



**Expression of Interest (EOI) for
Design, Development and Maintenance
of Mentor Platform under
PM-YUVA Yojana Project**

Pradhan Mantri Yuva Yojana (PM-YUVA)
Ministry of Skill Development and Entrepreneurship (MSDE)
Government of India
NIESBUD, A-23, Sector – 62, Noida 201309

REQUEST FOR EXPRESSIONS OF INTEREST

Recruitment of Agency for Design, Development and maintenance of Mentor Web Platform

1. Introduction

The Pradhan Mantri YUVA Yojana (PM-YUVA) is a centrally sponsored program of Ministry of Skill Development and Entrepreneurship (MSDE), Government of India that is being implemented by National Institute for Entrepreneurship and Small Business Development (NIESBUD). PM-YUVA Yojana aims to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network promoting social entrepreneurship. As part of the project, it has been decided to undertake design, development, deployment and maintenance of online Mentor Platform on Design, Build, Operate and Transfer model.

2. Objective and Scope of Work

The objective of hiring this agency is to undertake the design, development, operation and maintenance of a Mentor Platform that will serve as a single point for accessing information and services pertaining to entrepreneurship in India. The Web Platform would provide this information in an interactive and easy to use manner.

The scope of work shall comprise:

- (i) Study of the existing system
- (ii) Requirement Gathering and functional specifications for new system to be developed
- (iii) Information Architecture
- (iv) Quality Assurance and testing
- (v) Security Audit of the System
- (vi) Design and development of the web platform
 - (vii) One year warranty for operations and maintenance after its completion and deployment.

The other services to be provided as part of the warranty/operations/maintenance are:

- o Database management.
- o Making web platform more accessible through popular search engines
- o Fine tuning of web platform performance
- o Cyber Security Audit from time to time.
- o Monthly Web analysis and progress reports
- o Hit rate and source domain
- o Security Assessment (VA/PT) once every 6 months
- o Visits from search engines

The detail Scope of work is placed at **Annexure - 1**

3. Eligibility Criteria

- a) The agency/firm can be government, semi-government and private organizations with at least 5 (five) years of experience in creation of online web platform and have successfully delivered minimum of 3 (three) similar assignments.
- b) The agency/firm should have a turnover of not less than of Rs 1.5 Cr. in each of last 3 years (FY 2017-18, FY 2018-19, FY 2019-20). Copies of company balance sheet, certified by the chartered accountant should be attached. *(In case, the Books of Accounts for 2019-20 have not been audited till date of submission of EoI, then the turnover of 2016-17 shall be considered in place of that for 2019-20 for the purpose.)*
- c) The agency should have in-house capability or authorized collaboration to take up assignment.

4. Qualification

The Agency team shall consist of the following key personnel with experience as specified below:

Key Personnel	Educational Qualification	Experience
Project Head or Team Leader	B. Tech or equivalent	7 years
Front-end Software Developer	B. Tech or equivalent	5 years
Back-end Software Developer	B. Tech or equivalent	5 years
UI/UX Designer	B. Tech or equivalent	3 years

5. Period of Engagement

The period of the engagement of the Agency will co-terminus with the duration of the PM-YUVA Project and 3 + 2 years post project completion.

6. The Empanelment Process

6.1 The institute will carry out a preliminary examination of all the EoIs received for satisfying that they fulfil the prescribed Eligibility Conditions as evidenced by the enclosed documents.

Only those Agencies which fulfil these criteria will be called for making Presentations before the Committee.

6.2 The EoIs will be evaluated in terms of respective strengths of the Agencies as regards the following, carrying maximum marks as assigned to each of them as follows: -

S. No.	Evaluation criteria	Scoring	Max. Marks
1	Background and registration of organisation	1. Certificate of incorporation = 2 marks 2. GST registration = 2 marks 3. TAN registration = 2 marks 4. PAN registration = 2 marks 5. Current account = 2 marks	10
2	Relevant experience in development of similar web platform	1. more than 5 projects= 30 marks 2. equal to 4 projects = 20 marks 3. equal to 3 projects= 10 marks 4. equal to 2 projects = 5 marks 5. Less than 2 projects= 0 marks	30
3	Total delivery time for development of similar completed project in last 3 years	1. less than or equal to 3 months= 30 marks 2. less than or equal to 6 months=20 marks 3. less than or equal to 8 months=10 marks 4. less than or equal to 10 months= 5 marks 5. more than 10 months= 0 marks	30
4	Experience of the proposed staff	1. Project Head or Team Leader (7 yrs.) = 5 marks 2. Front-end Software Developer (5 yrs.) = 5 marks 3. Back-end Software Developer (5 yrs.) = 5 marks 4. UI/UX Designer (3 yrs.) = 5 marks	20
5	Turn-over of past 3 years	1. more than 10 Cr.= 10 marks 2. 5 Cr. – 10 Cr. = 5 marks 2. 1.5 Cr. – 5 Cr. = 3 marks 3. less than 1.5 Cr. = 0 marks	10

6.3 All the Agencies obtaining a minimum prescribed bench mark will be issued Request for Proposal (RFP) leading towards Empanelment.

6.4 The Empanelment shall be finalized by a duly constituted Committee of the Institute, for the purpose.

7. Critical Dates

EOI no. and Issue date	EOI no. PMYY-20-21/01 Date of Issuance: 07 April, 2021
Last Date and Time for receipt of request for clarifications	20 April 2021 by 4.00 PM <i>E-mail ID:</i> chatterpal.pmyuva@nic.in
Last Date and Time for receipt of acceptance of EOI	21 April, 2021 till 3.00 PM

Pre-Proposal Conference Date, Time and Place	28 April 2021 at 3.00 PM NIESUBD, A-23, Sector – 62, Noida, Uttar Pradesh - 201309
Date and Time for opening of EOI	28 April, 2021 at 3.30 PM
Place for Receipt and Opening of EOI	NIESUBD, A-23, Sector – 62, Noida - 201309
Contact person for queries	Somesh Anand, Sr. Manager (PM-YUVA) 9771446440 Chatterpal Singh, STM- Technology and Platform, (PM-YUVA) 9555390615

8. Submission of application

The interested individual (s) shall submit the proposal in a sealed enveloped superscripted as

“Application for Expression of Interest (EOI) for design, development and maintenance of Mentor Platform for PM-YUVA Yojana”

Address – NIESBUD, A-23, Sector – 62, Noida, Uttar Pradesh – 201309

The application must contain the following details:

- 1) Name, address and contact details
- 2) Curriculum vitae of proposed team members with clearly indicating relevant qualification and prior experience indicating suitability for the role.
- 3) Registration certificates as mentioned in Para 6
- 4) Project Completion certificates from clients with supporting contract document
- 5) Turnover of last 3 years (FY 2017-18, FY 2018-19, FY 2019-20). (Please refer to Clause 3 (b). Copies of company balance sheet, certified by the chartered accountant should be attached.

ANNEXURE- I

SCOPE OF WORK

Features and Functionality of Platform

The Platform would be developed in accordance with global best practices in line with similar initiatives internationally in order to achieve the above objectives. The following minimum features shall be complied with:

S.No.	Category	Features
1	General Functionality	a) Cross browser compatibility b) compatible with tablet and mobile devices c) Fast loading pages d) Availability in at least two languages of English and Hindi with option to expand to upto 8 major languages in India
2	Content Management System (CMS) functionality	(a) Upload content such as text, photos, news, contact details etc. (b) Content storage management of all types of content; text graphic, audio, video etc.
3	User Management Functionality	Broadly, the types of users of the Platform are expected to be, but not limited to, with each requiring access management developed on the basis of role: (i) PM-YUVA admin/ staff; (ii) Potential/ aspiring entrepreneurs (iii) Mentors; (v) State/ Ministry (a) Registration of Entrepreneurs and Mentors through registration form (b) Login for Entrepreneurs and Mentors to avail services offered through the platform, access dashboard of services offered, events calendar, participate in online sessions, etc. (c) Feature for Entrepreneurs and Mentors to allow update profile with information such as Personal information, Educational information, experience, certifications/awards/additional courses (d) Design and development of user access management system to allow only logged in members to post comments, participate in forum, etc. (e) Ability of different members to access different services based on mechanisms of verification

4	Analytics Functionality	<p>(a) Setup Google analytics tool to analyses the User Behaviour and pull reports</p> <p>(b) Creation of a monitoring dashboard to allow generation of information on partner, entrepreneur and mentor collaboration</p> <p>(c) Intelligent tagging of entrepreneurs, partners, content and mentors on the basis of area of expertise, services required, services offered, location, etc to improve search functionality and connection of entrepreneurs to relevant services</p>
5	Interactive Functionality	<p>(a) Search features:</p> <p>(i) Members should be able to search for content within the Platform using search box</p> <p>(ii) The Platform should comply within defined processes for defining metadata, managing metadata schema changes and master data changes;</p> <p>(iii) Advanced search facility based on multiple filters should be provided; and</p> <p>(iv) Search option should be bilingual.</p> <p>(b) Chat-bot:</p> <p>(i) Develop/integrate English and Hindi language rule base chat-bot into the website capable of answering basic FAQs;</p> <p>(ii) Storage of data and conversations on chat-bot for further analysis.</p> <p>(c) Best connect relevant mentors to mentees like matchmaking based on City, Categories (trade wise)</p> <p>(d) Integrate SMS and e-mail gateway services to: Provide automatic notifications to members on upcoming events, updates in schemes, available services, etc.</p>
6	Partnership and Mentorship Services Functionality	<p>(a) Listing of partners on a dedicated partner page or pages with description of services offered</p> <p>(c) Pulling of basic information from database by partners for delivery of services.</p> <p>(d) Develop feature for rating of partner services by entrepreneurs on the basis of quality of services offered</p> <p>(e) Develop feature for Mentors:</p> <p>(i) Publish of Case Studies/Papers/ Presentations; and</p> <p>(ii) Reply to Q&A asked by Mentor.</p> <p>(f) Develop features for Entrepreneurs:</p> <p>(i) Search Mentor – by area of expertise, location;</p> <p>(ii) Request to Mentor – Mentor accepts requests; mentor contact details shown to member; member connects with mentor via offline mode via call/e-mail; and</p>

7	Security	Produce an “Application Security Audit Clearance Certificate” for the solution to be deployed and should ensure adherence to approved security guidelines published by the Indian Computer Emergency Response Team (CERT-In), the Standardization, Testing and Quality Certification (STQC) by MeitY, or any other guideline issued by a Government of India Institute. The applicant should ensure the appropriate risk and contingency planning for project.
8	Technical Functionality	<p>(a) Platform should be able to open in all six ways (URL's). For example,</p> <ul style="list-style-type: none"> (i) https://www.xyz.gov.in (ii) http://www.xyz.gov.in (iii) www.xyz.gov.in (iv) https://xyz.gov.in (v) http://xyz.gov.in (vi) xyz.gov.in <p>(b) Website should run on multiple instances such that for load balancing and developing a dynamically scaled architecture which maintains response time</p> <p>(c) CAPTCHA should be present for web pages with form such as feedback form, registration form etc.</p> <p>(d) Password should not be hardcoded in any website configuration files or stored in plain text. Passwords should be properly hashed and salted to reduce the effectiveness of password cracking.</p>

Format for Empanelment

General Information	
1	Name of Organization
2	Nature of Organization Govt./ Semi Govt./ Private (Sole Proprietorship/Firm/LLP/ Company etc.)
3	Year of Incorporation/ Registration/ Start of Operations
4	Registered Address
5	Contact Details of the Authorised Person for this EoI
6	Experience in Platform/ website Development
7	Details of Registration under different Statutes like PAN/TAN, GST etc.
8	Specific Details of similar Assignments in which Empanelment is being sought, handled during years 2017-18, 2018-19 and 2019-20. <i>(Clear year-wise details of the Title of the Assignment, Sponsorer, Specific Activities Undertaken, Value of the Assignment etc. should be given. If required, enclose a separate sheet for the purpose.)</i>
9	Specific Details of in-house manpower available for the particular Activity in which Empanelment is being sought. <i>(Specific details indicating Educational/Professional Qualifications; Area of Specialization; years working for the Agency; overall number of years of experience, details of specific Activity performed in a quoted Assignment etc., should be given. If required, enclose a separate sheet for the purpose.)</i>

10	Audited Annual Turnover of last three years ((FY 2017-18, FY 2018-19, FY 2019-20) <i>(Please refer to relevant Note under Clause 3 (b))</i>	
11.	Any other relevant information <i>(along with supporting documents)</i>	

Date:

(Signature of Authorized Person)