Request for Proposal (RFP): ACPET Digital Infrastructure Development

1. Background

The Ashoka Centre for a People-centric Energy Transition (ACPET) invites qualified vendors to submit proposals for the design, development, and maintenance of a suite of digital platforms that reflect ACPET's leadership in the areas of energy transition, circular economy, and critical mineral research. The project includes three core deliverables:

- Revamping the existing ACPET website
- Creating a dedicated website for the 3C-SET Critical Minerals initiative
- Developing an open-data dashboard to visualize energy and sustainability data.

This digital infrastructure will serve as a strategic platform for communication, stakeholder engagement, research dissemination, and public engagement.

2. Scope of Work

Lot A: ACPET Website Revamp

- Modern, mobile-responsive UI/UX following design best practices (Material/Atomic design).
- Restructure navigation with breadcrumb trails and a clear hierarchy (3-click principle).
- Ensure WCAG 2.1 AA accessibility: alt tags, aria-labels, skip links.
- Implement robust security headers and SSL compliance.
- Optimize for SEO: title/meta tags, keywords, structured data.
- Core components: Contact Us, Newsletter Signup, Events Calendar, Team/Partners section.
- Integrate dashboards (e.g., Tableau/Power BI) and storytelling elements.
- Create a publications repository with filters and metadata.
- Enable embedded media and blog functionality.
- Enhance performance (LCP < 2.5s, CLS < 0.1) and integrate analytics and heatmaps.
- CMS with admin-level uploads and documentation/training.

Lot B: 3C-SET Website Development

- Design an independent microsite with dedicated branding but thematic alignment with ACPET.
- Pages: landing, about, research/project details, news/events, contact.
- CMS integration and hosting.
- Embedded analytics, SLA-based maintenance, and admin training.

Lot C: Open-Data Dashboard

- Identify relevant open datasets (e.g., energy, minerals, renewables).
- Develop visualizations: maps, time trends, filters.
- Tools: D3.js, Power BI, or Plotly-based; interactive and exportable.
- Auto-updating backend with documentation and handover.

3. Deliverables & Timeline

Deliverable	Expected Timeline
Wireframe & Design Mockups	Week 1–2
Fully Functional Website (Beta)	Week 5
SEO + Analytics Integration	Week 6
Dashboard Implementation	Week 7
Knowledge Repository and Blog	Week 7
Final QA + Deployment	Week 8
Training & Documentation	Week 9

4. Eligibility Criteria

- At least 3 years of experience in website development.
- Registered entity in India.
- Minimum 03 relevant project references.
- Prior experience working with think tanks, companies, NGOs, or academic institutions.
- Demonstrated expertise in accessibility, SEO, and data dashboards.

5. Proposal Format

Each bidder must submit separate technical and financial proposals for each lot.
Each proposal should contain the following:
- Technical Proposal: methodology, timeline, work plan, team structure, relevant experience, past case studies.
- Financial Proposal: Lot-wise itemized pricing with GST, breakdown of development vs maintenance costs.
- Annexures: Company profile, certifications, references, PAN/GST details.

6. Evaluation Criteria

Technical (70%):
- Methodology & Workplan – 25 marks
- Past Experience & Portfolio – 15 marks
- Team Composition – 10 marks
- Innovation & Design – 10 marks

- Maintenance & Support – 10 marks
Financial (30%) – Based on overall cost competitiveness and clarity of pricing.

7. Submission Instructions

All proposals must be submitted electronically in PDF format to
acpet@acpet.ashoka.edu.in.
Subject line: RFP Submission – ACPET Digital Infrastructure

Important Dates:

- (i) Proposals must be submitted by **15th June 2025, 23.59 hrs.**
- (ii) All proposals should be sent electronically to acpet@acpet.ashoka.edu.in
- (iii) For any inquiries regarding this RFP, please get in touch with Mr. C Surendran at +91 9911195954
- (iv) Bid opening date: **18th June 2025, 3.00 pm**

ACPET reserves the right to accept or reject any proposal without providing reasons. For any clarifications, please contact the issuing authority at the above email.