



Request For Proposal Mobius Foundation Website Redevelopment

INTRODUCTION

Mobius Foundation is seeking proposals from qualified web development and [social media management] agencies to redevelop and redesign our existing website, Mobiusf.org. Our mission is to promote sustainable development and combat climate change. The objective of this project is to create a website that effectively communicates our mission, engages our stakeholders and supports our work, advocacy, educational efforts. Our goal is to enhance user experience, improve site performance, and ensure the new site aligns with our thematic focus areas and objectives.

ABOUT MOBIUS FOUNDATION

Founded in 2015, The Mobius Foundation is a non-profit organization dedicated to addressing the urgent challenges of climate change and promoting sustainable development practices. The foundation's thematic focus areas and initiatives are focused on sustainable development and related issues including, environmental sustainability, education, climate change, biodiversity conservation, renewable energy, and population stabilization. The foundation also has a Think Tank that conducts and publishes research on important topics related to the environment and sustainable development. Within the broad thematic areas outlined above, the foundation's specific programmes and projects evolve as new focus areas are established and new projects identified. Our target audience includes policymakers, educators, activists, and the general public.

Learn more: Mobius Foundation (<https://www.mobiusf.org/>)

PROJECT SUMMARY

We aim to create a modern, responsive, and user-friendly website that effectively communicates our organizational mission, thematic focus areas, showcases our work, facilitates our operations, and serves as a hub for information on sustainable development and climate related matters. The new website should reflect our commitment to environmental sustainability, support our projects and advocacy efforts, and provide resources and tools for our community. The new website should incorporate the latest web technologies, be optimized for search engines, and provide a seamless experience across all devices.

CURRENT WEBSITE STATUS & INVENTORY

Existing Website Brief	<ul style="list-style-type: none">• Built on WordPress PHP• Hosted on Go daddy shared server• Total available storage 95GB, currently used 83GB with backups.
Language	<ul style="list-style-type: none">• English

REQUIREMENTS

A) Website Redesign and Redevelopment

SECTION A	
UX/UI Redesign and Website Development	<ul style="list-style-type: none">• Create wire frames and mock-ups• Develop a modern, intuitive, and visually appealing design. Look, feel, design features and graphics should be sophisticated, clean, “on-trend” with best-in-class websites and reflecting Mobius Foundation’s focus in the field of sustainable development and environmental conservation• Ensure the design is responsive and optimized for various devices and screen sizes• Build the website using a modern content management system (CMS)• Develop robust site architecture, structure and layout that is comprehensive, well-organized, easy to navigate and provides access to content with minimal clicks• Ensure cross-browser compatibility and accessibility standards• Ensure no broken links or dead pages• Include functionality to enable Form Submissions, Donations and ability to create Microsites• Ensure user-friendly backend with easy to update pages/content or add new pages/content

<p>Content and Copywriting</p>	<ul style="list-style-type: none"> • Assist with content strategy and organization (Mobius team will take the lead on this one) • Migrate existing content to new site • Provide high quality copywriting [and content creation] with experienced writer(s) who have a conceptual understanding/appreciation of sustainable development, environmental matters, climate change, education, women’s empowerment, renewable energy and related matters • Content management relevant to Mobius Foundation’s programmes, projects, campaigns and research focused on sustainable development and environmental matters
<p>On page SEO and Performance Management</p>	<ul style="list-style-type: none"> • Implement on-page SEO best practices • Ensure fast loading times and optimized site performance • Website architecture & Navigation: Includes URL Structure, Subdomain management, Sitemaps creation, Canonical Issues, Website Navigation, W3C Validation, Dynamic Pages, Session ID & Conversion Oriented Website Architecture Support. [This process includes all technical requirements to make a website ready for better search engine compatibility] • On-Page Elements: Includes Navigation, Title Tags, Meta Keyword Tags, Meta Description Tags, Footer Tags, Anchor Tags, Images Optimization, and Header Tags. These steps involve making the website fully compliant with all the SEO elements properly placed. Ensuring that we are not missing any element required to rank well. • Server-Side Optimization: Includes Robots.txt, 404 Error Pages,

	<p>Redirection Issues, Htaccess file validation. In this process we direct users and bots to follow the website, we ensure that no page value is lost, and we make sure that users find what they have searched for.</p> <ul style="list-style-type: none"> • Web Analytics: Includes Google Analytics Setup, Webmaster Tool Setup, Goal Creation, Funnel Creation Custom Reporting, Advanced Analytics & Recommendations, Third Party Analytics Setup. Setting up analytics and measurability involves finding KPIs and what type of modification/analysis is required in the campaign. It also involves implementing adequate reports and measurability.
Testing and Launch	<ul style="list-style-type: none"> • Conduct thorough testing (usability, functionality, performance, security) • Provide training for our team on the new CMS and backend processes • Assist with website launch and post-launch support
Update and Upkeep	<ul style="list-style-type: none"> • Following the launch of the website, agency will assume responsibility for its ongoing maintenance on a monthly basis, with comprehensive content updates scheduled monthly to ensure its continued relevance and effectiveness.
Backup	<ul style="list-style-type: none"> • Monthly backup of the whole website
Hosting	<ul style="list-style-type: none"> • Hosting will be on our existing server
Panel Control	<ul style="list-style-type: none"> • Only C panel control will be given to the selected agency for development of the website.
SECTION A DELIVERABLES	<ul style="list-style-type: none"> • Detailed project plan and timeline • Wireframes and design mock ups • Fully functional and tested website • Documentation and training materials • Post-launch support and maintenance plan <p>[Update/Upkeep/ Backups]</p>

SECTION B	
SOCIAL MEDIA	<p>Facebook</p> <ul style="list-style-type: none"> • Facebook Strategy and roadmap • Facebook posts (including creative & copies) • Ongoing engagement (as needed) • Campaign and contest management (shall include ideation, conceptualization, and creation), execution of same should be based on prior approval from Client • Responses/engagement with users • Creatives not limited to cover photo, profile pictures, and custom tabs • Create event pages for relevant activation including on-ground • FB Ads
	<p>Twitter</p> <ul style="list-style-type: none"> • Twitter Strategy and roadmap • Twitter posts (including creative & copies) • Ongoing engagement (as needed) • Retweets & conversations on Twitter • Campaign and contest management (shall include ideation, conceptualization, and creation), execution of same should be based on prior approval from Client • Creatives not limited to Twitter skin, profile picture, cover image & content • 100% ORM on the Twitter page • Twitter ads
	<p>Instagram</p> <ul style="list-style-type: none"> • Managing presence and promotion on Instagram • Promotion of photos & videos • Uploading images and synchronizing with Facebook & Twitter

	<ul style="list-style-type: none"> • Stories to promote current events and news • Reels development on campaign theme and projects under Mobius Foundation • Instagram Ads
	<p>YouTube</p> <ul style="list-style-type: none"> • Video uploads and promotion of page • Video shoot for campaigns • Video editing • Video creation – concept videos on theme of campaign or projects • YT shorts • YT ads
	<p>Comment marketing</p> <ul style="list-style-type: none"> • On blogs and discussion forums • Quora Marketing <p>Online Media Campaign</p> <p>Agency will manage an online media ad campaign for Mobius. The advertisements will be run on the following sites depending on its comprehensive marketing strategy:</p> <ul style="list-style-type: none"> • Facebook Ads, Insta Ads, YouTube Ads, Twitter Ads • Google AdWords (Search network and placement targeted) • Media platforms based on mutual agreement
Live Event Coverage	<ul style="list-style-type: none"> • Live YT streaming of all event in Delhi/ NCR • Live tweets and coverage across all social media platforms • Event related content generation for digital media – Graphics, videos, gifs, reels etc • Live Event Stories • Bytes recordings of stake holders present at the event • Editing post event videos for digital media • Print Work- designing of backdrop, leaflets and flyers etc related to event can be charged on actuals.

REPORTS	<ul style="list-style-type: none"> - Monthly Report - Quarterly - Yearly - Campaign/Event Report <p>Reports on Social Media Traction, SEO & Keywords (detailed report), Website google analytics</p> <p>Format of the report will be defined by MF</p>
ANNUAL REPORT	"Designing and crafting content for an annual report.
WIKIPEDIA	Establishing Wikipedia page of Mobius Foundation
Section B Deliverables	<ul style="list-style-type: none"> • Engaging Content Drafting • Graphic Designing • Video Generation and Editing • Paid Campaign Execution • Maintain Google Ranking • Reporting • ORM • Collateral/ Report Designing

ELEMENTS OF YOUR RESPONSE

Your Response should include the following elements:

- **COMPANY INFORMATION**
 - Company background and overview
 - Relevant experience and case studies, particularly with non-profits and environmental organizations.
 - Team profiles and roles
- **PROJECT APPROACH**
 - Methodology and project approach
 - Preferred CMS and technology stack
 - Proposed timeline with milestones
- **EXPERIENCE & CAPABILITIES**
 - Please provide your agency's capabilities and prior experience in website development and social media management
 - Highlight previous experience working non-profit organizations and/or in the area sustainable development, environment, climate change, education, population matters, biodiversity/wildlife conservation
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- **PRICING (BREAKOUT & TOTAL)**

Provide costing separately for

- Section A- Website Redevelopment
- Section B – Social Media Management

- **REFERENCES**

- Contact information for at least [three] references from similar projects
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- **(OPTIONAL) SAMPLE / MOCK-UPS:** A representative sample(s)/ mock-up(s) of key pages to provide an understanding of your agency’s vision for the website look and feel

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- **OTHER CONSIDERATIONS:** Please include any other points that your agency would want to bring to the attention of Mobius Foundation in evaluating your proposal.

EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria

- Experience and portfolio, [particularly with non-profits and environmental / sustainable development organizations]
- Understanding of project requirements
- Content Writing, Creativity and design approach
- Technical expertise and proposed technology
- Cost and value for money
- References and past client feedback

RFP PROCESS AND TIMING

- We request your response 2 weeks from the date of receiving of RFP
- Please submit your proposal to Priyanka Sharma - psharma@mobiusf.org or Niddhi Singh- nsing@mobiusf.org
- We are happy to have a phone call, zoom or in-person meeting prior to RFP submission at your option to answer any questions you may have
- After review of proposals a shortlist of finalists will be invited for a formal in-person presentation of their proposal and detailed Q&A
- After formal presentation, we estimate that final selection will be made in three working weeks

We look forward to receiving your proposal and potentially working together to create an exceptional website for Mobius Foundation. Your expertise and innovation are crucial in helping us advance our mission for a sustainable future.

For any questions or clarifications regarding this RFP, please contact:

Ms. Priyanka Sharma,
Head Projects and Fundraising
Mobius Foundation
+91 98102 08006
psharma@mobiusf.org

Ms. Niddhi Singh
Dy. Manager Corporate Communications
Mobius Foundation
+91-9818735410

GENERAL CONDITIONS OF RFP

- i. Application - These General Conditions shall apply to the extent that provisions in other parts of the Contract do not supersede them.
- ii. Standards - The service in the contract shall conform to the standards mentioned in the document.
- iii. Intellectual Property Rights- The Bidder shall indemnify the Mobius against all third-party claims of infringement of patent, trademark etc arising from the contract or any part thereof in India. In the event of any claim asserted by a third party of infringement of Intellectual Property Rights arising from the use of the Goods/services the Bidder shall pay compensation to a third party resulting from such infringement, the bidder shall be responsible for the compensation including all expenses, court costs and lawyer fees.
- iv. Inspections
 1. Our representative shall have the right to inspect facility/offices, if needed, to confirm the claims of the bidder.
 2. Nothing in Clause shall in any way release the Bidder from any warranty or other obligations under this Contract.
- v. Manuals and Drawings- The Bidder shall supply operation and maintenance manuals together with drawings (if any).
- vi. Delivery and Documents- Delivery of the Goods/services shall be made by the Bidder in accordance with the terms specified in final agreement(s) (executed after selecting vendors).
- vii. Insurance- It will the responsibility of the selected bidder that Goods/services under the contract shall be fully insured against loss or damage incidental to

manufacture, transportation, storage and delivery for complete duration of the contract.

- viii.** Incidental Services- The Selected Bidder may be required to provide any or all of the following services, including additional services, if any:
 - 1. Performance or supervision of the supplied Services.
 - 2. Furnishing of tools required for maintenance of the supplied services/goods.
 - 3. Furnishing of detailed operations and maintenance manual for each appropriate unit of supplied services.
 - 4. Training to the staff

- ix.** Warranty- The Bidder warrants that Service provided under this Contract shall have unconditional **warranty upto**

- x.** Payment - Payment shall be done has per agreed terms & shall form part of the agreement.

- xi.** Delays in the Bidder's Performance
 - 1. Delivery of the Services shall be made by the Bidder in accordance with the time schedule specified in these documents.
 - 2. If at any time during performance of the Contract, the Bidder encounter conditions impeding timely delivery of the Services, the Bidder shall promptly notify in writing with cause(s). Mobius Foundation shall evaluate the situation and may, at its discretion, extend the Bidder's time for performance with or without liquidated damages.

- xii.** Liquidated Damages- If the Bidder fails to deliver any or all the Services within the specified period, the Mobius shall, without prejudice to its other remedies under the Contract liable to impose penalty/charges.

- xiii.** Termination for Default

Without prejudice to any other remedy for breach of contract, by written notice of default sent to the Bidder, terminate the Contract in whole or part:

 - a) if the Bidder fails to deliver any or all of the services within the period(s) specified in the Contract, or within any extension thereof granted by the Mobius or
 - b) if the Bidder fails to perform any other obligation(s) under the Contract.
 - c) If the Bidder has engaged in corrupt or fraudulent practices

- xiv.** Force Majeure
 - 1. Notwithstanding any other provisions Bidder shall not be liable for forfeiture of its performance security (if any), liquidated damages or termination for

default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

2. For purposes of this Clause, "Force Majeure" means an event beyond the control of the Bidder and not involving the Bidder's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Mobius or contractual capacity, wars or revolutions, fires, floods, epidemics etc.

xv. Termination for Insolvency

The Mobius Foundation may at any time terminate the Contract by giving written notice to the Bidder, if the Bidder becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the Bidder, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Mobius.

xvi. Governing Language

The contract shall be written in English language. All correspondence and other documents pertaining to the Contract which are exchanged by the parties shall be written in the same language.

xvii. Applicable Law and Jurisdiction

The Contract shall be interpreted in accordance with the laws of the India. The Courts in New Delhi shall have the exclusive jurisdiction if any conflict arises between the parties.

xviii. Taxes and Duties

Bidders shall be entirely responsible for all taxes, duties, license fees, road permits, etc., incurred until delivery of the contracted services to the Mobius.

xix. Validity of Offer / Bid Validity

Bid submitted by the Bidder shall remain valid and open for acceptance for a period of not less than **three (03) months** from the last date of submission of the Bid.

In exceptional circumstances, prior to expiry of the original Bid validity, the owner may request the Bidder(s) for a specified extension in the period of validity. The request and the responses thereto shall be made in writing. A Bidder agreeing to the request will not be permitted to modify his Bid.

- xx.** Permits & Clearances- The selected bidder shall obtain all necessary permissions and clearances from regulatory bodies required under, Rules, and Regulations for the work. All the expenses on getting such clearances and permissions shall be borne by the selected bidder.

The Bidder will treat as confidential all data and information about the Mobius, obtained in the execution of his responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the Mobius.