

**APUIAML invites**

**NOTICE INVITING TENDERS/ REQUEST FOR QUOTATION**

**on behalf of**

**ANDHRA PRADESH GENERAL INSURANCE CORPORATION LIMITED**



Inviting quotations from IT service providers for designing an operational software; designing, operating, and maintaining a fully functional website with appropriate domain name for APGICL.

<b>NIT/ RFQ reference no: <u>APUIAML/APGICL/PMC-NT/IT/01/22-23</u></b>	
<b>Name of Work:</b> Development of Insurance Database Management System (AP IDMS) – To design, develop and maintain a fully functional, reliable, responsive, secure, and optimized website and associated data management system for current operations of APGICL scalable to meet future requirements	<b>Tender Category:</b> Services
<b>Tender Type:</b> Open	<b>Estimated Contract Value:</b> Rs. <b>25,00,000/-</b>
<b>Bid Submission Closing Date:</b> <b>10:30 Hrs. on 21-07-2022</b>	<b>Tender Evaluation Type:</b> Open

Bids invited on APUIAML website <https://www.apurban.com/tenders.php>

**ADMINISTRATION DEPARTMENT**  
**4th FLOOR, NTR ADMINISTRATIVE BLOCK, PANDIT NEHRU BUS**  
**STATION, VIJAYAWADA, ANDHRA PRADESH - 520013.**  
 Ph: (0866)-2527709 || E-mail: [info@apurban.in](mailto:info@apurban.in)

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1. **Introduction:** Andhra Pradesh (AP) General Insurance Corporation is carrying on life insurance business in AP. As part of supporting its Marketing and Brand promotion, the Company is looking to engage service providers for significant Website Designing, Development & Maintenance for which this RFP is being issued
2. **Purpose:** The purpose of this RFP is to solicit proposals from potential bidders for Website Designing, Development & Maintenance as per requirements of the Corporation. Based upon the review and evaluation of proposals offered in response to this RFP, the corporation may at its sole discretion negotiate and enter contracts with one or more successful Bidders. As such there will be no volume commitment for the services to be delivered under this RFP by the shortlisted bidder.

Notwithstanding any other provision herein, Bidder participation in this process is voluntary and at Bidder's sole discretion. Corporation reserves the right to accept or reject any or all bids from a specific or multiple bidders for any reason at any time. Corporation also reserves the right at its sole discretion to select or reject any or all bidder(s) in this process and will not be responsible for any direct or indirect costs incurred by the bidders in this process

3. **Request for Proposal Definitions:**

Throughout this Request for Proposal, the following definitions are used

- 3.1. Bidder” means a company incorporated under the Companies Act 2013, or a partnership firm (or such other entities or body of individuals/association) that submits, or intends to submit, a proposal in response to this “Request for Proposal”.
- 3.2. “Service Provider” means the Bidder(s) awarded a Contract resulting from this RFP.
- 3.3. “Contract” means the agreement formed between the Corporation and the successful bidder as evidenced by an Agreement issued to the Company.
- 3.4. “Contract Documents” means the Agreement, the Bidders proposal document, the RFP, and such other documents as listed in the Agreement, including all amendments or addenda agreed between the parties.

- 3.5.** “Must”, “mandatory” or “required” means an absolute minimum function or capacity, which, if not satisfied in the proposal, may result in disqualification in the final evaluation.
- 3.6.** “RFP” means this request for proposal including any amendments, attachments, and/or clarifications pertaining to this RFP that may be issued prior to the closing date; and, “Should”, “may” or “is desirable” means desirable but not mandatory functions or capacities. Bidders who can provide these functions or capacities may be evaluated more favorably than those who cannot. However, the final decision shall rest with the Corporation.
- 4. Scope:** Website Design, Development and Maintenance
- 4.1. Additional Scope:** Development of Insurance Database Management System (AP IDMS).
- 5. Detailed description:** To design, develop and maintain a fully functional, reliable, responsive, secure, and optimized website and associated data management system for current operations of APGICL scalable to meet future requirements.
- 5.1.** The Corporation is looking for an effective website which will enable us to do the following:
- 5.1.1. Have a website and maintain a database for consolidation of details pertaining to insurance premium (General and Health) outgo from various depts., corporations, State PSUs, entities of GoAP (APIDMS)
  - 5.1.2. To Provide secured access to organization information/services and facilitate users (GoAP/ User departments) to fill out policy information and store them in relational database for reporting purposes.
  - 5.1.3. Design to be attractive, responsive using latest technology and should facilitate availability of information with minimum clicks through logical and intuitive flow.
  - 5.1.4. Website to be developed with latest technology and optimized for better search engine results and it must have interactive web pages to accommodate as per AP General Insurance Corporation’s ever evolving requirements.
  - 5.1.5. SEO friendly URLs and onsite optimization of the website to be done by the vendor.
  - 5.1.6. Loading time should be in accordance with W3C standards.

- 5.1.7. Site search - ability to search entire site and content.
- 5.1.8. Website should be compatible in all major OS Platform (Mac OSX, Windows OS and Linux) and Browsers compatible with latest and previous 3 versions (Chrome, Safari, Firefox and IE)
- 5.1.9. The delay in website response for viewing above 3 seconds shall be considered as deficiency of services.
- 5.1.10. All other points that may result/come as recommendation from site audit and best practices.

## **5.2. KRA's**

- 5.2.1. The software solutions (IT & ITES) service provider vis-à-vis vendor should incorporate & upgrade the content provided by AP General Insurance Corporation in a way that is easy to understand, simple and attractive, search engine friendly.
- 5.2.2. Implementation/ maintenance of sites other than corporate site to be proposed by bidder as optional line item in the Price Bid. Bidder must complete the implementation and integration of all requirements / components as per AP General Insurance Corporation objectives and specifications.
- 5.2.3. The implementation shall be considered formally accepted after signing off the Acceptance Test Plan jointly by the AP General Insurance Corporation and authorized person of the vendor.
- 5.2.4. Vendor shall provide a comprehensive User Acceptance Test (UAT) Plan along with Technical Proposal covering every possible failure/negative scenario.
- 5.2.5. Bidder will also be responsible to design product management process/ operation manual as per best practices.
- 5.2.6. Bidder shall provide post implementation technical support including any new feature, template, or device integration i.e., tab/mobile etc. Issues arising out of the operationalized website and Database Management System, shall be resolved within 5 working days, at free of cost. Any additional requests, modifications, servicing requests that are beyond the scope of the design, development and maintenance shall be paid based on no of service tickets

(or) skilled man hours required to deliver the additional service/ feature envisaged.

- 5.2.7. Vendor shall also undertake to carry out implementation/ operationalization including move, add, and delete changes/customization of such software updates, releases, version upgrades.
- 5.2.8. Vendor should update and maintain all supplied solutions to correctly reflect actual state of the setup at any point in time during the contract period.
- 5.2.9. Vendor will also be responsible to provide necessary documentation such as Project Plan, SRS (Software Requirement Specifications), DSD (Design Specification Document), UAT (User Acceptance Testing), Test Plans, DRP (Data Recovery Plan) & BCP (Business Continuity Plan), Installation / Operational Manual, etc.
- 5.2.10. Vulnerability Assessment Penetration Testing (VAPT) should be done at least once a year and additionally based on security threat
- 5.2.11. Security Audit by Internal as well as External Auditors after UAT is to be carried out by the vendor at its own expenses.
- 5.2.12. After award of the contract, the vendor must appoint a Project Manager who will be the single point of contact for the AP General Insurance Corporation throughout the project cycle. The vendor shall submit an escalation matrix within 7 days from the date of acceptance of Purchase Order/ LoA.
- 5.2.13. Should be able to develop and maintain Website of AP General Insurance Corporation for the period of five years from the date of implementation on an annual renewal basis.
- 5.2.14. Vendor must provide an implant/ in-house resource for website maintenance who will work from the premises of AP General Insurance Corporation.

### **5.3. Functional Requirements**

**5.3.1.** Website to have below sections apart from standard sections of the website.

- 5.3.1.1.1.** Static information
- 5.3.1.1.2.** Products information
- 5.3.1.1.3.** Claims Information
- 5.3.1.1.4.** About us and contact us pages
- 5.3.1.1.5.** Maps & locators

- 5.3.1.1.6.** Tender section
- 5.3.1.1.7.** FAQs
- 5.3.1.1.8.** Login and Signup pages

- 5.4.** All menus/sub menus/headings etc., to have an icon without any copyrights' issue.
- 5.5.** The design and development at all stages shall adhere to AP General Insurance Corporation's branding guidelines with regards to Font, Color, Text Size etc.
- 5.6.** Site should open same in all major OS Platform (Mac OSX, Windows OS, and Linux) and Browsers (Chrome,Safari, Firefox, and IE etc..).
- 5.7.** Website structure is to be browser independent (Safari, Chrome, Firefox, and Internet Explorer etc..).
- 5.8.** It should include bilingual capabilities in English and Telugu.
- 5.9.** Prepare of user, design & technical manuals, and other documents for the developed website in an easy tounderstandable and user-friendly language with proper diagram, screenshots and charts wherever required.
- 5.10.** The design should organize business logic and presentation logic separately while developing and implementing the proposed system. Thus, restricting the database queries to be inserted inside thepresentation and business logic, rather, it should be written in the database only.
- 5.11.** User registration module to be implemented wherein user registers and chooses to get the latest information related to administration, distribution, marketing and government schemes.
- 5.12.** Website should offer "Demo" to visitors / users of APIDMS. Bidder to cover the workflow during their existingsystem study. The demo should work on all user access devices.
- 5.13.** Data Dictionary for all the modules should be maintained and provided to AP General Insurance Corporation on quarterly basis.
- 5.14.** AP General Insurance corporation may desire the data output of modules in different formats from time totime as per their requirement.
- 5.15.** Website should comply with the guidelines/ regulations of IRDA, RBI, Govt. of India, Govt. of A.P and such other statutory/ autonomous authorities.
- 5.16.** The website design needs to follow a new age, contemporary, minimalistic and parallax design style.

- 5.17. The websites should not only be responsive across all devices (Mobile, Tablet, iPad, Desktop), but should have an adaptive framework for mobile devices.
- 5.18. Back up of entire website at regular interval will be the responsibility of successful bidder.
- 5.19. Sharing of pages/posting option from website to be available to visitors.
- 5.20. Website should be compatible to run on multi server environment for load sharing.

## **6. UI / UX of the Website**

- 6.1. Ease of usability of the site by the visitors to achieve the objective of user satisfaction/delight.
- 6.2. Successful Bidder will have to provide the AP General Insurance Corporation with different layout options for homepage and internal pages.
- 6.3. The options provided must be clearly distinct from each other and should not be a modified version of other options provided.
- 6.4. Vendor should come up with unique, out of the box options distinct from existing website layouts in the market/competition.
- 6.5. AP General Insurance Corporation will give a go ahead on layouts and other UI/UX features only on satisfaction.
- 6.6. Number of iterations for modifications can be unlimited until AP General Insurance Corporation has complete satisfaction.
- 6.7. Website should be mobile, tablet and similar device compatible (mobile first strategy to be adopted).
- 6.8. All major browser and platform support.
- 6.9. Responsive & Retina Ready: Site should be fully responsive and ready for retina displays. Users should get best user experience of website looks on tablets and mobile devices adapting to the screen size layout.
- 6.10. Navigation to be simple, easy, and intuitive. User journey should be defined for every targeted segment.
- 6.11. Site map should be prepared and made available by the bidder.
- 6.12. The Site should be fully optimized.
- 6.13. Images should be used intelligently on home page and in all main sections. Images used should be of high resolution and there should be no copyright issue currently or in future. Icons used should be attractive and self-explanatory.



**6.14.** Animated effects can be added wherever necessary without hampering the website speed.

## **7. Scalability**

**7.1.** Website should be scalable with provision to adopt to spikes in user count of AP General Insurance Corporation.

## **8. Inspection and Testing**

**8.1.** The inspection of installation of services shall be carried out to check whether the services are in conformity with the mentioned in the RFP. The bidder will test all operations and accomplish all adjustments (tuning) necessary for successful and continuous operation of the systems to the satisfaction of AP General Insurance Corporation.

**8.2.** The project will be treated as “complete” only if:

**8.2.1.** User Acceptance Testing (UAT) is completed

**8.2.2.** Handover to the AP General Insurance Corporation is completed

**8.2.3.** Final Source code of the project along with detailed documentation must be transferred to AP Insurance General Corporation.

## **9. Website Maintenance**

**9.1.** Monthly Periodical review and modifications of website layout, homepage, internal pages, images, effects, videos, icons, content, response, and other features will be carried out at the end of every month.

**9.2.** Monthly review will be done by AP General Insurance Corporation, but not limited to, for uptime percentage of website, SEO rankings, website performance, technical difficulties, security etc.

**9.3.** Selected bidder is required to prepare a schedule for maintenance activity and carry them out regularly. Maintenance activity to be carried out at midnight to avoid visitor inconvenience.

**9.4.** Bidder will have to appoint a dedicated team at their premises for maintenance of website throughout the contract period.

**9.5.** Some dynamic pages may require more frequent editing/modifications such pages should be identified accordingly, and a monthly review will be done for them at the end of every month throughout the contract period.

**9.6.** The discrepancies found during audit should be complied with in 10 days.

**9.7.** Bidder should provide Dashboard, customized reports and SLA's regarding health and maintenance of the site, industry standards including following information at noextra cost but not limited to:

**9.7.1.** Availability of the Website.

**9.7.2.** Response time of the website.

**9.8.** Bidder shall take steps to prevent unauthorized access to data and contain malicious activities directed atthe AP General Insurance Corporation's website.

**9.9.** Whenever any new threats/vulnerabilities become public, the bidder will take appropriate steps to protectthe interests of AP General Insurance Corporation so far as it relates to the services covered under this agreement.

**9.10.** The bidder shall be responsible for any act of its employees that may result in security breach of AP General Insurance Corporations' Website.

**9.11.** Resolution of errors/bugs (if any), software updates, changes in the software that may be necessary due tolegal/statutory changes etc.

**9.12.** Deploy adequate facilities management personnel to maintain the Website as per the service levelrequirements.

**9.13.** Periodically update and insert static pages/contents as per AP General Insurance Corporation.

**9.14.** Successful bidder shall provide a dedicated project manager during the period of the contract that shouldbe present for discussions, important meetings and should act as one point contact for AP General Insurance Corporation.

**9.15.** An onsite resource for the maintenance of the website.

**9.16.** Maintaining the Feedback/Grievances page of the website.

## **10. Technical**

**10.1.** Should use modern technical tools and software.

**10.2.** Website download (loading) and processing performance speed should be less than 4s on LAN.

**10.3.** Application must follow OWASP security standards.

**10.4.** Should have the capability to restart from the point of failure.

**10.5.** Unit Testing & System Integration Testing.

**10.6.** Validated against Benchmarks for Performance and load test.

**10.7.** Code Configuration Management.

## **11. Deliverables**

- 11.1. Modern design for homepage and internal page to choose and finalize
- 11.2. HTML Prototype of the entire website
- 11.3. Project Plan
- 11.4. Application Design Specification & related documents
- 11.5. Solution Architecture Design Document with Technical Specification
- 11.6. Database Design
- 11.7. Standards, Usability and UI Design Specifications
- 11.8. Testing Strategy
- 11.9. System Test Cases and Test Results
- 11.10. Deployment Documentation
- 11.11. Unit & System Tested Code
- 11.12. Final Documentation
- 11.13. Quality Standards and QA reports
- 11.14. Risk & Issue Logs
- 11.15. Source Code Version Document
- 11.16. Release History and Delivery Notes
- 11.17. Knowledge Transfer and handover document
- 11.18. Other project related documents

**12. Expected timeline for resource on board**

- 12.1. The Company expects resource to be on board in 2 weeks from the date of issue of letter of intent.

**13. In Scope Modules, including but not limited to the below list:**

- 13.1.1. Home Page
- 13.1.2. About Us
- 13.1.3. Products
- 13.1.4. Claims
- 13.1.5. APIDMS
- 13.1.6. Tenders & Notices
- 13.1.7. Reports
- 13.1.8. Register
- 13.1.9. Login
- 13.1.10. More
- 13.1.11. Privacy Policy

**13.1.12. Disclaimer**

**13.1.13. Sitemap**

**13.1.14. FAQs**

**13.1.15. Terms of Use**

**13.1.16. Contact Us**

The above scope of work is only indicative, APUIAML may incorporate necessary changes in order to solicit a comprehensive scope for the proposed work of designing, developing and maintaining a fully functional and professional website for APGICL with Database Management System (APIDMS). You may contact us for any information critical for completion of above assignment.

**SECTION-X: SCHEDULE – A: CHECK LIST**

**14.1.** The Bidders (vendor) are requested to check that the following documents are submitted:

**14.2. Pre-Qualification documents common to all bidders (vendor)**

14.1.1.Copy of Incorporation certificate

14.1.2.Copy of GST Form-6 of the insurance company pertaining to the state of Andhra Pradesh

14.1.3.Copy of PAN card

14.1.4.Duly stamped and signed copy of RFQ/ NIT document (each and every page) by the authorized representative/ duly constituted attorney of the insurance company, as a token of acknowledgement of having read and accepted all terms and conditions therein.

14.1.5.Self-declaration

14.1.6.Any other document/ information relevant to this RFQ/ NIT document.

**14.3. Pre-Qualification documents to be submitted by the vendor:**

14.1.1.All documents of insurance company/ companies as per Section:10.2

14.1.2.Copy of current License/ Certificate of Registration issued by IRDAI

14.1.3.Copy of inception License/ Certificate of Registration issued by IRDAI

14.1.4.Copy of GST Form-6 of the insurance intermediary, preferably of the state of Andhra Pradesh.

14.1.5.Copy of PAN card

14.1.6.Copy of Work Order (or) Policy Copy (or) MoU (or) MoA (or) SLA (or) such other documents as a proof of satisfying the requirement/s of Section-3.2.3 of this RFQ/ NIT document.

14.1.7.Copy/ Copies of audited financial statements as a proof of satisfying the requirement/s

**15 Price/ Commercial Bid Document/s:**

**15.1.1.** Price/ Commercial Bid documents to be submitted by Insurance Company:

- 15.1.1.1.** Duly filled in, signed and stamped copy of Price Bid on the letter head of the insurance company.
- 15.1.2.** Price/ Commercial Bid documents to be submitted by Insurance Intermediary:
  - 15.2.1.1.** Duly filled in, signed and stamped copy of Price on the letter head of the insurance company/ companies.
  - 15.2.1.2.** Duly filled in, signed and stamped copy of Price Bid on the letter head of the insurance intermediary.
  - 15.2.1.3.** Comparison statement, if any.

**Sd/-**

**HEAD HR & ADMIN.**

Andhra Pradesh Urban Infrastructure Asset Management Limited,  
4th Floor, NTR Administrative Block, Pandit Nehru Bus Station,  
Vijayawada 520 013, Andhra Pradesh.

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