

**Request for Proposal for Development of JSK Mobile  
Application**

**19<sup>th</sup> April 2017**



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CHI, NIHFW invites Technical Proposal (Ideas, Creatives, Execution plan, etc.) and financials only from the **agencies hired through the process of empanelment as per the published document RFP** for “Empanelment of Agencies for Mobile Application Development / Online Widgets / Software Development for National Health Portal (NHP)” dated 18<sup>th</sup> February 2016. All the terms and condition of the RFP document mentioned above will be adhered to:

Project code CHI/001/2016

Job Requirement	<b>Request for Proposal for development of JSK Mobile Application</b>
Publication Date	<b>19<sup>th</sup> April 2017</b>
Proposal Document	The Proposal document can be downloaded from the official website of the NHP (i.e. <a href="http://www.nhp.gov.in">www.nhp.gov.in</a> )
Contact person for clarification	<b>Prof. S. N. Sarbadhikari,</b> Room No 426, Project Director, CHI of NHP, National Institute of Health and Family Welfare (NIHFW), Baba Gang Nath Marg, Munirka, New Delhi – 110 067. Telephone No. 011-26165959 ext. 398
Date and Venue of Pre-Proposal Meeting	11:00 AM on 24 <sup>th</sup> <b>April, 2017</b> at National Institute of Health and Family Welfare (NIHFW), Baba Gang Nath Marg, Munirka, New Delhi – 110067
Last date for submission of Proposal	Up to 11:30 AM on <b>27<sup>th</sup> April, 2017</b> at National Institute of Health and Family Welfare (NIHFW), Baba Gang Nath Marg, Munirka, New Delhi – 110067
Opening of Technical Proposal	12:00 AM on <b>27<sup>th</sup> April, 2017</b> at NIHFW, New Delhi-110067.

## INSTRUCTIONS TO AGENCIES

### 1. PURPOSE

The widespread adoption and use of mobile technologies have the potential to provide new and innovative ways to improve health care delivery and the health of individuals. Mobile Apps for people are being developed to support healthier living, help manage a long-term condition and to provide initial advice on an emerging medical problem.

Jansankhya Sthirata Kosh (JSK) intends to have a fully developed mobile application available on widely accepted smart phones in dual language initially. Proposed mobile application may have two version viz. Online and offline mode. The requirements of the project can be easily broken down into sections based upon their generalized area.

### 2. SCOPE OF WORK

#### 2.1 Modules under the Mobile Application Development:

This section lists the specific end functionality as well as the requirements for all aspects of the JSK Mobile Application Project. Requirements are divided into the following sections:

##### 2.1.1 Introductory Screen:

- JSK Main Screen (JSK logo and Name) will be displayed to end user for few seconds while JSK Mobile application starts playing in the backend of the Mobile Application and Web Portal.

##### 2.1.2 Home Screen:

- Tab of Sexual & Reproductive Health etc. (topics will be in sub tab, should open while pointer goes on that tab)
- Tab of Women & Child Health (topics will be in sub tab, should open while pointer goes on that tab)
- Search option within section, tags and contents (master search)
- Download option for the Frequently Asked questions FAQ's (nearly 1000 FAQs at present in English version, for offline read)
- Sharing on Social Networking/Sites/WhatsApp/Messages/Chat/SNS
- About JSK (link and one page of JSK)
- Preference Settings for displaying only desired tab
- The agency will get the design approved for the same before the development of Mobile App.

### 2.1.3 User Registration:

- The user will register after downloading the mobile application.
- The registration will be displayed only for the first time login.
- Below details of the user will be captured:
  - Name (Not Mandatory) – For Communication purpose
  - Date of Birth / Age (Not Mandatory)
  - Email Id (Automatically)
  - Phone No. (Mandatory) – For Communication purpose
  - Location (Automatically)

### 2.1.4 Other Mobile Application Features:

- SMS & Email Integration.
- The Mobile app shall be more user friendly.
- The App shall support multilingual, but to start with the content shall be provided in English and other language shall be provided subsequently. The content in different language shall be controlled (add, update, remove) using the CMS (Content Management System) in Web Portal without releasing a new version of the app.
- The audio in English Language shall be available using the google text to voice functionality.
- For audio in other languages for the respective audio content shall be developed by the Agency. The audio for the respective content in different language shall be controlled (add, update, remove) using the CMS (Content Management System) in Web Portal without releasing a new version of the app.
- The agency shall develop necessary animation and other medium to make the app more interactive.
- 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.

### 2.1.5 Other Web Portal Features:

- 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.

- The Content Management System will have all the features of the Standard Content Management System 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/unpublished and delete all the content.
  - Admin user should be able to sort data, search data.
  - CMS should be protected using the HTTPS for secure access to application.
- Dashboard:
  - The dashboard and report section will be visible by the CHI official after login.
  - The dashboard section will also include the support report.
- 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.
- 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.
- Build a system which crawls, at regular intervals, all APIs from all available Govt./Private health facilities and then process, filter and store at one location so that Mobile and Web application can use it.

### 2.1.6 Audit Trail:

- The audit trail will be maintained for both Mobile Application and also for Web Portal.
- The administrator will be able to access the audit trail through the web portal.
- The administrator will be able to filter the audit trail report as required by CHI.

### 2.1.7 Deliverables

- Selected agency is expected to deliver the mobile application on application store (Google Play, Apple and windows) within 30 days of receiving the work order.
- Selected agency has to share the Design Documents based on the CHI NIHFV Requirement document for CHI NIHFV Review & Sign-off.
- User Manual, Admin Manual, Test Cases, Test Plan and QA Results for User Acceptance testing.
- Application Code, Web API's.
- Deployment document
- The selected agency will be responsible for developing, hosting and maintaining the application for one year.
- Technical documentation of design and development stages of mobile application, database, complete source code of mobile application, training to users etc. shall also be provided

### 2.1.8 Platform

iOS – 7 and above.

- a) Display orientation Portrait or landscape both
- b) Display Support iPhone (480 x 320), iPhone Retina (960 x 640), iPhone 5(1136 x 640), iPad (1024 x 768), iPad Retina((2048 x 1536)

Android – 4.0 and above

- c) Display orientation Portrait or landscape both
- d) Small (426dp x 320dp), Normal (470dp x 320dp), Large (640dp x 480dp), X-Large(960dp x 720dp)

Windows – 6 and above

- e) Display orientation Portrait or landscape both
- f) Small (426dp x 320dp), Normal (470dp x 320dp), Large (640dp x 480dp), X-Large(960dp x 720dp)

### 2.1.9 Designs

- Application should be built in a way that it is easy to use and navigate.
- All the design/creatives/images to be provided by the selected agencies.
- Creative, ideas and design will be the copyright of CHI, NIHFW.

### 2.1.10 Sharing

- Links for sharing application
- Comments provided by the user on his Facebook /Twitter account shall be provided.

### 2.1.11 Reports

- The selected agency will provide regular App Analytics, reports, vital statistics and analysis.
- Audit Log Screen will be provided to admin user to check the activities performed by all users. The data will be available only in read-only mode.
- Admin User will be able to see the list of login/logout information for the user through Authentication report screen
- Admin User will be able to see the list of notifications sent to the devices through notification screens. Data will be only in read only mode.
- Google and iPhone provides the required details on their console along with app publishing.
- Google Analytics will be used to provide the required information on the Google Analytics Console.

### 2.1.12 Hosting

- The CMS application (Web Portal) will be hosted on BSNL Cloud or any other as given by CHI NIHFW. The selected agency should provide proof of ownership (licenses) of various software used by them for the development as well as for the hosting of mobile application.
- The selected agency will provide CHI NIHFW Full Access to the application on hosting server.

### 2.1.13 Standard Technical Requirements

- The application should support multi-lingual interface.
- The mobile apps need to alert the user to download the latest version, which ever available.

- The 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 mobile application supported by his/her mobile device.
- While developing 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 use and not to any proprietary tools.
- The mobile/web application should be security tested from cert-in empanelled agency and load tested (min concurrent 10000 users) from STQC. The cost of the same should be included in the financial proposal.

#### 2.1.14 Support

- Selected agency should provide support 24\*7\*365
- Selected agency to provide application customization and upgrade
- Review of Mobile Apps during Support Period:
  - The selected agency shall provide the feedback to the end users against the posted reviews.
  - The selected agency shall provide the feedback report to CHI for the following:
    - App Installation Report
    - App working report after feedback from user
    - App Crash Report after feedback from user
    - App uninstallation report after feedback from user
- The feedback of the user will be collected by both the medium:
  - Calling the end user for feedback
  - Feedback through App or E-mail.
- The reports will be submitted on monthly basis during the contract period.

#### 2.1.15 Intellectual Property Rights

- The Intellectual Property Rights of the application will rest with CHI NIHFV. The selected agency will provide the source code of the application to CHI NIHFV at the time of sign-off
- The developed application will be the property of CHI NIHFV, agency shall not sale, lease or share the source code of the app to any other entity.



- CHI NIHFW shall have the copyright to the design and content of the mobile application. 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 CHI NIHFW.
- It will be the responsibility of the selected agency, both where the contract comes to a natural end, and also in case of foreclosure, to:
  - Furnish all information demanded by CHI NIHFW regarding the existing framework of the application
  - Handover all the old / latest backup code of the mobile application to CHI NIHFW on a CD/DVD/Pen drive/Hard disk.

### 2.1.16 Training

- For the effective uses of the supplied software/application licenses & their functionalities, the selected vendor must compulsorily provide classroom training for CHI NIHFW officials at Delhi/NCR Locations. Following training needs are to be provided by Vendor as part of the scope:
  - Content Management Training
  - Deployment & Hosting Training
  - Application Submission Training
  - Support Handover

## 3. PROPOSAL SUBMISSION PROCESS

The agency shall submit the Proposal documents as per the details given below:

- **Sealed Envelope:** This envelope shall contain the original copy of Proposals and shall clearly provide the contents of the envelope. This envelope shall contain the following envelopes:
  - **Sealed Envelope A.1.:** containing original copy (hard copy only) of Technical Proposal. The envelope shall clearly provide the contents of the envelope and shall be super scribed as “Technical Proposal (Hard copy): Original copy.
  - **Sealed Envelope A.2.:** containing original copy (hard copy only) of financial Proposal. The envelope shall clearly provide the contents of the envelope and shall be super scribed as “Financial Proposal (Hard Copy): Original copy”.

## 4. SUBMISSION OF PROPOSALS

The empanelled agencies shall duly seal the envelope. The Proposal should be deposited to the NIHFW Tender box at the following address and should reach by the time and date mentioned.

The inner and outer envelopes shall be addressed

**Prof. S. N. Sarbadhikari,**

Project Director, Centre for Health Informatics

Room. No. 426

National Institute of Health and Family Welfare (NIHFW),

Baba Gang Nath Marg, Munirka,

New Delhi – 110067

Email: [supten@gmail.com](mailto:supten@gmail.com)

## 5. CONTENT OF DOCUMENTS TO BE SUBMITTED

Documents required in Proposal Envelope (Sealed Cover):

- 1) Technical Proposal as per Annexure 1
- 2) Financial Proposal as per Annexure 2

## 6. LAST DATE AND TIME FOR SUBMISSION OF PROPOSALS

Proposals must be received by the CHI, NIHFW at the address specified in the Proposal Document not later than the specified date and time as specified in the Proposal Document or as extended by the CHI, NIHFW.

In the event of the specified date of submission of Proposals being declared a holiday for the CHI, NIHFW the Proposals will be received up to the appointed time on next working day.

## 7. LATE PROPOSALS

Any Proposal received by the CHI, NIHFW after the deadline for submission of Proposals will be rejected and/or returned unopened to the empanelled agencies, if so desired by him.

## 8. PROPOSAL OPENING AND EVALUATION

The CHI, NIHFV will open the Proposal, in the presence of agency representative who choose to attend, at the time and date mentioned in Proposal document at the address mentioned.

NHP reserves the right to award the work to any of the empanelled agencies, based on the merit of their credentials (Ideas, Creatives, execution plan etc.) and financial quote for a particular task. The selection of work will be through Quality and Cost-Based Selection (QCBS) (60 –Technical: 40- Financial quote) on technical/creative presentation and financial quote for that assigned task. The Evaluation Committee will be the final authority for selection of work.

## 9. Timelines

Sr. No	Description	Timeline (in weeks)
1.	Requirement Gathering and SRS Submission	$T1 = T + 1$
2.	Design and App Development	$T2 = T1 + 1.5$
3.	UAT	$T3 = T2 + 0.5$
4.	Security Audit	$T4 = T3 + 1$
5.	Go Live	$T5 = 4$ weeks

\* Where T stands for the date of signing work order.

## 10. REJECTION OF PROPOSAL

The Proposal has to be submitted in the form of printed document. The Proposals submitted by Telex, fax or email shall not be entertained.

Any condition put forth by the agency non-conforming to the Proposal requirements shall not be entertained at all and such Proposal shall be rejected.

If a Proposal is not responsive and not fulfilling the conditions it will be rejected by NIHFV and shall not subsequently be accepted even if it is made responsive by the agency by correction of the non-conformity. No further communication will be made in the regards.

## 11. PROJECT NATURE

Time bound and National level

## 12. SERVICE LEVEL AGREEMENT (SLA)

Detailed SLA to be signed with the successful agency.

### 13. PAYMENT SCHEDULE

Following is the payment terms for under this assignment will be as under:

- (i) 90% of the payment to be released after completion of the work as per the Scope of work and SLA of the proposal.
- (ii) Rest 10% payment to be released after successful completion of one year maintenance of mobile application.

## Annexure 1 – Technical Proposal

### Development of JSK Mobile App

<b>Technical Scoring</b>		
<b>A</b>	What would be the features and strategies adopted by the empanelled agencies on the following: <i>(Description should have detailed description, clear Screen shots, diagrams, design, figures, if required)</i>	<b>60 Marks</b>
1	Detailed Mobile application technical design as per the scope of work	30
2	Detailed Mobile application web user interface design and feature (CMS, Dashboard & Notification Management) as per the scope of work	10
3	Detailed strategies and design for API Integration	10
4	Detailed strategies for security , Database, documentation, maintenance and dashboard	10
<b>B</b>	Presentation/Demonstration on the below mentioned points	<b>40 Marks</b>
	A) Approach of development of the application and	20
	B) Creative design, flash presentation design, documentation method etc.	20
<b>A+B</b>	<b>TOTAL</b>	<b>100 Marks</b>
(Multiple options can be given here. It has to be, however, ensured that complete details are given with recommendations for optimum solution which is cost effective and functional)		

**Minimum absolute technical score to qualify for financial evaluation is 60 out of 100.**

## Annexure 2 – Financial Proposal

### Development of JSK Mobile App

S. No	Particular / Designation	Rate per man Day	No. of man Days	Total Price (Exclusive of Tax)
1	Project Manager			
2	UI Professional			
3	Senior Developer/s / Developer/s (Android, IOS, Windows)			
4	Security Expert / Tester / Database Professional			
5	Server Support/s / Network Support / Database Engineer			
6	Security Audit from NICSI / CERT empanelled agencies			
7	Load Testing			
8	1 Staff for one year for application enhancement			
9	Complete Annual Technical Support & Maintenance after implementation and warranty period for 1 year			
A	Total of above (1-9) without taxes			
B	Taxes			
	Total of above (A+B)			

- The above quoted prices will be valid for three years from the issue of work order for enhancement of work to the same agency, who have received the work order, if required.
- All the fields are to be filled, any field left empty is liable for rejection.
- The agencies whose price quoted in the financial bid (Annexure 2) is zero or below 30% of the average value quoted by all the agencies, will not be considered for deciding the L1 and will be liable for rejection.
- No deviations will be accepted from the Annexure 2 – Financial Proposal, by NIHFW.
- The above rates shall be fixed and remain valid for the entire contract duration.
- All the prices should be inclusive of all taxes and duties which should be clearly specified.
- No price variation shall be allowed during the period of contract.
- NIHFW will not make any additional payments apart from the amounts quoted in the above provided format.

Signature of Agency \_\_\_\_\_

Business Address \_\_\_\_\_

Date: \_\_\_\_\_

Place: \_\_\_\_\_

\*\*\*\*\*End of Document\*\*\*\*\*