



## NATIONAL LAW UNIVERSITY, DELHI

### CENTRE ON THE DEATH PENALTY

#### CALL FOR SUBMISSION OF FRESH BIDS FOR WEBSITE DEVELOPMENT

*Date: 15<sup>th</sup> March 2016*

**Position:** The Centre on the Death Penalty at National Law University, Delhi (“University”) seeks to engage on a contractual basis, one **Website Developer firm/company/individual** to re-develop the existing website of the Centre.

**About the Centre:** The Centre on the Death Penalty was established in August 2014 to ensure competent legal representation for indigent prisoners sentenced to death; undertake new avenues of research on the administration of the death penalty; and also to open up new fronts and methods of discussion on the death penalty among various stakeholders and the public. The Centre was founded as a result of the Death Penalty Research Project, in which all of India's death row prisoners and their families were interviewed towards developing their socio-economic profile and mapping their experience with the criminal justice system. The Project, which began in May 2013, is now complete and its report is due to be published. The Centre seeks to broaden its engagement with the public on the death penalty over the next few years, for which the website is a crucial component.

For more information about the Project and the Centre, please visit our website: [www.deathpenaltyindia.com](http://www.deathpenaltyindia.com)

#### **A.** REQUIREMENTS

- i. Minimum two years' experience of working with website development (UI/UX).
- ii. Availability to complete the assignment by June 2016.
- iii. Ability and expertise to execute:
  - a. A dynamic, custom CMS-based website with back-end to allow for dynamic changes of content.
  - b. Creation of new pages from back-end based on decided templates.
  - c. Back-end document uploader.
  - d. Auto-page caching.
  - e. Search-engine integration.
  - f. Editing of webpages by client using HTML 5.
  - g. Infographics in the form of interactive maps, timelines etc.

#### **B.** SCOPE OF THE WORK

Implementation of design developed by the developer; Dynamic CMS for frequent updating of research data are principal requirements. Domain Name Registration, content writing and hosting charges are out of the purview of the scope of work. Infographics for representing the data would include at least 2 maps. Additional components like widgets, timelines may be required. Developers are advised to go through the website at [www.deathpenaltyindia.com](http://www.deathpenaltyindia.com) to be familiar with what is envisaged.

Porting (as in integration) of the contents in the current website and initial training/assistance in handling the website for the Centre's personnel is a component. Developer must be willing to coordinate with the Designer (who will be selected by the University) to implement the website.

## **C. PROPOSALS AND THEIR EVALUATION**

The University is aware that a precise costing might require further details but applicants are requested to indicate approximate figures based on the information provided in this call. In selecting applicants, the University will consider quality of previous work, relevant experience, along with the costing provided.

**Application Process:** Applicants are required to submit the following documents:

1. Complete Financial Bid and the Technical Bid attached to this call
2. Cover Letter which must state “Attn: Director, Centre on the Death Penalty”
3. Resume
4. 2 samples of previous work (in hard copy, preferably as colour print outs)
5. Terms of service (or T&C, Discounts etc) if any as separate documents

The Centre is cognizant of the fact that the nature of work entailed allows for multiple approaches. Accordingly Applicants are to append additional details (if any) with the bid documents as mentioned before.

**Post/Courier:** Interested persons may send their work proposal, resume and at least two samples of previous work via post/courier. The postal address is “Registrar, National Law University, Delhi, Sector 14, Dwarka, New Delhi-110 078”. The envelope must have super scribed on it, “**Centre on the Death Penalty - Application for Website Development**” and addressed to the Registrar, National Law University, Delhi.

**Deadline:** Applications must reach us no later than 20<sup>th</sup> April 2016.

**Note:**

1. The application process is exclusively by submission of hard copies through post/courier only.
2. The Centre works on behalf of all prisoners sentenced to death, regardless of the offence alleged to have been committed by them.
3. National Law University, Delhi is an equal opportunity workplace.
4. This assignment is supported by a grant from the Open Society Foundation.
5. For queries about the application procedure, Applicants may write to [deathpenalty@nludelhi.ac.in](mailto:deathpenalty@nludelhi.ac.in).

To  
The Registrar,  
National Law University  
Delhi 110078

Date:

Subject: Financial Bid for Website Development – Centre on the Death Penalty, NLUD

Sir,

I/We submit that we have gone through the details of the call for fresh submissions of bids in detail. We submit that we shall comply with the terms and conditions as stipulated in the call. I/We submit the costs/consideration involved for our services:

<b>Sl No.</b>	<b>Headings for the Financial Terms/Costs/Consideration</b>	<b>Costs/Consideration/Terms</b>
1.	Template Development Cost	
2.	Data Representation Sections: (Requires at least 2 Maps with Interactive Content presently, preferable to have extensible templates for maps as well)	
3.	Nature of Incremental Costs (Costs for adding more templates, maps, widgets etc: specific prices)	
4.	Internal Search Implementation, RSS	
5.	Search Engine Optimization	
6.	Miscellaneous Costs (eg. Social Media Integration)	

7.	Breakdown of Payment Schedule: (Advance can in no case exceed 29 %)	
8.	Proposed Development Cycle (breakdown in weeks)	
9.	Tax	

**Total Cost: Rs.** \_\_\_\_\_

**in words:** \_\_\_\_\_

I./We certify that these terms specified are true and correct. We also reiterate that we accept the terms and conditions to be applying in response to this call.

(Authorized Signatory)

Name of the Authorized Signatory:  
Name of the Company/Organization:  
Address of the Company:

Contact Number:  
Email ID:

Seal of the Company/Organization

To,  
The Registrar,  
National Law University,  
Delhi

Date:

Subject: Technical Bid for Website Development – Centre on the Death Penalty, NLUD

Sir,

I/We submit that we have gone through the details of the call for fresh submissions of bids in detail. We submit that we shall comply with the terms and conditions as stipulated in the call. Please find the technical details of our capability here:

SI No.	Particulars for Verification	Details
1.	Name, Address of the Company/Organization, Contact Details	
2.	Name of the Proprietor/Partners/Directors of the Company/Organization	
3.	Permanent Account Number of the bidder	
4.	Service Tax Registration Details	
5.	Declaration regarding blacklisting or otherwise	

SI No.	Technical Capability	Details
1.	Educational Qualification of Principal Designer for the Bid	
2.	CMS & Related Expertise:	
3.	Work Experience in Website Development (Breakdown of Platform and corresponding experience preferable) i.e. QWE	
4.	Data Manipulation Skillset (For Large Scale Processing of Data relating to Prisoners – Client Side Content	

	Uploading in Excel Format)	
5.	Data Representation Skillset (For rendition of content driven maps, widgets etc.)	
6.	Past Clients/Projects (with work detail)	
8.	List of Documents attached in support of Sl. Nos. 1 to 7 (if any)	

I./We certify that these terms specified are true and correct. We also reiterate that we accept the terms and conditions to be applying in response to this call.

(Authorized Signatory)  
Name of the Authorized Signatory:  
Name of the Company/Organization:  
Address of the Company:

Contact Number:  
Email ID:

Seal of the Company/Organization