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**National Centre for Financial Education**

राष्ट्रीय वित्तीय शिक्षा केन्द्र

## **Expressions of Interest (EOI)**

**Designing, Development, Implementation, Operation  
and Maintenance of a Website for NCFE  
(Document Reference Number: NCFE/2022-23/EOI/02)**

6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17, Vashi,  
Navi Mumbai - 400 703 Maharashtra  
Phone: 022 68265104  
Email id: [itprojects@ncfe.org.in](mailto:itprojects@ncfe.org.in)

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## 1. ACRONYMS

<b>Acronym</b>	<b>Description</b>
AoA	Articles of Association
CA	Chartered Accountants
CMS	Content Management System
EoI	Expression of Interest
FY	Financial Year
GIGW	Guidelines for Indian Government Websites
GST	Goods and Services Tax
HTML	HyperText Markup Language
INR	Indian Rupee
IRDAI	Insurance Regulatory and Development Authority of India
IT	Information Technology
MoA	Memorandum of Association
NCFE	National Centre for financial education
PAN	Permanent Account Number
PFRDA	Pension Fund Regulatory and Development Authority
PSU	Public Sector Undertaking
RBI	Reserve bank of India
RFP	Request for Proposal
SEBI	Securities and Exchange Board of India
SLA	Service Level Agreement
SQL	Structured Query Language
SSL	Secured Socket Layer
STQC	Standardization Testing and Quality Certification
VAPT	Vulnerability Assessment and Penetration Testing
W3C	World Wide Web Consortium

## 2. IMPORTANT DATES

S. No.	Particulars	Information/ Dates
1	EoI Inviting Authority	National Centre for Financial Education 6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi, Navi Mumbai, Maharashtra - 400 703
2	Job Requirement	Designing, Development, Implementation, Operation and Maintenance of a Website for NCFE
3	Issue date of the EOI	March 20, 2023
4	Last date for receiving queries (through emails only)	March 27, 2023 by 17:00 hrs
5	Last date for submission of Proposal	April 10, 2023 by 17:00 hrs

## 3. INVITATION OF EXPRESSION OF INTEREST

Expression of Interest (EoI) is invited from Agencies, meeting the Minimum Qualification mentioned in this document for 'Development, Operation and Maintenance' of a Website for NCFE.

For any queries, you may contact the following:

Manager-IT, NCFE

Email: [itprojects@ncfe.org.in](mailto:itprojects@ncfe.org.in)

Phone: 022-68265104

## 4. INFORMATION TO COMPANIES

National Centre for Financial Education (NCFE) is a Company (Not for Profit), registered under section 8 of the Companies Act 2013, promoted by Reserve bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), and Pension Fund Regulatory and Development Authority (PFRDA) to promote Financial Education across India for all sections of the population. Its vision is to undertake initiatives to make the country financially aware and empowered. In view of the said vision, NCFE carries out a significant amount of financial education campaign to help people manage money more effectively to achieve financial well - being by accessing appropriate financial

products and services through regulated entities with fair and transparent machinery for consumer protection and grievance redressal

For more information, please visit <https://www.ncfe.org.in/>.

## 5. EOI SUBMISSION

Interested Companies shall submit the following documents as part of Expression of interest:

Sr. No.	Item
1	Covering letter as per the format given in Annexure I.
2	Details of Company as per the format given in Annexure II.
3	No Conviction Letter as per the format given in Annexure III.
4	Copy of Purchase Orders for amounts as mentioned in Section 9.
5	Project Completion Certificates as per the format given in Annexure IV.
6	Copy of Audited Profit and Loss Statements and Balance sheet from CA for FY 2021-22, FY 2020-21, FY 2019-20 and FY 2018-19.
7	Letter of Authorization as per the format given in Annexure V duly authorizing a person as representative with all powers and authority for submission of proposal in response to this EoI.
8	Hard copy of this EoI document Signed and stamped on each page by authorized signatory of the company.
9	A copy of Certificate of Incorporation/ Registration/ MoA as applicable.
10	Copy of PAN card.
11	GST Registration certificate.

The above mentioned documents must be enclosed in a sealed envelope superscribed as “Expression of Interest - Designing, Development, Implementation, Operation and Maintenance of a Website for NCFE (NCFE/2022-23/EOI/02) “. The envelope must be delivered to the following address by hand or by registered post on or before the deadline mentioned in Section 2:

The Senior Manager, NCFE,  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

## 6. INSTRUCTIONS TO COMPANIES

- No Proposals shall be accepted after the due date and time. Proposals received after the last date shall not be opened and no further action shall be taken on such proposals. All, or any, incomplete proposals shall be rejected without any evaluation.
- Please note that Request for Proposal (RFP) shall be issued only to the shortlisted Companies who were found to be eligible based on their response to this EoI.
- NCFE reserves the right to reject any or all proposals received in response to the EoI without assigning any reasons whatsoever.
- This document does not constitute an offer, nor does this document or anything contained herein, shall form a basis of any contract or commitment whatsoever.
- The Companies shall bear all the costs incurred for preparation and submission of response to this EoI.
- The Companies are advised to submit all documents as mentioned in Section 5 strictly in the prescribed format.
- Incomplete and conditional proposals shall not be accepted.
- Submission of more than one Proposal by a company will render the proposal liable for rejection. Companies may assess the nature and quantum of the activities before submitting their proposals
- NCFE reserves the right to either shortlist the companies or cancel the shortlisting process all together. The decision taken by NCFE in this regard shall be final and binding on the companies responding to this EoI.
- NCFE reserves the right to reject a proposal if it was found that there was misleading or false representation of facts or deliberate suppression of information.

## 7. BROAD SCOPE OF WORK AND DELIVERABLES

To engage a qualified and experienced Company having experience in the field of “Designing, Development, Implementation, Operation and Maintenance of Website”. The Company shall be required to design a website for NCFE and provide support and maintenance services for a period of three years.

Broadly, the Company would be required to analyze the functional requirements of the proposed website for NCFE. Following the said analysis work the company needs to design, develop and implement the website. Furthermore, the company shall also provide operation and Maintenance services for the website. The proposed website is expected to be in English, Hindi and 11 other Indian languages i.e. Tamil, Bengali, Telugu, Malayalam, Kannada, Odia, Urdu, Gujarati, Marathi, Assamese and Punjabi.

Currently, NCFE has a website. The url of the website is [www.ncfe.org.in](http://www.ncfe.org.in). Interested companies may visit the website to have an idea about the proposed website development work.

The Website development work to be carried out by the selected company must comply with the following:

- i. The Website should be designed using HTML5 (for the front end) and other latest technologies for the backend including a Content Management System. Amongst many other features the website shall also have a comprehensive Dashboard. The details of the preferred technologies to be used shall be provided in the RFP to be issued to the eligible companies at a later point time.
- ii. Compliance with W3C guidelines.
- iii. The Company shall also get the website audited by Standardization Testing and Quality Certification (STQC) for Guidelines for Indian Government Websites GIGW compliance.
- iv. Migration of the content from the existing website to proposed new website.
- v. Training: Hands-on training to the designated staff of NCFE on the basics of website management which includes Publishing and editing the content etc.,
- vi. The proposed website is expected to be complying with security standards. The company is required to engage the services of a Cert-In certified third party.
- vii. Post implementation support and maintenance services complying with service levels as required by NCFE.

**Note:** A detailed account of all the mentioned elements and a few other aspects of the project (including deliverables) shall be provided in the RFP.

## **8. SUPPORT FROM NCFE**

NCFE shall make the concerned officers available for any discussions as per the project schedule. Also, NCFE shall provide the content and hosting platform for the proposed website. Any other support from NCFE needed for the project shall be stated in the RFP.

## **9. MINIMUM QUALIFICATION CRITERIA**

The proposals received from interested companies in response to this EoI shall be evaluated based on the following criteria. The companies meeting the said criteria shall be shortlisted. NCFE reserves the right to verify the documents submitted by the companies in support of the following criteria or seek any further clarification to address the issue of inadequacy of the information in their proposals.



Sr. No.	Minimum Qualification/ Eligibility criteria	Proof required
1	The Company should be a Company registered under the Companies Act, 1956/2013, Society Registration Act, 1860/ Autonomous Body of Govt. / Partnership Firm in existence for the at least 3 years as on Feb 28, 2023	Copy of Certificate of Incorporation / Registration / MoA as applicable
2	The Company should fulfill one of the following criteria in respect of past experience of developing a website/ web application during last 7 years (prior to 28/02/2023). Completed 3 works of the above mentioned nature each costing not less than INR Twenty Six Lakh only. OR Completed 2 works of the above mentioned nature each costing not less than INR Thirty Three Lakh only. OR Completed one work of the above mentioned nature each costing not less than INR Fifty Two Lakhs only.	Copy of Work orders. Copy of completion certificates.
3	A copy Certificates of completion of the projects mentioned in item 2	Copy of completion certificates
4	The Company should have a minimum average annual turnover of INR 58,00,000/- (INR Fifty Eight Lakhs only) during the last 3 years (FY 2019-20, FY 2020-21 and FY 2021-22)	Copy of Audited Profit and Loss Statement and Balance sheet for FY 2019-20, FY 2020-21 and FY 2021-22
5	The Company should have a valid PAN and GST Registration in India	Copy of PAN card and GST Registration certificate
6	The Company should not have been blacklisted by central /state Government departments/ undertakings/Financial sector regulators and not involved in any major litigation that may affect or compromise the delivery of service required.  The Company should not have been penalized or found guilty in court of law.	No Conviction Letter duly signed as per the Format provided in Annexure III



Neither the Company nor its proprietor / directors / partners have defaulted to any Bank.	
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## 10. SHORTLISTING PROCEDURE

- i. Proposals received from Companies shall be assessed based on the eligibility criteria mentioned in Section 9.
- ii. All proposals, meeting the eligibility criteria shall be shortlisted and the shortlisted companies shall be informed.
- iii. The RFP for the above mentioned work will be issued only to the shortlisted companies.



**ANNEXURE I**  
**COVERING LETTER**

(to be submitted in Company Letter Head duly stamped and signed)

To

The Senior Manager

National Centre for Financial Education

6th Floor, NISM Bhavan,

Plot No. 82, Sector-17,

Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: EOI – Application for Engagement Company for Designing, Development, Implementation, Operation and Maintenance of a Website for NCFE

Respected Sir,

Having examined your advertisement regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting Proposals in response to the EoI, I/We \_\_\_\_\_, hereby declare that I/we fulfill the minimum eligibility criteria to undertake the assignment in full conformity with the EoI.

We enclose the requisite documents as follows:

1. Copy of Certificate of Incorporation/Registration/MoA as applicable
2. Copy of PAN card and GST Registration certificate
3. Copy of Audited Profit and Loss Statement and Balance sheet/ Certificate from a CA, on turnover of the last 3 FYs.
4. No Conviction Letter duly signed as per the Format provided in Annexure 3.
5. Copy of Work order and Certificate of completion as per the format provided in Annexure 4.
6. Copy of Letter of Authorization duly authorizing a person as representative with all powers and authority to represent the Company for submission of Proposal in response to the EoI as per Format provided in Annexure 5.

We also understand that,

1. Information/data/particulars furnished in our proposal are factually correct. We understand that NCFE reserves the right to accept or reject any or all proposals at any time without assigning any reasons. We agree to abide by all the decision(s) of NCFE in

this regard. We have gone through the EOI Document completely and have understood the requirements.

2. Our proposal is made in good faith, without collusion or fraud and the information contained in the Proposal is true and correct to the best of our knowledge and belief.
3. We have read, understood and accepted all the terms and conditions we unconditionally accept and abide by the terms & conditions specified therein mentioned in the EoI. Signed Hard copies of the entire EoI document is being attached herewith as a proof of acceptance of the same.
4. We understand not to have any option to raise any objection against any of the said processes defined in the EoI and RFP in any future date.
5. We have the requisite credentials and resources to deliver the services professionally and competently within the prescribed time frame according to the scope, deliverables and costs quoted as part of this proposal.
6. We have adequate in-house production facility and expertise in these works. The entire data will also be sorted/ archived by us have the responsibility to provide and maintain the backup, storage and recovery mechanism and submit the same whenever demanded by NCFE.
7. We shall be responsible for submitting all the deliverables mentioned in the EOI NCFE/2022-23/EOI/02.
8. NCFE shall have all the rights to all the deliverables mentioned in the EOI NCFE/2022-23/EOI/02. NCFE will have the right to use the same to alter the deliverables either by NCFE or through any Company (creative or media) as desired without any intimation to us. Changes may or may not be made to the final deliverables.

I/ We understand that NCFE reserves the right to reject any or all the Proposals in response to the EOI without assigning any reasons whatsoever.

I/ We hereby declare that all the information and statements made in this Proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

Yours faithfully,

Date :	Signature of Authorized Signatory :
Place :	Name of the Authorized Signatory :
	Designation :
	Name of the Organization :
	Seal ...

**ANNEXURE II**  
**DETAILS OF THE COMPANY**

(to be submitted in Company Letter Head duly stamped and signed)

To  
The Senior Manager  
National Centre for Financial Education  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: Details of Company

Respected Sir,

Having examined your advertisement regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting  
Proposals in response to the EOI, I/We \_\_\_\_\_, hereby submit the following  
details:

Brief Profile is as under:

Sr. No.	Brief Contents	Application has to be submitted		
		Name	Qualification	Experience
1	Name of the Company Company			
2	Address of the Registered office of the Company			
3	Key Management Personnel of the Company with their qualification and experience*			
4	Turnover (In Rupees) of the Company for the last 3 financial years / Certificate from a CA	1. FY2019-20: 2. FY2020-21: 3. FY2021-22:		
5	Number of years of experience in the field of Website/ Web Application development			
6	PAN No. (Copy of the certificate to be attached)			

7	GST Registration No. (Copy of the certificate to be attached)	
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\*Can use a separate sheet if needed

I/We here by certify that all particulars given above are correct and true to the best of my / our knowledge.

In case at any stage, it is found that the information given by me/us is false/incorrect, NCFE shall have the absolute right to take any action as deemed fit, (including termination of contract and/or black list and debar), without any prior intimation to me/us.

Yours faithfully,

Date :

Place :

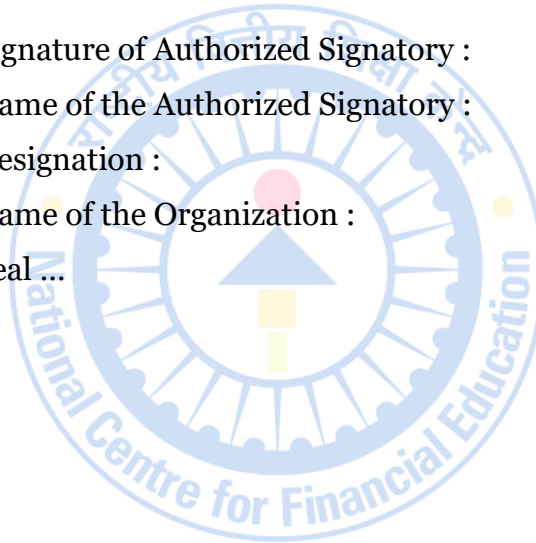
Signature of Authorized Signatory :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...



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**ANNEXURE III**

**FORMAT OF NO CONVICTION LETTER**

(To be submitted in Company Letter Head duly stamped and signed)

To  
The Senior Manager  
National Centre for Financial Education  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: No Conviction Letter

Respected Sir,

Having examined your advertisement regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting  
Proposals in response to the EoI, I/We \_\_\_\_\_, hereby submit the No Conviction  
Letter as follows.

I/ We the undersigned, having registered office at \_\_\_\_\_ (Address of the registered office) declare  
that

I/ We have never been blacklisted or restricted to apply for any RFP related activities by any  
Central / State Government Department /undertakings/Financial Sector Regulators/PSUs or  
Court of law anywhere in the country.'

I/ We have never been involved in any major litigation that may affect or compromise the  
delivery of services required as stated in this EOI.

I/ We have never been penalized or found guilty in court of law.

I/ We (proprietor / directors / partners) have never been defaulted to any Bank.

**On behalf of \_\_\_\_\_, I/We undertake take full responsibility of the  
information submitted herewith and I/ We, understand that NCFE reserves the  
right to reject the proposal without assigning any reasons whatsoever if the above  
information is found incorrect at any stage of the process.**

Date :

Signature of Authorized Signatory :

Place :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...





**ANNEXURE IV**

**FORMAT OF PROJECT COMPLETION CERTIFICATE**

(on letterhead of Client of Company, duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s\_\_\_\_\_has successfully completed projects on Designing, Development, Implementation, Operation and Maintenance of a Website/ Web Application. The value of the project is \_\_\_\_\_.

The project was carried out from \_\_\_\_\_ to \_\_\_\_\_.

The performance of the \_\_\_\_\_ was satisfactory during their tenure with us.

Date :

Place :

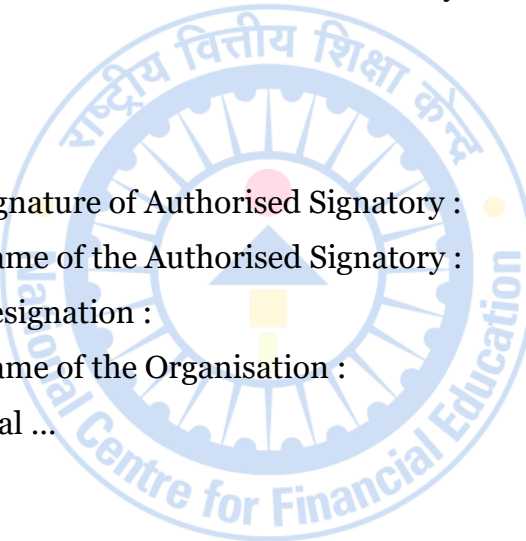
Signature of Authorised Signatory :

Name of the Authorised Signatory :

Designation :

Name of the Organisation :

Seal ...



**ANNEXURE V**

**LETTER OF AUTHORIZATION**

(to be submitted in Company Letter Head duly stamped and signed)

To  
The Senior Manager  
National Centre for Financial Education  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: Authorization of Contact Person for submission of EoI

Respected Sir,

I/We,....., in the capacity of  
..... (Designation) hereby authorize Mr/Ms  
....., (designation) to act as the Contact  
Person on behalf of our company for submission of EOI for “Designing, Development,  
Implementation, Operation and Maintenance of a Website for NCFE”

It is further submitted that the said Contact Person shall be the authorized signatory of the  
proposal in response to the EoI.

I/We on behalf of our company undertake to take full responsibility of the Proposal(s) /  
information submitted by the said Contact Person and we shall not hold NCFE responsible for  
any wrongful act committed by the Contact Person during the shortlisting process.

In case of any change in the Contact Person on a later date, I/We shall inform NCFE and I/We  
agree that NCFE may take five working days to effect the change in its records.

I/ We hereby declare that all the information and statements made in this Proposal are true and  
accept that any misrepresentation contained in it may lead to our disqualification by NCFE  
without assigning any reasons whatsoever at any stage of the process.

Thanking you.

Yours sincerely,

Signature and Seal of Company

Name:

Date:

Signed in the capacity of.....

Duly authorized to sign Proposals for and on behalf of.....

(Company Name)

**\*\*\*END OF THE DOCUMENT\*\*\***

