Ref No.: FSM/CC/RFP/Website/2025-26/02

Subject: Request for Proposal (RFP) – Website Redevelopment & Support Services

FORE School of Management (FSM), a premier business school in India, invites proposals for revamping its official website to enhance user experience, streamline content management, and improve accessibility to information and services. The revamped website must adhere to high standards of design quality, functionality, and visual appeal.

Interested vendors are encouraged to visit FSM's current website (**www.fsm.ac.in**) to understand its offerings and community before submitting their proposals.

Proposals must be submitted in a sealed envelope clearly marked **"Quotation for Website Revamp & Support Services."**

Tender Issue Date: 22-07-2025
Tender Closing Date: 02-08-2025, 6:00 P.M.

Issued by:

Sr. Administrative Officer

FORE School of Management
B-18, Qutab Institutional Area,
New Delhi – 110016

Current Website

Our current website, www.fsm.ac.in, is approximately six years old and no longer meets our needs effectively. The following challenges highlight the need for a comprehensive revamp:

   i.   The design is somewhat outdated, and the navigation is clunky.

   ii.   The website structure is unintuitive, with too many sub-menus and important pages buried deep within the hierarchy.

   iii.   Many documents appear on multiple pages in a confusing manner. Cross-referencing lacks a clear, easy-to-understand logic.

   iv.   The site fails to effectively showcase our key strengths and does not allow for viewing multiple announcements at once.

   v.   Overall, the website lacks user-friendly pathways for visitors to find relevant information and engage with our research.

Additionally, revisions have been made piecemeal over time, resulting in a disorganized back end. We require a website that is not only easier to navigate for users but also simpler to manage for contributors.

Our Audiences

We have four key audiences: (1) Government bodies (e.g., AICTE, NBA); (2) Academic institutions and scholars; (3) Academics (students, teachers, researchers); (4) Alumni, (5) Prospective employees (Faculty/Staff) and (6) Corporates.

Redesigning our website is challenging because it must cater to each audience's unique needs without alienating others. A possible solution is a neutral homepage that directs users to tailored sections based on their interests. Currently, the website lacks scholarly appeal for academics and practicality for practitioners. The new design should intelligently guide users to relevant content, providing an experience that aligns with their priorities and preferences.

Key Objectives for the New Website

Our redesigned website (www.fsm.ac.in) should meet the following goals:

1. **Enhanced Visual Appeal and Intuitive Navigation**

   - Implement a clean, modern, and visually appealing design with brand consistency across all pages.

- Create an intuitive navigation structure that minimizes the number of clicks required to access key sections such as "About FSM," "Academic Programs," and "Admissions."
- Use engaging visuals, multimedia elements, and an optimal balance of text to enhance the user experience.
- Replace traditional list-style event displays with dynamic and visually engaging elements like sliders and grids.
- Integrate social media sharing features for better engagement.
- **Provide specific UX benchmarks** such as ensuring the average user finds key information within **three clicks or less**.
- **Require vendors to submit wireframes/mock-ups** for FSM approval to ensure alignment with expectations.

2. **Improved Search Functionality and Content Accessibility**

- Develop an advanced search engine with filtering options (e.g., date, topic, keywords) to enhance content discoverability.
- Ensure key information is easily accessible and cross-referenced across relevant sections.
- Showcase a mix of new content and an archived repository for older materials, making historical information easy to find.
- Implement schema mark-up, lazy loading, and other SEO-friendly enhancements to boost search rankings and website speed.

3. **User-Specific Experiences**

- Cater to FSM's **diverse audiences** (government bodies, academic peers, corporates, students) with tailored content pathways.
- Design a **neutral, flexible homepage** that guides users to personalized sections reflecting their priorities and preferences.

4. **Fully Responsive and Accessible Design**

- Ensure seamless functionality across all devices (desktop, tablet, mobile) with a fully responsive design.
- Provide a mobile-first design, optimized for mobile devices and tablets running either Android or iOS systems.
- Adhere to WCAG AA or AAA accessibility standards, ensuring an inclusive experience for all users, including individuals with disabilities.
- Conduct mobile usability tests to ensure compliance with Google Mobile-Friendly Test standards.
- **Require vendors to test UI across multiple devices and resolutions** to ensure consistent functionality and design.
- **Require** a VPAT report (Voluntary Product Accessibility Template) for compliance verification.
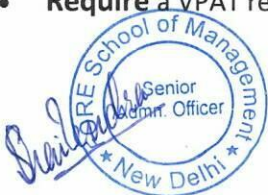
5. Simplified Content Management and Administration

- Implement an easy-to-use Content Management System (CMS) that allows FSM staff to update content quickly and efficiently.
- The CMS should have multiple administrative levels with role-based permissions, so users can add, edit, or remove content based on their assigned roles within their Center/Domain.
- Admins can control content for each module, including headings, subheadings, images, documents, menus, navigation links, URLs, etc., within their assigned domain. The FSM IT Department will have the ability to deactivate, add, or remove modules and related content.
- User management and secure login should be part of the CMS, with audit/log trails to track changes.
- The CMS will have defined roles like Content Contributor, Moderator, and Approver. Authorized users from different FSM departments can upload content, which must be approved by designated authorities before publishing.
- The backend interface should be easy for non-technical users with minimal training.
- Provide training and documentation for FSM staff to maintain the website.

6. Content Migration Strategy

- The vendor shall conduct a comprehensive audit of existing website content, categorizing it into content for migration, archival, or removal. The vendor will handle automated and manual migration, ensuring proper formatting, internal linking, and accessibility in the new CMS.
- All URLs must be redirected using **301 redirects** to maintain SEO rankings, and media files must be optimized for performance.
- FSM will be responsible for reviewing and approving content classifications, providing updates where necessary, and validating migrated content before final publishing.
- Legacy content requiring retention will be securely archived, and a full backup of existing website data must be provided before migration.
- Post-migration, the vendor must conduct content validation, SEO checks, and functional testing to ensure accuracy, performance, and seamless user experience before final launch.

7. High Security and Performance Standards

- Utilize secure CMS frameworks and HTTPS protocols to safeguard sensitive data.
- Implement multi-factor authentication, GDPR compliance, and regular security audits.
- Optimize website loading speeds by incorporating lazy loading, efficient media handling, and advanced caching mechanisms.
- Conduct penetration testing to ensure data protection and website security.

8. **SEO and Analytics Integration**

- Optimize all pages for search engine visibility by implementing SEO best practices. Retaining existing URL structures avoids SEO penalties.
- Ensure compliance with Google Core Web Vitals to improve page load times and user experience.
- Integrate robust analytics tools to track visitor behaviour, generate insights, and improve engagement over time.

9. **Graphic Designer Involvement**

The vendor team must include a **professional graphic designer** with expertise in visual branding, UI consistency, and custom illustrations/icons. The designer will be responsible for ensuring that the website's visual elements align with FSM's identity and branding guidelines. This includes:

- Designing custom illustrations and icons that reflect FSM's brand values.
- Ensuring a consistent and visually appealing UI/UX across the entire website.
- Developing creative, professional design solutions that enhance the user experience while staying aligned with FSM's identity.

Submission Requirements:

- The vendor must provide **portfolio samples** of previous work, specifically from academic or corporate website design projects, to demonstrate relevant experience in similar projects.

10. **Technology**

The website should be based but not limited to

- **Frontend:**
  - HTML5, CSS3, JavaScript (with React.js or Vue.js for dynamic user interfaces)
  - Bootstrap for responsive, mobile-first design
- **Backend:**
  - PHP Laravel (Latest stable version) for rapid development with modern PHP
- **Database:**
  - MySQL or PostgreSQL for relational databases

11. **Hosting**

- The website must be developed to be compatible with both cloud-based platforms and the on-premises hosting environment available at FSM, Delhi.
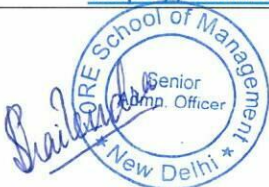
12. Websites We Like

Below are examples of other college websites that we like to use as a general source of inspiration.

- IIM Ahmedabad: https://www.iima.ac.in/
- The Wharton School: https://www.wharton.upenn.edu/
- Harvard Business School: https://www.exed.hbs.edu/
- UChicago Booth School of Business https://www.chicagobooth.edu/
- IIM Bangalore, https://www.iimb.ac.in/
- Oxford Business School, https://www.sbs.ox.ac.uk/
- IIT Kharagpur: https://www.iitkgp.ac.in/
- Stanford University: https://www.stanford.edu/
- University of Toronto: https://www.utoronto.ca/
- University of British Columbia: https://www.ubc.ca/
- Cornell University: https://www.cornell.edu/
- UoH: https://www.hull.ac.uk
- CEIBS: https://www.ceibs.edu
- INSEAD: https://www.insead.edu
- Stanford University: https://www.stanford.edu/
- MIT: https://www.mit.edu/
- Berkeley: https://www.berkeley.edu/
- Oxford University: https://www.ox.ac.uk/

## FSM Requirements / Deliverables

THEME DEVELOPMENT	
- Screen mockups	As per FSM requirements and obtain acceptance.

- Graphic design services
   - Website layouts – homepage, landing pages, secondary and tertiary pages, etc.
   - Logos, branding or identity
   - Banner ads or promotional graphics to link back to customer sites	

FUNCTIONAL DEVELOPMENT	
- Migration and development of web content from existing FORE websites (i.e., text, documents, PDFs, Images, payment gateway etc.) https://www.fsm.ac.in/	All existing pages, microsites, forms, Registration & Payment (MDP/FDP) pages, Blog website

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https://www.fsm.ac.in/blog/	and their contents should be in new FSM web site.

• Development services – includes, but is not limited to, development of the following functions:
  • Theme development
  • Content development and/or migration
  • Forms
  • Search capabilities/functionality
  • Transaction based services (e.g., payments, etc.)	

FUNCTIONAL AND QUALITY ASSURANCE TESTING	
• Conduct user acceptance testing	It should be online link.

• Functional and quality assurance testing on website. Includes:
  • All Browser support
  • Operating systems
  • Screen resolutions including responsive for mobile
  • Text sizing	

POST TESTING DEVELOPMENT AND FIXES	
• Provide resolution for all defects identified during the testing phase	Submit a bug fixing report.
DOCUMENTATION DEVELOPMENT	
• Document test results and provide final report to FSM	
• Content management user documentation	
• Training documentation (if any)	
TRAINING	
• Provide training to staff on maintaining website features and functions	

• Provide training and/or knowledge transfer for:
  • Use of content management system(s)
  • Use of other software or tools in support of website
  • Administration functions including, but not limited to, user access/password resets
	Details out plan to train the FSM users and/or provide knowledge transfer to FORE staff who will be performing some type of "administrator" functions for the solution.
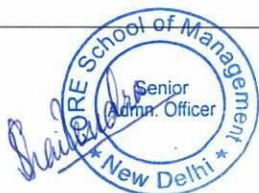
• Provide Training and/or Knowledge Transfer materials	
• Provide source code (file, images etc.) and database backup and restore assistance	
WEBSITE MAINTENANCE	
• Six months support after final go-live	

Development Guidelines

i. An assigned project manager will be made available to present information and coordinate with FSM team, including a reasonable number of meetings to present design and development solutions.

ii. Once the web site has been completed and accepted by the FSM, the web site design and all of its contents, software and architecture become property of the FSM.

iii. Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process.

iv. Delivery of site for cloud/ internal hosting.

v. Provide training and all necessary support to permit easy use by a selected FSM staff person.

Pre-Qualification

Interested vendors must provide proposal accompanied by comprehensive details and documents to validate their qualifications as outlined below.

i. The company itself should own and implement the product, with no involvement of third parties.

ii. The vendor must be a registered company in India under the Companies Act, possessing valid GST and PAN numbers issued by the respective authorities.

iii. The vendor should be a nationally recognized IT organization with a minimum of three years' experience in conceptualizing, designing, developing, deploying, and maintaining Websites. Preferably, the vendor should have successfully completed at least three similar website projects for a Higher Educational institution in the past two years.

iv. The pricing should encompass all upgrades and be inclusive of all costs.

v. The vendor should possess international certifications like ISO 9001 (desirable)/ DPDP compliant (desirable) or ISO 27001 (essential).

NOTES: Documentary evidence to be provided for all points 1-5 as described above.

Timeline & Payment Terms

Project Duration: 3-4 months from contract signing.

Sr. No.	Submission Timelines	Payment Milestone
1	Project Kick Off (as advance)	20% of Total Cost
2	On successful development, testing and UAT approval	30 %
3	On final delivery and go-live	30 %
4	After 6 months of successful running of website and completion of six months support	20 %

Service Level Agreement (SLA) for Post-Launch Support & Maintenance

FSM requires the selected vendor to adhere to the following SLA guidelines for ongoing support and maintenance after the website goes live:

1. Response and Resolution Time Commitments

The vendor must provide support based on the severity of the issue:

Issue Severity	Definition	Response Time	Resolution Time
Critical (P1)	Website is down or major functionality is inaccessible	Within 1 hour	Within 4 hours
High (P2)	Significant functionality issue impacting users (e.g., broken forms, login issues)	Within 2 hours	Within 8 hours
Medium (P3)	Minor functionality issues, UI problems, or content-related issues	Within 4 hours	Within 24 hours
Low (P4)	General inquiries, small UI changes, content formatting	Within 8 hours	Within 3 business days

2. Support Availability

- Support must be available **Monday to Saturday, 9 AM – 6 PM IST**.
- Emergency critical support (P1) must be available **24/7, including weekends and holidays**.
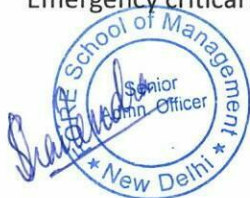
Proposal contents

Please include the following in your proposal response:

1. Documentary evidence to be provided for all points mentioned above in Pre-Qualification section.
2. Overview of how you will meet our objectives.
3. Explanation of your proposed platform/CMS/Architecture.
4. Outline of your website design & development strategy.
5. Proposed website timeline from kickoff to launch.
    i. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
6. Details about your team.
    i. Describe your experience in producing sites for academic institution projects.
    ii. Organizational capacity to take on this project.
    iii. What type of team will be assigned, what will each person's role be? Please provide a brief bio for each staff member.
    iv. Recent design and development examples: At least three similar website projects for higher educational institutions completed in the past two years. The URLs of live websites must be submitted; as only live sites will be considered during the evaluation.
7. We may call vendors for **technical presentation or demo** if necessary.

Submission Deadlines

a. **Submission Deadlines:** Interested bidders send to their offer in a closed envelop mentioning "Quotation for Website Redesign & Support Services" on the cover, by courier or drop it in the box kept with security guard of FORE School of Management latest by **6:00 P.M.** on or before **02-Aug-2025.**

b. **Submission Delivery Address**: The delivery address to be used for all submissions is

Uday Kumar
Sr. Manager (Systems)
FORE School of Management
B-18, Qutab Intuitional Area, New Delhi – 110016
Phone No.: +91-11-41242445, Email: uday@fsm.ac.in

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Phone No. +91-011-41242424

c. **Submission Questions and Clarifications:** You may contact

Uday Kumar
Call: +91-11-41242445 or Email to uday@fsm.ac.in

Electronic Submission: Electronic submission in response to this Request for Proposal will not be accepted. All submission must be on paper.

Other Terms & Conditions

a. **Purchase Order:** The Purchase Order will be release for those who have successfully qualified the Technical Bid and Financial Bid. The Purchase Order has to be accepted by the bidder signing and re turning an acknowledgement copy of it within 5 working days. Acceptance of this Purchase Order shall effect a contract between the Parties under which the rights and obligations of the Parties shall be governed solely by the terms and conditions of this Purchase Order.

b. **Payment Term:** The Payment will be made as per final terms & conditions.