

TENDER DOCUMENT

For

Design, Development and Maintenance of Mobile App
Compatible with Google Play Store and Apple iStore

Marine Products Export Development Authority,
MPEDA House, Panampilly Nagar, Kochi-
682036. Tel : 0484-2311979.
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Website : mpeda.gov.in

Development of a Mobile App on MPEDA Schemes & awareness programs

Terms of Reference

1. Objective

Marine Products Export Development Authority (MPEDA) MPEDA is the nodal agency for the holistic development of seafood industry in India to realize its full export potential.

For promotion of exports, MPEDA is implementing a number of assistance schemes for exporters, farmers, fishermen and other stake holders on the areas Production, Infrastructure development, Market Promotion, Quality control etc.

With the proliferation of smart phones, MPEDA is keen to further promote these schemes through a mobile application. This mobile app will help reach all relevant information about the schemes to all interested stake holders and it can also help any applicant get instant status or notification about his application.

2. Expected Functionality of the Mobile Application

- a) The mobile app shall be available in the following popular mobile operating systems:
 - a. Android
 - b. iOS
- b) All information related to assistance schemes shall be displayed in the app, categorized in a easily navigation and searchable manner
- c) The procedure to apply for assistance schemes & Facility for downloading or emailing the Document Formats / Templates
- d) Contact information of MPEDA Officials, including addresses on Google Maps as well as telephone and email addresses
- e) Push notifications by MPEDA regarding new trade notices, circulars, notification, trainings, awareness programs, workshops, biweekly Shrimp price, special events, information on overseas and domestic fair participation, quick guide disease, seed availability, and any other technical information about MPEDA & its societies
- f) Facility to send a message to MPEDA or log a grievance in the mobile app related to any scheme
- g) Search facility to track status of application based on unique number
- h) The status of application shall be extracted from the existing IT systems of MPEDA and shared with the applicant. The data can be either fetched on a real time mode or on a batch mode

from existing systems of MPEDA. The bidder shall design and develop the necessary web services and database for the same as a part of this mobile application. MPEDA will facilitate necessary inputs of the existing IT systems of MPEDA handling assistance schemes and host the web service in its servers.

- i) Similarly all existing registered members of MPEDA can be authenticated once through the mobile app, so that their credentials need not be validated every time.
- j) Linkage to other web sites of MPEDA and its societies

3. Scope of Work for the Bidder

The broad scope of work for the bidder shall include, but not limited to

- a) Design and Development of Mobile Application (Android and iOS version)
 - a. Conception
 - b. Design and
 - c. Development
- b) Design and Development of Web Services
 - a. To extract data from MPEDA's existing IT systems for status tracking
 - b. To receive notifications / alerts
 - c. To submit messages / grievances
- c) One-time Data Migration of schemes related content
- d) User Acceptance Testing
- e) Hosting the Mobile Application in the Application Stores of Google and Apple
- f) Launch for Public Use
- g) Training to MPEDA data updation
- h) Maintenance and trouble shooting support through AMC contract

4. Expected Technical Features of the Mobile App

A. Mobile Platform Requirement:

S. No.	Platform Support (OS)	OS Version	Display Orientation	Display Support
1	iOS	7.0 and Above (latest Version)	Portrait or landscape both	iPhone (480 x 320) iPhone Retina (960 x

		available)		640) iPhone 5(1136 x 640) iPad (1024 x 768) iPad Retina((2048 x 1536)
2	Android	2.3 and Above (latest Version available)	Portrait or landscape both	Small (426dp x 320dp) Normal (470dp x 320dp) Large (640dp x 480dp) X-Large(960dp x 720dp)

B. User Interface Requirements

- i. All icons must be crisp, clean, and distinguishable and should be as per guidelines of mobile application platform.
- ii. All buttons and objects must be reactive to touch and work as intended.
- iii. All functions must stay within the mobile platform boundaries.
- iv. All data must be easily viewable on different Mobile platform matrix of section A.

C. Technology and Server Requirements

- i. Mobile App development should be in Native languages.
- ii. Web Services shall be developed using .NET with MS-SQL server Database / PHP with MySQL database.
- iii. Vendor has to ensure the development of mobile application as per guidelines issued by Application stores. For ex: Google play, iTunes etc.
- iv. Vendor has to submit mobile app binary to iTunes APP store and Google play store

D. Testing

- i. Vendor is expected to perform comprehensive ICSI mobile application testing as part of the project scope.
- ii. The test plans, test cases and results for each of the

phases will be shared by vendor with MPEDA.

- iii. Vendor has to facilitate User acceptance testing environment for MPEDA.

5. Timeline and Deliverables

- i. Vendor is expected to deliver the mobile application on application store (Google Play & Apple) within 8 to 12 weeks.
- ii. Vendor has to share the Design Documents based on the MPEDA Requirement document for MPEDA Review & Sign-off.
- iii. User Manual, Admin Manual, Test Cases, Test Plan and QA Results for User Acceptance testing.
- iv. Application Code, Web API's.
- v. Deployment document

6. Eligibility Criteria

- a) The bidder shall be registered entity in India, with the necessary Income Tax, GST registrations.
- b) The bidder shall be in existence for the past three years and shall have at least a minimum business turnover of Rs.1 Crore average per year from Software services.
- c) The bidder shall have proven track record in developing mobile applications.
- d) The bidder shall submit at least 2 references of mobile application developed for Government Customers, obtaining successful completion certificate from the customers.
- e) Start ups are given preference

7. Proposal Submission

- a) The tenders should comprise technical bid as well as financial bids in two separate sealed covers, which shall be enclosed in another sealed cover super scribing on it "**Proposal for Mobile application for MPEDA Schemes**"
- b) The technical proposal shall contain supporting documents towards fulfillment of eligibility criteria and the technical solution for the proposed mobile app.
- c) The financial bid shall be submitted in the following table format.

8. Selection method and criteria

The Bidding process shall be a two-stage process. Prior to the detailed evaluation of the Technical Bids, MPEDA shall determine whether each bid is

- a) Complete
- b) Is accompanied by the required information and documents towards Eligibility Criteria and
- c) Is substantially responsive to the requirements set forth in the tender document

The evaluation shall be based on the technical and financial parameters. The weightage for the technical parameters shall be 70% and the financial parameters shall be 30%.

- a) Technical Weightage (St): The marks scored by the bidder in technical evaluation shall be calculated to 70 points as below:

$St = T \times 0.70$ where T is the Technical score awarded to the bidder as per Technical Evaluation Criteria

- b) Financial Weightage (Sf): The marks scored by the bidder in financial evaluation shall be calculated to 30 points as below:

The Commercial scores of all the other proposals will be determined by

$Sf = 30 \times Fm/F$ (Fm = Lowest evaluated tender cost, F = value of Commercial proposal under consideration).

- c) Final Selection: Proposals will be ranked according to their combined technical (St) and Commercial (Sf) scores. The combined technical and Commercial score shall be calculated as $S = St + Sf$.

The technical evaluation criteria are broadly defined as under. Bidder has to provide documentary proof against each criterion as a part of technical proposal.

S.No	Evaluation Criteria	Maximum Marks
1.	Completeness of tender	10
2.	Understanding of MPEDA's requirements	20
3.	Proposed methodology, execution plan and features	20
4.	Proposed Team expertise	20
5.	Presentation to MPEDA	30
	TOTAL	100

The other terms and conditions

- a) The bidder will have to submit an interest free, refundable Earnest Money Deposit (E.M.D.) of Rs. 25, 000/- (Rupees Fifty Thousand only) in the form of a Bank Draft / Pay Order of Scheduled Commercial Bank drawn in favour of "Marine Products Export Development Authority, payable at Ernakulam. The DD should be kept in a separate envelope.
- b) Security Deposit: The bidder whose tender is accepted by MPEDA shall be required to give a security deposit for satisfactory execution of the Work Order. The total amount of security deposit shall be 10% of the Work Order and shall be provided by the bidder through an irrevocable Bank Guarantee from any Nationalized Bank in favor of the Secretary, The Marine Products Export Development Authority. The Bank Guarantee shall be valid for a period of One Year and shall be submitted within 10(Ten) days of the award of work Order. In case the Bidder/Tenderer fails to execute the work as per the Tender Documents /Work Order or fails to deliver the satisfactory after sales service within the warranty period (12 months), MPEDA shall have the right to wrest the said Bank Guarantee/ and to forfeit the security deposit and earnest money deposit. No interest shall be payable by MPEDA on the Bank Guarantee / security deposit/ earnest money deposit, so held.
- c) **Startup companies are exempted for prior experience, turn over and EMD.**
- d) MPEDA reserves the right to reject any of the items/software of implemented solution, if found unsuitable and /or not conforming to the approved specifications at any point of time. The rejected items/software, if any, shall have to be taken back and replaced forthwith at the cost to be solely and exclusively borne by the vendor.
- e) During warranty period service/maintenance of applications, all driver software up gradation, installing patches and related services shall also be performed at no extra cost to MPEDA.
- f) MPEDA may terminate the Tender process at any time and without assigning any reason.
- g) The Agency shall not sublet whole or part of the work to any other agency
- h) If deemed necessary, MPEDA in its sole discretion to make required variations in the cut off points for technical evaluation

including criteria for technical evaluation.

- i) The Tender Evaluation Committee may choose to conduct technical negotiation or discussion with any or all the Bidders. The decision of the Evaluation Committee in the evaluation of the Technical and Commercial bids shall be final and binding on all the parties.
- j) Any effort by a Bidder to influence the Tender Evaluation Committee's processing of Bids or award decisions may result in the rejection of the Bid.
- k) All cases/proceedings relating to any dispute or claim arising out of or any case of performance of this contract shall be falling in proper court having jurisdiction in Ernakulam, Kerala.
- l) Failure of the Bidder to agree with the Terms & Conditions of the RFP/Contract shall constitute sufficient grounds for the annulment of the award of contract, in which event the contract may be awarded to the next most responsive bidder.
- m) In case of default on the part of the agency in carrying out any order, MPEDA shall be entitled to get the work done by any other persons and all expenses consequent thereon or incidental thereto shall be borne by MPEDA and will be deducted by MPEDA from any money due or it may become due to the agency.
- n) Please note:
 - There should be no mention of prices in any part of the bid other than the financial bids.
 - Unit prices for each component of the financial proposal should be mentioned. Any spelling mistakes or incomplete information furnished would invite for a disqualification of the bid
 - In the commercial bid if there is any discrepancy between the prices mentioned in figures and in words, the prices mentioned in words/figures whichever is lower will prevail.
 - Substantially Responsible Bids: A substantially responsive Bid is one, which conforms to all the requirements, terms, conditions and specifications of the Request for Proposal.

Financial Proposal for Mobile App for MPEDA

Payment	Description	Amount*
1. One time	Designing & Development with 12 month free support	INR
2. Recurring (Per Year) after 12 months	Maintenance & Support**	INR
3. Optional (for Future Enhancements)	Man-hour Rate for a Programmer a. Android b. iOS c. .NET, PHP	INR INR INR

*Excluding any taxes which may be applicable

**For up to 60 hours of support per month

d) During the tender opening, Technical bids will be opened first and evaluated by a committee constituted by the MPEDA.

e) The technical evaluation shall include a presentation by the party. No TA/DA for this.

f) Financial bids of only those parties who qualify the technical bid will be opened for further shortlisting of supplier for award of tender on the basis of QCBS method, with 70% weightage for Technical proposal and 30% for financial proposal.

g) The proposal in sealed covers shall be sent to:

Secretary,
The Marine Products Export Development Authority, MPEDA House,
Panampilly Avenue, Kochi – 682 036 KERALA

Note: Last date for receipt of proposal at the above address is **09-10-2017 (1200 hrs)**. Proposal received after the due date will not be considered and MPEDA will have the right to accept or reject any offers without assigning any reason at any stage.