

INVITATION FOR REQUEST FOR PROPOSAL FOR WEBSITE UP-GRADATION, MAIL, AND SOCIAL MEDIA MANAGEMENT

Ref ID.: MANT/CO/ADMIN/2026-27/1

Dated: 10.07.2026

Manbhum Ananda Ashram Nityananda Trust (MANT) invites sealed quotations from experienced, reputed, and financially sound agencies, firms for (a) the up-gradation and redevelopment of the NGO's official websites (including affiliate pages, sub domains), (b) the migration of its existing email system (currently hosted on Roundcube/Webmail) to a secure, enterprise-grade email and collaboration platform, and (c) ongoing management of the organizations' social media presence, as detailed in this Document.

MANT is non-profit, non-racial, non-political, and non-religious development organization engaged in people-centered development through the empowerment of marginalized communities. The NGO has pan-India presence, with a strong footprint in the eastern and northeastern regions. The work spans six thematic areas – education, health, livelihood, environment, culture and communication, and public health research.

To strengthen its digital presence and more effectively communicate its mission, programs, and impact to members, donors, beneficiaries, and the wider public, the Organization invites interested and eligible parties ("Bidders") to submit their Technical and Financial Proposals. Proposals must be submitted strictly in accordance with the terms, conditions, eligibility criteria, and prescribed formats set forth in this Request for Proposal (RFP), as well as all applicable provisions of the Foreign Contribution (Regulation) Act (FCRA), 2010, the rules framed thereunder, and subsequent amendments 2026, or other applicable laws and regulatory guidelines.

1. Scope of Work

The scope of work under this tender is divided into three parts. Bidders may apply for Part A, Part B, or Part C separately or for more than one. MANT reserves the right to award the three parts to the same bidder or to separate bidders, at its sole discretion.

Part A — Website Up-gradation

The selected agency/professional shall be responsible for the following, at a minimum:

1. Audit of the existing websites (structure, content, performance, security, and SEO) and submission of a findings report before commencement of the work
2. Redesign of the websites with a modern, mobile-responsive, and accessible user interface reflecting the Trust's identity and values
3. Migration of existing content (text, images, event archives, media galleries) to the new/upgraded platform, with content review and cleanup
4. Development or up-gradation of key sections, including but not limited to: About Us, Programs & Activities, Events & Gallery, Donation/Contribution page with secure online payment gateway integration, News & Announcements, Contact Us, and Volunteer/Registration forms
5. Integration of a secure, PCI-DSS compliant online donation/payment gateway suitable for a charitable trust, including auto-generation of donation receipts (with 80G details, if applicable)
6. Implementation of basic Search Engine Optimization (SEO), website analytics (e.g., Google Analytics/Search Console), and social media sharing integration
7. Setup of a Content Management System (CMS) that allows MANT's internal staff to independently update text, images, and events without ongoing technical dependency
8. Ensuring website security (SSL, regular backups, protection against common vulnerabilities) and reasonable page-load performance

9. Domain and hosting recommendations/coordination (bidder to specify whether hosting is included in the proposal or to be arranged separately by MANT)
10. Training of designated MANT staff on website content management and handover of complete source files, credentials, and documentation. Any change in credentials or source codes have to be communicated to MANT in writing
11. Post-launch support and bug-fixing for a minimum warranty period of 03 months from the date of go-live.

Part B — Email Migration

The objective is to provide staff with a reliable, secure, and modern email ecosystem comparable to leading enterprise solutions such as Google Workspace or Microsoft 365, while ensuring business continuity, enhanced collaboration, robust security, and ease of administration. The selected agency shall be responsible for migrating the organization's email from the old RoundCube-based mail server to any modern business mail system, preferably at no cost. The assignment includes migration of existing email accounts and data; deployment of a professionally managed mail server or cloud-based service; user onboarding; administrator training; and post-deployment support in such a way that old emails and all their contents, including attachments, are preserved. The proposed solution should provide the following features and specifications:

12. Email & Collaboration: Business email using our domain name, Modern webmail interface, IMAP, POP3, and SMTP support, Mobile synchronization (Android & iOS), Desktop Outlook compatibility, Shared calendars, Shared contacts, Shared mailboxes, Meeting invitations, Resource booking (and visibility across the group)
13. Storage: A minimum mailbox quota of 20-25 GB per user, expandable storage, cloud storage integration, file sharing, and version history
14. Search: Instant search, advanced filters, Labels/folders, conversation view, archiving
15. Security: SSL/TLS encryption, Two-factor authentication, Anti-spam, Anti-phishing, Anti-malware, DKIM, SPF, DMARC, Email encryption, Suspicious login alerts
16. Administration: Centralized administration console, User creation/deletion, Group email management, Mailing lists, Password reset, Usage reports, Storage reports, Audit logs, Backup management. All credentials should be communicated to MANT (ongoing)
17. Migration: Migration of existing emails, Contacts, Calendars (if available); Zero/minimal downtime; Preservation of folder structure, Preservation of timestamps
18. Backup: Automatic backup, Point-in-time recovery, Deleted mail recovery, Disaster recovery
19. Collaboration: Comparable to a modern enterprise productivity suite, Document sharing, Collaborative editing, Video conferencing integration, Internal chat (optional), Shared drives
20. Infrastructure: Cloud-hosted or managed dedicated server, 99.9% uptime SLA, Redundant infrastructure, Daily backups, Data redundancy
21. Domain & DNS: Vendor should configure - MX, SPF, DKIM, DMARC, Reverse DNS
22. Security: TLS 1.2+, AES encryption, Two-factor authentication, Role-based access, Password policy, Geo-location alerts
23. Migration: Migration plan, Roll-back plan, Pilot migration, Final migration, Validation report
24. Training: Administrator training, End-user training, User manuals, Video guides
25. Support: Email support, Telephone support, Remote support
26. Response time: Critical – 2 hrs, High – 4 hrs, Medium – 1 business day, Low – 2 business days
27. Deliverables: Fully functional email system, configured DNS, migrated mailboxes, Documentation, Administrator credentials, Backup policy, Warranty/support

Part C — Social Media Management

The selected agency shall be responsible for the following, at a minimum, across MANT's social media platforms (LinkedIn, Facebook, Instagram, X, YouTube, and any other platform specified by MANT):

28. Setting up/auditing and optimizing MANT's official social media profiles for consistency in branding, information, and contact details

29. Development of a monthly content calendar covering announcements, event coverage, educational/info content, festival greetings, and donor/volunteer engagement posts
30. Design of creative (static posts, short videos/reels, and stories) in line with MANT's visual identity, at an agreed minimum frequency (e.g., five posts per week), and in line with all relevant laws, regulations, and governing rules
31. Establish and operationalize a system for timely photo/video coverage and same-week dissemination of key program events by working closely with MANT field teams and building internal capacities for consistent documentation, content creation, and digital communication
32. Community management — timely responses to comments and messages, and moderation in line with the organizational values and project objectives
33. Monthly performance reporting covering reach, engagement, follower growth, and key learning, with recommendations for improvement
34. Recommendations on paid promotion/boosted posts for major campaigns or appeals, subject to MANT's separate approval of any advertising budget
35. Coordination with the website team (Part A) to ensure consistent branding and cross-promotion between the website and social channels.

2. Eligibility Criteria

Bidders must satisfy the following minimum eligibility criteria to be considered for evaluation:

36. Should be a registered firm/agency with a minimum of two (02) years of relevant experience in website development and/or social media management.
37. Should have completed at least two (02) similar projects in the last 3 years, preferably for NGOs, trusts, institutions in the public goods domain, or similar not-for-profit organizations (portfolio/ work samples/ proof of credentials to be submitted)
38. Should not be currently blacklisted or debarred by any government body, NGO, or private organization
39. Should have the necessary infrastructure, team, and tools to execute the assignment within the specified timelines
40. Should be willing to sign a Non-Disclosure Agreement (NDA) and a Service Agreement with MANT, if selected
41. Should submit valid identity/registration proof, PAN, GST registration (if applicable), and bank account details.

3. Tender Submission Guidelines

3.1 Two-Envelope / Two-Part System

Bidders shall submit their proposal in two separate parts (physically as two sealed envelopes or as two separate clearly labeled email attachments/PDF files, as per MANT's preferred mode of submission):

42. Envelope/Part 1 – Technical Proposal: Company/agency profile, relevant experience, portfolio/work samples, proposed approach and methodology, team composition, proposed timeline, and eligibility documents (as per Annexure A).
43. Envelope/Part 2 – Financial Proposal: Itemized cost quotation strictly as per the format in Annexure B, inclusive of applicable taxes.

The Technical Proposal must NOT contain any pricing information. Proposals that mix technical and financial details in a single envelope/document may be rejected.

3.2 Mode and Address of Submission

Proposals should be submitted by email to recruitment.mant@gmail.com, with the subject line "RFP Response – Website Up-gradation, Mail Migration, and Social Media Management – [Bidder Name]" or by hand/post to the following address on or before the last date of submission:

MANT, The Chambers, Space no. 006 & 007, Ground floor, 1865 Rajdanga Main Road Kolkata – 700107, West Bengal

3.3 Validity of Proposal

The proposal, including quoted prices, must remain valid for a minimum period of 90 days from the last date of submission.

4. Important Dates

Activity	Date / Timeline
Date of issue of Tender	10 July 2026
Last date for queries/clarifications	15 July 2026
Last date for submission of proposals	18 July 2026
Technical evaluation/shortlisting	21 July 2026
Presentation by shortlisted bidders (if required)	24 July 2026
Award of Work / Issue of Letter of Intent / PO	31 July 2026
Expected project commencement	18 August 2026
Expected website go-live (the main website and its subdomains)	27 October 2026 or 10 weeks from commencement

5. Evaluation Criteria

Proposals will be evaluated using the Quality-and-Cost-Based Selection (QCBS) method. Only bidders who meet all eligibility criteria (Section 4) and score a minimum of 60 marks (out of 100) in the technical evaluation will have their financial proposals opened.

5.1 Technical Evaluation (Weightage: 70%)

Criteria	Max. Marks	Marks Obtained
Relevant experience & past track record (similar projects, especially with NGOs/trusts)	25	
Quality of portfolio/work samples (design, UX, content, social creative)	25	
Proposed approach, methodology & content strategy	20	
Team composition, capability & infrastructure	15	
Proposed timeline & post-launch support plan	15	
Total	100	

5.2 Financial Evaluation (Weightage: 30%)

The lowest financial bid (LF) among technically qualified bidders will be awarded full financial marks (30). Other bidders will be scored proportionately using the formula: Financial Score = $30 \times (LF / F)$, where F is the bidder's quoted price.

5.3 Final Ranking

Final Score = (Technical Score × 0.70) + (Financial Score × 0.30). The top two bidders with the highest final scores will be called for presentation. The Purchase Committee will recommend the award of work, subject to the MANT Executive Committee's final approval and reference checks.

6. General Terms and Conditions

44. MANT reserves the right to accept or reject any or all proposals, or to cancel this tender process entirely, without assigning any reason, at any stage
45. MANT reserves the right to negotiate the price and/or scope of work with the recommended bidder before the final award
46. Payment terms: MANT will not provide any advance on the signing of the agreement or otherwise. A monthly billing system is preferred
47. The selected bidder shall treat all information shared by MANT as strictly confidential and shall not use it for any purpose other than the execution of this assignment
48. All content, designs, source code, and credentials developed under this assignment shall be the sole property of MANT upon full and final payment
49. The selected bidder shall not subcontract the assignment, in whole or in part, without MANT's prior written consent
50. MANT is willing to execute a four (04) year contract with the recommended/selected bidder.
51. The agreement may be terminated by either party by giving three (03) months' written notice. In case of termination, payment shall be made only for work satisfactorily completed up to the date of termination
52. Any dispute arising out of this tender or the resulting agreement shall be subject to the jurisdiction of the courts at Kolkata, and shall first be attempted to be resolved amicably between the parties
53. The selected bidder shall comply with all applicable laws, including those relating to taxation (GST/TDS as applicable), data protection, and intellectual property
54. This tender document does not obligate MANT to award the work to any bidder and does not constitute a binding contract until a formal agreement is signed by both parties.

7. Contact for Queries

For any queries or clarifications regarding this tender, bidders may contact:

Organization	Manbhum Ananda Ashrama Nityananda Trust (MANT)
Contact Person	Anirban Roy
Phone	7003440045
Email	anirban@cphr-mant.org ; info@mant.org.in ;
Address	MANT, The Chambers, Space no. 006 & 007, Ground floor, 1865 Rajdanga Main Road Kolkata – 700107, West Bengal, India

Annexure A: Technical Proposal – Checklist & Format (use separate page of letterhead)

Bidders are requested to submit the following documents/information as part of the technical proposal, in the sequence:

55. Covering letter on the bidder's letterhead, expressing interest and confirming acceptance of all terms and conditions of this tender
56. Company/individual profile, including year of establishment, legal status, and office location(s)
57. PAN card copy; GST registration certificate (if applicable)
58. Portfolio of at least [02] similar projects executed in the last 3 years, with links/screenshots and client references (name and contact, where permissible)
59. Proposed approach and methodology for Part A (Website) and/or Part B (Email Migration), and/or Part C (Social Media), as applicable to the bidder's submission
60. List of tools/technologies/platforms proposed to be used

And, any additional information the bidder wishes to provide in support of the proposal.

Annexure B: Financial Proposal – Format (use separate page of letterhead)

Bidders must quote prices strictly in the format below, in Indian Rupees (₹), inclusive of all applicable taxes. Bidders applying for only one part should complete the relevant section(s) only.

B.1 – Website Up-gradation (One-Time Cost spread over three to four months)

Sl.	Item / Deliverable	Description	Amount (₹)
1	Website audit & UX/UI design		
2	Development & CMS setup		
3	Content migration & population		
4	Payment gateway integration		
5	SEO & analytics setup		
6	Testing, training & handover		
7	Annual maintenance/hosting support (optional, specify period)		
	Total (Part A)		

B.2 – Email migration (One-time cost)

Sl.	Item / Deliverable	Frequency	Monthly Amount (₹)
1	Functional Compliance		
2	Security Features		
3	Migration methodology		
4	Support & SLAs		
5	Maintenance		
	Total Monthly (Part B)		

B.3 – Social Media Management (Recurring Monthly Cost)

Sl.	Item / Deliverable	Frequency	Monthly Amount (₹)
1	Content calendar planning & strategy	Monthly	
2	Creative design (posts/reels/stories)	Per week	
3	Event coverage & posting	Per event	
4	Community management	Daily	
5	Monthly performance report	Monthly	
	Total Monthly (Part C)		

Note: Any paid advertisement/boosting budget on social media platforms will be borne separately by MANT and is not to be included in the above quote unless specified.

Annexure C: Self-Declaration (use separate page of letterhead)

(To be submitted on the bidder's letterhead)

I/We, the undersigned, hereby declare that:

- I/We have read and understood all terms and conditions of this tender document and agree to abide by them.
- I/We are not currently blacklisted or debarred by any government body, NGO, or private organization.
- All information and documents furnished along with this proposal are true and correct to the best of my/our knowledge.
- The prices quoted in the Financial Proposal are valid for a minimum of 90 days from the last date of submission.
- I/We acknowledge that MANT is under no obligation to award the work, in full or in part, to any bidder solely based on this proposal. I/We further understand that this RFP process does not create any contractual obligation on either party and that the engagement shall become effective only upon execution of a mutually accepted written agreement.

Name: _____

Signature & Seal: _____

Designation: _____

Date: _____