STANDARD WEBSITE

DEVELOPMENT PROPOSAL

**FOR**



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### To,

Dr A. Muhammed Thaha Principal

MSM College, Kayamkulam

### From,

[Unni Madhavan Babu](mailto:unni@netventure.in)

Operations Manager

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# About Us

With 18 years of advanced services and experts within the team, **NetVenture** can get any business started or moulded better for this digital phase. We are a globally placed 360-degree agency, with a presence in the **UK, Ireland, the Middle East and India.** We are a top-end digital marketing, website and web application development firm preferred by clients across the globe, providing high-end marketing strategies and expert solutions to grow and flourish in this digitalised era.

# Our Clients

Here is a minimal list of our happy clients,

 

Work: Website, SEO

Location: Kerala



Work Details: Mathrubhoomi KA Festival Website

Work: Website, SEO, SMM Location: Kerala



Work Details: Website, SEO Location: Kerala

Work Details: Website, SEO & PPC

Location: Kerala



Work Details: websites, SEO & SMM

Location: Germany And Kerala

  

Website Development Work Details: Website, SMM

Location: South India

Work Details: Website, SEO, Location: UAE, Oman

# Overview

We understand the scope of this project is to design and develop a standard website for MSM College. The following proposal is based on the following,

1. The discussion we had with the MSM College team and the sitemap shared by them.
2. The information available, and our understanding of the requirement at the moment.

# Our Proposed Solution

## Deliverables

1. Website Developed using WordPress CMS
2. Custom Design in XD File
   1. Home
   2. Departments x 1
3. SEO-Friendly Website Development
4. Analytics Integration

**Standard Website Developed in WordPress CMS** *(Custom Design + Responsive* ***+*** *Basic SEO* ***+*** *Chatbot: Twakto* ***+*** *Google Location Map* ***+*** *Google Analytics* ***+*** *XML Sitemap* ***+*** *URL Submission in SEs'* ***+*** *Enquiry Form Submission: DB* ***+*** *Integrated Contact Forms w/ Captcha* ***+*** *WhatsApp Integration* ***+*** *Social Media Page Integration)*

### +Web-based administrator control panel + SEO Friendly Website Development + 30 Days Free support

**Web Pages included in the proposed website Home**

### About Us

* About the College
  + Founder
  + Manager’s Message
  + Principal’s Desk
* History
* Vision & Mission

o The motto of the College

* Milestones
* Accreditations
* Sister Institutions

### Academics

* Courses Offered (UG/PG) (All courses on a single page)
* Syllabus x 25 (option to add it from the back end)
* Handbook (Download option in PDF) & Academic Calendar

### Departments

* List of Departments x 17
  + Department Profile
  + Programmes
    - Under Graduate
    - Post Graduate
    - Syllabus
    - Previous Year Question Papers (option to add questions from the back end and download it)
  + Faculty (will be same as current website)
  + Research
    - Research Guides
  + Facilities (All Facilities on a single page)
  + Activities (All Activities on a single page)
  + Achievements
  + Photo Gallery

### Administration

* College Governing Body (Images with Names)
* College Council (Images with Names)
* PTA (Images with Names)
* Office Administration (Images with Names)

### Research

* Research Centers
* Research Guides
* Research Committee
* Projects (All Projects on a single page)
  + Major
  + Minor
* Research Scholars (Images with Name)
* PhDs Produced (All in one page)
* Publications (Download option)

### Examinations

* University Examinations (All the below on a single page)
  + Examination Committee (Images and Names Should be Provided)
  + Exam Notification (Scrolling text)
  + Schedule (Redirect to University Website)
  + Results (Redirect to University Website)
  + Revaluation/Scrutiny/Grace Marks/Scribe(Redirect to University Website)
  + Previous Year Question Papers (option to add questions from the backend and download them)
* Internal Examinations (All the below on a single page)
  + Examination Committee(Images with Names)
  + Exam Notification
  + Schedule

### Student’s Life

* Student Support Programmes
  + Career Orientation Centre
  + Placement Cell
  + ASAP
  + Jalakam
  + SWAYAM
  + Counselling Centre
* Scholarships (All scholarships on a single page)
* Grievance Redressal (Content only Page)
  + University Exam Grievance
  + Internal Exam Grievance
  + Anti-Ragging Cell
  + Anti-Sexual Harassment Cell
  + Women’s Grievance Redressal Cell
* College Union (Images with names)
* College Magazine (Magazines in PDF format should be provided and they can be downloaded from the site)
* Student Affairs Committee (Images with Name)
* Co-Curricular Activities
  + NSS
  + NCC
* Hostel
* Extension Clubs (All below on a single Page)
  + Anti-Human Trafficking Club
  + Debate Club
  + Literary Club
  + Nature Club
  + Reading Club
  + Science Club
  + Tourism Club
* Feedback

### IQAC (All the below on a single page)

* About IQAC
* NAAC
* AQAR Reports
* IQAC Reports
* AISHE
* NIRF
* Programmes
* Other Reports

### Library

* About Library
* E-Resources (Link to 3rd Party)
* Virtual Library (Link to 3rd Party)

### Gallery

* **Images**
* **Videos** (YouTube)

### Contact us

**Alumni (Link to Third Party)**

*The above-mentioned sitemap is based on our understanding of the project at the moment. Please let us know in advance if any changes need to be made.*

# Your Investment

## Website Development

|  |  |  |
| --- | --- | --- |
| **S.No** | **Description of work** | **Cost in INR** |
| 1 | **Standard Website Developed using WordPress CMS** *(Custom Design + Responsive* ***+*** *Basic SEO* ***+*** *Chatbot: Twakto* ***+*** *Google Location Map* ***+*** *Google Analytics* ***+*** *XML Sitemap* ***+*** *URL Submission in SEs'* ***+*** *Enquiry Form Submission: DB* ***+*** *Integrated Contact Forms w/ Captcha* ***+*** *WhatsApp Integration* ***+*** *Social Media Page Integration)*  **+Web-based administrator control panel + SEO Friendly Website Development + 30 Days Free support** | **140,550.00** |

|  |  |  |
| --- | --- | --- |
| 2 | **Website Hosting** *(99.99% uptime + Dedicated Support - 24x7 + Protection against attacks + Spec - 4GB, 1vCPU, 40GB) Second year onwards* ***INR 24,000.00* Yearly Payment** | **FOC** |
| **Total: One Lakh, forty thousand, five hundred and fifty only.**  **GST 18% Extra.** | | **140,550.00** |

1. **Annual Maintenance Cost (AMC) Yearly Payment**

|  |  |  |
| --- | --- | --- |
| **S.No** | **Description of work** | **Cost in INR** |
| 1 | **Annual Maintenance Cost** *(5 Support Requests and or 5 hours to be spent on a monthly basis + Making Sure the site is up and running as long as you are our clients + Automated backups + Protection against attacks + Security Checking + Uptime Monitoring*) **AMC is 20% of the development cost that is INR 2811.00** | 28110.00 |
| **Total: INR Twenty-eight thousand one hundred and ten only. GST 18% Extra.** | | **INR 28110.00** |

# Payment schedule

The payment schedule is as follows.

|  |  |  |
| --- | --- | --- |
| **Schedule** | **When** | **Percentage** |
| Schedule 1 | Advance Payment before starting the project | 50% of the total project cost |

|  |  |  |
| --- | --- | --- |
| Schedule 2 | On completion and before making the project live | 50% of the total project cost |

# Optional Costs

|  |  |  |
| --- | --- | --- |
| **S.No** | **Description of work** | **Cost in INR** |
| 1 | **SEO Friendly Content Writing** | 2 per word |
| 2 | **Additional web pages** | INR 850 per hour |
| 4 | **One-Day Photoshoot (Interior, Exterior, Facilities, Principal, Managers)** | INR 25000 per day |

**Terms and Conditions**

## General Terms and Conditions

1. Any change in the scope of work will be addressed via Netventure Change Management procedures.
2. Clients do user acceptance testing once Netventure delivers the website and shares the feedback timely. Any delay can result in slippage of the project schedule.
3. Netventure expects relevant deliverables to be reviewed, accepted and signed off within the timeframe mentioned against each deliverable.
4. Netventure will rework the defects and re-present the deliverables for Client acceptance if any.
5. The effort estimation is based on currently available high-level info. Any reduction/addition to this may attract re-estimation.
6. For any genuine reason, if the project needs to be put on Hold/Stop, it requires a minimum request notice period of 15 days mentioning the duration for which the project needs to be put on Hold/Stop
7. In case images are to be purchased, the client has to purchase them and give them to Netventure.
8. The project work will start only after receiving all the client-supplied materials.
9. Regarding the previous year's question paper, we will add 1 question paper per department and 1 College magazine. Please purchase our data entry package at INR 500 per hour to add more question papers and college magazines.
10. In AMC, where we have to spend more than 5 hours and or 5 support requests, then the additional efforts will be charged at INR 850 per hour.

## Terms of Payment

1. All costs will be invoiced for Bank Transfer 5 (five) days after the invoice date.
2. The above cost covers all the requirements specified in the Scope of Work.
3. We will launch the application when requested, providing that there is no balance due.
4. The cost is exclusive of any taxes or banking charges.

# Acceptance

I agree to the requirements, proposed solution and costs contained within this estimate:

Signed on by the client/behalf of the client:

Name of the signatory (printed in capitals):

The date signed:

***This quote is valid only for 10 days from the date of issue.***