

REQUEST FOR PROPOSAL

For

**SUBSCRIPTION OF LEAD MANAGEMENT SYSTEM FOR
ADMISSIONS**

of

FOOTWEAR DESIGN & DEVELOPMENT INSTITUTE



Footwear Design & Development Institute

Ministry of Commerce & Industry, Govt. Of India

A-10/A, Sector-24, NOIDA-201301 (U.P)

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ACTIVITY SCHEDULE

The schedule is subject to change and notice will be provided through website.

Activity	Details
RFP/Bid Ref No. & date	FDDI/ADM/TND/CRM/2023-1 dated 28.08.2022
Address for submission of bid & for all communications	Sr. Manager (A&P) Footwear Design & Development Institute Ministry of Commerce & Industry , Government of India A-10/A, Sector-24 , Noida-201301 Tel: 0120-4500100 Fax : 0120-2412556, 2411301
Bid information	Bid document can be downloaded from our website www.fddiindia.com
Bid information	Techno-Commercial proposal , as per terms & conditions detailed in the RFP
Last date of Submission of Bid	Till 11:30 AM on 14/09/2022
Bid Opening date / time / venue	14/09/2022 at 12:30 PM
Language of the bid	English

Important Notice:

- This RFP document is not transferable.
- Bidders are advised to study the RFP carefully. Submission of bid shall be deemed to have been done after careful study and examination of the tender document with full understanding of its implications.
- The response to this RFP should be full and complete in all respects. Incomplete or partial bids will be rejected.
- The bidder shall bear all costs associated with the preparation and submission of the bid, including cost of presentation for the purposes of clarification of the bid, if so desired by the institute. The institute will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- The institute reserves the right to reject any or all the bids without assigning any reason thereof.
- The costs of preparing the proposal including visit / visits to the institute are not reimbursable.
- The institute can extend the time for submission of all the proposals.

INTRODUCTION

Footwear Design & Development Institute, commonly known as “**FDDI**” is the leading institute in India for infrastructure development for the footwear industry and Human Resource Development. FDDI is a society registered under the societies Act, 1860, sponsored by the Ministry of Commerce & Industry, Government of India, having its Head office at A-10/A, Sector-24, NOIDA, Gautam Budh Nagar-201301, Uttar Pradesh hereinafter called “**Institute**”, intends to issue this bid document, hereinafter called **Request For Proposal** or **RFP**, to the parties, to participate in the competitive bidding for appointment as Education- CRM Agency for Lead Management system across FDDI Campuses.

This document is meant for the exclusive purpose of bidding as per the terms & conditions and specifications indicated and shall not be transferred, reproduced or otherwise used for purposes other than for which it is specifically issued.

Background

Footwear Design & Development Institute is implementing the CRM System for managing the leads from various sources across all campuses.

REQUEST FOR PROPOSAL

The institute invites techno-commercial proposal from all eligible agencies for being appointed as Education- CRM Agency for Lead Management system as per the terms & conditions contained in this Request for Proposal (RFP).

The RFP document can be downloaded from the Institute's Website www.fddiindia.com. Further information can be received for the institute at the address given above from 10.00 a.m. to 5.00 p.m. on all days from Monday to Friday.

1 PRE-QUALIFICATION

The agency should have the following:

- I. Minimum 3 year of experience in implementing CRM system for capturing enquires and managing leads on single platform system.
- II. Should have the ability to contribute beyond strict scope of the contract definition.
- III. Technically qualified and well experienced manpower for creating a logical interface design and development of CRM system as per FDDI requirements. The support team should be engaged full time and proficient in the relevant computer software, API, and integration tools.
- IV. Supporting documents need to be submitted wherever required.

2 DESCRIPTION & SCOPE OF WORK

Footwear Design & Development Institute (FDDI) is rated among the premier Footwear design and retail institutions in the country. FDDI is providing full time UG & PG degree programmes in the area of Footwear, Fashion, Retail & Leather Foods from its 12 full-fledged campuses across PAN India.

The Purpose of the software system is to provide an online platform for end to end Leads handling generated from various platforms at one place.

The vendor has to provide cloud based space to store and manage unlimited number of Leads/enquires.

2.1 *Scope*

This section briefly outlines the scope of the work for setting up a CRM tool/software and implementation of lead management system.

1. Capturing of enquiries /leads from various sources, and centralize the data with tracking.
2. **Minimum 20 no. of Users for relevant access with full control on data.**
3. Comprehensive report analysis.
4. Integration of Social Media connectors (Facebook, Instagram, Google Ads etc), Education portals, APIs, WhatsApp numbers, Website forms Application form builder etc.
5. Uploading of Raw data and through various other sources.
6. Mobile App of same module.
7. Web chat / Chat Bot for lead capturing for website or other.
8. Dedicated company technical representative during entire system setup and after setup service.
9. Unlimited numbers of Application Forms & Landing Pages.
10. Minimum 200000 numbers of Emails during entire subscription period.
11. Payment Gateway Integration.

2.2 DESIGN

The agency will design the CRM system application to ensure the following:

- I. Customizable Webpages / Forms/ Landing Pages / Emails as per FDDI requirements
- II. Simplified system layout Design

2.3 CONTENT MANAGEMENT SYSTEM

The agency will provide and implement Content Management System (CMS) which support the following:

- i. An accessible interface so that non-technical users can update the content easily.
- ii. Facility to format and edit text.
- iii. Facility to upload images and files.
- iv. Facility to easily manage links.
- v. The CMS should support all major existing media formats such as pictures, video clips, sounds clips etc.

2.4 TRAINING

The Agency shall provide training on the CRM solution developed to the associated managers and end users of FDDI. The proposed number of attendees for the training will be around 20. The Bidder should conduct the training in batches so as to enable users in understanding the backend and facilitate Q&A sessions for any clarifications

2.5 WARRANTY & FREE-MAINTENANCE

The agency shall provide support for any bugs to the developed solution for which support should be available on call / email / telephone. The time frame of such warranty & free maintenance is proposed to be for the entire period of subscription agreement.

The scope of work includes updating and maintenance of application would include revising, editing web pages to keep the CRM system up to date, taking regular data back-ups on the work progress.

The uploaded data shall be proprietary of FDDI and the vendor shall handover all the data after deployment.

3 INSTRUCTIONS TO BIDDER

The agency is expected to examine all instructions, forms, terms and specifications given in the Bid Documents. If any element of doubt arises, the same should be clarified from the institute before submitting the bid. Failure to furnish all information required by the tender documents may result in the rejection of its bid and will be at the Bidder's own risk. Institute will not be responsible for the same.

3.1 Amendment of Tender Document

- At any time prior to the deadline for submission of tender, the institute, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, may modify the Bidding Documents by amendment.
- Amendments, if any, will be ported in our Institute's website.

3.2 Techno – Commercial Offer

- The prices should be quoted in a separate commercial sheet.
- The prices should be firm and not dependent on any variable factors, service tax as applicable shall be paid extra.
- Prices must be expressed in INR.

3.3 Period of Validity of Bids

Bids should remain valid for the period of 60 days after the last date of submission of bid prescribed by the institute. A bid valid for a shorter period shall be rejected by the institute as non-responsive.

3.4 Last date for submission of Bids

- 1) In the event of the specified date for the submission of bids, being declared a Holiday for the institute, the bids will be received up to the appointed time on the next working day.
- 2) The Institute may, at its discretion, extend this deadline for submission of bids by amending the Bid Documents, in which case all rights and obligations of the institute and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.
- 3) Any bid received by the Institute after the deadline for submission of bids prescribed by the Institute will be rejected and returned unopened to the Bidder.

3.7 Arriving at Lowest offer (L1)

Price Comparison shall be done by taking total cost of services and required deliverables.

4. SCHEDULE OF REQUIREMENTS

1. CRM Development
2. Content Provision
3. Application Forms / webpages/ landing pages' design
4. Integrations of APIs and other
5. System Automation
6. User Interface Design
7. Deployment
8. Training

5. OTHER TERMS AND CONDITIONS

5.1 Use of Contract Documents and information

The Successful bidder shall not, without the institute's prior written consent, disclose the Contract, or any provision thereof, or any specification, data, plan, pattern, sample or information furnished by or on behalf of the institute in connection therewith, to any person / firm / organization etc.

The successful bidder shall not, without the institute's prior written consent, make use of any document or information pertaining to this contract except for purposes of performing the Contract.

5.2 Indemnification

Bidder shall indemnify, project and save the institute and hold the institute harmless from and against all claims, loses and costs, damages, expenses, action suits and other proceedings, (including reasonable attorney fees), relating to or resulting directly or indirectly.

5.3 *Taxes and Duties*

1. Tax as applicable shall be payable by the institute extra.
2. Institute shall deduct TDS, or TDS on GST as per the rules.

5.4 *Confidentiality*

1. The Bidder either during the term or after the expiration of this contract shall not disclose any proprietary or confidential information relating to the project, the services, this contract, or the institute's business or operations without the prior written consent of the institute.

5.5 Liquidated damages: In case, the concerned vendor fails to follow the SLA or fails to complete the work as per the schedule and the agreement thereof or repudiates the contract at any time, FDDI without prejudice to any other right or remedy available may recover from the concerned vendor a sum ascertained and agreed as liquidated damages at the rate of 0.5% per week of delay on the value of work. Maximum limit of liquidated damages is 10% of the value.

5.6 Indemnity: The concerned vendor shall always keep FDDI indemnified of any action/damages or other legal proceedings and liabilities that may arise directly or indirectly on FDDI with respect to the services provided by the concerned vendor to FDDI. Such liability of the concerned vendor shall always survive irrespective of the duration of any agreement made with the concerned vendor.

5.7. Rights reserved by the Institute:

(a) If at any future point of time, it is found that the bidder had made a statement which is factually incorrect, FDDI reserves the right to debar the bidder from bidding prospectively for a period to be decided by FDDI and take any other action as may be deemed necessary.

(b) The FDDI reserves the right to accept or reject any or all Bids without assigning any reasons. Bids may be accepted or rejected in total or in any part thereof.

(c) Further, the FDDI shall have the right to cancel the bidding process at any time without assigning any reason, prior to finalization of the contract, without thereby incurring any liability to the affected bidder or bidders. Reasons for cancellation will be determined by the FDDI at its sole discretion.

(d) Although the validity of the subscription contract will be for at least one year, FDDI may at its discretion reduce or extend the same.

(e) In case of unsatisfactory services of the vendor, FDDI reserves the rights to terminate the agreement. In such cases, the Institute may also take any other suitable action against the vendor, if required.

(f) FDDI reserves the right to extend the subscription period up to a max. of 2 more years.

(g) The decision of FDDI in all matters will be final and binding on all bidders participating in this bid.

5.8. Termination for Default

The Purchaser may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the Contractor, terminate the Contract in whole or part

- i. If the Contractor fails to deliver performance within the period(s) specified in the contract, or within any extension thereof granted by the Purchaser.
- ii. If the Contractor fails to perform any other obligation(s) under the Contract.
- iii. If the Contractor, in the judgment of the Purchaser has engaged in corrupt or fraudulent or collusive or coercive practices in competing for or in executing the Contract.

5.9 Termination for Insolvency

The Purchaser may at any time terminate the Contract by giving written notice to the Contractor, if the Contractor becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the Contractor, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the Purchaser.

5.10 Termination for Convenience

- a. Either party by written one-month' notice may terminate the Contract, at any time for its convenience.
- b. The notice of termination shall specify that termination is for the Purchaser's convenience, the extent to which performance of the Contractor under the Contract is terminated, and the date upon which such termination becomes effective.

5.11 Payment Terms

1. Institute shall pay fixed charges, or renew the annual subscription on mutually agreed basis for the contracted services rendered.
2. No Boarding, Lodging, TA, DA or any other expenses shall be paid by the Institute for providing training services.
3. Payments will be made as per the below schedule:

Sr. No.	Activity	Payment % to be released
1.	After the release of Work Order	30%
2.	After implementation, commissioning, training to end users & final acceptance of the Application	70%

4. Institute shall deduct any dues, such as TDS etc. while making payments.

5.12 Force Majeure

Force Majeure is herein defined as any cause, which is beyond the control of the selected bidder or the Institute as the case may be which they could not foresee or with a reasonable amount of diligence could not have foreseen and which substantially affect the performance of the Contract, such as:

- Natural phenomena, including but not limited to floods, droughts, earthquakes, epidemics.
- Acts of any Government, including but not limited to war, declared or undeclared, priorities, quarantines, embargoes.
- Terrorist attacks, public unrest in work area.
- Provided either party shall within ten (10) days from the occurrence of such a cause notify the other in writing of such causes. The Bidder or institute shall not be liable for delays in performing his/her obligations resulting from any Force Majeure cause as referred to and / or defined above.