

REQUEST FOR PROPOSAL (RFP)



***REDISGN, DEVELOPENT
AND HOSTING OF MMC'S
WEBSITE***

24 April 2022

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Disclaimer

This Request for Proposal (RFP) document is for selection of a Contractor in order to redesign a modern website, highly attractive and built with responsive web design. The purpose of the RFP Document is to provide the applicants (hereinafter referred to as “Applicant/s”) with information to assist the formulation of their proposals (hereinafter referred to as the “Proposal/s”).

While all efforts have been made to ensure the accuracy of information contained in this RFP Document, this document does not purport to contain all the information required from the Applicants. The Applicants should conduct their own independent assessment, investigation and analysis and should check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their Proposal. The Maldives Media Council (hereinafter referred to as “Client” or the “council”) or any of its employees shall incur no liability under any law, statute, rules or regulations as to the accuracy or completeness of the RFP Document.

The Council reserves the right to change any or all conditions/ information’s set in this RFP Document by way of revision, deletion, updating or annulment through issuance of appropriate addendum as the Council may deem fit without assigning any reason thereof.

The Council reserves the right to accept or reject any or all Proposals without giving any reasons therefore. The Council will not entertain or be liable for any claim for costs and expenses in relation to the preparation of the Proposals to be submitted in response to this RFP Document.

Introduction

Maldives Media Council (MMC) has issued this Request for Proposal (RFP) in order to select and contract with a contractor to create a new website <http://www.mmc.org.mv/> that is a modern, highly attractive in design, responsive and easy to update.

MMC is seeking proposals from highly qualified, experienced website development companies to design, develop and implement MMC new website. The chosen strategic partner must be a firm that has experience in managing government/private website design projects, and expertise with best practices regarding:

- successful website redesign
- user experience and usability testing
- information architecture
- website development and deployment
- website hosting
- content strategy
- social media integration
- search engine optimization
- Responsive design.

Objectives

The primary objectives and goals of the website redesign are as follows:

INTERACTIVE AND ENGAGING WEBSITE – We are seeking to redesign our website to include an intuitive, easy-to-use interface that allows public, visitors and business partners to complete their tasks quickly and easily regardless of the device they are using. The solution should also be easy to maintain for our administrators and content creators, streamline business operations and increase productivity.

RESPONSIVE SITE – Visitors to our site will utilize a wide variety of devices to access our website, including computers, tablets and mobile smart phones. Our new website should automatically detect the screen resolution of any device and respond with a

view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

ROBUST HOSTING ENVIRONMENT – we are seeking a hosted website solution that should include:

Hosting in SSAE 16 Type II compliant data centers with redundancies for ISP providers, power and backups.

Guaranteed uptime of 99.9% backed by a Service Level Agreement (SLA)

Full disaster recovery to a backup data center with less than 60 minutes site restoration and less than 15 minutes data replication.

Complete Distributed Denial of Service (DDoS) mitigation solution to detect and mitigate malicious cyber-attacks.

EVOLUTIONARY SAAS SOLUTION – The contractor's hosted Software as a Service (SaaS) content management solution (CMS) should be in a state of constant evolution and improvement. The annual subscription fee should cover ongoing support plus regular monthly updates and improvements to existing features of the CMS and incorporate new enhancements and features over time.

SIMPLIFY AND STREAMLINE ADMINISTRATION – The solution should simplify website administration, allowing users of all skill levels to update assigned sections of the website.

Scope of Work

The contractor will implement and deliver but would not be limited to the following;

Make a Responsive Website

We recognize that there are two ways to build a responsive website – using responsive design and adaptive design. Responsive design provides one layout that fluidly changes depending on the size of the screen. Adaptive design has several distinct layouts for multiple screen sizes that are built for the distinct needs of that device. We are seeking a contractor partner who has experience in both approaches and who will recommend the best solution for our needs.

The contractor is expected to produce a responsive website for MMC to meet the needs of users accessing the site on a variety of devices, including computers, tablets

and smart phones. Contractor must have proven success in previous responsive design projects. The solution should automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen. This will ensure that all users will be able to view our site, no matter what device they are using.

The project is expected to include:

- Clean visual design incorporating MMC's logo and branding
- Responsive site creation that includes, but not limited to:
- Creation of responsive templates
- Creation of fluid grids
- Navigation redesign
- Taxonomy and site map
- Image adjustments
- Ability to adjust or modify responsive views on individual pages or templates

[Include Key System Functionalities](#)

The contractor's proposed content management system (CMS) should be a web-based application that provides the core of the entire development process, being both the platform for development and the tool by which system administrators and contributors can update the new website. The CMS may feature plug-in applications or modules that enhance the functionality of the website, though core features should center around ease-of-use, flexibility and, for ongoing stability, an established information architecture and hosting environment.

The CMS must allow non-technical content contributors the following abilities:

[Implement Flexible System Administration](#)

A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site.

An infinite menu level system that allows the addition of an unlimited number of menu levels by MMC. An infinite page structure system that allows the addition of an unlimited number of pages by MMC. If necessary, one or more SSL certificates to encrypt data contained in site transmissions. An administrative center for reviewing, filtering and exporting overall website statistics, including

the ability to view statistics by page or section and presenting the information in a graphical representation.

[Provide Technology/Platform Requirements](#)

MMC is looking for the new website to support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years. The hosted solution should protect the website against Distributed Denial of Service (DDoS) and other cyberattacks, and should be able to detect and mitigate malicious traffic within seconds. The solution should have smart- detection technology that can identify the source and analyze the behavior of the attack.

In the event of any outage impacting the primary data center, the hosting solution must have a disaster recovery or backup data center where our website visitors will continue to be able to access our site.

[Hosting Data Center and Backup Data Center](#)

The hosting platform must be in a certified data center (SSAE 16 Type II Compliant) with multiple layers of security access, redundant ISP providers, backup power and redundant generator, and firewall protection.

[Provide Maintenance and Support](#)

The contractor's CMS, including all features and modular applications associated with the CMS, must have qualified and available support included as a part of ongoing services to maintain the CMS, using guidelines, structures and materials meeting the following criteria:

TRAINING SESSIONS – Online or offline training sessions for the purposes of fully training new staff members or retraining existing staff members.

SUPPORT – The contractor shall provide support via e-mail or phone during contractor's normal business hours. The support team must be fluent in the functionality and uses of both the content management system's features and associated applications and modules.

While website content updates are to be managed by MMC through the CMS, contractor shall commit to regular maintenance and updating of the CMS and associated applications for the purposes of keeping the existing software up-to-date as well as introducing new functionality and applications.

System Key Functionalities

ADMINISTRATIVE DASHBOARD – The administrative portion of the CMS shall be accessible for all content contributors and feature a customizable interface that displays critical shortcuts, on-site items that require attention, recent activity logs and an internal messaging system that displays administrative messages and updated information.

AUTOMATIC SITEMAP – The CMS should automatically create and update a sitemap and on-page breadcrumbs when content is added, edited or removed from the site.

CONTENT MANAGEMENT – A way to add, edit and move content directly on an assigned webpage without the need to utilize or be trained on a back-end administrative system (i.e. HTML).

CONTENT PREVIEW – Content publishers must have the ability to preview changes prior to publishing on the site.

CONTENT SCHEDULING – Content added to the site, whether as part of page content or additions to plug-in applications or modular elements shall feature delayed posting and automatic expiration abilities.

HYPERLINKING – Users who wish to add simple links – either internal or external – should be provided with an option to do so through an automatic hyperlinking option.

MENU UPDATES – Content publishers should be able to add and update menu items if assigned the appropriate permission level.

PAGE TEMPLATES

Content publishers must have the option to use pre-created page templates to assist in the formatting and development of new content.

Content publishers should have the ability to place widgets or content streamline the template building process. Widgets can represent any key function such as calendars, directory, e-notification, FAQs, search, etc. Widgets should have settings to customize their look and function to meet specific needs.

Content publishers must have the option to share templates with and use templates from a wider community pool which shares consistent page development.

WYSIWYG EDITOR – The CMS must have an advanced WYSIWYG rich text editor for content additions and updates that, while allowing flexibility for higher-end content contributors, is simple and straightforward, giving basic content contributors a basic set of fewer options to alter established site styles. The system shall also include the following features for use by administrative users:

CMS ACTIVITY REPORTING – A report detailing all changes and activity taking place on the website through content contributors and administrators, which can be filtered by start and end dates, times, by content type and by action taken, and exportable.

CONTENT CATEGORIES – Administrators shall have the ability to create content categories within CMS applications and modules and edit the parameters for categories.

GRAPHICS ADMINISTRATION – Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site

LOGIN HISTORY – A separate history report detailing user login history, including the user type, the date and time of the attempted login, the IP address of the user and whether or not the login attempt was successful.

MENU ADMINISTRATION – Administrators shall have the ability to add, edit, update and move menu items, affecting overall site structure and organization.

PERMISSIONS – The permission system shall be divisible into both user administration and group administration, allowing permission levels to be attributed to groups to which users can be added.

USER-FRIENDLY URLS – System should allow for creation of user-friendly URLs

DYNAMIC MENU STRUCTURE – A dynamic menu structure, with the ability to easily add, edit, move and delete menu items in multiple structural areas of the site.

INFINITE MENU LEVELS – An infinite menu level system that allows the addition of an unlimited number of menu levels by MMC.

INFINITE PAGE STRUCTURE – An infinite page structure system that allows the addition of an unlimited number of pages by MMC.

SSL CERTIFICATE – If necessary, one or more SSL certificates to encrypt data contained in site transmissions.

WEBSITE ANALYTICS – An administrative center for reviewing, filtering and

exporting overall website statistics, including the ability to view statistics by page or section and presenting the information in a graphical representation.

ACCESSIBILITY ADD-ONS – Accessibility software embedded in the website that offer users access to larger fonts and audible content.

ADVANCED SITE SEARCH – Provide an internal site search that:

Users should be able to sort search results by date, content, title or relevance; users should be able to filter by type of content and easily apply advanced search techniques, such as Boolean, if desired.

Administrators should be able to tune the search results by using synonyms for common words or terms, and promote pages through the use of keywords.

Search functionality should search web content as well as the contents of files (PDFs, Word Documents, etc.)

BLOGGING – Solution should allow the creation of multiple blogs to be used by different individuals or departments within our organization. Blogging functionality should include the ability to tag or categorize posts, include a calendar and commenting functions.

CONTACT US FORM – Capability for citizens to contact MMC staff through the use of a “contact us” form on the site for each division and department.

DEPARTMENT/DIVISION PAGES – A-Z Guide and Department/Division pages for navigating the site will be available.

DOCUMENT ARCHIVE – A document archive for specified categories of documents with built-in filtering abilities and search capabilities.

DOCUMENT STORAGE – An on-site document storage application with unlimited levels of folders, providing centralized storage of any type of file.

EMBEDDED AUDIO/VIDEO/MEDIA AND SOCIAL MEDIA – Easy embedding of audio, video, media and social-networking applications with associated embed codes.

EXTRANET – The solution should have the capability to deliver an extranet or password protected area of the website available only to those users approved to access secure content.

FORM CREATOR – Solution should have an online form development tool for MMC to develop interactive forms:

Ability to have unlimited categories of forms, with an unlimited number of forms in each category.

Ability for citizens to complete and submit forms electronically.

Capability to merge forms with other applications of the CMS.

Ability to customize forms for other applications of the CMS and tie directly into those tools.

Ability to import items from forms available via third party sources (state agencies) and replicate on MMC forms.

HTML CODE – The solution should have the capability to view the HTML code of any individual page and directly add or alter the code as necessary.

FRAME FUNCTIONALITY – The solution should have iFrame functionality to seamlessly embed other documents within any HTML page. Examples of embedded content include videos, third party applications, Slideshare documents, etc.

IMAGE MANAGEMENT – Image management tools for the addition of images to on-site content through web pages and modular elements associated with the CMS.

Image editing abilities on uploaded images, including the ability to change opacity, resize images dynamically based on width and height, ability to constrain proportions, flip images, rotate images, crop images, restore images and save altered images as a thumbnail or alteration of the original upload or to replace the original upload with the altered image.

Capacity to upload multiple images at one time and associate images with specific pages; the maximum file size should be no less than two (1) megabytes.

Ability to preview images prior to association with on-site content.

Ability to alter image properties, including image width, image height, capability to associate or disassociate width and height, border color, border width, image alignment, margins and application of CSS classes from overall website styles.

JOB POSTS – One of the most popular pages on most local government sites is the job posting page. The solution should have a component to simplify the job posting process to reduce overall HR administrative time and costs. Users should be able to filter available positions by category, type of position, posting date and salary. Administrators should be able to define categories and classification of job posting.

NEWS POSTING – The solution should have the ability for use to post press releases, features stories and “what’s new” content on the site. News content should have an auto archiving functionality to archive posts after a certain time frame. The News should also have RSS feeds automatically available if desired by website visitors.

PHOTO SLIDESHOWS – Creation of slideshows using multiple images and common tools found in the image management portion of the website CMS. This includes the ability to alter the order, speed, transition type, duration and layout of on- site slideshows.

REMOTE LOGIN AND UPDATE – Secure access for employees to work remotely and/or update the site through the use of a mobile device.

RSS FEEDS – Solution should have feeds to keep users and subscribers up-to-date on important events, news and announcements from the website. Users should be

SINGLE SIGN-ON – Should have a component where registered users can log in, view and update their information, all from their dashboard. Registered members can be added through the CMS, imported from a spreadsheet or users can add themselves via the frontend user interface.

SOCIAL MEDIA INTEGRATION – Integrate Twitter and Facebook feeds and other social tools, including the ability to comment on specific pages and/or events through social media.

STAFF DIRECTORY – A staff directory with unlimited levels of divisions, departments and groups, with options for expanded staff biographies and images.

STREAMING VIDEO CENTER – Provide capability for storing videos average of 4 hours.

BROWSER SUPPORT – MMC is looking for the new website to support mobile and desktop versions of Apple Safari, Google Chrome, Microsoft Internet Explorer and Edge, and Mozilla Firefox. The site should support all versions of the browsers that have been released within the last 5 years.

DDoS MITIGATION – The hosted solution should protect the website against Distributed Denial of Service (DDoS) and other cyberattacks, and should be able to detect and mitigate malicious traffic within seconds. The solution should have smart- detection technology that can identify the source and analyze the

behavior of the attack.

HOSTING DATA CENTER AND BACKUP DATA CENTER – The hosting platform must be in a certified data center (SSAE 16 Type II Compliant) with multiple layers of security access, redundant ISP providers, backup power and redundant generator, and firewall protection.

PAGE LOAD TIME – The solution should ensure that pages load on an average of 1.5 seconds or less.

RESPONSIVE CMS RECOMMENDATION – MMC is looking to have the contractor recommend a content management system. Explain your firm’s experience utilizing recommended CMS in designing responsive websites.

SYSTEM UPTIME GUARANTEE – The hosting platform should have a guaranteed uptime of 99.9%

THIRD PARTY PLUGINS – MMC will allow the contractor to use third-party plugins where appropriate as potential solutions for a requirement.

Schedule of Events

The following tentative schedule will apply to this RFP, but it may change in accordance with MMC’s needs or unforeseen circumstances. Changes will be communicated by email to all applicants.

| Event | Due Date |
|-------------------------|-------------------------|
| RFP Release Date | April 24, 2022 |
| Information Session | April 27, 2022 10:00 AM |
| Bid Submission Deadline | May 08, 2022 10:00 AM |

Conflict of Interest declaration

Any party submitting to the tender must make a formal (written) Declaration of Conflict of Interest in the event of any such existence. This involves having a close relative or a close associate working in the Maldives Media Council as a staff or a current member.

Validity of the tender

All tenders submitted must have a minimum validity of 60 (sixty) days.

Deliverables

A Responsive Website according to RFP.

Institutional Arrangement & Monitoring.

The contractor will be supported by providing all the documents and materials needed from Maldives Media Council, and all the meetings required for developing the website will be assisted by the council, where administratively possible. The contractor is expected to report directly (weekly) and work closely with the key staff throughout the project. The contractor must report progress and updates of work in weekly basis.

Contents of the Proposal

The proposal shall contain:

- i. A brief description of the firm's organization and an outline of recent experience on assignments of similar nature. The outline should indicate, inter-alia, the profiles of the staff proposed, duration of the assignment, contract amount, and firm's involvement.
- ii. A description of the methodology and work plan for performing to develop MMC website.
- iii. The proposal price should include web designing and annual web hosting fee separately.

Payment

Payment will be made in terms of Maldivian Rufiyaa (MVR), upon satisfactory level of project work completion as agreed to the Council by a Service Level Agreement with the Council.

Intellectual Property

The contractor shall not use any intellectual property of the Council including, but not limited to Council's official logo, or any other logo, Name of the Council, at any time without the prior approval of the Council. The final deliverables will be a product of the Maldives Media Council.

Eligible Parties / Contractor

All the applied parties should meet all criteria provided below:

- i. This RFP is open to web developers who currently develop websites in the Maldives. This RFP is not for individual freelancers who have the necessary qualifications.
- ii. The contractor shall be a Company registered under the Companies Act or Partnership firm registered under the Partnership Act or registered SME. The legal status shall be demonstrated through a copy of registration certificate issued by registrar of companies/firms.
- iii. The contractor must have at least two (2) years of experience in providing services related to web development and web design to Private/ Government organizations/ agencies (Departments/ Semi Government or Autonomous Bodies/ Development Authorities).

Application Process

Interested and qualified contractors should submit their applications (in English) on the Bid Opening meeting on Maldives Media Council Meeting Room on 08th May 2022 (10:00 AM) with the following documents;

- Cover Letter
- Detailed Curriculum Vitae(s)
- Reference Letter(s)
- Proposal
- Tax clearance report (within last 3 months)
- GST registration certificate copy (for those required to pay GST)
- Business registration certificate copy
- Work plan / schedule

Bid Opening

Bid opening will be held on 08th May 2022 (10:00 AM) at the Maldives Media Council.

Evaluation Criteria

| Evaluation Criteria | |
|---------------------------------------|-------------|
| Project Delivery | 20% |
| Past Project Experiences and Capacity | 30% |
| Financial Capacity | 5% |
| Educational Qualification | 5% |
| Pricing | 40% |
| Total: | 100% |

Evaluation Criteria Detail

| DETAIL | MARKS | SCORED |
|---|--------------|---------------|
| 1 Project Delivery | 20% | |
| Shortest period ÷ Proposed delivery period x percentage = Total % in Delivery | | |
| 2 Past Project Experiences and Capacity | 30% | |
| Experience in web designing related works (each reference letter 3%, maximum 10 reference letter) | | |
| 3 Financial Capacity | 5% | |
| Annual Average Turnover for the last two (2) years: | | |
| Two (2) marks for turnover MVR 500,000-MVR 1,000,000 | 2% | |
| Three (3) marks for turnover MVR 1,000,001-MVR 2,000,000 | 3% | |
| Five (5) marks for turnover MVR 2,000,001-MVR 3,000,000 | 5% | |
| 4 Educational Qualification | 5% | |
| This section will be assessed based on academic qualifications of team leader | | |
| 4.1 Diploma (2%) | 2% | |
| 4.2 Bachelor's Degree (3%) | 3% | |
| 4.3 Master's Degree and above (5%) | 5% | |
| 5 Pricing | 40% | |
| Lowest price ÷ Price on the proposal x percentage = Total % in price | | |
| TOTAL | 100% | |

Notice of Award

All contractors submitting a response to this RFP will be notified in writing of the award of a contract if and when an award is made. If no award is made, all contractors will be notified accordingly. For the purposes of this RFP, an award shall be deemed to have been made upon the completion of contract negotiations.

Acceptance or Rejection of Submissions

MMC reserves the right to reject any or all proposals, to waive technicalities or irregularities and to accept any proposal it determines to be in MMC's best interest. The acceptance of any proposal submission shall not in any way cause the entity to incur any liability or obligation to contractor, financial or otherwise. We may cancel the RFP in whole or part without making any award at its sole discretion, without any liability being incurred by MMC to any contractor for any expense, cost, loss or damage incurred or suffered by the contractor as a result of such withdrawal.

Costs for Documents Development

Costs for developing the response to this RFP are entirely the responsibility of the proposing party and shall not be chargeable in any manner to MMC. All contractors agree to provide all such additional information as, and when, requested at their own expense. No contractor in supplying such information shall be allowed to change the pricing or other cost quotations originally submitted.

Proposal Validity

A proposal submitted in response to this RFP is irrevocable for 60 (sixty) days from the date of submission. MMC reserves the right to withdraw a bid acceptance at any time if in the opinion of MMC the contractor is unwilling or unable to enter into a form of contract satisfactory to MMC. Acceptance will be defined as MMC selecting you as our provider of service for the intent of negotiating a contract for services.

Contract Evaluation and Award

MMC reserves the right to execute any of the following options:

- Issue no contract award for any of the services described within this RFP.
- Award all services to one contractor.
- Issue contract awards for any combination of services and contractor, either all of part of the business as we see fit.
- We are not obligated to accept the lowest price or most technologically advanced proposal.

We have no obligation to reveal the basis for contract award or to provide any information to contractors relative to the evaluation or decision-making process. All participating contractors will be notified promptly of bid acceptance or rejection.

Contract Negotiation and Execution

It is the intent of MMC that after the successful contractor has been selected, we and the selected contractor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the entity shall not be contractually bound to any bidder prior to the execution of such written contractual agreement. The contents of the bid submitted shall become part of the contractual obligation and incorporated by reference into the ensuing contract. The contract with a successful contractor will include penalties for non-performance and failure to meet the proposal implementation schedule. Contract execution is contingent upon approval by MMC.



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