

Terms of Reference for the selection of an Agency for the development of the Website of the National Seed Association of India

1. OBJECTIVES:

Development of the Website of NSAI by capturing the current and expected requirements and using the latest IT tools, which is capable of further expansion looking into future needs.

2. ABOUT NSAI:

NSAI is the apex association of the Indian seed industry, playing a leadership role by engaging with the central and state governments for pursuing its main agenda of working toward providing an enabling and favourable policy environment for the growth of the seed industry so as to provide quality seeds of potential hybrids/varieties of various crops. It has been representing the Indian Seed Industry with an aim to meet all the seed requirements of Indian farmers and to contribute to the sustainable growth of Indian agriculture.

The Indian Seed Industry has made rapid progress in the past 50 years. The seed industry in India is well developed with a strong research and development base. We as a nation have a distinct competitive advantage in the production of quality seeds due to R&D capabilities, seed production, processing, and testing expertise. India is endowed with diverse agro-climatic conditions, a high level of technological expertise, trained and skilled manpower, suitable land and abundant sunshine for agriculture. The country, therefore, has immense potential to emerge as the leading provider of seeds to the world, besides meeting the domestic demand. We can export seeds for sowing for all kinds of field crops, vegetable crops, forage crops and flowers.

In addition to the above background, the attached brochure and also the existing Website of NSAI www.nsai.co.in may also be referred

3. SCOPE OF WORK

This section details the complete scope of work to be undertaken for the successful development and deployment of the NSAI website. All work will be performed by the agency's experienced development team using agile methodologies to ensure quality, timely delivery, and NSAI satisfaction.

I. Website Development (Public-Facing)

i. Core Pages & Sections

a) Homepage

- Dynamic content sections with hero slider
- Latest news carousel with featured content
- Quick access links to all major sections
- Call-to-action buttons for key services

b) About Us Section

- President's Message with photo and downloadable PDF
- Organizational Profile with history, vision, mission, and major performance
- Organizational Structure with interactive chart
- Office Bearers and Governing Council with photos and biographies
- Who's Who - Key officials directory with contact details

c) Recruitment Section

- Current Vacancies listing
- Detailed job descriptions with eligibility criteria
- Online application form with document upload. View option of applications to designated Officials
- Application status checking
- Recruitment archives with past notifications

d) News & Media

- Media listing with categorization
- Featured news highlighting news detail pages with images
- Photo Gallery
- Video Gallery
- Archive functionality
- Search within media
- Category-based filtering

e) Documents

- Categorization – internal and external (department-wise categorisation)
- Circular listing with table format
- Annual Report
- Study Reports
- Other Special Reports
- Document download (PDF)
- Date range filtering
- Search functionality

f) Contact & Communication

- Interactive contact form with validation
- Office location with Google Maps integration
- Contact directory
- Feedback submission form

g) New Membership

- New Membership Form online submission
- All forms with client-side and server-side validation
- CAPTCHA verification for security

File upload capability with format validation
Email notifications on form submission
Auto-reply confirmation emails
Form submission tracking and management
Login and password creation

h) Membership Login

Document section – representation sent to the government and other organizations
Minutes of GC Meetings
Annual General Meeting
Search for Membership Details
Membership Renewal Form online submission
All forms with client-side and server-side validation
CAPTCHA verification for security
File upload capability with format validation
Email notifications on form submission
Auto-reply confirmation emails
Form submission tracking and management

i) Indian Seed Congress Module

List of Past ISCs - Final Reports
Opening page for the forthcoming ISC

- Event Details
- Programme – congress programme, CEO Conclave, technical sessions, post congress tours, social events
- Rate List
- Venue and Floor Plan
- Hotel Details – Location, Tariff etc.
- Sponsorship
- CEO Conclave Registration
- Delegate registration including spouse
- Online Exhibition Booth Booking with interactive layout
- Online Trading Table Booking
- Document Upload Section – Flyer, Brochure, Technical Session Schedule, Souvenir, etc.

j) Additional Pages

Privacy Policy
Terms of Service
Disclaimer
Comprehensive FAQ section
Sitemap (HTML and XML)
404 Error page with helpful links
Search Results page

ii. Advanced Features

a) Payment Integration

Payment Gateway Setup

Integration-ready payment gateway structure

Support for multiple payment methods:

Credit/Debit Cards

Net Banking

UPI

Wallets (Paytm, PhonePe, etc.)

Cash Payments

Secure payment processing

Payment status tracking

Refund management

Payment failure handling

Automated payment confirmation emails

Note: Actual payment gateway credentials, merchant accounts, and third-party integrations will be provided by the client.

b) Navigation & Structure

Multi-level dropdown navigation menu – Top Navigation for Public Facing and left navigation for Private Pages.

Sticky header on scroll

Breadcrumb navigation on all pages

Footer with quick links and contact information

Mobile-friendly hamburger menu

c) Search Functionality

Site-wide search with instant results

Advanced filtering options

Search by content type (news, circulars, Reports, etc.)

Search by date range

Search within specific sections

d) Document Management

PDF upload and management system

Document categorization

Version control for documents

Download tracking and analytics

Automatic archiving based on dates

e) Responsive Design

Mobile/Tablet-first responsive design

- Optimized for all screen sizes (320px to 4K)
- Touch-friendly interface elements
- Optimized images for different screen resolutions
- Progressive Web App (PWA) capabilities
- Performance Optimization
- Image lazy loading
- Code minification and bundling
- Browser caching configuration
- Gzip/Brotli compression
- Content Delivery Network (CDN) ready

f) SEO Optimization

- Meta tags for all pages (title, description, keywords)
- Open Graph tags for social media sharing
- Twitter Card tags
- Structured data (Schema.org JSON-LD)
- XML sitemap generation
- Robots.txt configuration
- Clean, semantic HTML structure
- SEO-friendly URLs

g) Accessibility

- WCAG 2.1 Level AA compliance
- Keyboard navigation support
- Screen reader compatibility
- Alt text for all images
- High contrast mode option
- Font size adjustment
- Skip to content links
- ARIA labels where necessary

h) Security Implementation

- HTTPS/SSL encryption
- SQL injection prevention
- XSS (Cross-Site Scripting) protection
- CSRF token implementation
- Password encryption (bcrypt hashing)
- Rate limiting on all endpoints
- File upload validation and scanning
- Security headers (CSP, X-Frame-Options, HSTS, etc.)
- Session management
- Audit logging

II. Admin Panel Development

i. Dashboard & Analytics

a) Main Dashboard

- Key metrics overview (page views, users, submissions, downloads)
- Visual charts and graphs (daily/weekly/monthly trends)
- Recent activity feed
- Quick action buttons
- Pending approval items counter
- System health indicators

b) Analytics Module

- Detailed page view statistics
- User behaviour tracking
- Popular content identification
- Geographic visitor data
- Device and browser statistics
- Traffic source analysis
- Download tracking
- Form submission analytics

ii. Content Management System

a) Page Management

- Create, edit, and delete static pages
- Rich text editor (WYSIWYG) with formatting options
- Image insertion and management
- Video embedding support
- Code block insertion
- Table creation
- Hyperlink management
- Meta tag configuration for each page
- Page status (Draft, Published, Archived)
- Page scheduling (publish and unpublish dates)
- Version history

b) Circular/Document Management

- Upload PDF circulars/documents
- Add title and description
- Department categorization
- Issue date selection for circulars
- Archive old circulars automatically
- Bulk upload capability

c) News Management

- Add, edit, and delete news articles
- Rich text editor for content
- Featured image upload
- Category assignment
- Tags for better organization
- Featured news selection
- Publish date scheduling
- Archive functionality
- SEO settings per article

d) Media Library

- Centralized file storage
- Upload images, PDFs, documents
- File organization with folders
- Search within the media library
- File details (size, type, upload date)
- Image editing (crop, resize, optimize)
- Bulk actions (delete, move, download)
- Storage usage tracking

iii. Functional Modules

a) Recruitment Management

- Post new job vacancies
- Define position details and requirements
- Set eligibility criteria
- Configure application forms
- Upload advertisement PDF
- Set application timeline
- View all applications with filters
- Application detail view
- Shortlist candidates
- Update application status
- Publish results
- Email communication to applicants
- Export applicant data

b) Form Submission Management

- View all membership (new/renewal) and Programme Registration form submissions
- Filter by date, status, type
- Mark as read/unread
- Add internal notes
- Respond to submissions
- Export submissions to Excel/CSV

III. User & Security Management

i. User Management

- Add new admin users
- Edit user details
- Deactivate/Delete users
- Assign roles and permissions
- View user activity logs
- Password reset functionality
- Force password change option
- Last login tracking

ii. Role & Permission Management

- Create custom roles
- Define granular permissions per module
- Assign roles to users
- Pre-defined roles (Super Admin, Content Editor, Tender Manager, HR Manager, Viewer)

iii. Security Features

- Strong password policy enforcement
- Password expiry settings
- Account lockout after failed attempts
- Two-factor authentication (optional)
- IP whitelisting option
- Session timeout configuration
- Security audit logs

IV. Configuration & Settings

i. Site Settings

- Site name and tagline
- Logo upload (header and favicon)
- Contact information
- Configurable Social media links
- Footer content
- Copyright notice
- Email templates customization

ii. Menu Management

- Create navigation menus
- Drag-and-drop menu builder
- Multi-level menu support
- Add custom links
- Reorder menu items

Menu location assignment (Header, Footer, Sidebar)

iii. SEO Settings

- Default meta title and description
- Keywords configuration
- Google Analytics integration
- Google Search Console integration
- Social media meta tags
- Structured data configuration
- Email Settings
- SMTP server configuration
- Email sender name and address
- Email templates for notifications
- Test email functionality
- Backup & Restore
- Manual backup trigger
- Automated backup schedule configuration
- Backup download
- Database restore functionality

V. Testing & Quality Assurance

i. Comprehensive Testing

- Functional testing of all features
- Cross-browser testing (Chrome, Firefox, Safari, Edge, Opera)
- Responsive design testing (Desktop, Tablet, Mobile - various resolutions)
- Performance testing and optimization
- Security testing and vulnerability assessment
- Load testing for expected traffic
- Database stress testing
- API testing
- Form validation testing
- Payment gateway testing (test mode)

ii. User Acceptance Testing

- UAT environment setup
- Test case preparation
- Client UAT support
- Feedback Incorporation
- Bug fixing based on UAT
- Regression testing post-fixes

iii. Quality Metrics

- Page load time < 3 seconds
- Lighthouse score > 85

Zero critical security vulnerabilities
Cross-browser compatibility 100%
Mobile responsiveness 100%
Accessibility score > U0

VI. Deployment & Handover

i. Pre-Deployment

Code review and optimization
Security audit
Performance optimization
Database optimization
Final testing in the staging environment

ii. Deployment Process

Deployment to client-provided server
Existing Database migration to production
Environment configuration
Domain and DNS configuration support
SSL certificate installation
Email service configuration
File permissions setup
Server security hardening

iii. Handover

Complete source code delivery
Database backup and export
Admin panel training (2 sessions, 2 hours each)
User documentation (PDF format)
Technical documentation
API documentation (if applicable)
Video tutorials for the admin panel
Knowledge transfer session

4. TO BE PROVIDED BY THE BIDDER

- i. Test / UAT Server for hosting the things before production
- ii. Version Control of the Code. (Maybe on GitHub or GitLab, etc.)

5. SUPPORT TO BE PROVIDED BY NSAI

- i. Server for Hosting
- ii. Domain
- iii. SSL Certificate
- iv. Mail Gateway
- v. SMS Gateway (not mentioned in the document) Optional

vi. Payment Gateway

6. ELIGIBILITY OF THE VENDOR

Should have a qualified team of Web Developers
Record of good number of website development projects
Documented proof of customer satisfaction
Good understanding of the project
Approach towards post project support
May have quality certification/accreditation from relevant institutions

7. BID SCHEDULE

I. Technical Bid

Submitting the following information:

Consultant Team and Qualification
Number of Projects undertaken on Website Development with supporting documents
Testimonials (Customer feedback on quality of service)
Quality Certification (Copies), if any
Proposed approach towards the development of the Website
Post Project Support Details

II. Financial Bid

Total cost of the Project in terms of INR, giving a break-up of Basic Cost and GST /other taxes

8. PROCESS OF SELECTION OF THE AGENCY

- I. Technical Evaluation – Scoring based on the Technical Proposal and a presentation by the vendors about their understanding of the project and their approach towards development of the project. Those qualifying the prescribed score of 60% will be considered for opening of their financial bid.
- II. Financial Evaluation – Based on the analysis of the Financial Bid of vendors the one quoting the lowest consolidated price of the project will be assigned the project.

9. PROCESS FOR SCORING IN TECHNICAL EVALUATION

Sl No.	Main Parameter	Scoring Criteria	Marks
1.	Work Experience		(35 Marks)
		No of Projects Completed	15

		Customer Testimonial (Satisfactory Performance)	20
2.	Suitability of the Core Team		(25 Marks)
		No of Team Members to be deployed	10
		Qualification and Experience of the Team Members	15
3.	Methodology and Work Schedule (Assessed from the Technical Proposal and the Presentation by the Bidders)		(40 Marks)
		Understanding of the Project for NSAI	10
		Work Plan and Methodology	30
		Total Score	100

10. DURATION OF THE PROJECT

Three Months from the award of the contract

11. PAYMENT SCHEDULE

25% - Advance – at the time of agreement after award of the contract

50% - On completion of the Project after complete Handover

25% - After 15 days of satisfactory performance of the Website