



SECURITIES AND EXCHANGE COMMISSION OF PAKISTAN

No. T# 09/15-16

Invitation to Bid

The Securities and Exchange Commission of Pakistan (SECP), setup in pursuance of the Securities and Exchange Commission of Pakistan Act, 1997 is an apex regulatory authority mandated to regulate and supervise the Pakistani securities markets, corporate sector, insurance industry and non-banking financial sector etc.

The Securities and Exchange Commission of Pakistan (SECP) invites sealed bids from Information Technology & Digital Media companies, based in Pakistan registered with Income Tax and Sales Tax Departments for:

“DESIGNING, DEVELOPMENT AND DEPLOYMENT OF SECP WEBSITE IN ENGLISH AND URDU”

Pre Bid Meeting: In order to obtain full understanding of the Scope of Work, a meeting of the bidders is scheduled on **October 13, 2015 at 1500 Hrs** at SECP Office.

Bidding document containing detailed terms and conditions, method of procurement, procedure for submission of bids, bid security, bid validity, opening of bid, evaluation criteria, clarification/rejection of bids etc. against above mentioned requirement is available for the interested bidders from the undersigned and can also be downloaded from www.secp.gov.pk/procurement.asp free of cost.

The bids prepared in accordance with the instructions in the bidding documents, must reach undersigned on or before **October 21, 2015 at 1500 Hrs** and will be opened on the same day at 1530Hrs.

M. Ubaidullah Khalid – Asst. Director (Admin)
4th Floor, NICL Building, 63 Jinnah Avenue, Islamabad
Tel: 9207091-4 Ext 444
Email: ubaidullah.khalid@secp.gov.pk

Terms and Conditions for Bids and Bidders

1. Invitation Identification Number: T # 09 /15-16

2. The Securities and Exchange Commission of Pakistan (SECP), setup in pursuance of the Securities and Exchange Commission of Pakistan Act, 1997 is an apex regulatory authority mandated to regulate and supervise the Pakistani securities markets, corporate sector, insurance industry and non-banking financial sector etc.
3. The Securities and Exchange Commission of Pakistan (SECP) invites sealed bids from information technology and digital media companies registered with sales tax department and having national tax number (NTN) based in Pakistan for

**“DESIGNING, DEVELOPMENT AND DEPLOYMENT OF SECP WEBSITE IN
ENGLISH AND URDU”**

through **SINGLE STAGE ONE ENVELOPE METHOD**

4. The procurement agency is:

Securities and Exchange Commission of Pakistan
4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area,
Islamabad

5. Relevant details plus terms and conditions of this invitation may be obtained from the undersigned personally or by visiting the SECP website: www.secp.gov.pk/Procurement.asp
6. **Pre-bid meeting:** In order to obtain full understanding of the scope of work, a meeting of the bidders is scheduled on **October 13, 2015 at 3 PM** at the SECP head office. Those who wish to attend/ participate should inform the undersigned.
7. Clarifications, if any, on the technical requirements may also be obtained by sending an email to ubaidullah.khalid@secp.gov.pk by **October 13, 2015 at 3 PM** (before the pre-bid meeting).
8. The clarifications issued in respect of all queries (through email and during pre-bid meeting) will be uploaded on the SECP website by **October 14, 2015**.
9. Bidders can quote for designing, development and deployment of the SECP website as provided in the scope of work in accordance with the terms and conditions. A complete turnkey solution will be quoted by the bidder for designing, development and deployment of website, including technical specifications, hardware, software, security, support, training of SECP staff and required licensing, if any, etc.
10. Any bid without earnest money will not be entertained.
11. The SECP is not bound to accept the lowest bid and reserves the right to accept full or partial supplies offered and bidders should supply the same at the rates finalized.
12. The bid validity period shall be at least 120 days.

13. The amount of the bid and earnest money shall be in Pak rupees. The bids should be accompanied by earnest money (refundable) for an amount equal to 2% of the total quoted price (inclusive GST, if applicable) in shape of either pay order, demand draft valid for not less than 6 months in favor of **Securities and Exchange Commission of Pakistan, 4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad**. Bid not accompanied by earnest money or with less amount of earnest money will not be entertained.
14. If the bid is withdrawn before the expiry of its validity or the supply/services are not made/provided within due date, the earnest money will be forfeited in favor of the SECP, Islamabad.
15. It is of utmost importance that bid should be submitted very carefully and the instructions set forth above, scrupulously complied with, failing which the offer will be ignored.
16. Amendments or alterations/cutting etc., in the bid must be attested in full by the person who has signed the bid.
17. The prices quoted shall correspond to 100% of the requirements specified. The prices quoted by the bidder shall not be adjustable. Changes or revisions in rates after the opening of the bids will not be entertained and may disqualify the original offer.
18. The rates must be quoted strictly in accordance with our documents and Annex(s). In the event of non-acceptance of offer no intimation will be given to the individual bidder.
19. Discounts, if any, offered by the bidder shall be part of the bid.
20. The interested bidders must have regular place of business, telephone numbers and email address and must provide proof of their existence in the particular business, for not less than 2 years and proof as legal entity.
21. The proof of bidder's existence as a legal entity and an affidavit that the bidder is not blacklisted by any organization must be presented with the bid.
22. A copy of authorized agency/partnership/dealership/distributorship certificate from their principals is to be submitted with the bid, in case of any such claim.
23. The bidders do not have the option of submitting their bids electronically. Telegraphic and conditional bids will not be accepted. Unsealed bids will not be entertained.
24. Detail of applicable taxes and whether included or not in the quoted price and breakup of quoted price shall be clearly mentioned.
25. In case applicable taxes have neither been included in the quoted price nor mentioned whether quoted amount is inclusive or exclusive of such taxes, then quoted amount will be considered inclusive of all taxes and selected service provider will have to provide the required services, if selected and declared as best evaluated bidder.
26. The destination is: **Securities and Exchange Commission of Pakistan, 4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area, Islamabad**
27. The envelopes shall bear the following additional identification marks:

Bid for: “DESIGNING, DEVELOPMENT AND DEPLOYMENT OF SECP WEBSITE IN ENGLISH AND URDU”

Bidder Name: XYZ

Attention: Assistant Director, Admin, 4th Floor
NICL Building, 63 Jinnah Avenue
Blue Area, Islamabad

28. The deadline for the submission of bids is:

Date: October 21, 2015

Time: 3:00 PM

29. The bid opening shall take place at:

Securities and Exchange Commission of Pakistan
4th Floor, NICL Building, 63 Jinnah Avenue, Blue Area,
Islamabad

Date: October 21, 2015

Time: 3:30 PM

30. A statement “Not to be opened before 3:30 PM on **October 21, 2015**” shall be clearly mentioned on the top of the sealed bid.

31. The bids received after the due date and time will not be entertained. SECP reserves the right to reject and cancel all received bids at any time of the bidding process.
32. The earnest money of successful bidder will be retained and that of other bidders will be returned.
33. Successful bidder will be required to sign a non-disclosure agreement in respect of the confidentiality of data and information of any sort available to the company during performance of services.
34. Performance guarantee equal to 10% of purchase order/contact value, in the shape of demand draft or pay order in favor of SECP will be required by the successful bidder. Performance guarantee will remain valid up to completion of the warranty/ contract period. Moreover, on deposit of performance guarantee with the SECP, earnest money of the successful bidder will be returned.
35. If the successful bidder fails to maintain the specifications (quality/quantity) of the equipment/supplies then their performance guarantee will be forfeited in favor of the Commission and contract/purchase order may be terminated.
36. In case successful bidder fails to supply/install and activate required equipment/services in given time, then a penalty of 1% of the performance guarantee per week will be imposed.
37. The prospective bidders should have proven track record of designing, development and deployment of web portal of similar nature and magnitude. Preference would be given to bidders having experience of developing web portals and software for financial services including insurance or capital market.

38. The offered technology should be scalable, properly deployed at SECP with all requisites.
39. The bidder should be a company registered with the SECP.
40. Only registered suppliers who are on Active Taxpayers List (ATL) of FBR are eligible to supply goods/services to the Commission.
41. If any supplier is not in ATL then his payment shall be stopped till he files his mandatory returns and appears on ATL of FBR.
42. The bidder should be a profit making company in the last financial year (2014-2015).
43. The bidder should not be currently blacklisted by any government/government agency/bank/institution in Pakistan or abroad. The bidder should provide declaration to this effect on their company's letterhead.
44. The bidder should have experienced of developing web portals for reputed organizations preferably Financial Institutions.
45. Bidder must have a robust client side deployable application (middleware) that can be integrated with different SECP's applications, if required. (Past details of integration with various applications in at least five organizations has to be provided)
46. The SECP reserves the right to relax any condition of the bidding document as per its requirement. Moreover, the SECP reserves the right to amend/change/revise the Scope of Work, if deemed necessary. The successful bidder shall have to provide the services accordingly.
47. The attention of prospective bidders is drawn to the fact that they will be required to certify in their proposals that all hardware and software is either covered by a valid license or was produced by the Bidder.
48. By submission of documentary evidence in its proposal, the Bidder must establish to the SECP's satisfaction:
 - a. that it has at least twenty fulltime relevant technical resources for last one year
 - b. that it has ISO or CMM level quality assurance certification or following the processes and are working towards achieving these certifications (documentary proof will need to be provided)
49. SECP reserves the right to reject all bids and cancel this invitation at any stage of the bidding process. The right to accept, reject and cancel any offer without assigning any reason is hereby reserved. The SECP's decision will be final and binding in all matters relating to this invitation.
50. The ownership of all products and services arising as a result of this procurement, including any source code developed, will be the sole property of SECP. The successful bidder will be bound to provide the source code to SECP for usage/modifications for its own use and train the SECP staff so that some modifications can be done on the SECP's side. The SECP will have full right to modify the source code according to its changing business requirements.

51. The bidder shall furnish relevant documents supporting the above eligibility/ qualification criteria along with the bid. SECP reserves the right to verify/evaluate the claims made by the bidder independently.

Documents Checklist	Yes/No
SECP's certificate of incorporation	
Certificate of NTN	
Audited copies of financial statements – 2013-14	
Bidder's profile	
Earnest money	
Proof of international certification	
Proof of executing similar projects	
Affidavit	

Note:

- **The attachment details are as under**

1. Scope of Work	Annex “A”
2. Evaluation Criteria	Annex “B”
3. Bid Submission Form	Annex “C”
- **If the above terms and conditions are acceptable then bids must be submitted well in time and according to the requirements.**

Scope of work**Designing, Development and Deployment of SECP Website****Background:**

The SECP has decided to have a visually appealing, secure, dynamic, responsive and bilingual website. It needs to have an intuitive interface. It should facilitate promoters, investors and website users to obtain latest information about the relevant subject. The site should be able to deliver large amounts of information, including videos. It has to be quick to load and operate. It also needs to have cross-browser compatibility.

For the above, the SECP requires the services of qualified information technology and digital media companies (herein referred as ‘supplier’) to design, develop and deploy its website along with its mobile version (Both English and Urdu versions). The basic contents to be used for designing and uploading will be provided by SECP.

Scope of work

The scope of work will include:

- a) Design and development of proposed sitemap, layout, system architecture and infrastructure model.
- b) database model
- c) deployment and test run of the website

Design guidelines

Front end user interface including composition of the main and inner page, its elements including menu, buttons, images forms, etc. The design element of the web site should be independent from the modules and data so that if a design changes are required at a later stage, we should easily able to change the front end interface. Following design specification is required:

- i. Neat, clean, colorful and content-oriented layout
- ii. The site should be easy to navigate. Information should be grouped and presented in a logical manner and should require no more than three levels of “drill down” for the user to find the desired information.
- iii. Compliance with W3C (World Wide Web Consortium) standards;
- iv. Standards compliant HTML code that is cross platform compatible and compatible with all browsers including new iterations
- v. Website can be read by a variety of media devices - computers, handheld devices, projectors, and screen readers for visually impaired users
- vi. Website features adjustable onscreen font size, emailing articles and printing functionalities – similar to what is available at online newspapers
- vii. Website with excellent navigation and hierarchical structure of information, making an improved experience for website users.
- viii. Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- ix. Propose the use of secure protocol https and SSL certificates where necessary;

- x. Preventing security threats – SQL injection, XSS injection, malicious file upload etc.
- xi. Drop-down/Mouse over menus if implemented using flash/java script should have alternate text navigation available
- xii. Acceptable image formats are GIF, JPG, PNG with color optimization
- xiii. All images used should have ALT text available
- xiv. Animations should be in Animated GIF (GIF 89a) or Flash 5.0 compliant
- xv. Use of CSS (Cascaded Style Sheet) is must for all elements of the pages, including menus, headings, tables, body text, form elements, buttons, etc.
- xvi. All pages should have their relevant META DATA tags
- xvii. Search Engine Optimization (SEO): Google sitemap, Meta tags, Title tags, Alt tags, Header tags, page names, URL Rewriting. Avoid technologies that would make site indexing difficult or impossible (too many AJAX, Flash, JS, IFRAME elements).
- xviii. Website optimization for Internet Explorer and Mozilla Firefox; Support for leading browsers specifically Microsoft Internet Explorer, Mozilla Firefox, Chrome, Opera and Apple Safari.

General guidelines:

- a) The methodology would include the use of latest tools to develop web site and to make the website attractive and informative. The vendor shall follow the best practices for the development of the web site.
- b) Third party hardware and software requirements would be clearly identified in the proposal along with all cost including license fee, however preference would be given to open source software.
- c) Comprehensive project plan is critical to the success of the project. A comprehensive project plan is to be prepared by the bidder. Web site deployment and roll out of features should be in phases.
- d) A comprehensive project plan and approach (definition, implementation, timeline, team, maintenance and support plan) needs to be submitted with the proposal. The plan should clearly define roles and responsibilities of vendor and SECP.
- e) The plan must clearly show the following:
 - Activities
 - Duration of each activity
 - Stages
 - Milestones
 - Deliverables
 - Reports and meetings

Basic technical features:

1. Modular architecture	The portal architecture would be modular, enabling administrator add to add new features to meet unique requirements of different website segments.
2. Latest news/updates	These would be made available separately and also in ticker form
3.	Content management solution for SECP content hungry website

4.	Tag and index search for all uploaded content
5.	Integration with backend databases on existing website
6.	Secure web design and coding based on International best practices and standards, security against known web threats e.g., SQL Injections, Cross-site scripting, DoS attacks etc
7.	Automated website updates/postings/content through the workflow system covering multiple level approval stages
8.	Migrate/Convert/Store substantial amounts of existing web content to new web site.
9.	Ability to easily and quickly produce detailed site traffic reports using google analytics
10.	Multiple users/user groups to manage the website content (visual, design and text) through a web browser from any location, preferably through a control panel, at any time; as well as the ability to add new pages through pre-developed page templates
11.	Scalable/optimized for different screen resolutions and mobile devices
12.	Photos to be automatically resized
13.	Provide necessary software and licenses to maintain site internally or externally
14.	A calender of events
15.	Supports Facebook, Linkedin and twitter plugins
16.	Ability for staff to edit, add or delete content (images and text) 24 hours a day.
17.	Providing all detailed analysis, design, technical/user training documents and source code during the project life cycle to IT staff for managing the site later.

Annex “B”

Evaluation Criteria: Bids will be evaluated on the basis of their technical & financial proposals, with the following percentage allocations.

Technical evaluation	60%
Financial evaluation	40%
Total	100%

Technical evaluation criteria	Total marks	Marks obtained	
Marks for final technical evaluation	75	
Particulars	Marks criteria	Maximum marks	Marks allocated
Vendor’s capacity			
Specific experience of the bidder relevant to development/maintenance of website/portal and technology used for the same. More weightage will be given to the bidders who has developed/maintained websites/portal for banks , financial institutions , government, MNCs	Qualitative in nature	5	
2) Satisfactory services certificate (for developing/maintaining website/portal) by three clients (Should be current – last 5 years reference only) • Satisfactory services certificate by three clients • Satisfactory services certificate by two clients • Satisfactory services certificate by one client	5 4 02	5	
Track of being in the business (Development/maintenance of website/portal) at least 7 years) • Being in the business for at least 7 years • Being in the business for 4 or more years • Being in the business for less than 4 year	5 3 1	5	
Project manager / key executives	Qualitative in nature	5	
ISO certification or CMM level-III or above i. If yes ii. If no	4 0	4	
Experience of developing websites for autonomous bodies		5	
Average turnover for last 3 years • Rs. 10 million to 30 million • Rs. 30 million to 40 million • Rs. 40 million to 50 million • Over 50 million	2 3 4 5	5	
Solution capacity			
Solution proposed covers all all basic technical features	1 marks for each	17	
Project completion timelines (project plan)	2 month delivery : 10 3 month delivery : 6	10	
Local presence in Islamabad or	Yes: 4 No: 0	4	
Support response time	24/7 within 2 hours: 10 24/7 within 4 hour: 5 24/7 after 8 hour: 0	10	
Total points		75	

Bid Submission Form1. **Name of Bidder** : _____2. **NTN#** : _____

(Please attach Copy of NTN Certificate)

3. **GST#** : _____

(Please attach Copy of GST Certificate)

4. **Offered price for website** : **Rs.** _____

(Inclusive of all applicable taxes)

(In words) _____

5. **Value of earnest money** **Rs.** _____

(2% of the offered prices in 4)

(In words) _____

6. **Contact number** : _____7. **Postal address** : _____

8. **Email address** : _____**Note: Taxes included must be mentioned and breakup of the quoted proposal quote must be attached**

Declaration: I certify that, to the best of my knowledge and belief, all of the information on and attached is true, correct, complete and made in good faith. I understand that false or fraudulent information on or attached to this form may be grounds for not entertaining my bid, or for cancellation after bid acceptance, and may be punishable by fine or imprisonment according to law of Pakistan. I understand that any information I voluntarily provide on or attached to this bid may be investigated.

Signature : _____**Name with Official Stamp** _____**Date** _____