Expression of Interest (EOI) 
For 
Study, Development and 
Implementation of Mobile Applications 
for the ICSI

Cost to be submitted with EOI: NIL

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Institute Website: www.icsi.edu
Statement of Confidentiality

The information contained in this EOI Document or subsequently provided to Bidder(s) / Applicants whether verbally or in documentary form by or on behalf of Institute of Company Secretaries of India (hereinafter “ICSI”) or by any of their employees or advisors, shall be subject to the terms and conditions set out in this EOI Document and all other terms and conditions subject to which such information is provided. The purpose of this EOI document is to provide the Bidder(s)/Applicants with information to assist the formulation of their proposals. This EOI Document does not purport to contain all the information each Bidder/Applicant may require. This EOI document may not be appropriate for all persons, and it is not possible for the ICSI, their employees or advisors to consider the investment objectives, financial situation and particular needs of each Bidder/Applicant who reads or uses this EOI document. Each Bidder/Applicant should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EOI document and where necessary obtain independent advice from appropriate sources. ICSI, its employees and advisors make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the EOI document. ICSI may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EOI Document.
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1. INTRODUCTION:

The Institute of Company Secretaries of India (ICSI) is a statutory body set up by an Act of Parliament. It is functioning under the overall administrative jurisdiction of Ministry of Corporate Affairs, Government of India, and its Headquarters is located at “ICSI House” 22 Institutional Area Lodi Road New Delhi-110 003.

ICSI intends to develop mobile applications for its stakeholders (Members, students and others) compatible with the iOS, Android, Blackberry and Windows based Smart phones / devices. These applications will be collectively called as “ICSI Mobile Apps (to be decided later)” and the applications should be so deployed that the same can be downloaded from anywhere and anytime. ICSI desires to develop such apps with enhanced functionality providing real-time information to the stakeholders (Members, Students & Others) in the areas like Announcement, Events, News, Notification, Press Release, Jobs, Tenders, Students Services related entities and Membership Services related entities including facilitating for payments of various fees with minimal clicks even from areas where 3G network is not available i.e. making use of EDGE or GPRS networks. ICSI stakeholders may download mobile application and start using it without any additional cost.

ICSI invites Expression of Interest (EOI) to Study, Develop and Implement Mobile Apps for its stakeholders (Members, Students & Others). These applications should also support running from Tablets.

Eligible firms having deep understanding of mobile application software development and the experience to provide the above solutions are invited to submit their Expression of Interest (EOI) as per the details provided in this document by last date as mentioned in the first page.

The Expression of Interest should be sent to Shri Sutanu Sinha, Chief Executive, The Institute of Company Secretaries of India, by name at the Institute’s Headquarters in the envelope super scribing “EOI for Study, Development and Implementation of Mobile Apps for the ICSI” at

‘ICSI House’ 22, Institutional Area, Lodi Road, New Delhi-110 003

The ICSI will not be responsible for any postal delays. Application through e-mail is not valid. The ICSI reserves the right to accept or reject any or all the applications without assigning any reasons, whatsoever.

(Bhubanananda Pradhan)
DIRECTOR
Date: April 7, 2014
2. SCOPE OF WORK

The work by the Service Provider will comprise of the following activities, which are indicative but not exhaustive:

1. The User Interface should be neat and clean with minimal design, preferably a flat design with screens being vertically flown.

2. The application should be Responsive and Independent of mobile browser.

3. The application should be easy to navigate and intuitive. The service provider should use the standard conventions, clean graphic design, easy user interface with adequate screen sizes, seamlessness, pleasing aesthetics, flow, etc.

4. The Application should facilitate the customer to get the desired service with minimum number of page navigation. The application should present all the options to the user and provide navigation items in fairly specific groupings, which are easily recognizable and visible to the user. The goal is to have the user reach their desired service in as few clicks as possible.

5. There must not be any memory leaks consequent upon running the app on device, nor should the Application crash.

6. The Application should be able to work seamlessly and smoothly with all data bearers including GPRS, EDGE and 3G. The application, while running / transacting, should not consume more than 10 Kbps at any point of time.

7. The application should meet all the guidelines prescribed by Apple’s iOs, Android, Blackberry and Microsoft for development, design, distribution and PERFORMANCE.

8. The Application should utilize most of the native controls by Apple, Android, Blackberry, Microsoft and custom controls only when it is imperative.

9. Development should be highly structured so that any addition / deletion/ modification of any new functionality / flow / UI would be easy.

10. The application should be scalable both in terms of the number of network elements and the number of end users. There shall be no limitations on these two accounts (i.e. No of Network and Users). The system shall further be near linear scalable as per the increase in network elements and users without affecting performance in online and batch process mode. It shall also support parallel servers for load balancing.
11. The application should ensure protection of data, user's information and should optionally support user authentication and authorization.

12. The application should comply with all functional, legal and regulatory requirements of the respective Application store, where the proposed application would be hosted.

13. Application should support standard and customizable user friendly reports.

14. The Application should ensure integration with various payment gateway applications for collection of various Fees and other applications & CRM systems needs to be handled in optimal way to achieve the desired goal of ICSI.

15. The Application should maintain logs and keep a record of events for later verification.

16. The Proposed Application shall be designed with availability exceeding 99.95%. This availability figure excludes the planned maintenance and software and hardware upgrade times.

17. The Mobile App should be registered on ICSI name once deployed on stores and ICSI will authorize the successful vendor for deploying application in the name of ICSI.

18. The application should support all functionalities available on www.icsi.edu. Following are the broad functionalities in its first phase:

1. Student:
   1.1. Know your Institute
   1.2. Registration
   1.3. Notification
   1.4. Fee payment
   1.5. Exam enrollment
   1.6. Institute Calendar Reminders
   1.7. Old Questions Paper

2. Member:
   2.1. Know your Institute
   2.2. Announcement
   2.3. Notification
   2.4. Membership fee payment
   2.5. Placement
   2.6. Institute Calendar Reminders
3. Other:
   3.1. Announcement
   3.2. Notification
   3.3. Tenders

19. The application should be native Application and not a mobile web application except where third party interfaces are required.

20. The size of the application should preferably be between 2-3 MB but should not exceed 5 MB in any case.

21. Home screen should cover all major functionalities and navigation buttons.

22. The application should send a push notification, to the willing stakeholders regarding Announcement, Events, News, Notification, Press Release, Jobs and Tender and other services etc.

23. The application should have the capability of displaying the preferred banks / credit card / debit card options based on the paying habits of the stakeholders, in compliance with RBI guidelines.

24. The application could provide the facility to the user to configure the font size, available themes etc.

25. The successful Bidder/Applicant will have to provide three prototype themes to ICSI. ICSI reserves the right to choose one of it or ask one more time for submission of three fresh prototypes to choose from.

26. API details for connectivity of the hosting server with the information server/cloud of ICSI will be provided by ICSI. The service provider will have to ensure proper coupling and compliance to the API details.

27. The successful Bidder/Applicant will have to ensure proper deployment of application at Itunes for IOS and GooglePlay store for Android, Blackberry, Windows marketplace and any other stores like Samsung and Sony. No additional expenses shall be borne by ICSI on this account during the entire tenure of the contract.

28. All the requested data will be stored in DB server except any sensitive data that is not permissible to be stored on our system. This data will be used for analytics, prefetching data and push notification to Stakeholders.

29. Content Management (Upload/delete/modify)
3. **ELIGIBILITY CRITERIA:**

1. The Bidder/Applicant shall be a company incorporated, registered under the Indian Companies Act, 1956 or by a competent authority in case of foreign Bidder/Applicant companies.

2. The Bidder/Applicant must not have been declared bankrupt / insolvent or should not have filed for bankruptcy / insolvency in the past five years or in the process of being declared bankrupt / insolvent before any designated authority in any country.

3. The company shall have a minimum audited annual turnover of INR 50 lakhs or equivalent each year during last 3 financial years in mobile application domain.

4. Bidder/Applicant shall have full cycle implementation of Mobile application(s) relating to Services (Announcement notification, Fee Payment etc) to stakeholders in a reputed Institute with at least three implementations in last two years in India.

5. The Bidder/Applicant should have at least one Mobile application(s) in any domain, which will have been downloaded a minimum of 1 lakh times at the time of EOI submission at both Apple App-Store and Google Play store each. The application could be different or same on the two stores which meet the prescribed downloads enumerated.

6. The Bidder/Applicant should have at least two Mobile application(s) in any domain, which should have a minimum user rating of 4.5 out of 5 or should have figured in the top ten for at least a week in last one year at either Apple App-store or Google Play store.

7. The Bidder/Applicant should not have been black-listed by central/ state governments/ PSUs.

8. Experience & turnover of 100% owned subsidiaries can be considered for the purpose of eligibility conditions. However, subsidiary is not allowed to claim experience & turnover of its holding/ parent company.
4. DOCUMENTS ESTABLISHING BIDDER/APPLICANT'S ELIGIBILITY:

The following documents are required to be submitted along with the EOI bid. Non-submission of any documents or submission of incomplete, misleading or false information may render the bidder liable for summarily rejection or cancellation of its EOI.

1. A copy of Certificate of Incorporation from Registrar of Companies or from competent authority in case of foreign companies, signed by the Company Secretary / authorized signatory of the Bidder/Applicant company.

2. Copy of Articles of Association and Memorandum of Association.


4. Board resolution in favor of the Authorized Signatory including attestation of the signatures of the Authorized Signatory by the company's bankers.

5. Certificate regarding Bidder/Applicant Company not being bankrupt/insolvent from statutory Chartered Accountant/ Company Secretary of Bidder Company.

6. Experience / Implementation Certificate from at least three separate companies wherein the Bidder/Applicant has done a full cycle implementation of Mobile application(s) preferably relating to reputed educational institute/university/college etc in last two years in India.

7. Details along with certifications for at least one Mobile application(s) in any domain by the bidder, which have been downloaded a minimum of 1 lakh times at the time of bid submission at both Apple App-Store and Google Play store. The applications could be different or same on the two stores which meet the prescribed downloads enumerated.

8. Details along with certifications for at least two Mobile application(s) in any domain, which should have a minimum user rating of 4.5 out of 5 or should have figured in the top ten for at least a week in last one year at either Apple App-store or Google Play store.
9. List of Directors on the Board of the Company/proprietor in case of single or joint proprietors with their address(es), contact telephone numbers, email id etc.

5. **TIME PERIOD TO ESTABLISH THE SERVICES**

1. The successful Firm shall render the service to ICSI within ten weeks from the date of Purchase Order (PO). This shall include time for acceptance testing by ICSI.

2. The successful Bidder/Applicant will propose the test schedule within four weeks of issue of P.O. for testing of functional requirements of the services. This test schedules shall be examined by ICSI and finalized within 1 weeks of receipt of the same to make it as a reference document for testing.

3. The successful bidder will arrange to provide the necessary tools and support for carrying out above tests. The system should be offered for functional tests not later than 8 weeks from the date of APO.

6. **GENERAL CONDITIONS**

1. The vendor must be a reputed service provider. The authority for all products provided from the manufacturer must be submitted. The EOI received without authority are liable to be rejected.

2. All the pages should have page no. and authenticated by authorized Person

3. Hard copy and soft copy (in USB/Pen Drive/CD) of EOI should be submitted in sealed cover.

4. The Purpose of this EOI is to shortlist the Mobile Application Vendors and prepare a RFP on the basis of their study and presentation on the exhaustive list of mobile applications, the Institute may get developed in phases and the terms and conditions it may fix as a part of the RFP for the job. The EOI bidders will finally help the Institute to develop the RFP for the job but it no way restricts the Institute to go for inviting bids through open tendering process.

5. The Bidders/Applicants are advised to study the requirements of the Institute in details before submitting their application/bid and the presentation. The
Bidders/Applicants may also submit the commercial formats on the basis of which they wish to take up the job.

6. AMENDMENT OF EOI DOCUMENTS
   a) At any time, prior to the date of submission of bids, ICSI may, for any reason, at its own initiative modify EOI document by amendments.
   b) The amendments shall be notified on ICSI’s web site, i.e. at https://www.icsi.edu and these amendments will be binding on all the Bidders/Applicants.
   c) In order to afford prospective Bidders/Applicants a reasonable time to take the amendment into account in preparing their bids, ICSI, at its discretion, may extend the deadline for the submission of bids suitably.

7. Bid shall remain valid for 180 days from the date of opening of bids. A bid valid for a shorter period shall be rejected.

8. The last date for receipt of sealed EOI in the Institute and opening of bids is mentioned on the first page of the document. No separate communication will be issued in this regard. Bids will be opened in the presence of the intending vendors or their authorized representatives, who wish to be present. In the event of due date being a closed holiday or declared Holiday for Central Government offices, the due date for opening of the EOI will be the following working day at the appointed date, time & venue.

9. Site for delivery & installation of products are as under:

   The Institute of Company Secretaries of India
   Plot no. C-37, Sector – 62, Noida (U.P.)

10. The vendors shall be invited for a presentation of their solution subsequently.

11. For any further details /clarifications pertaining to presentation, Office of Shri Ankur Yadav, Senior Director Information & Technology in ICSI (0120-4522012) may be contacted.
7. LETTER OF APPLICATION
(On the original letter head of the Applicant)
Date: 
To, 
............................
............................
Subject: EOI-Study, Development and Implementation of Mobile Applications for the ICSI

Dear Sir/Madam,

1. Being duly authorized to represent and act on behalf of…………………. (Hereinafter referred to as an 'Applicant') and having reviewed and fully understood all the qualification information provided, the undersigned hereby applies for the EOI by the Institute of Company Secretaries of India (ICSI) as a proposer for the above cited project.

2. ICSI and its authorized representatives are hereby authorized to conduct any enquiries to verify the statements, documents and information submitted in connection with this application and to seek clarification from our bankers and clients regarding any financial and technical aspect. This letter of application will also serve as authorization to any individual or authorized representative of any Institution referred to in the supporting information to provide such information as deemed necessary and as requested by ICSI to verify the statement and information provided in this application such as the resources, experience and competence of the applicant.

3. ICSI and its authorized representative may contact the following person for information:-

4. This application is made with full understanding that:
   a. Bidder/ applicant’s letter will be subject to the verification of all information submitted for qualification at the time of bidding.
   b. ICSI shall not be liable for any such action and shall be under no obligation to inform the applicant of the grounds for them.

5. The undersigned declares that the statements made and information provided to the duly completed applications along with the annexures, is complete, true and correct in every detail.

Signature:
Name:
Location:
(For and on behalf of_______)

Encl: .................
## Part ‘A’ INFRASTRUCTURAL DETAILS

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<th>S. No.</th>
<th>Particulars.</th>
<th>Response</th>
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<td>1</td>
<td>Name and complete address of the Company</td>
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<td>2</td>
<td>Tele/Fax/E-mail/Cell No. Of the company</td>
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<td>3</td>
<td>Detail of Contact Persons authorized by the company to execute documents on its behalf, with ICSI (Designation, Tel, E-Mail)</td>
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<td>4</td>
<td>Details of registered office, if any along with contact person’s name and Contact detail (Tel / Mobile &amp; E-Mail)</td>
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<td>Income-tax registration number along with documentary evidence</td>
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<td>6</td>
<td>A) Sales tax registration number along with documentary evidence B) Please also specify if you are registered with appropriate Authority under Works Contract Act, 1999. (Please provide details)</td>
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<td>7</td>
<td>List of clients to whom services (as per this EOI) in last 2 year provided with details of company, value of business, concerned person name &amp; his telephone no. (Please attach full details)</td>
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<td>Current Mobile Application related assignments on hand, if any</td>
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<td>9</td>
<td>Turnover in last three financial years, i.e. Year 2010-11, 2011-12 and 2012-13. 2013-2014</td>
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<td>Paid up capital of the firm.</td>
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<td>Details of man power for execution of ICSI mobile application</td>
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### PART ‘B’ PROPOSED SOLUTION  
(ARCHITECTURE AND CONNECTIVITY ON PRIVATE / PUBLIC CLOUD)

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<td>Proposed Solution with architecture, connectivity &amp; Content management</td>
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<td>Mobile App Server</td>
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<td>Graphics Controller</td>
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<td>Router</td>
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<td>5</td>
<td>Any other</td>
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**Declaration**

I. The undersigned certifies he/she is authorized to obligate the represented firm and further agrees with all terms, conditions, and requirements of the ICSI’s EOI-Study, Development and Implementation of Mobile Applications.

II. We have no objection if enquiries are made about the work listed by us in the accompanying sheets / annexure.

III. We agree that the decision of the ICSI in selection process will be final and binding on us.

IV. We confirm that we have not been barred / blacklisted / disqualified by any Regulators / Statutory Body in India and we understand that if any false information is detected at a later date, the assignment shall be cancelled at the discretion of the institute.

V. All the information furnished by us here in above is correct to the best of our knowledge and belief.

Place: SIGNATURE OF THE APPLICANT

Date: NAME & DESIGNATION SEAL OF ORGANISATION