

Date: August 25, 2025

To: Brahmin Organization of India (BOI)

From: Aniket Mishra, Freelance Software Developer

Subject: Website Development for Matrimonial Organization.

Dear Sir,

Thank you for considering me for the development of your organizational website. It's my pleasure to submit this detailed proposal for building a website that represents your mission, services, and values, while also showcasing your matrimonial application as part of your overall offerings.

This proposal outlines all elements, timelines, and costs involved to ensure your new website aligns perfectly with your expectations and organizational goals.

Project Overview

The project involves designing and developing a professional, responsive, and SEO-optimized website for your organization.

The website will include multiple sections: **Home, About Us, Our Services, Membership Plans, Gallery, Success Stories, Blog, Contact Us, FAQ, Team, Events, Careers, Partners, Resources, Media, and Download App.**

The goal is to deliver a platform that builds **trust, credibility, and engagement** with your audience — while reflecting your values of cultural respect, safety, and community-driven matchmaking.

Key Pages & Features

1. Home Page

- **Objective:** Serve as the main entry point to the website, capturing visitor attention and encouraging them to explore further.
- **Features:**
 - Hero section with tagline (*"Building Trusted Matrimonial Connections with Values & Care"*).
 - Short introduction about the organization.
 - Highlights of services (Matchmaking, Counselling, Events, App).
 - Call-to-action buttons (*Join Us / Explore Services*).

2. About Us

- **Objective:** Provide a clear understanding of the organization's vision, mission, and values, building credibility and trust.
- **Features:**
 - Vision & mission statement.
 - Focus on cultural values + modern approach.
 - Differentiators (trust, verified members, family-first approach).
 - Position the app as a supportive tool within a larger mission.

3. Services and Membership Plans / Pricing

- **Objective:** Showcase the core services provided by organization in a clear and structured manner.
- **Features:**
 - Matrimonial Matchmaking (app + offline support).
 - Counselling & Guidance (astrology, relationship, family support).
 - Community Events (online/offline matrimonial meets).
 - Privacy & Safety Support (ID verification, confidential handling).
- **Objective:** Present membership options in a transparent way, encouraging users to select the right plan.
- **Features:**
 - **Free Plan:** Basic participation.
 - **Standard Plan:** Personalized matchmaking + event invites.
 - **Premium Plan:** Complete support, counselor access, horoscope matching, priority matchmaking.
 - Pricing table for easy comparison.

4. Blog / Insights

- **Objective:** Improve SEO, provide value, and establish authority in the matrimonial space.
- **Features:**
 - Articles about traditions, matchmaking tips, and guidance.
 - Partner selection guides.
 - Expert advice (counselors, astrologers, community leaders).

5. Team / Our Experts

- **Objective:** Showcase the credibility and professionalism of your leadership and expert team.
- **Features:**
 - Profiles of founders, counselors, astrologers, support staff.

6. News & Events & FAQ

- **Objective:** Highlight community involvement and encourage participation in events.
- **Features:**
 - Upcoming matrimonial/community events with registration.
 - Past event highlights/photos.
- **Objective:** Address common questions and reduce support queries while building trust.
- **Features:**
 - Who can join?
 - How does the process work?
 - Free vs Paid membership details.
 - Privacy & safety assurance.

7. Careers / Join Us

- **Objective:** Attract talent, volunteers, and collaborators.
- **Features:**
 - Job and volunteer opportunities.
 - Application form and details.

8. Contact Us

- **Objective:** Provide a direct line of communication for potential clients, partners, or job seekers.
- **Features:**
 - A **contact form** allowing visitors to easily submit inquiries.
 - Display of your **business contact information** such as phone number, email address, and office location.
 - **Optional Google Maps integration** to show your business location for easy navigation.

Design & Development Features

Responsive Design

The website will be fully responsive to ensure it looks and performs well on all devices, including desktop, tablet, and mobile.

SEO Optimization

- Basic SEO (search engine optimization) will be included for better visibility in search engines. Meta tags, alt text, and structured data will be used to enhance rankings.
- Keywords relevant to your industry, such as "matrimonial" or "matrimonial website," will be incorporated into the website's content.

Performance Optimization

- **Image optimization** for faster load times.
- **Lazy loading** will be implemented to prioritize loading visible content first.

Social Media Integration

Direct links to Brahmin Organization of India social media profiles will be added to boost engagement across platforms.

Accessibility

The website will comply with **WCAG 2.1** accessibility standards, ensuring usability for people with disabilities (e.g., keyboard navigation, proper contrast, and alt text for screen readers).

System Requirements

Brahmin Organization of India will be responsible for providing the following infrastructure during the project:

1. **Office Space:** If in-person meetings or support sessions are needed.
2. **Computer Systems:** Required for any collaboration or content uploading.
3. **Internet Access:** High-speed internet access to ensure smooth communication.
4. **Additional Tools:** Any software or tools required for maintenance after project delivery.

Point of Contact

Both **Brahmin Organization of India.** and the **Freelance Developer** will designate specific individuals to coordinate activities and ensure smooth project management. These individuals will be responsible for all communications and decisions related to the website's development and launch.

Order Cancellation

- **Before deployment:** If Brahmin Organization of India (BOI). wishes to cancel the project before deployment, a fee of **25% of the total project value** will be charged to cover work already completed.
- **After deployment:** No cancellations will be permitted once the website has been deployed.

Confidentiality

Both parties agree to maintain strict confidentiality regarding any proprietary information, including ideas, data, and techniques. Neither party shall disclose such information to third parties without written consent, ensuring all sensitive data is protected throughout and after the project.

Intellectual Property and Ownership

All intellectual property rights in the website, developed during this project, will remain with the **Freelance Developer** until full payment has been received. Upon receipt of the final payment, BOI will receive a **non-exclusive, non-transferable, royalty-free license** to use the website and associated materials. Any proprietary tools or software used in the development process will remain the sole property of the developer.

Force Majeure

Neither party shall be held liable for delays or failures in performance caused by unforeseen events outside their control. These events may include natural disasters, governmental actions, strikes, or wars. If such an event occurs, the affected party must notify the other party within **seven (7) days** and take steps to mitigate the impact.

Timeline

The estimated timeline for completion is **2 weeks**:

- **Week 1:** Consultation, wireframes, and mockups for Home, About Us, and Services pages.
- **Week 2:** Development of Contact Us, Career, and News & Events pages, etc including form integration.
- **Week 2:** Final adjustments, testing for responsiveness and performance, and website launch.

Cost Estimate

- **Development Fee:** 32,000 India Rupees
- **Optional Add-ons:**
 - Google Maps integration: Free of cost.
 - Website Maintenance: According to the Complexity of page & Market Research.
 - New Page Addition – 4,000 Indian Rupees Per page.

Payment Terms

- **25% upfront** payment upon signing the agreement -> **8000**
- **35%** payment upon approval of the design -> **11,200**
- **40% upon completion** and launch of the website what will be -> **12,800**

Post-Launch Support

I will provide **6 months of free maintenance & 12 month of free support** after the website goes live to address any bugs or minor revisions. After that, ongoing maintenance and updates can be provided at an agreed monthly rate.

Next Steps

Once you approve this proposal, we can proceed with signing a contract and start the design phase. I look forward to working with you to create a website that reflects Brahmin Organization of India (BOI) professionalism and enhances your online presence.

Please feel free to contact me if you have any questions or need further clarification.

Thank you for your time, and I look forward to collaborating on this project.

Best regards,

Aniket Mishra

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