



## NATIONAL LAW UNIVERSITY, DELHI

### CENTRE ON THE DEATH PENALTY

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

*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 Design firm/company/individual** to re-design 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. Graduate in graphic and website design.
- ii. Proficiency with HTML5/CSS, Javascript, PHP, Image/Graphics Manipulation etc.
- iii. Availability to complete the assignment by June 2016.
- iv. Prior experience of conceptualising and designing social science materials would be preferred.

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

The work entails the adaption of the existing resources at [www.deathpenaltyindia.com](http://www.deathpenaltyindia.com) alongside fresh additions. The target audience is extremely diverse given the nature of the work involved. Therefore, the design needs to be aesthetically pleasing and in keeping with the gravitas of the issue.

The website is expected to be a reliable source of data regarding the death penalty as in India. Thus presentation of data in accessible format is crucial. The design elements have to be in consonance with the requirements for a dynamic website. The website needs to incorporate infographics in the form of maps, timelines, etc. that will allow any user to navigate complex data easily. The nature of the content envisaged for the website is broadly along the lines of the present website, however the new website needs to be more streamlined, enabling efficient access to the Centre's resources while conveying the nature of work that it is involved in.

#### **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 Design**" and addressed to the Registrar, National Law University, Delhi.

**Deadline:** Applications must reach us no later than 2<sup>nd</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 Design – Centre for 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:

Sl No.	Headings for the Financial Terms/Costs/Consideration	Costs/Consideration/Terms
1.	Site Layout Cost	
2.	Template Artwork/Imagery Costs	
3.	Style and Font Selection Costs	
4.	Breakdown of Payment Schedule: (Advance in no case to exceed 29 %)	
5.	Proposed Development Cycle (breakdown in weeks)	
6.	Service Tax	

**Total Monetary 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.

(Signature of 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 Design – Centre for 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:

Sl 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	
4.	Service Tax Registration Details	
5.	Declaration regarding blacklisting or otherwise	

Sl No.	Technical Capability	Details
1.	Educational Qualification of Principal Designer for the Bid	
2.	Work Experience in Website Design	

3.	Design Software Capabilities: A. Raster Image Manipulation B. Vector Image Manipulation C. Styling and Fonts	
4.	Past Clients (with work detail)	
5.	Any previous experience with Social Science related Work (if yes, please specify)	
6.	List of Documents attached in support of Sl. Nos. 1 to 5:	

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.

(Signature of 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