

INVITATION OF QUOTATION FOR WEB CONTENT DEVELOPMENT SERVICES FOR EXHIBITION – ‘TEX-TRENDS INDIA 2012 TO BE HELD DURING JANUARY’2012

Ministry of Textiles, Govt. of India is organising Tex-Trends India 2012 during 2012.

The are ten more Councils other than AEPC who are participating in the fair and product profile of the includes apparel and accessories, shawls, stoles, blankets, knitwears, yarn and fibre, home furnishings, made-ups, bed linen, bath towels, handloom fabrics, kitchen linen, textile gifts, handicrafts, decorative gifts, cane and bamboo products, woollen garments and products, silk garments and products, jute, coir durries, mats etc.

Apparel Export Promotion Council has been designated as the implementing agency for all day-to-day activities relating to the above event.

Quotations are invited from **WEB CONTENT SERVICES PROVIDERS (WSPC)** with experience in the field of Web Content Development Services related activities as under. We had already an existing website called www.texttrendsindia2011.com. This website is to be updated with new contents, photographs and other information. The period of maintenance and uploading would be from August’2011 to February’2012.

1. Role and Responsibility

The role of the WCSP has been defined in the following tabular format:

Role	Content Management Responsibility
Content contributors	Supplying additional content
Website content specialist	Implementing editorial policy, Creating and sourcing content
Information design	Defining the structure of content
Technical services	Creating / sourcing content management solutions
SEO Services	Creating meta tags, robots and make the pages popular for most popular search engines like google, yahoo, bing, facebook, twitter etc.....
Tracks and Analysis Services	Hit generation and report submission based

2. Work Elements

2.1 Design and Development

They will:

- contribute to audience research as a basis for design of the site.
- contribute to the top-level and detailed design of the website (or e-newsletter, etc.), with a particular focus on the ways in which the goals for the site and the needs of users can be met through the provision of appropriate content.

- contribute to the process of information design, to ensure that the content is appropriately structured to meet the goals for the site and the needs of users.
- contribute to documentation of the design.
- contribute to the selection or design of appropriate content management software.

2.2 Co-ordination and Planning

The WCSP will:

- schedule the creation/acquisition of content.
- allocate tasks to additional content contributors.
- manage the creation/acquisition of content in accordance with the schedule.
- manage costs within agreed budgets.

2.3 Content Creation

The WCSP will:

- prepare textual content for websites (including feature articles, advertising copy, database content, links, FAQs, etc.).
- prepare textual content for e-newsletters.
- design web forms.
- prepare textual content for distribution as SMS messages.
- prepare scripts for audio voiceovers, for downloading from the site or distribution as 'podcasts'.
- specify the multimedia content needed to support or work alongside textual content.
- locate and select appropriate, existing multimedia content, including still images, animations, music and video.
- liaise with multimedia specialists in the creation of any new multimedia content.
- edit copy received from additional content contributors.
- clear copyright for the use of any existing content.

2.4 Website Promotion

The WCSP will:

- use metadata and other methods to optimise search engine positions.
- communicate with other site owners in order to maximise incoming links.
- ensure the site is listed in relevant indexes and directories.
- Would upload the website in the new domain to be provided by the organiser.
- Would provide ten e-mail ids with the new domain name.
- Would also co-ordinate with the domain provider for any trouble shooting etc..

2.5 Content Maintenance

The WCSP will:

- update and maintain time-sensitive material.
- maintain menus, indexes and directories within the site.
- archive and backup content (where this is not automatic).
- Punching of the company profile of the participants as per our format.
- Will update the company profile of the participants as per our requirement.(format already exists).

2.6 Statistical Evaluation of the Website

The WCSP will:

- conduct or commission ongoing audience research.
- compile and analyse website usage statistics.
- obtain and analyse user feedback.
- recommend changes in the site design.

Prices to be quoted item-wise alongwith the timeline required for execution.

Please attach your company profile with details of similar works executed in the past 3 years. The agency submitting the quotation would provide a demand draft/Pay Order for Rs. 25,000/- in favour of 'Apparel Export Promotion Council' payable at Gurgaon. towards EMD money.

The payment terms would be as follows:-

- 50% on uploding on the site on new domain and other
- 25% on 2nd January'2012
- 25% on 28 February'2012

**LAST DATE FOR SUBMISSION OF QUOTATION : 30th August'2011
TO BE SUBMITTED IN A SEALED ENVELOPE ADDRESSED TO :**

**Mr. Rajiv Bhatnagar
Director**

Apparel House, Institutional Area, Sector-44, Gurgaon-122003 (Haryana)

**KINDLY MENTION ON THE ENVELOPE "QUOTATION FOR
MAINTENANCE OF WEBSITE FOR TEX-TRENDS INDIA 2012".**

For further information, please feel free to contact the undersigned at rbhatnagar@aepcindia.com and Mobile: 9899014590.

Regards,
**(RAJIV BHATNAGAR)
DIRECTOR**