Mahatma Gandhi Mission Institute of Health Sciences

(Deemed University established u/s 3 of UGC Act.)
Grade 'A' Accredited By NAAC
MGM Educational Campus, Sector 1, Kamothe, Navi Mumbai-410209,
Maharashtra State (India)

REQUEST FOR PROPOSAL

WEBSITE DESIGN AND

DEVELOPMENT

2022

Table of Contents

1. SUMMARY

MGM Institute of Health Sciences was conferred Deemed to be University status under Section 3 of UGC Act 1956 by Ministry of Human Resource & Development, Govt. of India on 30th of August, 2006 to the Institutions namely MGM Medical University, Navi Mumbai and MGM Medical University, Aurangabad which were established in the year 1989 and 1990 respectively. The head quarter of the institute is located at Navi Mumbai Campus. The Undergraduate course (MBBS), Postgraduate Courses (MD/MS/PG Diploma) and Super Speciality Courses (DM & MCh) of these University have been recognized by the Medical Council of India from time to time. As per the norms of UGC, MGM Institute of Health Sciences, Navi Mumbai is registered under Society under Societies Registration Act, 1860 as well as under Bombay Public Charitable Trust Act with its Registration Number – Maharashtra-177/06 (Society Registration Act.) and Registration Number – F-5466 (Raigad) under BPT Act.

MGM Institute of Health Sciences, Navi Mumbai (Deemed to be University) has following approved Campuses:

Navi Mumbai Campus:

1.	MGM Health Institute of Sciences, Navi Mumbai
2.	Medical College, Navi Mumbai attached MGM Hospital Kamothe and Kalamboli
3.	MGM School of Biomedical Sciences, Navi Mumbai
4.	MGM School of Physiotherapy, Navi Mumbai
5.	MGM New Bombay University of Nursing, Navi Mumbai
6.	MGM Institute's University Department of Prosthetics & Orthotics, Navi Mumbai
7.	MGM Skills Lab, Navi Mumbai
8.	Institute of Management Studies and Research,Kamothe
9.	MGM Hospital, Sanpada
10.	MGM Hospital, Vashi
11.	MGM Hospital, CBD Belapur

Aurangabad Campus:

1.	Medical College, Aurangabad
2.	MGM School of Biomedical Sciences, Aurangabad
3.	MGM School of Physiotherapy, Aurangabad
4.	MGM Skills Lab, Aurangabad

Other Institutes:

1.	MGM Dental College, Navi Mumbai
2.	MGM College of Nursing , Navi Mumbai
3.	MGM College of Physiotherapy, Navi Mumbai
4.	MGM FNINE, Navi Mumbai

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Proposals received after 18th July 2022 12:00pm/noon PST, **Friday,**

will not be considered. The proposal must contain the signature of a duly authorized officer or representative of the company submitting the proposal. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub- contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name and address of the sub-contractor. MGMIHS will not refuse a proposal based upon the use of sub-contractors but does retain the right to refuse the sub-contractors you have selected. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

MGMIHS will negotiate contract terms upon selection, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

MGMIHS currently has a web presence that needs to revamp and customized in appearance, structure, functionality and in the presentation of content. Outside of edits to text, images, links, html & css, and video content – the existing site functionally has had only minor adjustments for approximately six years.

Multiple web developers have classified our site as text and link heavy; lacking strategy and consistency on most of our academic program pages. An opportunity exists to re-engineer the site to better reflect the mission of MGMIHS and incorporate the latest web technologies. Upon completion of the development of the site, MGMIHS will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of MGMIHS. The website should have a rich user experience (UX) and disability friendly.

Description

Create a flexible, informative, up-to-date web site that is easy to maintain and is viewable by desktop and mobile

devices. In addition to designing a user-friendly site with an intuitive interface, you must also incorporate the web-

based, database-driven content management system, Omni Update, that will allow key personnel to easily update

content without directly accessing source code. Our current site uses flash player. In addition, we are seeking a

design partner that provides tools for search engine optimization and social sharing. For pages and content that are

not yet in existence, the preference is to have user-selectable, predefined templates to choose from that dictate the

layout and color scheme.

MGMIHS will consider other hosting options based on recommendations. To be effective,

our web site must be:
- *Easy and intuitive*
- *Visually pleasing*
- *Informative*
- *Integrated with webBot (AI assistance)*
- *Campus Virtual Tour*
- *Safe and secure*
- *Quick to load and operate*
- *Responsive mobile device and desktop*
- *Improve Net Promoter Scores and Google Rankings*
- *Search Engine Optimized with proper Keyword Research*

Objectives

During the COVID-19 pandemic, the university was required to move all courses to a virtual learning environment. This disruption created the need for more accessible online resources and mobile capability that were not available with our current website. This reliance on distance learning created a need for tools that could adequately replace the approaches and accessibility used in traditional face-to-face classes. This lack of technology greatly impacted our student's ability to learn and communicate in an online environment. An upgrade to our current website is needed to enable the university to provide the tools our students need to navigate and access critical functions and information needed for learning success in this new environment. Our new site should engage visitors by presenting attractive visual images, intuitive navigation, and concise messaging, while at the same time increasing functionality and ease-of-use for existing students, faculty, and staff. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited personnel. The website should also fulfill the compliances remarked by our assessing bodies like NAAC, NABH, MCI etc.

Vision

To meet our institutional goals, our new web site must:

- Serve as an ambassador for the MGMIHS brand
- Compliance with our existing online services
- Maintain the secured environment for all the stake holders
- Provide a modern, relevant design update with rich user experience
- Showcase the constituent colleges, departments, and programs at MGMIHS
- Improve our services and engage site visitors
- Strengthen relationships with community partners
- Provide a scalable, maintainable solution
- Document MGMIHS's rich history in education

Strategies
- The sites will be hosted on .edu domain and must be redirected from mgmuhs.com domain
- Search engine optimization and indexing with google

- Utilize responsive design with the latest technologies to provide a consistent user interface across all devices
- Establish a clear path for visitors to access information relevant to them
- Present clear and concise information to end users
- Integrate with MGMIHS social media platforms
- Provide an easy-to-use fit into the OmniUpdate
- Conduct thorough market research, competitive analysis, and internal/external focus groups.
- Function as the "hub" for other web-based enterprise systems and student/faculty tools such as our online admissions, online eligibility, online examination, student information system (SIS) and learning management system (LMS) and provision for ERP system.
- Leverage limited human resources through improved efficiencies in web management
- Maximize search engine optimization through strategic mark-up language and content
- Provide an archival system for MGMIHS press releases, photos, videos and move historical data to a searchable database

5. TIMELINE

- This RFP is dated **18ᵗʰ June, 2022**. Proposers may request more specific, detailed information by contacting Registrar / IT Office at cpd@mgmuhs.com.
- Proposals are due no later than 18ᵗʰ July 2022 12:00pm/noon PST, **Friday**
- Proposals will be evaluated immediately thereafter. During this time, we may require interviews / presentations (either at our location or via videoconference) with our evaluation team. You will be notified accordingly.
- The name of the candidate firm who has been selected will be informed and communicated through MGMIHS official (cpd@mgmuhs.com).
- Negotiations will begin immediately with the successful candidate.
- The completion and delivery dates of the project and its' phases will be mutually agreed upon prior to signing a contract.

6. VENDOR REQUIREMENTS

Please provide detailed information to accomplish the project scope outlined below. The budget and proposal must include all design, production, software acquisition, integration and necessary development and maintenance of the web site.

Proposals must address the following:

Executive Summary

1. Describe your understanding of our current website challenges.
2. Summarize your proposed solution, and how your solution will resolve our current website challenges.
3. Provide a summary of pricing for the proposed services and products.
- **Company Overview** – Tell us about your company, your experience in web design and production for projects similar to ours, and your experience in working with clients in higher education. Provide links to your agency website, online portfolios, and social media.
- **Team** – Identify the team who will work on this project. Include name, title/role, and brief background/experience of each. Include subcontractors if applicable.

- **References** – Provide a list of three references (at least two in higher education) who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients.
- **Solutions Menu with Pricing** – Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs. Total development cost for your recommendations must come together for all institutes of MGMIHS. Please be sure to address the following:
  - **Project Management Tools** – Your process for tracking and documenting project status.
  - **Deliverables** – Outline the products and/or services that will be delivered.
  - **Schedule** – Provide the suggested project schedule detailing the time required for each major step or phase of the project.
  - **User Training and Support** – Provide details on the user training and support included for our content editors along with the training support format (i.e., on-site/in-person, live web, chat, email, phone-based, hard copy, other documentation, etc.).
  - **Hardware** – List any hardware necessary to host and/or support the proposed solution. Also list any recommended configurations for a robust and reliable environment. Include hardware redundancy and/or disaster recovery recommendations.
- **Payment** – Include any requirements or preferences regarding invoicing and payment.
- MGMIHS is having the ernet subscription so while budgeting the pricing of the ernet subscription should not be consider.
- **MGMIHS is moving from Static website PHP to Dynamic (OmniUpdate)**. Thus, the design vendor will be responsible for handing templates off to dynamic while also fitting new designs to be cohesive with the online admission, eligibility, examination, LMS, SIS, and the academic catalog existing assets.
- Anything else deemed relevant/important to vendor.
- Include all terms and conditions.

7. BACKGROUND OF ORGANIZATION

Our Mission

MGMIHS University is committed to learning excellence and personal enrichment in an open access environment.

Background

MGMIHS has transformed into a cutting-edge institution recognized across the nation for the quality in its medical education and the success of its graduates. MGMIHS is listed among the top deemed university in the nation in India based non-profit and accredited as "A grade" by NAAC in year 2022. MGMIHS is currently ranked among the top Medical deemed university nationwide for student success and medical services.

Overview of Services

MGMIHS is a deemed to be university committed to providing a medical education with the best learning environment. MGMIHS currently has nine general program areas including: MGM Medical University, MGM School of Biomedical Sciences, MGM School of Physiotherapy, MGM New Bombay University of Nursing, MGM Institute's University Department of Prosthetics & Orthotics, MGM dental college (affiliated to Maharashtra Health University). Value added and professional skill courses are also offered. MGMIHS provides students quality instruction, affordable tuition, small class sizes, and support services like tutoring, computer labs, academic advising, counseling, student life activities, and disability accommodations.

Geographic

MGMIHS serves two cities Navi Mumbai and Aurangabad. Through our extensive offering of collaborative and online courses and programs, MGMIHS not only serves students in the Maharashtra, but also across the nation and around the world.

8. AUDIENCE

The primary audience for the MGMIHS web site is prospective students, current students, parents & families, businesses & partners, and alumni & friends.

9. SCOPE AND GUIDELINES

The scope of this project is to redesign the existing MGMIHS web site (www.mgmuhs.com), and to provide templates to OmniUpdate for incorporation in the content management system. MGMIHS's IT Office will depute the successful candidate firm with the photography and content necessary to populate the new site.

Discovery

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design

Disclosure of web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines

The web site designed by the successful candidate must meet the following criteria:

- Include templates that incorporate into the content management system that will permit both technical and non-technical MGMIHS staff to update web site content on specific pages.
- The website for each institute should be separate and parent website will contain the link to navigate to other institute.
- The website should have rich user experience, it should be disability friendly (feasible for visually impaired user)
- Once the site has been completed and accepted by MGMIHS, the site will be maintained centrally by MGMIHS's skilled web services team as well as non- professional editors from various campus departments. This should be kept in mind when selecting the tools that are included.
- Convert and revamp substantial amounts of existing content to new web site.
- The site must seamlessly integrate with MGMIHS enterprise systems including our online admission, eligibility, examination, Student Information System (SIS) and Learning Management System (LMS),

alumni association. It is essential that data be captured and securely transmitted to the proposed ERP, while providing the capability to retrieve information such as course schedules, calendar items, and personnel contact information from the ERP system. In addition, the user interface from the web site to the LMS should transition smoothly. It is the firm's responsibility to work with vendors to build these connections.

- The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, distinctive, memorable, and engaging. It should fit as close to a single displayed page on a typical size monitor as possible.
- Each section of the site should have a common look and feel. The MGMIHS logo should be prominently displayed on every page as a common header and will be provided by the IT head.
- The use of photography and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency. Pictures on the front page should be a larger size than other subpages. The sitemap should provide for these photos to be easily changed.
- The site should be easy to navigate, where information is grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch- enabled, mobile devices.
- Development of templates that adhere to the proposed navigation scheme enabling non-technical users to easily add new sections/pages.
- Provide search capabilities using key words or phrasing that will identify content throughout the site and optimize Google Rankings.
- Build connections to externally hosted library resources.
- Development and delivery of two web portals for the student information system for existing students and faculty/staff
- An assigned project manager will be made available to present information and coordinate with MGMIHS staff, including a reasonable number of meetings (either in person or via videoconference) to present design and development solutions, OmniUpdate.
- Once the web site has been completed and accepted by MGMIHS, the web site design and all its contents, software and architecture become property of MGMIHS.

Site Specifications

MGMIHS encourages creativity in the proposals submitted, but there are certain requirements for the web site project. Your proposal must account for all these requirements.

- Site must be compatible with current and one (1) previous version of Internet Explorer, Firefox, Chrome, and Safari browsers.
- Web site must not require plug-ins as a default.
- The site should be developed to meet all current federally mandated requirements.
- The site must be built in accordance with the latest Web Content Accessibility Guidelines and should also be easily accessible to the novice as well as the experienced Internet user.
- The web site must be designed with a mix of text and graphics such that each page loads in a way that is acceptable to the typical user having an average home Internet connection speed.
- The website should be hosted in secured and robust environment.
- There should be security audit in the intervals of 4 months and submit the report accordingly.

Research

Internal and external research including focus groups and a comprehensive review of existing Google Analytics must be included in the scope of the proposal.

Testing

Testing of site on all applicable platforms to ensure that web site works as promised, including explanation of the testing plan.

Delivery

Delivery will be providing approved designs to the content management system (CMS) provider. MGMIHS IT director will act as the "go between" with our vendor during this time. Provisions for support must be made to assist MGMIHS staff when they are making the site live.

10. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES

- We will revamp much of our existing web content. New content will be provided as it is identified during the project.
- We currently utilize payment gateways (State Bank of India) to process online student payments.
- We use peer Transfer for international students' payments.
- The site will link to our existing social media accounts.
- The site will link to HR department's Job Listings site: Office 365

11. QUALIFICATIONS

- List five web sites your firm has produced that reflects your work and relevancy to this project. List the role your firm played in each project. Please submit the URLs for these sites, and only currently "live" sites should be included.
- Describe your experience producing sites for non-profit and/or university.
- Provide current reference information for five former or current clients.
- Briefly outline your firm's organizational capacity to produce the MGMIHS web site (such as staff, equipment, software, physical space, office location, etc.).
- Provide company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would be working on this project relative to your entire staff. For example, if you would use three staff on the project and you have ten web designers and developers, the percentage would be 30%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your project management process.
- Please detail any hardware/software vendor partnerships you have.
- Provide a detailed timeframe for completion. This will be evaluated and will be part of the contractual agreement, so a realistic time frame for completion is essential.
- Please state how you intend to communicate with the project lead at MGMIHS during the period of design/development, and at what intervals.
- Describe the support you offer during and after the project.

12. EVALUATION CRITERIA

The following criteria will form the basis upon which MGMIHS will evaluate proposals. The mandatory criteria must be met and include:

Receipt of your proposal must be received no later than 12:00pm/noon PST, **Friday, 18 July, 2022**. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to Registrar, via email at cpd@mgmuhs.com. Proposals meeting mandatory requirements will be evaluated with the following criteria:

- The proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Prior work that demonstrates artistic, innovative and user friendly interfaces that engage viewers.
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake and be successful with this project.
- The price is appropriate for the value being offered by the proposer.
- The candidate firm has appropriate number of staff and necessary expertise to develop the site in a timely manner.
- The proposal is presented in a clear, logical manner, is well organized and has the appropriate information the RFP calls for.

13. FORMAT FOR PROPOSALS

Please use the following guidelines to format your proposal:

Length and Font Size

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and costs should not exceed 30 pages.

Title Page to Include

Web Site Design & Development, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company.

Proposal

Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. Please include the length of time you feel it would take to deliver the completed project, from the day of signing the contract to completion.

Qualifications

Provide the information requested in the "Scope & Guidelines" and "Qualifications" sections of the RFP.

Costs

List costs as requested above. Identify staff who will be working on the project. Include standard hourly rates for work that may be needed in the future.

Contact Details:

MGM Institute of Health Sciences
(Deemed University established u/s 3 of UGC Act.)
Grade 'A' Accredited By NAAC
MGM Educational Campus, Sector 1, Kamothe, Navi Mumbai-410209,
Maharashtra State (India)
Tel : 022-27432471/27432994
Fax No. : 022-27431094

Website: www.mgmuhs.com
Email : cpd@mgmuhs.com