



Mahatma Gandhi University

Priyadarsini Hills P.O., Kottayam, Kerala - 686 560

(Established by Kerala State Legislature by Notification No. 3431/Leg. C1/85/Law, dated 17th April 1985)

No. 16958/CDOE 1-SO/2024/CDOE 1

05.07.2024

TENDER NOTICE

As per University Order No. 12731/ADA7/2023/MGU dated 20.12.2023, sealed competitive tenders are invited from reputed firms for the design, development and maintenance of the Centre for Distance and Online Education(CDOE) website at Mahatma Gandhi University, Kottayam. The tenders, in envelopes marked with our reference number, should reach the office of the undersigned no later than 12:30 PM on 15.07.2024. Tenders will be opened at 2:00 PM on 15.07.2024.

Scope of Work.

Content Management System (CMS):

Preferably utilize WordPress (latest stable version) for its flexibility, scalability, and extensive plugin ecosystem.

Design and Theme:

Select a responsive and customizable minimalistic theme aligned with the university's brand identity and global e-learning sector requirements. Ensure the theme supports intuitive navigation, accessibility features, and rich multimedia integration.

Lead Management:

Implement lead capture forms to gather information from prospective students, instructors, and aspirants. Integrate with lead management plugins or CRM systems to centralize lead data and streamline lead nurturing. Include a customizable lead scoring system for prioritizing leads based on engagement and interest levels.

CRM Integration: Basic/Bi-directional integration in phase-1 :

Integrate with a CRM system such as Salesforce, HubSpot, Zoho or better CRM to manage student inquiries, applications, and enrollment processes. Sync lead and student data captured from website forms & through bulk csv uploads with the CRM system for personalized communication and follow-up. Automate CRM workflows for lead nurturing, enrollment reminders, and course registration confirmations etc.

Social Media Integration:

Incorporate social media sharing buttons on course pages, blog posts, and resource pages to encourage content sharing. Display live social media feeds or widgets to showcase university updates, student testimonials, and course highlights. Enable social media login options for seamless registration and login processes for students



Enquiry: 0481 - 2731020, 2733300
Registrar: 0481 - 2731007



mgu@mgu.ac.in
registrar@mgu.ac.in



www.mgu.ac.in

and faculty members. Implement WhatsApp Business integration for direct communication with students, faculty, and leads.

SEO Optimization at Data Level:

In order to improve visibility in search engine results pages (SERPs) and attract organic traffic. SEO plugins like Yoast SEO, Rank Math, or better option may be utilised to optimize metadata, headings, and content structure for improved search engine visibility. Implement schema markup to provide search engines with structured data about courses, instructors, events, and other relevant information. Optimize images with descriptive alt tags and filenames, and ensure fast loading times for better user experience and search ranking.

Analytics and Reporting:

Integrate with web analytics tools like Google Analytics or Matomo or better option to track website traffic, user engagement, and conversion metrics. Generate custom reports to analyze student demographics, course performance, and marketing campaign effectiveness. Use data-driven insights to optimize website content, marketing strategies, and course offerings.

Regular Updates and Maintenance:

Provide timely updates to the WordPress core, themes, and plugins to ensure security patches, bug fixes, and compatibility with the latest technologies.

Security Monitoring:

Conduct regular security audits, implement security measures, and respond promptly to vulnerabilities or threats to ensure website security.

Other Guidelines

- Design the system with scalability in mind to handle concurrent user loads up to 20K. Plan for scalability by ensuring that the system can be easily scaled horizontally (adding more servers) to accommodate increased user loads.
- Provide a mechanism for updating the CMF easily. Ensure backward compatibility for updates.
- The developed website must adhere to CERT (Computer Emergency Response Team) compliance standards, ensuring robust cybersecurity measures. The implementation should prioritize the protection of sensitive data, prevention of common security vulnerabilities, and adherence to industry best practices for secure web development.
- The developed website shall adhere to the Guidelines for Indian Government Websites (GIGW) 3.0. The design, development, and deployment should align with the specified standards outlined in GIGW 3.0

Training and Support:

Provide comprehensive training sessions for website administrators, instructors, and support staff on CMS usage, CRM integration, and lead management best practices. Offer ongoing technical/commercial support, troubleshooting assistance, and documentation to address any issues or inquiries and shall include guides for installation, configuration, and customization. By adhering to these specifications, the CMS website for the university's e-learning sector shall be equipped with advanced functionalities for lead management, social media integration, SEO optimization at the data level, and CRM integration, ensuring a seamless and engaging online learning experience for students and faculty members.

Eligibility Criteria

- Tenderer should not have been banned or delisted by any Government or Quasi Governmental bodies/PSUs.
- Tenderer should have successfully completed Design & Development of dynamic web sites and web portals during the last 5 years
- Portfolio of previous works

Important Details

1. Earnest Money Deposit (EMD): Calculated at 1% of the Purchase Assessment Cost (PAC), with a minimum of Rs.1500/-, to be paid via Demand Draft in favor of the Director, Centre for Distance and Online Education, Mahatma Gandhi University, payable at State Bank of India, M. G. University Campus Branch, along with sealed tenders.
2. Tender Form: Download from the official Mahatma Gandhi University website (<https://www.mgu.ac.in/uploads/2020/08/Tender-Form.pdf?x99264>). The cost of the Tender Form is 0.2% of PAC rounded to the nearest multiple of Rs.100, with a minimum of Rs. 400/- and a maximum of Rs. 1500/-. Payment can be made online through the "online payment" link on the University website, and the e-payment receipt should be attached with the tender.
3. Agreement: To ensure guarantee, terms, and conditions of the supplied articles, an Agreement on stamp paper worth Rs.200/- must be submitted by the qualified bidder along with a Security Deposit of 5% of the PAC.

Address for Submission

Sealed envelopes containing tenders shall be addressed to:

The Director, Centre for Distance and Online Education, Mahatma Gandhi University, Priyadarsini Hills P.O, Kottayam, 686560.

Terms and Conditions

1. The quoted price should be inclusive of all taxes, freight, and installation.
2. The tenders should have at least three months of validity.
3. The right to accept or reject tenders without assigning any reason rests entirely with the undersigned.
4. If the date of receipt and opening of tenders is declared a holiday, the next working day shall be considered for the same purpose.

Sd/-
DIRECTOR

Copy to:-

1. PS to VC
2. PA to FO/Registrar
3. Director, Centre for Distance and Online Education
4. PRO (For uploading in University Website)