Terms of Reference (ToR) for appointing Consultant/Agency for "Development of a Website for SAAR Handloom Producer Company Ltd (SHPC), Assam"

Tender No. SHPC/23-24/001

The Tender are available at https://www.fmc.org.in/tenders. Please apply by **24th January, 2024** (at 2pm). The tender submission by Electronically. Please note that the financial quote must be submitted in a separate folder which should be password protected. FMC shall open the financial quote once the technical evaluation stage is completed. A separate folder must be sent for Technical and Financial/commercial Proposal. For any query, please email at, saarhandloom@gmail.com

Date of Publication: 17.01.2024

Last Date of Application: 24.01.2024

Award of Contract: The proposal's soft copies are to be mailed on the above email IDs.

1. **Project Background:** Saar Subansiri Handloom is a women weavers & artisans producer company incubated through the intervention, **"Establishment of Community Enterprise on Handloom Products at Dhemaji & Lakhimpur Districts, Assam",** implemented by NHPC Ltd. in consultation with IRMA (Institute of Rural Management Anand) through network partner Foundation for MSME Clusters (FMC) with the sole purpose to enhance income and create suitable livelihood opportunities for women weavers and embroidery artisans of Lakhimpur and Dhemaji Districts of Assam. To achieve the same, the Project has introduced new designs/products, capacitate weavers in new designs & products, dyeing knowhow including natural dye, improved production & weaving practices and required management and marketing skills for successful management of the company and supported the beneficiaries with creation of a common infrastructure (CFC) and having required facilities for improved hand loom and embroidery based production.

   This Producer Company branded as "**SAAR Subansiri Handloom**" endeavors to weave rich tradition of Assam with contemporary designs through Eri and other yarns blended with natural colors to create unique fabric. Producer company is motivated to bring a unique reflection of rich Assamese culture mixed with contemporary fashionable designs and products.

2. **Project Title:** "Development of a Website for SAAR Handloom Producer Company Ltd (SHPC), Assam**"**

3. **Selection of Process:** The selection is based on the lowest financial quote covering below cited scope of work.

4. **Scope of work**

   i.) Create a website for market, social media promotion and communication purposes having no monetary transaction scope.
   ii.) Capacity/space to upload and display upto 500 unique high-res product photographs which can be sorted product wise, material wise, price wise and new launch.
   iii.) 100 video reels/blogs/story or youtube/social media link of the same.

iv.) Not more than 4-5 Tabs with an option of hamburger button.

v.) Query can be raised through email, phone.

vi.) Social media pages to be displayed.

vii.) AMC to be provided for 1 year from the final acceptance of the Client on making the website live

viii.) Website cannot be prepared on Wordpress software.

ix.) Website should be free of any malfunction and bugs.

4.1. Website Objectives:

- To create a professional and attractive website that reflects the client's brand identity and values.
- To provide relevant and engaging content (provided by the client) that informs and educates the visitors about the client's products and services.
- To increase the client's online presence and visibility and generate more leads and inquiries.
- To enhance the client's customer service and satisfaction and build trust and loyalty.

4.2. Website Design:

- The Developer will create a custom website design based on the client's branding, content, and design preferences.
- The design will consist of a homepage, an about page, a products page, a services page, a contact page, and any other pages as agreed upon.
- The design will feature a responsive layout that ensures compatibility across various devices and screen sizes.
- The design will include a navigation menu, a footer, a logo, a favicon, and any other design elements as agreed upon.

4.3. Design Process:

- Initial design consultation with the client
- Client review and feedback
- Design revisions based on client feedback
- Final design approval

5. Technical Requirements:

The technical specifications for the static website,

- The website is on dedicated server.
- Server, Hosting, Domain name or any other plug-in to be taken/purchased by the Vendor
- Server, Hosting, Domain Name (please specify for number of years like 5, 10 or more)
- Server, Hosting, Domain Name will be in the name of SAAR Handloom.
- Admin Rights for the Website will be with SAAR Handloom and FMC.
- Detailed requirements are outlined in **Appendix 1** as follows.

6. Design and Layout:

- Share the responsive templates compatible with any browse, screen sizes (laptop/desktop/tab) and Android and iOS

7. Content: Content will be provided by the Client.

8. Navigation: Website navigation with live demo (template base) take care by vendor

9. Responsiveness: The website needs to be responsive and accessible across different devices (Android and iOS) and screen sizes (laptop/desktop/tab) etc.

10. Timeline:

i.) Commercial Bid Opening: 24th January 2024 at 4 pm (Bidder to remain available over the phone and share password only at that time through email)

ii.) Evaluation and Final Selection of Bidder: 25th January 2024

iii.) Contract Issue: 29th January 2024

iv.) Submission of Offline Version of the Website: 8th February 2024

v.) Live Final Website: within 3-5 days of comment received from the Client and not later than 15th february 2024.

11. Project Team: For any query, please contact below

i.) Mr Hirak Barua, saarhandloom@gmail.com, 8812825704

12. Testing and Quality Assurance: The testing criteria requirements are outlined in **Appendix 2** as follows

Technical Requirements Appendix 1:

The website involves various technical considerations to ensure its performance, security, and user experience. Here are some essential technical requirements for a static website:

1. **HTML, CSS, and JavaScript:**
   - Use HTML for structuring your content.
   - Apply CSS for styling and layout.
   - Utilize JavaScript for interactivity, if needed.

2. **Responsive Design:**
   - Design the website to be responsive, ensuring that it works well on various devices and screen sizes.

3. **Cross-Browser Compatibility:**
   - Test and ensure that the static website functions correctly on different web browsers, including Chrome, Firefox, Safari, and Edge.

4. **Performance Optimization:**
   - Optimize images and other assets for fast loading times.
   - Minify and compress CSS and JavaScript files.
   - Leverage browser caching to reduce server load.

5. **Content Delivery Network (CDN):**
   - Implement a CDN to distribute static assets to servers worldwide, reducing latency and improving load times for users globally.

6. **SSL/TLS Encryption:**
   - Enable SSL/TLS to secure data transmission between the user's browser and the server, ensuring the confidentiality and integrity of data.

7. **Version Control:**
   - Use version control systems like Git to track changes in your code and collaborate with other developers.

8. **Hosting:**
   - Choose a reliable hosting provider that supports static websites efficiently. Platforms like GoDaddy, GitHub Pages, Netlify, or Vercel are popular choices for hosting static sites.

9. **Domain Name:**
   - Register a domain name that reflects your brand or content. Ensure proper DNS configuration for mapping the domain to your static site.

10. **Search Engine Optimization (SEO):**
    - Implement SEO best practices, including meta tags, proper heading structures, and descriptive filenames, to improve your website's visibility on search engines.

11. **Analytics Integration:**
    - Integrate analytics tools like Google Analytics to monitor website traffic, user behavior, and other key metrics.

12. **Form Handling (if required):**
    - The website includes forms, set up a backend service or third-party service to handle form submissions securely.

13. **Error Handling:**
    - Implement effective error handling and provide informative error pages to guide users in case of issues.

14. **Accessibility:**
    - Ensure that the website is accessible to users with disabilities by following accessibility guidelines, such as WCAG.

15. **Security Measures:**
    - Regularly update dependencies and plugins to patch security vulnerabilities.
    - Implement security headers and best practices to protect against common web vulnerabilities.

16. **Backup and Disaster Recovery:**

- Monthly backup against the data loss and have a disaster recovery plan in place.

1. **Functionality Testing:**
   - **Navigation:** Test all navigation links and ensure they lead to the correct pages.
   - **Forms:** Verify that forms are working as expected, including form submission and validation.
   - **External Links:** Check external links to make sure they are not broken or outdated.
   - **Images and Media:** Ensure that images and media files load properly and are displayed correctly.
2. **Compatibility Testing:**
   - **Browser Compatibility:** Test the website on various browsers (e.g., Chrome, Firefox, Safari, Edge) to ensure consistent performance.
   - **Device Compatibility:** Check the website's responsiveness on different devices, including desktops, tablets, and smartphones.
3. **Usability Testing:**
   - **User Interface (UI):** Evaluate the overall design, layout, and visual appeal of the website.
   - **User Experience (UX):** Ensure that the website provides a positive and intuitive user experience.
   - **Accessibility**: Test the website for accessibility standards, making sure it is usable by people with disabilities.

4. **Performance Testing:**
   - **Page Load Time:** Measure the website's loading time using tools like Google PageSpeed Insights or Lighthouse.
   - **Optimization**: Check for optimized images, CSS, and JavaScript files to enhance performance.
   - **Caching**: Implement caching mechanisms to reduce server load and improve page load times.
5. **Security Testing:**
   - **SSL Certificate**: Ensure that the website uses HTTPS to encrypt data transmission.
   - **Secure Forms:** Validate that form submissions are secure and data is handled appropriately.
   - **File Uploads**: If applicable, check the security of file upload functionalities.
6. **Content Testing:**
   - **Content Accuracy**: Review all textual content for accuracy and relevance.
   - **Spelling and Grammar:** Check for spelling and grammar errors throughout the website.
   - **Content Formatting:** Ensure consistent formatting and styling of content.
7. **Link Testing:**
   - **Internal Links:** Verify that all internal links are working and directing users to the correct pages.
   - **Broken Links:** Identify and fix any broken links to maintain a seamless user experience.
8. **Analytics and Tracking:**
   - Ensure that analytics tools are properly set up to track user behavior and website performance.
   - Test any integrated third-party services (e.g., Google Analytics) for proper functioning.
9. **Deployment Testing:**

- Validate the deployment process to ensure a smooth transition from development to production.
- Check for any configuration issues related to the hosting environment.

10. Documentation:
- Ensure that documentation is up-to-date, providing clear instructions for maintenance and troubleshooting.
- Regular testing throughout the development lifecycle, combined with automated testing where possible, helps maintain the quality and reliability of a static website.