

# ICAR-CENTRAL INSTITUTE OF FISHERIES EDUCATION

*(University under Sec. 3 of UGC Act, 1956)*

*Indian Council of Agricultural Research,*

PanchMarg, Off Yari Road, Versova, Andheri (West), Mumbai-400061

Tel. No. 022-26361446/7/8

Fax No. 022-26361573

Web Site: [www.cife.edu.in](http://www.cife.edu.in)



## QUOTATION DOCUMENT



RE- QUOTATIONS FOR MOBILE APP SOFTWARE

UNDER

National Agricultural Higher Education Project



**ICAR - CENTRAL INSTITUTE OF FISHERIES EDUCATION**  
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Indian Council of Agricultural Research

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F. No.36-67/Master file/18-19/NAHEP-PROJ.

Date: 28.01.2019

The Director, ICAR-Central Institute of Fisheries Education, Ministry of Agriculture and Farmers' Welfare, Government of India, invites most competitive quotations in sealed envelope under National Agricultural Higher Education Project "NAHEP" for the following item from the reputed Indian/Foreign companies and/or their accredited/sole authorized distributors/dealers-

Item no. as per the document	Particular	QTY
22	Mobile app software (Delivery at CIFE, NEW CAMPUS)  <i>*Package: items to be supplied together as package CIFE, NEW CAMPUS)</i>	1

### TERMS & CONDITIONS OF QUOTATIONS

1. The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
2. Quotations must be submitted in the original prescribed form separately for each equipment with rates for delivery in the places mentioned in the document duly addressed to the Director, ICAR-CIFE, Mumbai-400061 in a sealed cover super scribing as **QUOTATION FOR EQUIPMENT FOR THE YEAR 2018-2019 UNDER NATIONAL AGRICULTURAL HIGHER EDUCATION PROJECT (NAHEP)** with the Item no. and Name of equipment.
3. All duties, taxes and other levies payable on the raw materials and components shall be included in the total price.
4. In case the date of issued/receipt of opening of quotation is declared as Holiday for unexpected reasons, the quotation will be issued /received/opened on the next working day at the same time. The quotation documents are non-transferable. Director of the institute reserves the right to accept/reject any or all the quotations without assigning any reason thereof.
5. Quotations received **after the DUE DATE and TIME** will not be accepted in any circumstances.
6. Prices for extended warranty for one year and two years should be given separately. However decision about the warranty will be taken by purchaser at later stage.
7. No EMD and Tender fee are applicable.
8. The schedule to the quotation form should be submitted in prescribed format only.
9. Only one quotation should be included in one cover. Where more than one quotation is included in a cover, all quotation so enclosed in one cover will be liable to be ignored.

#### **10. LATEST HOUR FOR RECEIPT OF QUOTATION**

Unless otherwise specified in the schedule to quotation, your quotation must reach this office not later than 13.00 hrs. on the date of opening of the quotation. Quotation sent by hand delivery should be put in the quotation box kept in **NAHEP Office, 2<sup>nd</sup> floor, Room no. 225** located at Yari Road Campus of ICAR-CIFE, not later than 13.00 hrs. on the due date unless otherwise stipulated in the schedule to tender.

#### **11. OPENING OF QUOTATION:**

You are at liberty to be present or authorize a representative to be present at the time of opening of the quotation at the time and date as specified in the schedule. The name and address of the representative who would be attending the opening of the quotation on your behalf, should be indicated in your quotation. Please also state the name and address of your permanent representative, if any.

**For and on behalf of**

**ICAR-Central Institute of Fisheries Education  
PanchMarg, Off Yari Road, Versova ,  
Andheri (West), Mumbai-400061**

**Signature**



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- |   |                   |
|---|-------------------|
| 1. Issue of Quotation Document on                   | 28.01.2019        |
| 2. <b>Last date for issue of tender document on</b> | 06.02.2019        |
| 3. Date of Pre-bid meeting(15.00 hrs)               | 01.02.2019        |
| 4. <b>Acceptance of sealed tenders 13.00 hrs on</b> | <b>06.02.2019</b> |
| 5. <b>Opening of tender at 15.00 hrs on</b>         | <b>06.02.2019</b> |

Name of the equipment: \_\_\_\_\_

Item No. : \_\_\_\_\_

**QUOTATIONS FORM HAS TO BE SUBMITTED SEPARATELY IN SEALED ENVELOPES**

To,

M/s. ....

.....

**Sub: Supply of Quotation Form - reg.**

Dear Sir,

Please find enclosed herewith the quotation form along with detailed specifications for the supply of equipments mentioned in Annexure- 1.

Kindly acknowledge the receipt of the same.

Yours faithfully

**Senior Administrative Officer**

**ICAR - CENTRAL INSTITUTE OF FISHERIES EDUCATION****(University under Sec. 3 of UGC Act, 1956)***Indian Council of Agricultural Research*

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Date: 28.01.2019

**(To be returned by Bidders along with the quotation duly completed and signed)****Name of Equipment:** \_\_\_\_\_**Item No. :** \_\_\_\_\_

Sl. No.	Description of Goods	Specifications	Qty.	Unit	Quoted Unit Rate in Rs.	Total Amount	
						In Figures	In Words
	Please refer Annexure - 1	* **	*	*	*		
Total							
Sales Tax							

**\*\*Prices for extended warranty for one year and two years should be given separately**

Gross total cost \_\_\_\_\_ (in figures) ( \_\_\_\_\_

\_\_\_\_\_ (in words).

We agree to supply the above goods in accordance with the technical specifications for a total contract price of Rs. \_\_\_\_\_ (amount in figures ) (Rs. \_\_\_\_\_ amount in words) within the period specified in the Invitation for Quotations.

We also confirm that the normal commercial warranty/guarantee of \_\_\_\_\_ months shall apply to the offered goods.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

We also confirm that the normal commercial warranty/guarantee of \_\_\_\_\_ months shall apply to the offered goods.

**Supplier****Name :** \_\_\_\_\_**Signature :** \_\_\_\_\_**Date :** \_\_\_\_\_

## **INVITATION FOR QUOTATIONS FOR SUPPLY OF GOODS UNDER NATIONAL SHOPPING PROCEDURES**

To

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Dear Sir,

Sub : INVITATION FOR QUOTATIONS FOR SUPPLY OF FOLLOWING EQUIPMENTS

1. You are invited to submit your most competitive quotation for the following goods:-

Brief description of the Goods	Specifications*	Quantity	Delivery Period	Place of Delivery	Installation Requirement if any
Mobile app software	PLEASE SEE BELOW	1	30 days	HQ CIFE, NEW CAMPUS	Yes

### **Annexure - 1**

#### **TECHNICAL SPECIFICATION OF ALL EQUIPMENTS:**

#### **Item No: 22- Mobile app software**(To be delivered at HQ CIFE New Campus)

1.CIFE wishes to develop a Mobile Application and Web Portal on Shrimp Farming / Aquaculture to help fish/shrimp farmers to take informed decisions by accessing customized information.It would provide advisories on package of practices related to aquaculture in inland saline areas, best practices tips related to aquaculture, a buyer and seller platform, fish market prices, weather forecast, and all aquaculture related news and govt. schemes. It has to be available in bilingual formats - English and Hindi and will have texts, photos, audio clips as well as video clips for the convenience of the farmers who are most comfortable in their own language.

#### **2. Modules/Features under the Mobile Application and Web Portal Development**

Following is the list of features required in the Mobile App:

- Registration Screen & Home Pages
- Advisories on Inland Saline Aquaculture
- Ask the Experts/Query solving feature
- Aqua/ user Directory
- Fish/Shrimp Market Price
- Farm Management module
- Farm Calculator
- Industry Updates/ News
- Frequently Asked Questions (FAQs)& RAQs
- Weather
- Market Place
- Helpline

- Embedded Search Options
- Back End - Content Management System
- Content Updating Features
- Dashboard
- Settings & Help Menu
- Mobile App Support (for admin)
- Feedback & Report generation

The section below provides the details of each of the App features / modules mentions above for clarity of scope of the proposed Application development.

**2.1 Introductory Screen:** Main Screen (Portal logo and Name) will be displayed to end user for few seconds while Information Portal and mobile application starts playing in the backend.

**2.2. Home Page / Screen:** Intuitive icons for different features of App and scroll down text/info.

- Dynamically updated recent news, upcoming events in the scroll menu
- Database driven frequently asked questions and recently answered questions.
- Sharing on Social Networking/Sites/WhatsApp/Messages/Chat/SNS
- Vendor will get the design approved before the development of the portal / mobile App.

**2.3. User Registration:** The mobile app and web portal will be openly accessible though subscription, but some features may be on chargeable basis. If the user wants to post any queries or interact with portal, the user need to complete registration process. The registration for the mobile app and web portal will be displayed only for the first time login. Below details of the user will be captured:

1. Google and Facebook based log in feature.
2. Email id based login
  - Name (Mandatory), Date of Birth (Mandatory), Email Id (Automatically), Phone No. (Mandatory), Location (Automatically), Farm area, Species cultured/Activity involved

Registration may not be mandatory for accessing some info especially in the portal.

**2.4 Features of Mobile application and web portal:**

**2.4.1. Front End**

**1. Static component:** The static component of the portal will consist of species wise technology information modules. The portal webpages should be **responsive** in nature. Eg. Shrimp Module – The module will have all the basic technology practices right from the pond preparation to the harvesting of shrimp. Options should be made available to embed open source video sharing platforms like YouTube in the static pages.

**2. Dynamic Component:** There will be a set of dynamic columns in the portal and app. These dynamic features will be controlled by the portal admin.

**a. Advisories on Inland Saline Aquaculture:** Specific and detailed step by step information on how to practice aquaculture in inland saline areas need to be designed and presented in a user friendly interface. Besides, for each of the step, good aquaculture practices (GAPs) along with Dos and Don'ts,

images, video clips would need to be uploaded appropriately. This is the core feature and the app should have an intuitive design and highly user friendly interface.

- b. Ask the Experts/Query solving feature:** A dedicated query solving option should be a part of the mobile app and web portal. With this a registered user can post a query on a specific problem. The interactive feature should be able to capture the photos / videos / text / audio. From the location of the photo capture, the geographical coordinates should be recorded automatically. Subject specific query/ the photo of the field level problems will be received in the database and will be forwarded to designated panel of subject expert scientists in the institute. Then the expert provides the technical solution to the issue in the reply. This will also be reflected in the system in real- time basis in the Recently Answered Questions (RAQs) and Frequently Answered Questions (FAQs) section of the system. The above mentioned all the services would be available through website platform also. It should have provision for users to post audio and video clips in addition to text messages. The app should be able to classify the type of query based on pre-defined criteria / AI and direct the relevant query to respective identified experts.
- c. Aqua/ userDirectory:** As a part of the system, it is proposed to have a directory of the farmers/stakeholders. For this a separate, detailed form built to record the information by the registering user. This database will be dynamically visualized and display the results upon a set of queries by the user.
- d.Fish/Shrimp Market Price:** The App should be able to mine the price/ quantity information from pre-determined online portals / sources and display the same in the app in a user friendly interface. It should also have provision to manually enter the specific fish market information by the registered users as well as the app managers. One can view price trends for the produce and plan sale of the produce. It should give last 3-updates on transactions in the market on any aquaculture commodity at any point of time.
- e. Farm Management module:** Through the mobile app, the farmer/user should be able to enter and keep a pond wise record of all farm/enterprise related activities namely fish seed stocking, feeding, water quality parameters, details of disease management, harvesting etc. in a dairy/calendar like interface on a day to day basis. At the back end both the users as well as administrators should be able to generate report cards or summary sheets for each farm or group of farms for any given period of time.
- f. Farm Calculator:** A specific farm calculator feature to be created in the portal and app based on the calculation logics provided by ICAR-CIFE. It should guide fish/shrimp farmers to initiate necessary & corrective actions based on prevailing water quality conditions, feeding schedule, stocking density etc.
- g. Industry Updates/ News:** Specific updated information of the aquaculture industry should be able to be scouted/ mined from online sources and uploaded on the home screen under a specified headline. This shall be automated at set intervals.
- h. Frequently Asked Questions (FAQs):** A set of frequently Asked Questions along with answers should be displayed in a user friendly (touch and drop/ drop down)interface.



**i. Weather:** It should give instant access to present weather conditions and forecast for next 5 days with temp, RH, cloud cover, rainfall possibility, expected wind speed & its direction. It also should help fish/shrimp farmers to plan and take corrective action for aquaculture related activities.

**j. Market Place:** It should provide a hassle free online e-commerce platform for both buyers and sellers (farmers). It should have a provision where a buyer or a seller can register his/her buying or selling requirements, quote a price, quantity, size and upload images.

**k. Helpline:** It should provide contact details of experts, Department of Fisheries and Input Dealers.

**l. Search options:** The web portal and mobile app should be search friendly and seamlessly integrated with all the content in the portal and app.

For all the above said static and dynamic features of the portal and android app, the relevant content, images and visuals will be provided by ICAR-CIFE during development period.

#### **2.4.2. Back End**

**a. Content Management System:** The Content Management System will be used by the Web Portal Administrator for controlling the content to be displayed on the web portal.

**b. Content Management System (CMS) features:** To manage all application contents, separate user friendly content management system should be provided with following general features: Admin user to be able to create, publish/unpublish/edit/delete all or some of the content; Admin user should be able to sort data, search data and generate customised reports; CMS should be protected using the HTTPS for secure access to application.

**c. Content Updating Features:** The administrator should be able to edit and update the menu titles and all the contents of portal

**d. Dashboard:** The dashboard and report section shall be visible to CIFE admin after login; the dashboard section will also include the support report option.

**e. Settings:** Setting Page End user will have option to share this app with friends, Report bug or request for any feature, Change text size; Info Screen will have About Us, Terms of Use and Privacy Policy about app.; any other feature to make the mobile app more user friendly will be part of the scope of work.

**f. Mobile App Support Login:** A login will be provided to Support personnel for viewing the following: Number of active installs, Total Downloads, Total feedback received, Total Uninstall, Support to enter reason for uninstall after contacting the user, Mobile App crash report, Crash feedback to enter reason for uninstall after contacting the user. The support personnel will be able to generate Feedback ticket for each action performed.

**g. Notification Management:** The administrator will be able to manage the push notification to be sent to the active users. The administrator will be able to plan and also prepare auto sending of notification on timely basis. The administrator will also be able to get feedback/ response thorough the notification shared.

## **2.5 Deliverables**

- Selected firm is expected to deliver the Information Portal and Android/iOS mobile application on application store (Google Play, Apple and Windows) within 30 days of receiving the work order.
- The selected agency will be responsible for developing, hosting and maintaining the applications in secure CIFE Server / third party cloud based server. The selected agency will provide ICAR-CIFE Full Access to the application on hosting server.
- The firm has to submit the Design Documents, User Manual, Admin Manual, Test Cases, Test Plan and QA Results for User Acceptance testing.
- The firm has to submit the source and Application Code, Web APIs and Deployment documents. Technical documentation of design and development stages of mobile application, database, training to users etc. shall also be provided

## **2.6 Design**

- Application should be built in a way that it is easy and aesthetically appealing to use and navigate.
- All the designs to be provided by the selected agencies.
- All the images and video clips will be supplied by ICAR-CIFE

## **2.7 Standard Technical Requirements**

- To be developed on a hybrid platform so that it can be quickly deployed on both Android 5.0 & above and iOS 10 & above;
- The mobile App need to alert the user to download the latest version, whichever available.
- Display orientation shall be both Portrait and landscape; for Small (426dp x 320dp), Normal (470dp x 320dp), Large (640dp x 480dp), X- Large(960dp x 720dp)
- The Information Portal and mobile applications should work in all networks irrespective of mobile device make and model.
- If required, the mobile apps should access Geolocation information in case the mobile device supports it.
- User should be able to download the correct version of Information Portal and Android mobile application supported by his/her mobile device.
- While developing Information Portal and mobile application, the selected agency should give preference to the NATIVE ENVIRONMENT (e.g.: SDK android development Kit, IOS SDK, Windows SDK). In case of HYBRID APPLICATIONS, open source tools need to be used.

## **2.8 Support**

- Selected agency should provide standard maintenance and support for 2 years i.e. March 2021. During this period, correcting bugs, required upgrades and application customization shall be carried out. Offline support during 9 am to 6 pm on all working days shall be provided. Important technical glitches shall be addressed within one working day.

- App/Portal shall have options to collect feedback from users on various features and overall experience. The firm shall provide/generate the feedback reports like App Installation Report, App working report after feedback from user, App Crash Report after feedback from user, App uninstallation report after feedback from user..

## **2.9 Intellectual Property Rights**

- All the Intellectual Property Rights of the application/portal will rest with ICAR-CIFE. The selected agency will provide the source code of the application to ICAR-CIFE at the time of sign-off. The firm shall not sell, lease or share the source code of the App to any other entity.
- The entire application along with all programmes, including those meant for statistical reporting, graphics and content developed to achieve the desired functionality, will be intellectual property of ICAR-CIFE.
- It will be the responsibility of the selected agency to furnish all information demanded by ICAR-CIFE regarding the existing framework of the applications.
- Handover all the old / latest backup code of the Information Portal and Android mobile application to ICAR-CIFE on a CD/DVD/Pen drive/Hard disk.

## **2.10 Training**

For the effective uses of the supplied software/application licenses & their functionalities, the selected agency must compulsorily provide training for ICAR-CIFE team at Headquarters in Mumbai, Maharashtra

## **3. Implementation Timelines**

The proposed project is expected to be completed in four week time by the successful bidder. The proposed portal and android mobile application shall be made on live mode within the deadline from the date of issue of the work order to the successful bidder. However, the timeline specified shall be reviewed if required by ICAR-CIFE.

## **4. Scope of Work**

ICAR-CIFE intends to create digital platforms for dissemination of relevant information to the aquafarmers and stakeholders. CIFE would provide the content to be uploaded in the web portal and mobile app as well as inputs on aspects of design and user interface as per its requirements.

## **5. Operation of Platform & Support**

Successful Bidder shall give one-year warranty for proposed Information portal and android mobile application and additional one year AMC support and maintain the application from the date of Go live. However, the AMC support can be reviewed and renewed for subsequent period suitably as decide by the mutual consent of both the parties. The successful bidder has to execute Service Level Agreement (SLA) for providing their support and services for the period the application under the warranty and AMC support.

## **6. Change Management, Upgrades & Updates**

Successful Bidder shall be responsible to carry out changes in Platform at no cost to ICAR-CIFE for any changes required for functions, processes, rules, improvements or any configuration changes etc. as per requirements of ICAR-CIFE from time to time during the one year period. Any statutory changes would be required to be done within stipulated time line. Updates of the Platform shall be carried out as and

when made available with concurrence of ICAR-CIFE. Additional proposals may be submitted by the agency in future for upgradation of the portal and mobile app for additional language capabilities.

## **7. Quality Control**

The assessment of the quality indicator on an ongoing basis during the course of the entire application is essential. It is important to document critical issues in a systematic manner in terms of both qualitative reports and quantitative indicators (namely, response rate, missing data proportions, test reliability through random checks etc.) which would give essential information about the quality of the portal and mobile application.

## **8. Essential Requirements of Firms for Participation**

- Proven and demonstrated expertise to develop a customized user friendly Mobile Application and Web Portal using the most advanced / recent and versatile technology platforms: should be capable of being deployed in both android and iOS environment
- Experience of having developed a full-fledged / functional mobile application and web portal during the last 2 years including design, development, deployment and maintenance/updation, preferably with an office in Mumbai.

*(Enclose the details of mobile Apps & web portals developed including names, URLs, features, clients, application platform, etc. during last 3 years).*

- At least 5 engineers/software development team with relevant qualifications and certifications in regular pay roll currently of the firm, having a minimum two years' work experience *(Enclose the employee details along with their qualification and experience).*
- Willingness to be physically present for consultations / meetings at ICAR-CIFE, Mumbai during mobile App design and delivery at own expense. (A signed letter to this effect needs to be enclosed along with Proposal)
- The Technical Proposal of the Firm shall consist of the technological platform to be used, few illustrative screenshots of proposed home page and App features, and execution plan along with necessary documents outlined above.
- Criteria for evaluation of technical bids have been specified in the Table 1 below. All the bidders who secure a Technical Score of 50 or more to be considered as eligible for consideration.

**Table 1. Technical Evaluation Criteria:**

S. No.	Criteria	Maximum score
1.	<b><u>Experience in similar project:</u></b> Up to 2 Projects :10 Marks More than 2 and up to 5 projects :15 Marks More than 5 projects :20 Marks	20
2.	<b><u>Value of the total Projects in the last three years :</u></b> Upto 25 Lakhs :10 Marks 25 to 50 lakhs:15 Marks More than 50 lakhs :20 Marks	20
3.	<b><u>Project Team :</u></b> Team Leader & Resources upto 3 yrs experience :10 Marks Team Leader & Resources 3 to 5yrs experience : 15 Marks Team Leader &Resources with >5yrs experience : 20 Marks	20
4.	<b><u>Technical Proposal</u></b> • Quality of completed projects (Mobile App/Web portal developed by the firm in terms of design aesthetics, features, convenience of user interface, etc.): 20 Marks • Merits of Technical Proposal including nature of proposed solution, execution strategy, Project Plan, etc.: 20 Marks	40

\*Documentary proof must be submitted in support of all the necessary technical criteria. Minimum of 50 marks (out of 100) needs to be scored to be considered eligible.

Tenderer shall take in to account all costs including taxes for quoting the rates. In this regard no claim for any extra payment for any reason shall be entertained.

**Address of Delivery location:**

- ICAR-Central Institute of Fisheries Education (New Campus), PanchMarg, Off Yari Road, Versova, Andheri (West), Mumbai-400061