QR code software integrated with ERP software.

1. The Label & QR code server is developed using java software and is hosted from Central Silk Board server
2. The software generates QR code from the label numbers given and the awarded software developer needs to generate the QR code, verify randomly and submit to SMOI for printing the labels

ERP software

1. The ERP software is developed using vtiger open source software and is hosted from Central Silk Board server
2. The software helps the SMOI chapters to enter the registration of member/AU, renewal, product profile, address etc.
3. The software data is used for 'search the authorised showroom' in the website
4. The feature to send sms/email to the registered members as alerts and other messages are available and needs to be activated
5. A sms message with the Authorised user number should fetch the details of renewal date/expiry of renewal etc.
6. Redesigning of the invoices according to the latest format and rules



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Job No 3: Development of mobile app in android

In order to facilitate the consumers in locating the Authorised Users premises, inform about the product profile of the AU and provide value addition to the AU, it has been decided to develop mobile app for the android version with the following features.

- Current location of the user in Google map
- Locating the Authorised Users using the search facility with state, city, area, pin code, near me, etc.
- The AU list to be displayed after selection of state and city and after a search is made
- Directions to the selected AU in the Google map after the user selects
- The AU selected will be displayed with an image, address, product profile and a button to prompt for the direction
- An interface for upload, delete and edit the images, listings etc. to be managed by the admin
- Facility to Authorised Users to maintain their records with OTP credentials
- The opening page will display the advertisements on paid basis
- Facility to accept payment for the advertisements and renew automatically
- Alerts to inform the expiry/renewal date of the advertisements
- QR code scanner / search with label number - to inform the users the authenticity of the labels. On clicking should be able to reach the party profile.
- Details of testing centers with location/address/directions through Google maps.

The data (Authorised User name and number) are to be drawn from the ERP in an automated mode to a local database for the mobile app.



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The applicant should submit the quote for the following separately as per the Annexure

Annexure

Table I:

Cost for one time development work

#	Subject	Cost in Rs
1.	Development of website www.silkmarkindia.com as per the specification indicated above	
2.	Development of Mobile Apps in Android	

Table II:

Cost for other development / hosting/ work on job work basis

#	Subject	Cost in Rs
1.	Development of web pages as and when the need arises. The cost per page of development	
2.	Development charges on hourly basis for these softwares for additional improvement work	
3	Deploying the android app in Google play store	
4	SMS charges for 50,000 numbers of sms with integration in ERP server	

Table III:

Annual maintenance work

#	Subject	Cost in Rs
1.	Maintenance of silkmarkindia.com , reshamghar.in and worldofindiainsilk.com websites for 2 years - payable on quarterly basis	
2	Maintenance of Android app for 2 years – payable on quarterly basis	
3.	Maintenance of Label & QR code software & ERP for 2 years - payable on quarterly basis	

The entire contract for the Job 2 & 3 may be extended for 2 more years based on the performance and mutual consent.



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TERMS AND CONDITIONS

1. TWO BID SYSTEM – TECHNICAL AND FINANCIAL – Interested parties should submit the quotes in separate sealed covers with clear superscription of 'Technical Tender' and 'Financial tender'.
2. The Technical tender will consist of the designs for the website, android app, the links of existing similar websites and android app developed by the applicant, the sample website and android app developed for this project, the list of clients and projects undertaken, the profile of the company and the key heads and other points of importance in support of your application. The technical cover will also have the EMD along with other documents.
3. The financial tender will have the quote for the items of quotation for Table : I,II and III indicated above. The Technical and financial tenders should be kept in another cover and sealed with the superscription "QUOTATION FOR THE DEVELOPMENT & MAINTENANCE OF WEBSITE, SILK MARK MOBILE APP AND MAINTENANCE"
4. There will a pre-bid conference on 18th June 2019 at Board room, 6th Floor, Central Silk Board, Madivala, BTM Layout, Bangalore – 68 at 11.00 A.M. explaining about the project and answering the queries.
5. RATES AND APPLICABLE TAXES: The parties should clearly quote the rates and applicable rate of taxes in their quotation. **In case no taxes are mentioned it will be presumed that the rate is inclusive of all taxes.**
6. VALIDITY: The rates quoted should be valid for a minimum period of two years from the date of opening the quotation.
7. ESCALATION CHARGES: No escalation charges will be entertained once the quotation is accepted and contract awarded.
8. E.M.D: The quotation should be accompanied with an EMD amount of Rs.5,000/- in the form of a demand draft/pay order in favour of "Silk Mark Organisation of India" payable at Bangalore. Quotations received without EMD will be summarily rejected.
9. LAST DATE FOR SUBMISSION OF QUOTATION: The last date for submission of the sealed competitive quotations is 10th July 2019 up to 1.00 PM. The envelope containing the competitive quotation should be sealed and submitted, duly superscribing on the envelope as "QUOTATION FOR THE DEVELOPMENT & MAINTENANCE OF WEBSITE, SILK MARK MOBILE APP AND MAINTENANCE" and addressed to the CEO, Silk Mark Organisation of India, Central Silk Board, B.T.M. Layout, Madivala, Bangalore-560 068.
10. OPENING OF THE QUOTATIONS: The quotations so received well within the stipulated time shall be opened at 4.00 PM on 10th July 2019 at the Office of the Silk Mark Ogranisation of India, Central Silk Board, CSB Complex, 1st Floor B.T.M. Layout, Madivala, Bangalore – 560068. Only the Technical tender will be opened on the day and time specified. The bidders or their representatives can be present at the time of opening of the quotation.
11. EVALUATION OF TECHNICAL BID AND OPENING OF FINANCIAL BID: The committee will evaluate the technical tender and shortlist the applicants based on the criteria. The financial tenders of the shortlisted applicants only will be opened on the day and time specified and duly intimated to the applicants well in advance. The applicants or their representative may be present if so they desire.
12. The CEO, SMOI, Bangalore reserves the right to accept any of the quotation or reject all the quotations. The committee may rank the applicants based on the technical tender and may decide to call for a presentation if need arises. The lowest bid is not the only criterion for deciding the contract. The decision of the CEO, SMOI, Bangalore will be final and no correspondence will be entertained in this regard.
13. REFUND OF E.M.D: The EMD amount of the unsuccessful bidders shall be returned after the successful quotationer is finalized. The EMD of the successful quotationer shall be discharged only after satisfactory completion of the contract.
14. PAYMENT: The bills may be submitted along with the work executed with supporting documents and reports.
15. ADDITIONAL INFORMATION, IF ANY: For any information, the quotationers may contact The Assistant Director(Insp.), Silk Mark Organisation of India, Central Silk Board, B.T.M. Layout, Madivala, Bangalore-560068 (Phone: 080-26282117/2152/2151).



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Important dates to be noted by the bidders				
#	Description	Date	Time	Place/Venue
1	Pre-bid conference	18 th June 2019	At 11.00 A.M.	Board Room, 6 th Floor, Central Silk Board, Madivala, BTM Layout, Bangalore – 68
2	Last date of Submission of quotations.	10 th July 2019	By 01.00 P.M.	Silk Mark Organisation of India, Central Silk Board, B.T.M. Layout, Madivala, Bangalore-560 068.
3	Opening date of Quotations.	10 th July 2019	At 04.00 P.M.	Silk Mark Organisation of India, Central Silk Board, B.T.M. Layout, Madivala, Bangalore-560 068.



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