

## Consolidated Pre bid queries & Responses (Ref. No.: IHAT/GENDER/2026-27/0001)

### RFP - Hiring of an agency/individual for the design, development, and deployment of an interactive microsite documenting IHAT's Gender Integration Journey 2022 onwards

SN	Query/Clarification required	Response
1	As the RFP does not explicitly mention the <b>Onsite/Offsite resource deployment</b> , we kindly request you to provide further details regarding team composition. Please clarify whether the resources are required to be onsite or offsite.	Offsite
2	As the tender is for developing a microsite, could you please clarify whether it will be <b>hosted under the IHATE domain/subdomain</b> or as a separate website?	Microsite will be hosted under IHAT/sub domain
3	As the RFP does not mention <b>EMD/Bid Security</b> , please clarify whether it is required. If yes, kindly specify the EMD amount for effective participation.	EMD/Bid Security is not applicable
4	As the RFP does not mention the <b>estimated cost</b> , kindly specify the estimated value for this tender.	It is open to negotiation and not fixed.
5	<p>Content &amp; Information Architecture</p> <ul style="list-style-type: none"> <li>• Will the complete content (text, case studies, reports, media assets) be provided by IHAT, or is content creation/copywriting also expected from the selected agency?</li> <li>• What is the approximate volume of content (number of sections/pages/case studies/resources)?</li> <li>• Will there be multiple iterations/reviews for content approval?</li> </ul>	<ul style="list-style-type: none"> <li>• IHAT will provide all core content. The agency's role is limited to content structuring, formatting, editing for flow (without altering meaning), and visual presentation.</li> <li>• The sections will include: Why gender integration matters → IHAT's Gender Approach → Evolution of Practice (2022 onwards) → Where it mattered (Applications &amp; Caselets), as per IHAT Gender Equality Strategy Objectives, Implementing &amp; Evolving the Gender Equality Strategy (2024–2029) → Outcomes &amp; Impact → Resources &amp; Toolkits. Volume and other aspects will be discussed and decided during work briefing with the selected agency.</li> <li>• Yes</li> </ul>

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6	<p>Design &amp; User Experience</p> <ul style="list-style-type: none"> <li>• Are there any reference websites or design styles that IHAT prefers for the microsite?</li> <li>• Is there an existing brand guideline document (colors, typography, UI standards) to be strictly followed?</li> <li>• Are advanced animations (scroll-based storytelling, motion graphics) expected at a high level similar to premium storytelling websites?</li> </ul>	<ul style="list-style-type: none"> <li>• Open to innovative ideas</li> <li>• Yes</li> <li>• Yes, in some sections</li> </ul>
7	<p>Interactive Features</p> <ul style="list-style-type: none"> <li>• Could you please confirm the level of interactivity expected for:                             <ul style="list-style-type: none"> <li>o Timeline visualization</li> <li>o Case/story cards</li> <li>o User journey personalization</li> </ul> </li> <li>• Are there any additional interactive modules expected beyond those mentioned in the RFP?</li> </ul>	<ul style="list-style-type: none"> <li>• IHAT will provide these details during contracting stage</li> <li>• No</li> </ul>
8	<p>CMS &amp; Content Management</p> <ul style="list-style-type: none"> <li>• While WordPress CMS is specified, do you prefer:                             <ul style="list-style-type: none"> <li>o Standard WordPress setup, or</li> <li>o Headless CMS architecture (WordPress + custom frontend)?</li> </ul> </li> <li>• What level of control is required for the admin panel (basic content updates vs dynamic section management)?</li> </ul>	<p>We would like to use WordPress CMS Gutenberg blocks, with custom theme</p> <p>The content needs to be dynamically updated including, header, footer, and any content updates that are required.</p> <p>Do not need headless CMS architecture</p>
9	<p>Media &amp; Assets</p> <ul style="list-style-type: none"> <li>• Will IHAT provide all images, videos, icons, and illustrations?</li> <li>• Is the agency expected to create custom graphics, illustrations, or animations?</li> <li>• Are there any requirements for video production/editing?</li> </ul>	<ul style="list-style-type: none"> <li>• IHAT will provide available resources</li> <li>• Custom graphics/ illustrations/ animations will be required to be created</li> <li>• No</li> </ul>

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10	<p><b>Hosting &amp; Deployment</b></p> <ul style="list-style-type: none"> <li>• Will hosting infrastructure be provided by IHAT, or should the agency propose hosting solutions?</li> <li>• Are there any specific security, compliance, or data hosting requirements?</li> </ul>	<p>IHAT will provide hosting space, it will be part of existing infrastructure. The site will be a sub domain.</p> <p>Security Requirements: To access server and WordPress admin panel a static public ip address is required. WordPress security standards needs to be followed when coding the website.</p>
11	<p><b>Integrations</b></p> <ul style="list-style-type: none"> <li>• Apart from analytics tools, are there any third-party integrations required (e.g., CRM, APIs, external data sources)?</li> <li>• Do you have a preferred analytics platform (Google Analytics or any other)?</li> </ul>	<p>No CRM. Google analytics will be required.</p>
12	<p><b>Accessibility &amp; Compliance</b></p> <ul style="list-style-type: none"> <li>• Are there specific accessibility standards to be followed (e.g., WCAG compliance level)?</li> <li>• Any specific requirements related to multilingual support?</li> </ul> <p>Accessibility &amp; Compliance</p> <ul style="list-style-type: none"> <li>• Are there specific accessibility standards to be followed (e.g., WCAG compliance level)?</li> <li>• Any specific requirements related to multilingual support?</li> </ul>	<p>WCAG 2.1 and above (A/AA/AAA)</p> <p>Multilingual support not required</p>
13	<p><b>Timeline &amp; Approvals</b></p> <ul style="list-style-type: none"> <li>• What is the expected turnaround time for feedback/approvals at each phase?</li> <li>• Will there be a single point of contact for coordination and approvals?</li> </ul>	<ul style="list-style-type: none"> <li>• Turnaround time will vary from phase to phase</li> <li>• Yes</li> </ul>

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14	<p><b>Post-Deployment Support</b></p> <ul style="list-style-type: none"> <li>• Could you clarify the expected scope of support during:                             <ul style="list-style-type: none"> <li>o 3-month support period</li> <li>o 1-year AMC</li> </ul> </li> <li>• Does AMC include only maintenance or also enhancements/feature additions?</li> </ul>	AMC includes basic updates, security support, backup. Enhancement and feature additions can be charged depending on the level of updation.
15	<p><b>Performance &amp; Scalability</b></p> <ul style="list-style-type: none"> <li>• Are there any expected traffic estimates or performance benchmarks for the microsite?</li> </ul>	We do not have pre-set traffic estimates at this stage. Our primary goal is to ensure the site is built with a high-performance architecture that remains stable and responsive.
16	<p><b>Documentation &amp; Training</b></p> <ul style="list-style-type: none"> <li>• What level of training is expected for the IHAT team (basic CMS usage or advanced admin control)?</li> </ul>	Only basic CMS usage
17	<ul style="list-style-type: none"> <li>• Are there any preferred analytics tools / dashboards that IHAT would like to be integrated (for example, Google Analytics, Matomo, or any internal analytics framework)?</li> </ul>	Google Analytics
18	<ul style="list-style-type: none"> <li>• Could you please clarify the likely review and approval mechanism, including the approximate number of design/content review rounds envisaged at each phase?</li> </ul>	Review and approval mechanism will vary from phase to phase
19	<ul style="list-style-type: none"> <li>• For the technical presentation stage, would agencies be expected to present only the proposed methodology and approach, or may they also include sample wireframes / concept mock-ups for illustration?</li> </ul>	Proposed methodology/approach would suffice; however, sharing some sample wireframes/mock-ups will be an added advantage for assessment.
20	<ul style="list-style-type: none"> <li>• Kindly confirm whether the selected agency may deploy specialised technical experts / empanelled development resources under its direct management and contractual responsibility, while the proposal and contract remain solely in the name of the bidding agency</li> </ul>	No
21	<ul style="list-style-type: none"> <li>• What is the payment release timeline after invoice submission?</li> </ul>	Within 10 working days from the date of invoice submission as per the deliverables
22	<ul style="list-style-type: none"> <li>• What is the timeline for the release of the 5% Performance Guarantee (PG)?</li> </ul>	After successfully completion of the entire task by the agency and confirmation received from our Program Team.

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23	1. Multilingual Requirements (Section 10 and Section 19(a)): The RFP specifies English for all correspondence. Please clarify if the microsite should support multiple languages or if it will be hosted exclusively in English	Only English
24	3. Technical Scope (Section 3 and Section 6): Please clarify if the technical scope for the interactive modules includes the integration of an online donation platform.	No
25	<p>We would like to seek your kind consideration regarding the minimum turnover requirement specified in the eligibility criteria.</p> <p>We are registered MSME and an emerging technology company. While our turnover in the most recent financial year stands at approximately ₹26 lakhs, the company has been steadily growing with increasing engagements in digital platform development and AI-led solutions.</p> <p>In light of the above, we respectfully request your consideration for relaxation of the turnover criterion, or permission to participate in the bidding process based on our technical strength, leadership experience, MSME status, and demonstrated capabilities</p>	The minimum turnover limit is one of the eligibility criteria which is applicable for all
26	Is WordPress mandatory, or can other CMS platforms be proposed if meeting requirements?	WordPress is mandatory as the proposed Microsite will be part the existing IHAT website which is hosted under WordPress platform
27	Who will provide hosting infrastructure (server, domain, SSL)?	IHAT
28	Will detailed branding guidelines (logo, fonts, colors) be shared by IHAT?	Yes, IHAT will provide these details
29	Are timelines fixed, or can they be adjusted based on mutual agreement?	Timelines are fixed as of now
30	Who will manage content updates after deployment—IHAT or the agency?	IHAT
31	Should AMC cost be included in the financial proposal or quoted separately?	AMC cost is to be mentioned in the proposal separately
32	Please clarify detailed evaluation criteria including presentation expectations and scoring methodology.	Already mentioned in the RfP

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33	Is prior experience in gender/public health mandatory, or will similar projects from other domains be considered? Also, can live URLs without formal work orders be accepted as proof?	Similar projects from other domains will be considered. Proof of evidence that the live URLs have been developed by the agency will be required.
34	1.Could you please share any reference websites or design expectations? 2.Will the content be provided in a structured format, or is narrative development also expected from our side? 3.Are there predefined user personas for multi-user journeys?  <b>Justification for Query</b> (Is WordPress mandatory, or can we propose alternative CMS architecture?)	www.ihat.in can be referred WordPress is mandatory
35	<b>Scope clarity-</b> Whether the microsite is static or dynamic with user interaction?	Dynamic
36	<b>Integration-</b> Standalone or integrated with IHAT website?	Standalone website, part of IHAT.IN subdomain
37	<b>Design dependency-</b> Any UI guidelines?	IHAT will provide Branding colour and guidelines
38	<b>Tech clarity-</b> WordPress mandatory or headless allowed?	WordPress
39	<b>Cost scope-</b> Who provides hosting?	IHAT
40	<b>Scope clarity-</b> Expected analytics level?	Google Analytics basic
41	<b>Infra dependency-</b> Who provides staging?	IHAT
42	<b>Delivery clarity-</b> UAT criteria?	Yes
43	<b>Scope boundary-</b> Scope of minor updates?	Yes
44	<b>Logistics-</b> Training mode?	Online

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45	<b>Risk mitigation-</b> Delays due to approvals acceptable?	Yes
46	<b>Governance-</b> SPOC & communication model?	Yes
47	<b>Cash flow-</b> Payment timeline?	Mentioned in the RfP
48	<b>Cost scope-</b> Include hosting/tools cost?	NA
49	<b>Evaluation clarity-</b> Confirm weightage?	Mentioned in the RfP
50	<b>Preparation-</b> Presentation format?	Presentations (online/offline), demos
51	<b>Legal-</b> Ownership of code?	IHAT
52	<b>Risk mitigation-</b> Penalty for delays beyond control?	Can be mutually agreed