



Your Assurance of Pure Silk

**Silk Mark Organisation of India
Central Silk Board**

Ministry of Textiles – Govt. of India, Madivala, Bangalore 560068

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TENDER NOTICE

Sealed Tenders are invited from interested parties for Designing of Indian Silk Web Portal.

Part-1

An Earnest Money Deposit (EMD) has to be submitted along with the tender.

Sealed tenders without EMD shall not be considered.

Schedule of Tendering process is given below:

1.1	Last date and time of submission of Tender (Both Technical & Financial) is 14.07.2014 . 15.30 hrs.
1.2	Date and time of opening of Technical Tender – 14.07.2014 at 16.00 hrs.
1.3	Date and time of opening of Financial Tender (only for successful technical bidders) which shall be intimated to technically approved bidders.

Part-2

2.1: Tender documents:

2.1.1 Tender document is also available on SMOI website for download at the following link:
<http://www.silkmarkindia.com/download/IndiansilkbrandWebsiteTender.doc>

2.2: Submission of Tender documents:

- 2.2.1 Tenders (both technical & Financial) should be submitted in separate sealed cover, with clear superscription "Cover- "A" as "Technical Tender" & "Cover- "B" as "Financial Tender", enclosed in an outer sealed cover with clear superscription on outer cover as "Tender for designing of Indian Silk Web Portal" addressed to "Chief Executive Officer", Silk Mark Organisation of India, Central Silk Board, Bangalore, along with the documents as per instructions given in the check list for bidders.
- 2.2.2 Completed Tender documents shall be dropped in the Tender box kept for the purpose at aforesaid address.
- 2.2.3 Completed Tender documents sent by Post/Courier services will be received by Silk Mark Organisation of India, Bangalore and after making inward entry for date & time, the same shall be dropped in the Tender box.
- 2.2.4 On the same day the technical tenders will be opened at 16.00 hrs in the office of SMOI, Central Silk Board, Madivala, B.T.M. Layout, Bangalore.

- 2.2.5 The technical tenders will be opened in the presence of bidders or their authorized representatives who may wish to remain present at the time of opening of tenders.
- 2.2.6 The representative should produce a letter of authority for this purpose.
- 2.2.7 After detailed analysis of technical tenders, only the bidders who are found to be technically competent will be considered for Financial tender and the shortlisted bidders may be called to make a presentation and the date and time would be intimated if required. The date and time of opening the Financial tenders would be decided on the same day by the committee. If the date is other than the date of opening then the same will be communicated to such eligible bidders separately.
- 2.2.8 The Financial tenders will be opened in the presence of only shortlisted bidders or their authorized representatives who may wish to remain present at the time of opening of Financial bids.
- 2.2.9 The representative should produce a letter of authority for this purpose.
- 2.2.10 Bidder desiring to send the tender document through Post/Courier services may please ensure that the same reaches before the time and date stipulated in the Tender document.
- 2.2.11 SMOI shall not be responsible for any transit delay. Tenders sent through E-mail, Fax and any other means shall not be entertained.

SMOI reserves the right to accept or reject any or all the bids either in full or any part at its discretion without assigning any reason thereof.

Address for Communication:

Chief Executive Officer,
Silk Mark Organisation of India,
Central Silk Board, Madivala,
Bangalore 560068,
E-mail: silkmark@silkmarkindia.com

PART –3

INTRODUCTION:

3.1 Indian Silk Brand

The SILK MARK constitutes a timeless facet of the rich cultural heritage of India. As an economic activity, the SILK sector occupies a special place in providing livelihood to the people. It is estimated that SILK industry provides employment to 70 lakh workforce directly and indirectly and there are about 4 lakh looms spread all over India.

The Office of the SMOI, CSB, and Government of India has been implementing a number of developmental schemes and programs to protect the interest and welfare of the silk community and Consumers. SMOI, a registered Society constituted under Karnataka Registration Act, 1960 under Central Silk Board, Ministry of Textiles, Government of India and has been engaged as the Implementing Agency (IA) for the aforesaid Scheme.

As a part of present ongoing programme of the Scheme, SMOI is issuing SILK Mark hangtags to the registered users. The hangtags bear information with respect to suppliers selling the SILK MARK BRANDED produce.

The beneficiaries of the scheme are Manufacturers, Representatives, Dealers and Consumers or any other legal entity or any other organisation involved in Silk Mark related activities and

approved to avail benefits under any other scheme of Silk Mark. These entities will be entitled to participate in the scheme and avail benefits thereof.

Govt. of India has initiated to build Indian Silk Brand through various schemes and it has identified online promotions as one of the key areas for promotion of Indian silk. The objectives of the web portal are given below:

- To bring consumer awareness to both at National and International level
- Educate about Indian silk, its uniqueness and its specialties
- Improve the quality standards of Indian silk and encourage entrepreneurship
- Provide E-commerce facility to the trade and entrepreneurs including the weavers and artisans
- To establish the portal as the most popular for silk related business and make the Indian Silk brand very strong
- Connecting the retailers, manufacturers, traders, exporters & importers for interaction and facilitate marketing
- Create a platform for the manufacturers to market their products with less cost and effort
- Help to eliminate the role of middle men in silk business transactions
- Be the driver for innovation in silk industry, be it manufacturing, designing, marketing etc.
- Establish quality standards for silk industry
- Help improve exports
- Provide technical, marketing and financial consultancy and support to the manufacturers, weavers and other aspiring entrepreneurs.
- Provide services to develop clusters through various promotional activities

Therefore, in order to accomplish the above objective, it has been proposed to invite offers from the interested web designers/vendors to submit their sealed offers as per this Tender document.

3.2 Enclosures which form part of the Tender document.

- 3.2.1 Enclosure - 1: Format for Agreement
- 3.2.2 Enclosure - 2: Format for covering letter to be sent along with Technical Tender
- 3.2.3 Enclosure - 3: Format for covering letter to be sent along with Financial Tender
- 3.2.4 Enclosure - 4: Check List for Bidders
- 3.2.5 Enclosure - 5: Job specification

3.3 Cover A: Technical Tender

- 3.3.1 List of similar Portals designed and implemented
- 3.3.2 Tentative design of flow of proposed Silk Mark Portal either in working model or a printed copy with illustrations and explanation or both
- 3.3.3 Details of EMD submitted

3.4 Cover B: Financial Tender – Cost details

- 3.4.1 Designing and implementation of **Indian Silk Web Portal**

- 3.4.2 Maintenance of the same on monthly basis for two years
- 3.4.3 The contract for the same is for two years

PART- 4

4.1 TERMS AND CONDITIONS- GENERAL:

- 4.1.1. Bidder has the option of downloading the tender document in doc format from website <http://www.silkmarkindia.com/download/IndiansilkbrandWebsiteTender.doc>
- 4.1.2. Modifications, if any, made in the above documents will be done by addenda / corrigenda. Copies of which will be sent in duplicate to each bidder before the due date of the tender. One copy shall be signed, sealed and submitted packed along with the technical bids.
- 4.1.3. The bidder shall not make any additions / deletions to or amend the text of the documents except in so far as may be necessary to comply with any addenda / corrigenda issued.
- 4.1.4. The bidders shall use only tender documents as issued / downloaded for submitting his bid and shall comply with various terms and conditions.
- 4.1.5. The tender shall be filled in English / Hindi. All accompanying literature and correspondence shall also be in English / Hindi.
- 4.1.6. No claim for costs, charges, expenses incurred by the bidder in connection with preparation & submission of tender and for subsequent clarifications of their tender shall be accepted.
- 4.1.7. SMOI will not be responsible for any typographical errors / ambiguity / additions / omissions, over writing etc., committed while filling up of the tender by the bidder.
- 4.1.8. Submission of the tender by the bidder implies that he has read the tender documents and has made himself aware of the job specifications.
- 4.1.9 The bidder shall be deemed to have full knowledge of documents and no extra charges consequent on any misunderstanding or otherwise shall be allowed.
- 4.1.10 Any question regarding the tender document and discrepancies shall be directed to the Tender Issuing Authority i.e. Chief Executive Officer, Silk Mark Organisation of India, Bangalore in writing minimum 10 days prior to the due date of submission of tender.
- 4.1.11 The Tender Issuing Authority will issue all clarifications, interpretations, meanings and specific directions, if any, in duplicate in writing to all the bidders. One copy of these shall be returned duly signed and seal affixed along with the technical bids.
- 4.1.12 The bidder shall be deemed to have satisfied himself before tendering as to the correctness and sufficiency of his tender and about the rates quoted by him and cover all his obligations under the tender.
- 4.1.13 Tenders submitted by bonafide web designers or authorized agent only shall be considered.

Other Terms and Conditions

EARNEST MONEY DEPOSIT (EMD) / BID SECURITY

- 4.1.14 Tender must be accompanied by Earnest Money Deposit (EMD) for Rs.10,000.00 either in the form of Demand Draft/Pay Order/Banker's Cheque in favor of "Silk Mark Organisation of India" and payable at Bangalore and it shall be interest free.
- 4.1.15 Rates and costs – Refer Financial bid sheet
- 4.1.16 The EMD deposited by the successful bidder shall be held back towards the security deposit as stipulated in the terms & conditions. No interest would be paid to the EMD deposited / held back.
- 4.1.17 Tenders not accompanied by Earnest Money Deposit shall be rejected.
- 4.1.18 The EMD of the unsuccessful bidders will be returned without interest after the successful bidders are finalised and work order is placed.

4.2 AUTHORITY OF SIGNING

- 4.2.1 If the tender is submitted by an individual, it shall be signed by him.
- 4.2.2 If the tender is submitted by a proprietary firm, it shall be signed by the proprietor with the company seal.
- 4.2.3 If the tender is submitted by a partnership firm, it shall be signed by all the partners of the firm or by a partner holding the power of attorney for the firm for signing the tender with the company seal, in which case, a self attested copy of power of attorney shall accompany the technical tender.
- 4.2.4 If the tender is submitted by a limited company or a corporation, it shall be signed by a duly authorized person or the person holding the power of attorney for signing the tender with the company seal, in which case a self attested copy of the power of attorney shall accompany the technical tender.

4.3 STATING OF RATES

- 4.3.1 The tender shall be filled in English/Hindi neatly handwritten and/or typed. All the figures and words shall be legible. The rates shall be written both in words and in figures.
- 4.3.2 The bidder shall show the rate in rupees and paise and the total of the whole tender (both in words and in figures).
- 4.3.3 Correction, if any, shall be made by crossing out, initialing with date and rewriting.
- 4.3.4 In case of conflict between the figures and words in the rates, the latter shall prevail.
- 4.3.5 The tenders shall be verified by the bidder for accuracy in the arithmetical calculations, prior to submission.

4.4 PACKING AND SUBMISSION

- 4.4.1 The tender shall be submitted before the scheduled date & time and at the address mentioned in the Tender Notice. Tenders (both technical & Financial) should be submitted in separate sealed cover, with clear superscription "Cover- "A" as "Technical Tenders" & "Cover- "B" as "Financial Tenders", enclosed in an outer sealed cover with clear superscription on outer cover as "Tender for designing of Indian Silk Web Portal". Tender received after due date and time shall not be accepted & entertained.
- 4.4.2 Tender can be submitted personally or can be sent through post/courier services at the address mentioned in the Tender Notice. Bidder desiring to send the tender document through post/courier services may please ensure that the same reaches before the time and date stipulated. SMOI shall not be responsible for any transit delay. Tender sent through E-mail, Fax and Telex shall not be entertained.

4.5 COVER "A" (TECHNICAL BIDS) SHALL CONTAIN:

- 4.5.1 Earnest Money Deposit (EMD) in the form of a Demand Draft/Pay Order/Banker's Cheque for an amount as mentioned in the tender document.
- 4.5.2 List of similar Portals designed and implemented
- 4.5.3 Tentative design of flow of proposed Indian Silk Web Portal either in working model or a printed copy with illustrations and explanation or both keeping in view the objectives of the web portal
- 4.5.4 The bidders, individually or company or consortium or parent company thereof, should have minimum of Rs 20 Lakhs turnover for the last one financial year, duly certified by their respective auditors/ Chartered accountants.
- 4.5.5 Copy of PAN No.
- 4.5.6 Copy of Service Tax Registration.

- 4.5.7 Addenda/ Corrigenda/ Clarification issued by SMOI before due date of tender, duly signed by the authorised person.
- 4.5.8 A letter indicating assumptions, criterion, technical alternative etc; if any may be submitted. However, the alternatives suggested by the bidder can be taken as the basis for technical/Financial evaluation of the bids only if approved by the SMOI committee.
- 4.5.9 Power of attorney authorizing the person who has filed the tender, if applicable.
- 4.5.10 Tender document duly signed by the authorised person on all designated pages wherever necessary.

4.6 COVER “B” FINANCIAL BIDS SHALL CONTAIN:

- 4.6.1 Covering letter, in the letterhead of the bidder. The bidder can add or delete the rows, if necessary.
- 4.6.2 Total cost of the project with initial payment after set up and monthly costs thereafter for two years. No amount other than the total amount indicated above will be payable on any account.

4.7 VALIDITY OF THE TENDER:

- 4.7.1 Rates quoted by the bidder and the performance security submitted shall be valid for a period of 3 years from the date of placing of first purchase order or to an extended date as agreed mutually.
- 4.7.2 The contract shall be valid for two years at the same monthly cost.
- 4.7.3 The Bidder shall not withdraw or revise or alter any conditions, rate(s) quoted within the stated period, unless he is called upon to do so on mutual agreement / negotiations.
- 4.7.4 SMOI reserves the right to forfeit the EMD, if the bidder revokes or withdraws the tender within the stated period.

4.8 OPENING OF TENDER

- 4.8.1 The tender shall be opened by a committee constituted by the Competent Authority of SMOI. Time, Date and Venue are as given in the “Part I of Tender document”.

4.9 AGREEMENT

- 4.9.1 The successful bidder shall sign and return copy of work order placed with him, as a token of acceptance of the terms and conditions of the work order.
- 4.9.2 The successful bidder shall submit the agreement along with the copy of the work order in the prescribed format.

4.10 CRITERION FOR REJECTION

- 4.10.1 SMOI reserves the right to accept or reject any tender or reject all tenders without giving any reasons whatsoever for its decision.
- 4.10.2 Tenders are liable to be rejected in case any of the particulars / prescribed information is either missing or incomplete in any respect and/or if the prescribed conditions are not fulfilled.
- 4.10.3 Tenders, which are found to be technically non-responsive, shall be rejected and their Financial tenders shall not be opened.
- 4.10.4 Canvassing in any manner is strictly prohibited and tender submitted by bidder who resorts to canvassing will be liable for rejection.
- 4.10.5 Not mentioning of stipulated validity period of quoted rates, as mentioned in the tender document.

- 4.10.6 Tenders containing specific conditions of the bidder other than the terms and conditions given in the tender document, which are not acceptable to SMOI, are liable to be rejected.
- 4.10.7 Before submission of the tender, the prospective bidders are expected to examine technical specifications given in this tender document. Failure to furnish all information required in the tender document may result in the rejection of the tender.
- 4.10.8 Bidder shall ensure that the Technical & Financial Tender to be submitted in the prescribed pages of the tender documents only.

4.11 TERMS AND CONDITIONS- SPECIAL

- 4.11.1 Terms of payment: Payment shall be made for all approved completed work within 30 working days as far as possible from the date of receipt of invoice with requisite proof.
- 4.11.2 The successful bidder shall be entirely responsible for all taxes, duties, license fees, etc; incurred for creation, design and maintenance of the Portal
- 4.11.3 The successful bidder shall adhere to the schedule as defined in the work order. Delay in non-execution of order other than force majeure shall attract penalty at simple interest of 0.5% for every month of delay on the amounts to be paid towards such item of work.
- 4.11.4 Orders once placed with successful bidder is non transferable and no sub-contracting is permitted. SMOI reserves the right to cancel the order in such event.
- 4.11.5 The supplier will be responsible for free training of SMOI
- 4.11.6 Any non-fulfillment of the stipulation given above will make the Tender invalid.

ENCLOSURE-1

AGREEMENT TO BE SUBMITTED BY SUCCESSFUL BIDDER (ON NON-JUDICIAL STAMP PAPER OF Rs.200/-)

THIS AGREEMENT is made at Bangalore on this _____ day of _____ 2014 by and between Silk Mark Organisation of India, a registered Society under the Central Silk Board, Ministry of Textiles, Government of India having its Head Office at Central Silk Board, Madivala, Bangalore 560068 hereinafter referred to as "SMOI", which expression shall unless it be repugnant to the context or meaning thereof be deemed to mean and include its successors, assignees or representatives of the one part

and

M/s. _____ having its registered office at _____ hereinafter referred to as the "web designer" which expression shall unless it be repugnant to the context or meaning thereof include its successors, assignees, representatives or partners as the context may admit of the other part.

WHEREAS:

1. SMOI invited sealed tenders from the interested web designers for designing Indian Silk web portal and the offer of the above web designer was accepted by the SMOI. Whereas based on the above offer and acceptance, the SMOI has placed a work order with _____ the web designer, for designing of its portal.
2. The web designer has agreed to design, implement and maintain the portal at the conditions given in work order No. _____ dated _____ placed at enclosure-I (order details) which form part and parcel of this agreement.
3. Inspection: The committee or the representative assigned by the committee shall visit the premises of the successful bidder and satisfy itself before entering into an agreement.
4. The Supplier shall abide by the terms and conditions as set out in work order
5. SMOI shall not be liable for any loss or damage sustained by the web designer or his associates, workers due to the act of omission whatsoever and howsoever for itself, during the period of the contract.
6. Both the parties shall bear with the force-majeure, which could not be reasonably foreseen.
7. Any disputes or differences under this agreement shall be resolved mutually between the parties failing which same shall be referred to sole Arbitration in terms of Arbitration & Conciliation Act, 1996.

Signed:
Authorised Signatory of SMOI
Name and Designation
Seal of SMOI

Signed:
Authorised Signatory of web designer
Name and Designation
Seal of the Supplier

ENCLOSURE-2

**FORMAT FOR COVERING LETTER TO BE SENT ALONG WITH TECHNICAL TENDER
(ON COMPANY'S LETTER HEAD)**

The Chief Executive Officer
Silk Mark Organisation of India
Central Silk Board
BTM Layout, Madivala
Bangalore - 560068

Dear Sir,

Sub: Technical Tender

This has reference to tender enquiry dated _____. We hereby confirm that we have read & understood the terms & conditions given in the Tender document. Please find enclosed following documents in Cover-A i.e. Technical Tender.

Details of documents

1. Tender document duly filled in (Technical Tender).
2. List of similar Portals designed and implemented
3. Tentative design of flow of proposed Portal either in working model or a printed copy with illustrations and explanations or both the working model and printed copy
4. Full details of the person authorized to file the tender.
5. Profile of web designers and licenced software
6. List of the customers along with details as mentioned in the tender document.
7. Requisite bid security (EMD) in the form of a DD/PO/BC for Rs. _____ (Rupees _____ only), drawn in favour of "Silk Mark Organisation of India" & payable at Bangalore.
DD/PO/BC No. _____ date: _____ Drawn on: _____
Branch name: _____ Payable at: _____
8. Self attested copy of power of attorney in favor of the signatory signing the Tender documents. It is not required in case of proprietary firm if the proprietor himself signs the documents.
9. Financial statement of the bidder.
10. Copy of Memorandum of Association or Partnership Deed if it is not a proprietary firm.
11. Copy of PAN No.
12. Copy of Service Tax Registration and latest Service Tax filing challan.
13. Any other documents in compliance with the tender. (please specify)

Thanking you,

Yours faithfully,

Name & Sign of Authorised Signatory of the bidder
Company Seal
Date: Signature of Bidder
Place: Rubber Stamp

FORMAT FOR COVERING LETTER TO BE SENT ALONG WITH FINANCIAL TENDER
(ON COMPANY'S LETTER HEAD)

Date:

To
The Chief Executive Officer
Silk Mark Organisation of India
Central Silk Board
BTM Layout, Madivala
Bangalore - 560068

Sub: Financial Tender

Dear Sir,

This has reference to tender enquiry No. _____ dated _____
2011.

We hereby confirm that we have read & understood the terms & conditions given in the Tender document. Please find enclosed following documents in Cover-B i.e. Financial Tender.

Details of documents and cost/pricing

- a. **Indian Silk Web Portal**, setting up and implementation
- b. Maintenance per month for two years

Thanking you,
Yours faithfully,

Name & Sign of Authorised Signatory of the bidder
Company Seal

CHECK LIST FOR BIDDERS

No. PARTICULARS - Y / N

- 6.1 Tenders must be submitted in a single sealed cover containing two separate sealed covers for Technical & Financial Tender addressed to Chief Executive Officer, SMOI, Bangalore
- 6.2 Whether all documents are fully authenticated by the authorized signatory of the bidder under his/her signature with official seal.
- 6.3 Whether designated sections/pages of Tender are duly signed by the authorised signatory of the bidder with official seal as compliance statement.

Cover A: Technical Tender

- 6.4 Covering letter along with Technical Tender.
- 6.5 Portal designing details.
- 6.6 Details of EMD submitted. Requisite bid security (EMD) in the form of a Demand Draft/Pay Order/Banker's Cheque for Rs._____ (Rupees _____only), drawn in favour of "Silk Mark Organisation of India" payable at Bangalore.
- 6.7 Whether sample Portal attached.
- 6.8 Self attested copy of power of attorney in favour of the signatory signing the tender documents. It is not required in case of proprietary firm if the proprietor himself signs the documents.
- 6.9 Copy of PAN No.
- 6.10 Copy of Service Tax Registration and latest service tax filing challan, if applicable.
- 6.11 Any other documents in compliance with the Tender.

Cover B: Financial Tender

- 6.12 Covering letter along with Financial Tender.
- 6.13 Cost details.

(The Bid Security i.e. EMD in the form of DD/Pay Order/Banker's Cheque must be annexed with the bid documents itself)

Note: The bidder may please note that in case of non-submission of requisite documents as per checklist above the tender document shall automatically be disqualified in the first stage of technical evaluation itself.

The job specifications:

1. Designing of Indian Silk Web Portal
2. Training of the officials at our office at Madivala, Bangalore for using the software and preparation and supply of relevant training manual
3. Maintenance of portal and making changes in ongoing basis
4. Provision for uploading the text, images etc independently from Corporate office and other offices

The specifications for the Indian Silk Web Portal are listed below:

- Suitable domain name will be identified and registered by SMOI
- The web hosting services shall be part of the creation of web portal
- Guidelines for Indian Government website to be followed - (<http://silkmarkindia.com/download/webguideline.pdf>)
- The portal shall have the following sections – home, about us, B2B services, B2C services, webinars, online expos, online stores, virtual fashion shows, digital catalogues, consultancy services, chatting, e-commerce, social media, downloads, publications, consumers, Authorised Users, exporters, importers, blog, newsletter, calendar of events, articles, links, Silk Mark expo, silk clusters, social sites, contact us, etc.

The internet marketing and promotions will be undertaken through Google adwords, Yahoo panels, Youtube etc., separately. Similarly promotion through social sites like facebook, twitter, linkedin etc will also be undertaken independently. The images, photos, text, videos, advertisements etc., for display in the Portal will be provided by SMOI.

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