

KERALA STATE ROAD TRANSPORT CORPORATION

Transport Bhavan, Fort P.O., Thiruvananthapuram – 695 023

TENDER DOCUMENT

Design, Development, Bilingual Content Creation, SEO and Maintenance of the Official Website of Kerala State Road Transport Corporation (KSRTC)

Tender Reference No.: S001-ITD03/8/2024-IT DIV-KSRTC-HQ

Date of Issue: [25 July 2026]

Notice Inviting Tender – Key Information

Item	Details
Tender Reference No.	S001-ITD03/8/2024-IT DIV-KSRTC-HQ
Name of Work	Design, Development, Bilingual Content Creation, SEO and Maintenance of the Official Website of KSRTC
Mode of Tendering	e-Tender (two-cover system) through the Government of Kerala e-Procurement portal (www.etenders.kerala.gov.in)
Tender Document Fee	₹5,000/- plus GST (exempted for registered MSMEs and Startups – see Clause 6)
Earnest Money Deposit (EMD)	₹50,000/- (exempted for registered MSMEs and Startups – see Clause 6)
Bid Validity	120 days from the date of opening of Technical Bids
Contract Period	Implementation period of 20 weeks plus 12 months' free warranty support, extendable by AMC for two further years
Contact	Deputy General Manager (IT), KSRTC, Transport Bhavan, Thiruvananthapuram;

1. Background

Kerala State Road Transport Corporation (KSRTC) is the state-owned public bus transport undertaking of the Government of Kerala. The Corporation's existing website, www.keralartc.com, was built several years ago and no longer meets current standards of design, accessibility, mobile responsiveness, bilingual usability or search visibility. KSRTC also operates several independent digital properties – including its online ticketing and reservation platform, its bus advertising portal and various service-specific pages – which are not integrated into a single, cohesive web presence.

KSRTC therefore intends to engage a competent, professionally managed web design and IT solutions agency to conceive, design, develop, populate with original bilingual content, optimise, and maintain a completely revamped official website. The engagement will be awarded through this tender on Quality-and-Cost-Based Selection (QCBS), with evaluation deliberately weighted towards demonstrated experience, team strength and delivery capability, so that the Corporation obtains a technically sound and dependable partner rather than merely the lowest quotation.

2. Objectives

KSRTC invites bids from experienced and technically qualified web development agencies, firms, companies, LLPs, registered MSMEs and recognised Startups (the “Bidder”) for end-to-end design, content development, deployment and maintenance of a new official bilingual website of KSRTC, with the following core objectives:

1. A visually attractive, modern and trustworthy public-facing website reflecting KSRTC as a premier state transport brand.
2. A fully bilingual site with Malayalam as the primary language and English as the parallel language, with seamless language switching on every page – professionally authored content in both languages, not machine-translated overlays.
3. A fluid, fully responsive, mobile-first architecture that adapts smoothly across desktops, tablets and mobile devices and across varying screen resolutions, rather than a fixed-grid layout.
4. Original, professionally written bilingual content covering all sections of the Corporation – About Us, services, fares, schedules, careers, tenders, RTI, grievances, news and tourism packages – developed by the Bidder in consultation with KSRTC.
5. Integration and linking of KSRTC's other digital properties – the online ticket booking and reservation system, the bus advertising portal, the medical consultation service page, the e-Office portal and any other KSRTC digital service – into a single, unified navigational structure.
6. Comprehensive on-page and technical SEO, including a bilingual keyword strategy, metadata, structured data, XML sitemap, page-speed optimisation and Core Web Vitals compliance.
7. A robust, secure, easily updatable Content Management System (CMS) enabling KSRTC staff to independently update content, news, tenders, notices and fares in both languages without vendor dependency.

8. Full compliance with Government of Kerala web guidelines, GIGW 3.0, accessibility standards (WCAG 2.1 Level AA), CERT-In advisories and data-security best practices.

3. Scope of Work

The selected Bidder shall be responsible for the following, at minimum. The scope shall be read together with the Deliverables in Clause 4 and the Service Level Agreement at Annexure IV.

3.1 Discovery and Planning

Conduct a structured requirements workshop with KSRTC stakeholders; audit the existing site and all linked KSRTC sub-portals; and prepare the information architecture (sitemap), wireframes and a page-wise bilingual content plan for KSRTC's written approval before design commences.

3.2 UI/UX Design

Design a modern, attractive visual identity aligned with KSRTC's brand, incorporating the Corporation's logo, an approved colour palette and imagery of buses, routes and destinations, with harmonised layouts for the Malayalam and English versions. The Bidder shall present at least two distinct design concepts, followed by iterative revisions until written design sign-off.

3.3 Technical Architecture

Build the site on a fluid responsive grid following a mobile-first approach. The technology stack shall be proposed by the Bidder and approved by KSRTC's IT Division, with preference for widely supported, secure, well-licensed platforms free of recurring proprietary licence fees to KSRTC. Hosting shall be on infrastructure approved by KSRTC (State Data Centre or MeitY-empanelled cloud, as directed).

3.4 Bilingual Content Development

Draft, edit and proofread all website content in Malayalam (primary) and English (parallel), including institutional content, service descriptions, FAQs and SEO-friendly landing pages. All content shall be reviewed and approved by KSRTC before publication. Unicode-compliant Malayalam rendering is mandatory across devices.

3.5 Integration of KSRTC Digital Properties

Map, link and, where feasible, visually and functionally integrate the online ticket booking portal, the bus advertising portal, the online medical consultation service, the e-Office login and regional or depot-level micro-sites, following an integration approach agreed in writing with KSRTC (Annexure III lists the properties concerned).

3.6 SEO and Analytics

Implement technical SEO – clean URLs, XML sitemap, robots.txt, schema markup, canonical tags and bilingual image alt text – along with keyword research, on-page optimisation, analytics integration and a post-launch SEO performance report at the end of the third month after go-live.

3.7 CMS and Administrator Training

Deploy a user-friendly, secure CMS with role-based access so that authorised KSRTC officers can add and edit news, tenders, notices, circulars, fares and career postings in both languages. Provide documented hands-on training to at least ten KSRTC officers and a bilingual user manual.

3.8 Security and Compliance

Ensure SSL/TLS throughout, protection against the OWASP Top 10 vulnerabilities, security audit clearance from a CERT-In empanelled auditor prior to go-live (audit cost to be borne by the Bidder), scheduled backups, and compliance with applicable Government of Kerala IT, cyber-security and accessibility policies.

3.9 Testing, Launch and Support

Conduct cross-browser, cross-device, load and accessibility testing; migrate existing content; effect go-live with minimal downtime; and provide twelve months' free warranty support from go-live, covering bug fixes, security patches, CMS support and content-update assistance, followed by an optional AMC as quoted in the Financial Bid.

4. Deliverables

1. Approved information architecture, wireframes and bilingual content plan.
2. Final bilingual UI/UX design files in editable source formats.
3. Fully developed, tested and deployed responsive bilingual website with CERT-In empanelled security audit certificate.
4. Original bilingual content for all identified pages and sections.
5. SEO implementation with baseline and third-month performance reports.
6. CMS with role-based access, administrator training and bilingual user documentation.
7. Complete source code, design assets, database and all credentials handed over to KSRTC, with full and exclusive ownership vesting in KSRTC.
8. Twelve months' warranty support and a firm AMC quotation for two subsequent years.

5. Pre-Qualification / Eligibility Criteria

Only bids satisfying all of the following criteria shall be evaluated further. Each criterion must be supported by the documentary evidence indicated; unsupported claims shall be treated as not fulfilled. These criteria are deliberately framed to ensure that only vendors with genuine, verifiable capability participate.

No.	Criterion	Supporting Documents
1	The Bidder shall be a company registered under the Companies Act, an LLP, or a registered partnership/proprietorship firm, in existence in India for at least five (5) years as on the bid due date, engaged in web design, development and digital content services. For DPIIT-recognised Startups and Kerala Startup Mission (KSUM) registered startups, the minimum period of existence is relaxed to two (2) years, subject to meeting all technical criteria below.	Certificate of Incorporation / Registration; DPIIT / KSUM recognition certificate where applicable
2	The Bidder shall have successfully designed, developed and delivered at least three (3) bilingual or multilingual websites for Government departments, PSUs, statutory bodies, local self-government institutions or large institutions (each with a contract value of not less than ₹5 lakh) during the last five (5) years, of which at least one (1) shall involve Malayalam-language content.	Work orders/agreements AND completion certificates signed by an officer not below the rank of Under Secretary / Deputy General Manager or equivalent, with live URLs. Sites no longer live shall not be counted.
3	Proven in-house or contracted capability for professional Malayalam and English content writing and editing, with at least one Malayalam content writer/editor on the proposed team.	CVs and sample published work of the content team
4	Minimum average annual turnover of ₹75 lakh from IT / web development services over the last three (3) financial years (FY 2022-23 to 2024-25). For registered MSMEs and recognised Startups this threshold is relaxed to ₹25 lakh, in line with Government of Kerala procurement norms; no further relaxation shall apply.	Audited financial statements and CA certificate
5	The Bidder shall have a minimum of ten (10) qualified technical personnel (design, development, QA, SEO, content) on its rolls as on the bid due date.	EPF/ESI records or CA/HR certificate with employee list
6	Valid GST registration and PAN; the Bidder shall not have been blacklisted or debarred by any Central or State Government department, PSU or statutory body as on the bid due date.	GST and PAN certificates; self-declaration on ₹200 stamp paper (Annexure I Part B format)
7	The Bidder shall not have suffered termination of any Government/PSU web or IT contract for non-performance in the last three (3) years.	Self-declaration (Annexure I format)
8	Consortium / joint-venture bids are NOT permitted. Sub-contracting of the core scope (design, development, CMS) is not permitted; only	Undertaking in (Annexure I format)

No.	Criterion	Supporting Documents
	specialised content translation or photography may be sub-contracted with prior written approval of KSRTC.	
9	Only one bid per Bidder. Multiple bids from the same entity or from entities with common directors/partners shall result in rejection of all such bids.	Undertaking in (Annexure I format)

Note: The EMD and tender fee exemption under Clause 6 relieves eligible MSMEs and Startups of the financial cost of bidding, but does not dilute any technical eligibility criterion above except where expressly stated (criteria 1 and 4). All bidders, without exception, must satisfy criteria 2, 3, 5, 6, 7, 8 and 9 and must attain the minimum technical scores in Clause 8.

6. Tender Fee, EMD and Exemptions for MSMEs and Startups

6.1 Tender Document Fee and EMD

Each bid shall be accompanied by a tender document fee of ₹5,000/- plus GST (non-refundable) and an Earnest Money Deposit of ₹50,000/-, both remitted through the e-procurement portal payment gateway as per portal instructions. Bids not accompanied by the tender fee and EMD (or a valid exemption claim under Clause 6.2) shall be summarily rejected.

6.2 Exemption for MSMEs and Startups

In accordance with the Government of Kerala Store Purchase Manual, orders issued thereunder, and Government of India policy on public procurement from Micro and Small Enterprises and Startups, the following categories of bidders are fully exempted from payment of both the tender document fee and the EMD:

- Micro and Small Enterprises holding a valid Udyam Registration Certificate, where the certificate covers the relevant service category (IT / web development services); and
- Startups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT) or registered with Kerala Startup Mission (KSUM), holding a valid recognition/registration certificate as on the bid due date.

Bidders claiming exemption shall upload the relevant certificate along with a declaration that the registration is valid and has not been cancelled or suspended. A false or expired exemption claim shall entail rejection of the bid and debarment from KSRTC tenders for two years.

6.3 What the Exemption Does Not Cover

The exemption applies only to the tender fee and EMD. Exempted bidders shall, if selected, furnish the Performance Security under Clause 10.2 in full, and shall be bound by all technical, timeline, penalty and SLA provisions of this tender on par with all other bidders. Bid Security Declaration in the format at Annexure II shall be furnished by exempted bidders in lieu of EMD, undertaking that they shall not withdraw or modify their bid during its validity, failing which they shall be debarred from KSRTC tenders for two years.

6.4 Forfeiture and Refund

The EMD of unsuccessful bidders shall be refunded without interest after finalisation of the tender. The EMD shall be forfeited (or, for exempted bidders, the Bid Security Declaration invoked) if the bidder withdraws or modifies its bid during validity, fails to execute the agreement, or fails to furnish Performance Security within the stipulated time.

7. Bid Submission Requirements (Two-Cover System)

7.1 Cover A – Technical Bid

The Technical Bid shall contain: company profile and all registration and eligibility documents listed in Clause 5; Udyam / DPIIT / KSUM certificate where exemption is claimed; portfolio of at least three comparable bilingual or Government website projects with live URLs, work orders and completion certificates; proposed technology stack and architecture; proposed information architecture and sample design mock-ups in Malayalam and English; content development methodology and editorial team credentials; SEO methodology; detailed project timeline with a week-wise Gantt chart and resource-loading plan; CVs of all key personnel in the format at Annexure VI; warranty, support and AMC terms; and the signed technical compliance checklist at Annexure II. The Technical Bid shall contain no indication of price whatsoever; any price disclosure in Cover A shall entail rejection.

7.2 Cover B – Financial Bid

The Financial Bid shall be submitted strictly in the format at Annexure I, quoting an itemised cost break-up in Indian Rupees inclusive of all taxes: (a) design; (b) development and CMS; (c) bilingual content creation; (d) SEO; (e) integration of sub-portals; (f) testing, security audit and go-live; (g) training and documentation; and (h) AMC per year for Year 2 and Year 3. The evaluated price for QCBS shall be the total of items (a) to (g) plus both AMC years, so that unrealistically low build prices cannot be offset by inflated AMC rates or vice versa. Conditional bids and bids with counter-conditions shall be rejected.

7.3 Mode of Submission

Bids shall be submitted online through the Government of Kerala e-Procurement portal on or before the last date and time indicated. Physical, e-mail or facsimile bids shall not be accepted. Documents requiring signature shall be digitally signed by the authorised signatory holding a valid power of attorney or board resolution.

8. Evaluation Methodology – QCBS

8.1 Method and Weightage

Evaluation shall follow the Quality-and-Cost-Based Selection (QCBS) method with a weightage of 70% for the Technical Score and 30% for the Financial Score. This weightage has been consciously adopted, in preference to L1 selection, because the deliverable is a design- and skill-intensive service in which the quality of the agency's past work, its team and its delivery discipline are decisive to the outcome.

8.2 Stage 1 – Pre-Qualification Screening

Technical Bids shall first be screened against the eligibility criteria in Clause 5. Bids failing any criterion shall be rejected without further evaluation and their Financial Bids shall remain unopened.

8.3 Stage 2 – Technical Scoring Matrix (100 marks)

Qualified bids shall be scored by a Technical Evaluation Committee constituted by KSRTC, strictly as per the following matrix. The matrix is deliberately weighted towards previous experience, team strength and delivery timeline:

Sl.	Parameter	Max Marks	Scoring Basis
A	Relevant past experience: bilingual/multilingual Government, PSU or large-institution websites delivered in the last 5 years, verified through live URLs, work orders and completion certificates	30	3 qualifying projects: 18 marks 4–5 projects: 24 marks 6 or more projects: 27 marks Up to 3 additional marks where at least two projects involved Malayalam content or Kerala Government clients
B	Team strength and qualifications: dedicated Project Manager (8+ yrs), UI/UX lead (5+ yrs), full-stack developers, Malayalam and English content editors, SEO specialist and QA engineer proposed for this project, evidenced by CVs in Annexure VI format	25	Composition and coverage of all roles: 10 Qualifications, certifications and years of relevant experience of key personnel: 10 Prior work of the same named team members on comparable Government projects: 5
C	Project plan and delivery timeline: realism, sequencing and resource-loading of the week-wise Gantt chart against the 20-week ceiling in Clause 9, including risk mitigation and content-approval float	15	Credible, resource-loaded plan meeting the 20-week ceiling: up to 15. Plans that are padded beyond the ceiling, or compressed to an extent the Committee assesses as undeliverable, shall be marked down. Timeline commitments carry liquidated damages under Clause 9.3.
D	Design concept and UX approach, assessed through the sample bilingual mock-ups submitted and the mandatory technical presentation under Clause 8.4	15	Visual quality and brand fit: 7 Bilingual UX and accessibility treatment: 5 Information architecture clarity: 3
E	Technical architecture, CMS, SEO and security methodology, including hosting approach, GIGW/WCAG compliance plan and CERT-In audit readiness	15	Architecture and CMS: 7 SEO methodology: 4 Security and compliance plan: 4

8.4 Mandatory Technical Presentation

Bidders clearing Stage 1 shall make a technical presentation and design walk-through before the Technical Evaluation Committee, led by the proposed Project Manager and UI/UX lead in person. The presentation informs the scoring of parameters C, D and E. Failure to attend the presentation, or attendance by personnel other than the named key personnel, shall entail rejection of the bid.

8.5 Minimum Qualifying Scores

To qualify for opening of the Financial Bid, a bidder must secure: (a) a minimum of 75 marks out of 100 overall; AND (b) not less than 60% of the maximum marks in each of parameters A, B and C individually. These thresholds are intended to ensure that only bidders of demonstrated experience, adequate team strength and credible delivery planning proceed to financial evaluation. If fewer than two bidders qualify, KSRTC may, at its sole discretion, proceed with the single qualified bidder, re-tender, or relax the overall cut-off to 70 marks (the sectional minimums shall not be relaxed), with reasons recorded in writing.

8.6 Combined Score and Selection

Financial Bids of qualified bidders shall be opened and normalised as: Financial Score of a bidder = $100 \times (\text{Lowest Evaluated Price} \div \text{Bidder's Evaluated Price})$. The Composite Score = $0.70 \times \text{Technical Score} + 0.30 \times \text{Financial Score}$. The bidder with the highest Composite Score shall be declared the Successful Bidder. In the event of a tie, the bidder with the higher Technical Score shall prevail. KSRTC may negotiate with the highest-ranked bidder in accordance with the Store Purchase Manual before award.

8.7 Abnormally Low Bids

Where the evaluated price of a bidder is lower than 70% of the average evaluated price of all qualified bidders, or is assessed by the Committee as unviable for the tendered scope, KSRTC may seek a written cost break-up and justification. If the justification is found unsatisfactory, the bid may be rejected as abnormally low, notwithstanding its Composite Score, to protect the Corporation from non-performance risk.

9. Project Timeline and Liquidated Damages

9.1 Implementation Ceiling

The total implementation period from the date of signing of the agreement to go-live shall not exceed twenty (20) weeks. Bidders shall propose a detailed week-wise schedule within this ceiling. The indicative phasing is:

Milestone	Ceiling (from agreement signing)
M1 – Discovery, audit and approved information architecture and content plan	Week 3
M2 – Approved UI/UX design (both language versions)	Week 7
M3 – Development, CMS, bilingual content population and sub-portal integration complete on staging	Week 16
M4 – Testing, CERT-In empanelled security audit clearance, training and go-live	Week 20
M5 – Post-launch SEO performance report	Week 32 (end of third month after go-live)

9.2 KSRTC Dependencies

KSRTC shall communicate approvals or consolidated review comments on each milestone deliverable within ten (10) working days of submission. Documented delay attributable solely to KSRTC shall extend the affected milestone day-for-day and shall not attract liquidated damages.

9.3 Liquidated Damages

For delay beyond a milestone ceiling attributable to the Bidder, liquidated damages at 0.5% of the total contract value (excluding AMC) per week of delay or part thereof shall apply, subject to a maximum of 10% of the contract value. On the liquidated damages reaching the maximum, KSRTC may terminate the contract, forfeit the Performance Security and get the balance work completed at the Bidder's risk and cost.

10. Commercial Terms

10.1 Payment Milestones

Payments shall be released against accepted deliverables as follows: 15% on approval of M1; 20% on approval of M2; 30% on acceptance of M3; 25% on successful go-live (M4) including security audit clearance and handover of source code and credentials; and the final 10% on satisfactory completion of the twelve-month warranty period. AMC charges, if the AMC is availed, shall be paid quarterly in arrears against SLA-compliant service reports. No advance or mobilisation payment shall be made.

10.2 Performance Security

The Successful Bidder shall furnish Performance Security equal to 5% of the total contract value, in the form of a Bank Guarantee or Fixed Deposit Receipt from a scheduled bank pledged in favour of KSRTC, within fifteen (15) days of the Letter of Award, valid until sixty days beyond the warranty period. This requirement applies uniformly to all bidders, including MSMEs and Startups exempted from EMD.

10.3 Penalties During Warranty and AMC

During the warranty and AMC periods, the SLA at Annexure IV shall apply, covering uptime (minimum 99.5% monthly, where hosting is within the Bidder's scope), incident response and resolution times, and content-update turnaround, with graded penalties recoverable from pending payments or the Performance Security.

11. General Conditions

1. The Successful Bidder shall assign full and exclusive ownership of source code, design files, content, database and domain and hosting credentials to KSRTC as a condition of the go-live payment; no component shall be locked to proprietary platforms requiring recurring licence payments by KSRTC without express prior written approval.
2. All content must be original and free of copyright infringement; the Bidder indemnifies KSRTC against all third-party IP claims. Stock imagery, if any, shall be properly licensed in KSRTC's name.
3. The key personnel named in the Technical Bid shall not be replaced during the project except with prior written approval of KSRTC and only by personnel of equivalent or higher qualification and experience. Unapproved replacement of the Project Manager or UI/UX lead shall attract a penalty of ₹50,000 per instance and may be treated as a material breach.
4. KSRTC reserves the right to accept or reject any or all bids, to cancel the tender at any stage without assigning reasons, and to negotiate scope and cost with the highest-ranked bidder in accordance with the Store Purchase Manual.
5. Canvassing in any form, or attempts to influence the evaluation, shall entail rejection of the bid and forfeiture of EMD or invocation of the Bid Security Declaration.
6. Confidentiality of KSRTC data and content shall be maintained during and after the contract period; the Bidder shall execute the non-disclosure undertaking at Annexure V.
7. The Bidder shall comply with all applicable labour, tax and statutory obligations for its personnel; KSRTC shall have no employer–employee relationship with the Bidder's staff.
8. Force majeure, termination for convenience (with thirty days' notice and payment for accepted deliverables) and termination for default shall be as detailed in the draft agreement.
9. Disputes shall first be resolved through mutual consultation, failing which through arbitration under the Arbitration and Conciliation Act, 1996 by a sole arbitrator appointed as per the agreement, seat at Thiruvananthapuram; courts at Thiruvananthapuram alone shall have jurisdiction.

12. Annexures

Annexure I – Technical Compliance Checklist, Self-Declarations and Bid Security Declaration

Part A – Technical Compliance Checklist

(To be completed, signed and uploaded in Cover A. Indicate compliance against each requirement and the page number of the supporting document in the bid. An entry of “No” or a blank entry against any mandatory item shall render the bid liable to rejection.)

Sl.	Requirement (Tender reference)	Complied (Yes/No)	Page No. of Evidence
1	Certificate of Incorporation / Registration; minimum period of existence per Clause 5(1)		
2	Udyam / DPIIT / KSUM certificate, where EMD and tender fee exemption is claimed (Clause 6.2)		
3	Three (3) qualifying bilingual/multilingual Government/PSU/large-institution website projects with work orders, completion certificates and live URLs; at least one involving Malayalam content (Clause 5(2))		
4	Malayalam and English content team credentials and sample published work (Clause 5(3))		
5	Audited financial statements and CA certificate evidencing minimum average annual turnover (Clause 5(4))		
6	Evidence of minimum ten (10) qualified technical personnel on rolls (Clause 5(5))		
7	GST registration and PAN (Clause 5(6))		
8	Self-declarations in Part B of this Annexure, duly executed (Clauses 5(6), 5(7), 5(9))		
9	Proposed technology stack, architecture and hosting approach (Clause 7.1)		
10	Information architecture and sample bilingual design mock-ups (Clause 7.1)		
11	Content development methodology (Clause 7.1)		
12	SEO methodology (Clause 7.1)		
13	Week-wise Gantt chart and resource-loading plan within the 20-week ceiling (Clauses 7.1 and 9.1)		
14	CVs of key personnel in Annexure VI format with		

Sl.	Requirement (Tender reference)	Complied (Yes/No)	Page No. of Evidence
	availability undertakings (Clause 7.1)		
15	Warranty, support and AMC terms (Clause 7.1)		
16	Power of attorney / board resolution of the authorised signatory (Clause 7.3)		
17	Signed and sealed copy of the entire Tender Document, including Corrigenda if any, as token of unconditional acceptance		
18	Confirmation that Cover A contains no indication of price (Clause 7.1)		

Part B – Consolidated Self-Declaration

(To be executed on the Bidder's letterhead and, where required by KSRTC, on stamp paper of ₹200, duly notarised.)

To: The Deputy General Manager (IT), Kerala State Road Transport Corporation, Transport Bhavan, Thiruvananthapuram.

Subject: Self-declaration in respect of Tender No. KSRTC/IT/WEB-REVAMP/2026-27/[_____].

I/We, _____ (name and designation), being the authorised signatory of _____ (name of Bidder entity), do hereby solemnly declare and undertake as follows:

1. Non-blacklisting: The Bidder has not been blacklisted, debarred or banned from business dealings by any Central or State Government department, public sector undertaking, statutory body or local self-government institution as on the bid due date, and no such proceedings are pending against the Bidder to my/our knowledge.
2. Non-termination: No contract awarded to the Bidder by any Government department or PSU for website, software or IT services has been terminated for non-performance during the last three (3) years, nor has any performance security of the Bidder been forfeited during that period.
3. Single bid: The Bidder has submitted only one bid against this Tender, and no other bid has been submitted, directly or indirectly, by any entity having common proprietors, partners or directors with the Bidder.
4. Genuineness of documents: All documents, certificates, URLs, completion certificates and CVs submitted with the bid are true, genuine, currently valid and pertain to the Bidder; nothing material has been concealed.
5. No conflict of interest: Neither the Bidder nor its key personnel has any conflict of interest in relation to this Tender, and no official of KSRTC has any direct or indirect interest in the Bidder entity.

6. Acceptance: The Bidder has read and unconditionally accepts all terms of the Tender Document, including the evaluation methodology at Clause 8, the timeline and liquidated damages at Clause 9 and the commercial terms at Clause 10.

I/We understand that if any declaration above is found to be false or incorrect at any stage, the bid shall be rejected, the EMD forfeited or the Bid Security Declaration invoked, any contract arising herefrom terminated at the Bidder's risk and cost, and the Bidder debarred from KSRTC tenders for a period of two (2) years, without prejudice to any other remedy available to KSRTC.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Bidder Entity: _____

Seal of the Bidder

Place: _____ Date: _____

Part C – Bid Security Declaration (for bidders exempted from EMD under Clause 6.2)

I/We, _____, authorised signatory of _____
(name of Bidder entity), holding valid Udyam / DPIIT / KSUM registration No. _____ dated _____, hereby declare that the said registration is valid and subsisting and has not been cancelled or suspended, and that the Bidder is accordingly exempted from payment of the Earnest Money Deposit and tender document fee under Clause 6.2 of the Tender.

In consideration of this exemption, I/we irrevocably undertake that the Bidder shall not withdraw or modify its bid during the period of its validity (120 days from opening of Technical Bids), shall execute the agreement if awarded the contract, and shall furnish the Performance Security within fifteen (15) days of the Letter of Award. I/We accept that any breach of this undertaking shall render the Bidder liable to be debarred from all tenders of KSRTC for a period of two (2) years from the date of such breach, in addition to any other consequence provided in the Tender.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Bidder Entity: _____

Seal of the Bidder

Place: _____ Date: _____

Annexure II – List of Existing KSRTC Digital Properties to be Linked or Integrated

The following digital properties of KSRTC shall be linked, and where indicated integrated, into the unified navigational structure of the new website per Clause 3.5. The nature of integration against each property is indicative; the final integration approach for each shall be agreed in writing during the Discovery phase (Clause 3.1). KSRTC shall provide API documentation or points of contact for the respective platform vendors where functional integration is contemplated.

Sl.	Digital Property	URL / Platform	Nature of Integration (Indicative)
1	Online Ticket Booking and Reservation System	www.onlineksrtcsnft.com	Prominent deep-linking from home page and services pages; harmonised visual treatment; single “Book Ticket” journey from the new site
2	Bus Advertising Portal (non-fare revenue)	[insert URL]	Linking with harmonised branding; enquiry form routing to the portal
3	Online Medical Consultation Service page	[insert URL]	Linking with descriptive bilingual landing page on the new site
4	e-Office Portal (staff login)	[insert URL]	Secure link from a “Staff Corner” section; no data integration
5	Public Complaint / Grievance Redressal Portal	[insert URL]	Linking with bilingual explanatory page; complaint-tracking link
6	Mobile Application(s) of KSRTC	[Play Store / App Store links]	Download badges and QR codes on the home page and footer
7	Official Social Media Handles	[Facebook / X / Instagram / YouTube]	Footer and contact-page linking; social sharing metadata (Open Graph) site-wide
8	Regional / Depot-Level Micro-sites and Service Pages	[list to be furnished at Discovery]	Content audit; migration into the new site or standardised linking, as decided at Discovery
9	Any other KSRTC digital service notified during Discovery	—	As agreed in the approved information architecture

Note: The count and identity of properties at Sl. Nos. 2 to 8 shall be finalised and communicated at the pre-bid meeting or by corrigendum. Bidders shall price item (e) of Annexure I for the full list above; no additional claim shall be admitted for properties identified during Discovery that involve linking only.

Annexure III – Draft Service Level Agreement (Warranty and AMC Support)

This SLA governs support during the twelve-month warranty period from go-live and, if availed, the AMC Years 2 and 3. It shall be executed as a schedule to the main agreement. Capitalised terms bear the meanings assigned in the Tender.

1. Scope of Support

Support covers: rectification of defects and bugs; application of security patches and CMS/framework updates; restoration from backups; assistance to KSRTC content administrators; minor content and layout changes (up to eight person-hours per month, cumulative within a quarter); monitoring of uptime and Core Web Vitals; and quarterly service reports. Development of new modules or features beyond the tendered scope shall be handled by separate work order at rates mutually agreed.

2. Service Window and Reporting

The support desk shall be reachable by e-mail and telephone from 09:00 to 19:00 hours on all days including holidays; Severity 1 incidents shall be attended round the clock. All incidents shall be logged with a ticket number, and a monthly SLA compliance report shall accompany each quarterly AMC invoice.

3. Severity Classification, Response and Resolution

Severity	Description	Response Time	Resolution Time
Severity 1	Website fully down, defaced, compromised, or ticket-booking deep links non-functional site-wide	Within 30 minutes	Within 4 hours
Severity 2	Major function impaired – CMS publishing failure, language version down, forms not submitting, security vulnerability reported	Within 2 hours	Within 24 hours
Severity 3	Minor defect – layout or rendering issue on specific devices, broken internal links, content display errors	Within 8 working hours	Within 3 working days
Severity 4	Content updates and minor change requests within the monthly allocation	Within 8 working hours	Within 5 working days

4. Uptime Commitment

Where hosting management is within the Bidder's scope, monthly uptime of the website shall be not less than 99.5%, measured by an independent monitoring tool agreed at go-live, excluding scheduled maintenance notified at least 48 hours in advance and carried out between 00:00 and 05:00 hours.

5. Penalties

Default	Penalty
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Default	Penalty
Monthly uptime between 99.0% and 99.49%	2% of the quarterly AMC value (or pro-rata warranty equivalent)
Monthly uptime between 98.0% and 98.99%	5% of the quarterly AMC value
Monthly uptime below 98.0%	10% of the quarterly AMC value, and a cure notice
Breach of Severity 1 resolution time	₹5,000 per additional hour or part thereof, capped at ₹50,000 per incident
Breach of Severity 2 resolution time	₹2,500 per additional day or part thereof
Breach of Severity 3 / 4 resolution time	₹1,000 per additional day or part thereof
Failure to apply a critical security patch within 72 hours of release or CERT-In advisory	₹10,000 per instance

Penalties in any quarter shall be capped at 25% of the quarterly AMC value (or its warranty-period equivalent computed on the implementation cost) and shall be recovered from pending invoices or the Performance Security. Penalties reaching the cap in two consecutive quarters shall constitute material breach entitling KSRTC to terminate and invoke the Performance Security.

6. Exclusions

The Bidder shall not be liable for outages attributable solely to failures of the State Data Centre or third-party hosting infrastructure outside its scope, force majeure, or unauthorised changes made by persons other than the Bidder's personnel; provided the Bidder demonstrates the attribution in its incident report and extends reasonable assistance in restoration.

7. Exit and Handover

On expiry or termination of the warranty/AMC, the Bidder shall hand over, within fifteen (15) days, the then-current source code, database dump, CMS credentials, configuration documentation and pending ticket log, and shall extend transition support of up to forty (40) person-hours to KSRTC or its incoming agency without additional charge.

Annexure IV – Non-Disclosure and Confidentiality Undertaking

(To be executed on stamp paper of ₹200 by the Successful Bidder prior to signing of the agreement; a signed copy on letterhead shall accompany the Technical Bid as token of acceptance.)

This Undertaking is executed at Thiruvananthapuram on this ____ day of _____ 20____ by _____ (name of entity), having its registered office at _____ (the “Bidder”), in favour of Kerala State Road Transport Corporation, Transport Bhavan, Thiruvananthapuram (“KSRTC”).

1. Confidential Information: “Confidential Information” means all information, in whatever form, disclosed by or obtained from KSRTC in connection with the Tender or the resulting contract, including content drafts, data, credentials, server configurations, security audit reports, API documentation, internal correspondence and personal data of KSRTC officers or passengers, but excludes information lawfully in the public domain otherwise than through breach of this Undertaking.
2. Obligations: The Bidder shall use Confidential Information solely for performing the contract; shall restrict access to those personnel who need it for that purpose and who are bound by equivalent confidentiality obligations; and shall not disclose it to any third party without the prior written consent of KSRTC.
3. Security: The Bidder shall protect Confidential Information with at least the same degree of care it applies to its own confidential information, and in no event less than reasonable care, including secure storage of credentials and prompt reporting of any suspected breach to KSRTC within twenty-four (24) hours of discovery.
4. Personal data: The Bidder shall process any personal data only on the documented instructions of KSRTC and in compliance with the Digital Personal Data Protection Act, 2023 and rules thereunder, and shall not retain such data beyond the contract period.
5. Return and destruction: Upon completion or termination of the contract, or upon demand, the Bidder shall return or verifiably destroy all Confidential Information and certify such destruction in writing within fifteen (15) days.
6. Survival: The obligations herein shall survive the expiry or termination of the contract for a period of five (5) years, and indefinitely in respect of credentials, security configurations and personal data.
7. Remedies: The Bidder acknowledges that breach of this Undertaking may cause irreparable harm to KSRTC, entitling KSRTC to injunctive relief in addition to damages, recovery from the Performance Security, termination of the contract and debarment from future tenders.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Bidder Entity: _____

Seal of the Bidder

Place: _____ Date: _____

Witness 1 (Name, Address, Signature): _____

Witness 2 (Name, Address, Signature): _____

Annexure V – Prescribed CV Format for Key Personnel

(One CV in this format, not exceeding three pages, shall be submitted for each key role: Project Manager, UI/UX Lead, Full-Stack Developer(s), Malayalam Content Editor, English Content Editor, SEO Specialist and QA Engineer. CVs in any other format shall not be evaluated. The persons named herein are the “Key Personnel” for the purposes of Clause 11(3) of the Tender and Parameter B of the scoring matrix.)

Field	Details
1. Proposed Role on this Project	
2. Name in Full	
3. Date of Birth	
4. Present Designation and Date of Joining the Bidder Entity	
5. Total Years of Professional Experience	
6. Years of Experience Relevant to the Proposed Role	
7. Educational Qualifications (degree, institution, year)	
8. Professional Certifications Relevant to the Role (certifying body, year, validity)	
9. Language Proficiency (specify proficiency in Malayalam and English – read/write/edit)	
10. Details of Comparable Government / PSU Website Projects Handled (project name, client, role played, project value, duration, live URL)	
11. Employment History for the Last 5 Years (organisation, role, period)	
12. Proposed Percentage of Time Committed to this Project, Phase-wise	
13. Contact Details (e-mail and mobile, for verification by KSRTC)	

Undertaking of the Key Personnel

I, the undersigned, certify that to the best of my knowledge and belief this CV correctly describes my qualifications and experience, that I am a regular employee of / contractually engaged by the Bidder, and that I undertake to be available for and to work on this project in the role and to the extent stated at Sl. No. 12 above for its entire duration, subject only to replacement approved in writing by KSRTC under Clause 11(3) of the Tender. I understand that wilful misstatement herein may lead to my disqualification and rejection of the bid.

Signature of the Key Personnel: _____ Date: _____

Countersignature of the Bidder

Certified that the above-named person is engaged with our organisation and is proposed for the stated role on this project, and that he/she shall not be withdrawn or replaced except in accordance with Clause 11(3) of the Tender.

Signature of Authorised Signatory: _____

Name: _____

Designation: _____

Name of Bidder Entity: _____

Seal of the Bidder

Place: _____