

SERVICES EXPORT PROMOTION COUNCIL

3rd Floor, 6A/6, NCHF Building,
Siri Fort Institutional Area, August Kranti Marg, New Delhi-110049.

Phone: +91 11-41046327-28-29, +91 11-41734632

Email: dg@servicesepc.org Web: www.servicesepc.org

Request for Proposal for engaging agency to provide content using primary and secondary research, website development, SEO and Maintenance proposal of SEPC Health care Web-portal- www.indiahealthcaretourism.com

Request for Proposal is invited from reputed agencies to provide content using primary and secondary research, website development, Search Engine Optimization and Website Maintenance of SEPC Health care Web-portal-www.indiahealthcaretourism.com for a period of one year.

The domain name to be registered/renewed by the name of www.indiahealthcaretourism.com or name selected by M/S SERVICES EXPORT PROMOTION COUNCIL. All the login details, password of internet domain registrar, web hosting company details and all other related details are to be provided at every stage.

The details of scope of work, deliverables & performance parameters and Terms & Conditions are as under:

SCOPE OF WORK

Public Portal

- Design & Development of Online Portal, for broadcasting the various information, updates, and activities to public & other corresponding stakeholder for facilitation the services business in India.
- Portal will be engaging, user friendly, visually attractive, Smooth & fast including easy navigation, option for easy search and support & ability to download selected data tables, pie chart, public sharable data etc.
- Responsive Portal, compatible with all the digital platforms/device.
- GIGW Compliant
- Secure & Scalable

- The Web portal will comply with the policies of the Government regarding safety, security etc. and obtain "Safe-To-Host" Certificate from CERT-in after security audit.

A. Content

1. Healthcare Related Information :-

- The healthcare related information to be collected from various agencies regarding NABH & JCI accredited hospitals in India and revamp the existing portal with this information. The raw data of Hospitals not to be used by company for any other purpose. An "Agreement of Confidentiality" to be signed for the same.
- Medical value travel to show end to end travel plan for the inbound foreigner travel to India for treatment.
- India and Medical Tourism Landscape; why India
- Hospital & Treatment Facility Availability in India
- Hospital Access Mechanism and Registration for Overseas Patients
- List of procedures carried out in Indian hospitals
- Cost of procedures and overall treatment expenses
- Essentials for a medical visit to India
- Detailing on diseases along with specialized doctors in India

2. Travel Related Information to be collected regarding :-

- Visa Requirement
- Connectivity within India
- Hotels in place of treatments & nearby Tourist Destinations
- Local outings
- Mobile communication
- Travel advisory

The work is to be completed in 2 months. On completion all original data along with 20 copies of compiled reports of data and overall healthcare services scenario to be prepared and submitted to M/S SERVICES EXPORT PROMOTION COUNCIL.

B. Digital Marketing

- Social Media Integration:- Social Media Integration with Twitter/LinkedIn/Facebook
- Digital Marketing – Digital Campaign, SEO & SMO.

1. Search Engine Optimization:

- Search Engine Optimization to be done for 50 Keywords each for google.co.in, google.ae, google.com.bd, google.ru, google.co.za & google.com
- Keyword Analysis and Ranking Benchmarks
- Implement Google Webmaster Account

On-Page SEO Activities

- ✓ Site Analysis & Keyword Research
- ✓ XML Sitemap Creation and updating
- ✓ Creation of Title, Meta Tags, Meta Description & H1
- ✓ Creation of ALT tags for Images
- ✓ Internal Linking
- ✓ Creation of blog on site and posting content
- ✓ Integrate robots.txt
- ✓ 404 Page creation

Off-Page SEO Activities

- ✓ Content writing for off page submission
- ✓ Article Submission
- ✓ Blog submission
- ✓ Press Release Submission(Content will be provided by SEPC)
- ✓ Directory submission
- ✓ Classified Submission
- ✓ Q & A Submission

2. Social Media to be resurrected like Facebook, Twitter, LinkedIn etc.

C. Website/Application development

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1. Enquiry function on portal with auto directed to respective hospital with a copy to SEPC
2. Provide login ID and password to every hospital to update their details
3. Appointment fixation facility for patient with hospital/doctor (virtual clinic)

D. Website Maintenance:

1. Website Maintenance to be done initially for 6 months. The following activities will be done under maintenance.
 - Setting up Website on the servers
 - Maintenance of the content on the inner pages
 - Uploading Hospitals Data
 - Updates of content on website
 - Reports Generations
 - Security Audit initially for existing portal and periodically every quarter
 - Feedback forms and Success stories to be updated
 - Check if social media activity not being misused

The performance will be reviewed periodically as per the details mentioned below:

DELIVERABLES & PERFORMANCE PARAMETERS

Search Engine Optimization:

- Minimum 7% increase in session traffic month over month
- Keyword Ranking Commitment
 - ✓ 25% Keywords ranks in top 10 at the end of third month from start date of contract
 - ✓ 50% Keywords ranks in top 10 at the end of sixth month from start date of contract
 - ✓ 75% keywords ranks in top 10 at the end of twelfth month from start date of contract
- Ranking Report: A monthly ranking report will shared on the selected 75 keywords, this will keep track on monthly improvement of ranks.
- Linking Report: We will send you linking report every month to show you from where we have offered you back-links for your website.

Website Maintenance:

- Developing a module to enable hospitals to register themselves on portal and manage listing. To be developed within 2 months of awarding the contract.
- Every hospital's information received to be uploaded within 7days of receiving the same.

1. Deliverables

- Selected company is expected to deliver the SEPC Health care Web-portal.

- Selected company has to share the Design Documents based on the SEPC Requirement document for SEPC Review & Sign-off
- Selected company to share Application Code, Web API's
- Selected company to share Deployment document

2. Website source code

The complete source code is to be explained and provided to person authorized by Director General and concerned IT Executive of M/S Service Export Promotion Council, (SEPC), at every stage of design, develop, maintain & SEO. But any third party tools (OEM) we are not providing you the actual source code.

- Whenever the update and changes made in portal, every time the update related information and updated complete source code is to be provided to M/S Service Export Promotion Council, (SEPC).
- All the login name and password are to be given to SEPC at every stage.
- Any modification or new feature needed to be incorporated by M/S Service Export Promotion Council, are to be done by the agency, Noida without any additional cost.
- The concerned person of agency has to visit SEPC office as and when needed by SEPC.

3. Project Documents

- a. "Documentation" will describe in detail and in a completely self-contained manner how the User may access and use the portal all of the functionalities, without the need for any further instructions. 'Documentation' includes, user manuals, installation manuals, operation manuals, functional specification, debugging/diagnostics documents, test procedures, Review Records/ Test Bug Reports/ Root Cause Analysis Report, list of all Product components and list of all documents relating to traceability of the Product as and when applicable etc.
- b. Where any deficiency has been observed during audit of the selected agency or in its processing facilities and operating practices, the selected agency shall correct/resolve the same at the earliest, and shall provide all necessary documents related to resolution thereof and shall further certify in respect with resolution of the deficiencies.

4. System Support Services

- During the review of Portal during Support Period:
 - The selected agency shall provide the feedback report to SEPC for the following:
 - Installation Report
 - working report
 - Crash Report
 - uninstallation report
 - Feedback

TERMS AND CONDITIONS:

1. All offers should be in Indian Rupees. GST to be quoted as extra.
2. Offer validity should for 30 days from the date of opening the quotation.
3. GST Registration / Income Tax PAN number should be mentioned.
4. Client references and contract details for similar works executed in the past should be mentioned.
5. SEPC reserves the right to split the job work to two or more parties without assigning any reasons.
6. In case of any dispute, the decision of Director General SEPC will be treated as final.
7. All disputes are subject of New Delhi jurisdiction.

Submission Details

All agencies are requested to submit their offer **latest by 5 PM dated 14-12-2018 in PDF format** to :

Ms. Sangeeta Godbole
Director General – SEPC
Email: dg@servicesepc.org

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RFP format

Please provide the following information:

- a. Company Profile.
- b. List of similar PO / WO where your services were provided along with client references.
- c. Copy of PAN number and GST registration
- d. Technical offer along with Process flow chart with timelines
- e. Financial offer with details of turnover of the company during last three financial years.

