

**Indian Council of World Affairs  
Sapru House, Barakhamba Road  
New Delhi-110001**

**Terms of Reference for Development  
of New Website of ICWA**

**TENDER No. ICWA/551/37/2011-12/01**

**20<sup>th</sup> October 2011**

Sealed Tenders are invited on behalf of the Director, Indian Council of World Affairs (ICWA), New Delhi hereinafter referred to as “the Council” for Development of Website of ICWA.

**Background:** The Indian Council of World Affairs was established in 1943 by a group of Indian intellectuals as a think tank. It was registered as a non-official, non-political and non-profit organisation under the Registration of Societies Act 1860. By an Act of Parliament in 2001, the Indian Council of World Affairs has been declared a body Corporate and an institution of national importance. The Vice President of India is the ex-officio President of ICWA.. To disseminate the information about the various activities of the Council, ICWA is maintaining a website [www.icwa.in](http://www.icwa.in).

**A concise statement of objectives:** The objectives of this assignment is to design, develop, implement and upkeep/maintenance the website for ICWA. Daily/Weekly/Monthly/quarterly updating of data, as per requirements and based on need.

**An outline of the tasks to be carried out:**

1. Design, development and implementation of website with information provided by ICWA in form of a fully dynamic portal wherein all features can be managed from the backend.
2. Design appropriate security architecture for the website and implement this security mechanism.
3. Testing of the website
4. Trouble shooting of Website.
5. Provide adequate training to ICWA staff to enable them to effectively operate, update and maintain the website.
6. Source code to be handed over to ICWA.

## **Required List of Features:**

### **System Layout and Architecture Design**

The entire system of the new website should work on the Principal of MVC. The system should also have the capabilities of the following architecture design features (The detailed methodology should be outlined in the tender document):

- Dynamic dispatch
- Encapsulation
- Subtype polymorphism
- Object inheritance (or delegation)
- Open recursion

### **Design Framework**

1. The system should provides a uniquely intuitive interface to control all aspects of the design
2. Design interface should be easy to configure, customize and extend
3. Preset combinations of configuration parameters, and save option for custom presets
4. Built-in extensible AJAX communication layer
5. RTL language support
6. Built-in CSS and JS compression and combination.
7. Flexible grid layout system for total control over block sizes
8. Optimized codebase with speed, size, and reuse core tenets of the design.
9. Flexible parameter system with ability to set parameters via URL, Cookie, Session, Presets, etc.
10. Table-less HTML overrides with content overrides.
11. Advanced control of CSS and JS for any specific browser version should allow browser bugs and issues to be isolated and patched.
12. 960 Grid System

## **Security Framework**

Double Firewall system providing Three Layers of protection:

1. Layer 1: Signature-based Detection System - detecting most common hacking behaviors.
2. Layer 2: Pattern-based Instruction Detection Systems
3. Layer 3: HTTP Blacklist
4. Scanning of users' IPs.
5. Form Field Filtering Enabled
6. White list Setting Enabled.
7. Security features should supports for Search Engine Optimization.
8. Instant emails alerts to administrators once suspicious hacking behavior is logged.

## **CMS Features Required:**

1. It should comply with W3 norms.
2. It should have a Table less Div Based Layout.
3. Should be fully dynamic and can be managed completely through backend with unlimited page and forms generation capability
4. Auto E Mail of data captured in forms
5. Fully Flexible Site Structure Capability
6. Dynamic RSS Feed Management System
7. Advanced and Basic Search based on multiple parameters
8. Three Level of Auto Text Size Generation for full website
9. Dynamic Menu Management System
10. Unlimited Database Creation and Linking
11. Separate Database Backup in Compression Mode
12. Automated Full Website Backup
13. Display of Current Online Users
14. Should support and have a admin User Management System with privileges assignment.
15. Page Management System
16. Audio / Video / Images Management System
17. Should support a Dynamic Site Map with page links.
18. Dynamic Random Image Display at each page
19. Integration with all popular social media platforms
20. Multilingual support through API/manual translation

## **Newsletter Features required**

1. Real time sends process using a queue system with throttling.
2. Subscription Management to handle the subscription of registered users and visitors
3. Record the User IP to stay compliant with the cyber laws
4. Double opt-in and automatic unsubscribe link
5. CAN-SPAM compliant

6. Validation and Confirmation of the email address
7. Mass Subscription using filters and mass actions
8. Automatic synchronization with website Users
9. The user data should be exportable in popular formats like excel, CSV etc.
10. Should be integrated with Facebook and Twitter.
11. Automatically subscribe the users to one or several lists during their registration process
12. Integration with the contact form
13. Handle unlimited subscribers, lists and newsletters
14. Newsletter template management should include minimum 3 newsletter-templates with an option of attachment, embedding images and a preview.
15. Send test newsletter to the entire website group or to a specific email address
16. Newsletter Statistics management
17. Advanced Newsletter statistics in terms of who opened the Newsletter and when
18. Front-End newsletter archive section with PDF generation and print options

### **Photo gallery Feature Requirements**

1. All functions and outputs should be admin managed
2. Three image sizes: Thumbnails - Detail images - Original images (thumbnails and detail images should be created automatically out of the original images)
3. Full screen animated JavaScript boxes, other possibilities of opening the detail or original images may be: A clear new window, JavaScript window, DHTML container.
4. Manifold possibilities in the detail view: Voting, commenting, "Send to a friend" feature, Slideshow with several transition effects, mini thumbnails of category in a motion gallery
5. Configurable watermark for all images
6. Access rights for categories according to website's user groups
7. User-created uploads and categories
8. Favourites: Users may store and download their favourite images (in a zip archive)
9. Option to download single images
10. Configurable view of toplist (top rated, last added, last commented, most viewed)
11. Several upload possibilities from backend and frontend: Single upload, Batch upload (Zip), Java upload, FTP upload.
12. Afterwards resizing of detail images and thumbnails
13. Possibility of using category descriptions
14. Search function in gallery
15. Unlimited categories should be made possible
16. CSS-based layout
17. MVC structured code, template overrides possible for every view
18. Options for displaying or linking images in content articles or for automatically creating user categories

## **Site Map Generator Feature Required**

1. Capability to create more than one sitemap with different preferences for each sitemap.
2. Generation of XML sitemaps compatible with Google, Yahoo, Bing and others.
3. Anyone from admin can change the priority and change frequency for every item in the sitemap.
4. Shows some statistical information for each sitemap:
  - a. Last visit date.
  - b. Number of links generated on the last visit.
  - c. Number of visits.

## **Discussion Board Feature Requirements**

### **1. Posting and End User Features:**

- a. Multiple attachment support
- b. Category subscriptions
- c. A unique 'Thank you' system for thanking the poster for their message
- d. Users can delete their own messages (configurable by time)
- e. Anonymous Tipping: allow users to post topics in a defined category completely
- f. Google Maps integration - display basic maps inside of posts

### **2. Integrated Polls Feature:**

- a. Allow discussion board members to setup and participate in polls
- b. Global settings to modify the poll behavior

### **3. Improved Topic and Post Moderation:**

- a. Ability to restore and purge deleted posts within the Trash Manager from backend.
- b. Delete, restore and approve posts while reading topic
- c. Simplified move, merge and split
- d. Move current or newer posts into another category or (new) topic.
- e. Ability to move or delete all posts of a particular user

### **4. User Moderation Features:**

- a. Users can be banned directly from their profile
- b. Ban only from the discussion board (read only access) or from the entire website
- c. Ban user for a limited time (ban from the discussion board only)
- d. Allow moderators to share ban reasons and add comments to it
- e. Ban history and show all previous bans on the user's profile page
- f. List banned users in the Ban Manager on the moderator's profile page

### **5. Usability Improvements:**

- a. Improved RSS features
- b. Color coded categories
- c. Color coded usernames
- d. Administrator backend interface loaded with full control
- e. New integration system that allows easy integration of avatars, profiles and user lists, login and registration, private messaging, activity notifications and basic access control
- f. Robust Router and Menu System
- g. It should Use CMS menus to navigate the discussion board component

- h. Option to have categories located outside main discussion board
  - i. Automatic super-routing uses best matching menu item for each page
- 6. Language Support:**
- a. Multi Language handling capability

### **Audio Repository Features Requirement**

1. Unlimited Category Tree
2. Access Rights for Categories
3. Custom User Groups
4. Frontend Edit functionality
5. Auto Monitoring Function
6. Mass Download
7. Integrated Search Function
8. Integrated License Agreement System
9. A user must first agree the license before he can download.
10. Auto Thumbnail Creation
11. Send E-Mail after Download
12. Star Rating System
13. View a Countdown Timer
14. MP3 File Support
15. Backup and Restore Function

### **Online Book Store Features**

#### **General Features**

1. Capable of using Secure Sockets Layer (https) Encryption (128-bit)
2. Shoppers can manage their User Accounts (registration required)
3. Shipping Address Management (Customers can enter their own Shipping Addresses)
4. Order History: Shopper can view all their previous Orders (and Order Details)
5. Order Confirmation Mail is sent to Shopper and ICWA
6. Multiple Languages (Translator API)

#### **Book Catalogue Features**

1. Web-Administration Interface with Javascript
2. Manages an unlimited Number of Books and Categories
3. Advanced Search for Books, Categories and Publishers/Authors; filter by details or discounted Books
4. Book Ratings & Reviews (moderated or auto-published)
5. Book Availability: show how fast a Customer can expect delivery
6. "Book is back in Stock"-Notification for subscribed Customers

#### **Administration Features**

1. Multiple Images and Files (like Spec Sheets and Flyers) per Book

2. Product Attributes (like Size or Color) can be added to Book
3. Book Types for Classification
4. Shopper Groups for Customers (allows different Price Levels and Payment Options),
5. Multiple Prices per Book(Quantity-based and/or Shopper Group-based Prices)
6. Flexible Price Display (number & currency formatting; including or excluding tax)
7. On-the-Fly Price Conversion between different Currencies using Live Rates
8. Shop Statistics / Control Panel with a Summary of new Customers, new Orders.
9. Stock Level Control for Books and Other Publications
10. Order Management with Order History, Customer Notification and Order Edit Functionality
11. Reporting Feature: sold Items, monthly/yearly Revenue
12. Order Status Management

### **Two way Audio/Video Communication Platform**

ICWA intends to have a communication tool which should have the following functionality:

1. Audio/Video Sharing via one to one and one to many.
2. Desktop sharing in real time.
3. PowerPoint presentation or any other document sharing with an option of pointer to point at certain places during a discussion and a highlighter / underliner for the same purpose.
4. It should have an option of public and private group text based chat.
5. It should be a closed ended private platform wherein full control and admin should rest with the council and users can join only at the behest of the council by invitation only.
6. Should have the functionality of multiple meeting rooms with preconfigured user lists.

### **Online Video Gallery Features Requirements**

1. Unlimited Category creation for videos
2. Ability to publish and unpublish videos
3. Unlimited video addition capability

4. Display of video details
5. Embed and Share creation code generated for each video
6. Facility for customized and Auto Thumbnail creation
7. Facility to add a personalized logo on the videos
8. In built player with no branding
9. Social Media integration of the platform
10. Full Control from the back end

#### **Textual Transcripts Section Features Requirements**

1. Unlimited generation and storage of transcripts into categories
2. Storage of transcripts in an archival system
3. Searchable section for all the material stored

#### **Provision for Payment gateway integration**

A payment gateway facility will be integrated on its website.



## **Terms & Conditions:**

1. The last date & time for submission of quotations shall be **31<sup>st</sup> October 2011 (1600 hrs.)**. ICWA may in exceptional circumstances and at its sole discretion may extend the last date & time of submission of tender by issuing an appropriate notice. Such extension, if any, shall be notified on ICWA website and shall be applicable to all.
2. Should have an understanding of Business Processes at the highest level.
3. Should have exposure to Open Source Technology
4. Firms will have to submit their quotations in two-bid system:  
    Technical Bid  
    Financial Bid  
Firms may submit two linked and sealed envelopes each with the phrase **“Development of New Website”** written thereon. The full name, postal address, telephone no. fax no. e-mail address of the firm should be written on the bottom left corner of the sealed envelopes. Such sealed Quotations will be received during working hours at the office of:  
**Assistant Director (A&E)**  
**Indian Council of World Affairs**  
**Sapru House, Barakhamba Road**  
**New Delhi-110001**
5. Quotations may be submitted by Registered Post/ Courier service or in person, so as to reach ICWA on or before the last date & time set.
6. Technical bids are to be opened and evaluated first. Financial bids will be opened only of bidders shortlisted on basis of technical bids.
7. Firm will provide a dedicated relationship manager for ICWA during the project.
8. At least five years experience in web designing, website maintenance & updating, live web-casting and managing web-casting archives are essential. Certified photocopies of necessary documents in proof, including proof of solvency and TIN details, must be enclosed with technical bids.
9. A security of Rs. 50,000/- (refundable) is to be deposited by the firm before signing the contract.

### **10. Schedule for Completion of Tasks:**

Development of website: 3 months from the date of award.

### **11. Data, Services and Facilities to be provided by the Council :**

All the static data's (in floppy / CDs) will be provided by ICWA.

**12. Periodical reports to be furnished by the Tenderer**

Weekly Schedule and progress report should be submitted to ICWA.

**13. Training**

The tenderer has to impart training to the ICWA staff adequately for handling the uploading and updating of data on website at his/her own cost

**14. Ownership:**

The contents of the website will not be altered, updated or deleted without the prior written permission from the ICWA. The tenderer shall not use the domain for any advertisements and personal use. The website will be under the direct supervision of the Director, ICWA through IT Manager, ICWA.