

Request for Proposal (RFP)

Design, Development & 3-Year Support of the DMA Digital Platform

1. Introduction

Delhi Management Association (DMA) invites experienced digital-solution providers to design, build and maintain a responsive, secure and scalable web platform that will:

- Digitise the membership life-cycle (onboarding, renewal, self-service) with Members Data Base Management including entry of existing members data.
- Automate online payments for memberships and events.
- Search facility for member database based on several fields like name, organisation, location, etc.
- Promote and manage events, seminars and conferences.
- Host a rich knowledge hub, news/blog and media gallery.

Note: A Learning-Management System (LMS) is expressly excluded.
The contract covers build, go-live and 36 months of post-launch support.

2. Procurement Milestones

Milestones	Date & Time (IST)
RFP release	16 May 2026
Pre- Bid Conference at DMA Conference Hall	22 May 2026
Submission of Separate Technical and Financial Bids in separate sealed envelopes by the deadline	25 May 2026 – 16:00
Opening of Technical Bids	29 May 2026 – 15:00
Live demos of similar past projects by the short-listed (technically suitable) bidders and opening of Financial Bids of qualified bidders after the live demo	29 May 2026
Issue of Letter of Intent (LoI)	By 05 June 2026
Contract signing	08 June 2026
Pilot Testing of the Website	31 July 2026
Target go-live	10 August 2026
Warranty/ Support ends	9 Sept 2029

Note: Any change will be issued only through a written corrigendum on the DMA website.

3. Eligibility Criteria

Parameter	Requirement
Legal entity	Indian company/LLP registered ≥ 5 years
Annual turnover	\geq ₹30 lakh in each of the last three audited FYs
Similar projects	At least two responsive portals with admin panel, online payment for membership and event modules live ≥ 12 months
Certifications	ISO 9001 or equivalent desirable (not mandatory)
Black-listing	Bidder must not be black-listed by any Government/PSU/industry body

Required documents:

- Certificate of incorporation
 - GSTIN
 - Audited financials (FY 2022–23, 2023–24, 2024–25)
 - Reference letters from listed clients
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4. Technical-Bid Mandatory Contents

1. Company profile & audited financials showing \geq ₹30 lakh turnover per FY
2. Credential sheets for at least two similar portals (with client references)
3. Proposed team (CVs, role, % allocation)
4. Solution-architecture diagram & technology stack
5. Agile implementation plan (sprint cadence, risk register)
6. Detailed workflows (membership, event, finance, content)
7. Security & compliance strategy (OWASP, DPDP)
8. Support methodology & SLA matrix
9. Value additions (chatbot, AI analytics)
10. Declarations: non-blacklisting, IP assignment, draft Non-Disclosure Agreement

Note: Omission of any item renders the bid non-responsive.

5. Submission Protocol

1. Envelope A – Technical Bid (no pricing information)
2. Envelope B – Financial Bid (hard copy + password-protected PDF; password shared only when requested)

Submission Deadline: 25 May 2026 – 16:00 IST

Bid Validity: 90 days from the Technical-Bid opening date

6. Evaluation Methodology

Two Packet System:

1. Technical bid evaluation (functionality, architecture, team, workflows, credentials)
2. Opening of Price bid: Price bid of only those vendors will be opened who's technical bid has been found suitable

Winner: Bidder with L1 pricing will be declared winner

Address:

The Secretary,
DMA Management Association
Core 6 A, Ist Floor
India Habitat Centre
New Delhi 110003

7. Scope of Work

7.1 Functional Modules

#	Module	Key Requirements
1	UX / UI	Mobile-first, WCAG 2.1 AA, light/dark themes
2	User & Role Management	Super-Admin, Membership Manager, Event Manager, Finance, Content Editor, Auditor, Read-only; OAuth 2.0 SSO-ready
3	Membership Lifecycle	Multi-tier (Individual / Corporate / Student / Honorary); online form, document upload, e-sign; admin review; renewal engine with e-mail/SMS reminders; member dashboard; legacy import (CSV/API)
4	Payments	Razorpay primary, PayU fallback; UPI, cards, Net-Banking, Wallets; PCI-DSS; auto-reconciliation; refund API; GST-ready ledger export (Tally/Zoho)

#	Module	Key Requirements
5	Event Management	Conferences, webinars, workshops; ticket types, coupons, early-bird; public calendar & card views; QR tickets; Android check-in app; attendance report; feedback & certificate auto-mail
6	Content & Media	Blog, news, press releases; resource library (PDF/PPT/MP4) with versioning & access control; photo/video gallery; SEO toolkit
7	Communications	Newsletter builder; transactional emails; WhatsApp Business link
8	Analytics & Reporting	Google Analytics 4; KPI dashboard (member growth, revenue, event ROI); Google search Engine friendly and optimized, remove legacy links impacting google ranking
9	Security & Compliance	TLS 1.3, HSTS, CSP; Cloudflare/AWS WAF; monthly VA/PT; DPDP Act 2023 consent manager; encrypted daily backups (30-day retention)
10	DevOps & Hosting	CI/CD (GitHub Actions); Docker/Kubernetes; deployment to DMA's AWS zone or other hosting platform as provided by DMA; 99.9% uptime SLA
11	Mobile App (optional)	Hybrid App for membership card, events, push notifications—quote separately

7.2 Non-Functional Requirements

- Page load < 2 seconds on 4G
- Horizontal scalability to $\geq 1,000$ concurrent users
- $\geq 80\%$ unit-test coverage
- Localisation-ready architecture

The selected vendor is expected to deliver a fully functional, production-ready platform that meets the objectives stated in this RFP. In the course of detailed SRS preparation and development, it is inevitable that certain related, dependent or enabling functionality — not explicitly listed in this RFP but logically necessary for the stated modules to work correctly — will be identified. Such functionality is considered in-scope and must be delivered within the agreed project timeline and cost, without any additional charge to DMA.

8. Project Deliverables & Milestones

Stage	Deliverable	Duration	Acceptance
D-1	SRS & Functional Specification	1 weeks	Sign-off
D-2	Figma UX prototypes (min. 2 iterations)	1 weeks	Client approval
D-3	Alpha release (core modules)	4 weeks	$\geq 80\%$ unit tests pass
D-4	Beta / UAT	1 weeks	Zero High-severity bugs
D-5	Security & Performance report	1 week	Lighthouse ≥ 90 ; 0 High vulns

Stage	Deliverable	Duration	Acceptance
D-6	Go-Live	1 week	DNS cut-over
D-7	Admin training & SOPs	1 week	Completion certificate
D-8	Warranty support	12 months	SLA compliance
D-9	AMC – Year 2 & Year 3	12 months each	Quarterly review

9. Payment Structure

Milestone	% of Project Fee	Trigger
1	10%	Acceptance of the signed SRS document after contract signing
2	40%	Completion of D5 (Security & Performance report)
3	40%	Successful Go-Live & DMA acceptance
4	10%	After successful running of the website for three months

- Warranty and AMC fees shall be invoiced quarterly after go-live
- All invoices are payable within 30 calendar days; statutory deductions (e.g., TDS) apply

10. Service-Level Agreement (Warranty & AMC)

Metric	Severity 1	Severity 2	Severity 3
Definition	Site down / payments fail	Module degraded; workaround exists	Cosmetic
Response time	30 min	4 h	1 BD
Resolution time	6 h	2 Business Day	Next release
Penalty	2% of quarterly AMC per additional 6 h	1% per Business Day	None

Monthly uptime target: 99.5%

11. Member Registration Workflow

Bidders must convert this logic into a BPMN or equivalent flow-chart with swim-lanes for User / System / Admin.

Workflow Steps:

1. User selects “Become a Member”
2. Fill online form (details + membership category + LinkedIn Profile)

3. Upload documents (Proof of ID & address, photo, Copy of Degree/ Diploma in Management)
 4. e-Sign
 5. Submit form
 6. System validates data
 - If errors → inform user → back to form
 - If pass → Admin review queue
 7. Admin approves / rejects / seeks info
 - Reject → auto e-mail containing the reason of rejection → End
 - Need info/ document → clarification e-mail with time limit of 15 days → Correction/ clarification, if possible, by the applicant → Review by the Admin
 - Approve → payment link e-mailed
 8. User pays
 - Fail → retry option
 - Success → member status “For Approval”
 9. Admin to Approve
 10. System issues membership letter containing Member ID, Portal login and password, + digital card (draft of letter and id card design will be provided by DMA)
 11. End (member dashboard access)
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12. Profile Updation by the Member- Workflow

The platform must support a structured, auditable process for members to update their profile information. Bidders must include a corresponding swim-lane flow-chart in the Technical Bid. The workflow logic is as follows:

- Logged-in member navigates to “My Profile” in the member dashboard.
- Some fields, that are pre-decided, can be edited by the member directly but the other fields the changes done by member have to be approved by the Admin. The member is required to upload supporting documents for these changes. DMA will provide the list of fields that members can edit directly and the list of fields that require admin approval and uploading supporting documents. Contact details like email and mobile number may require verification using OTP.
- For the fields that the members can change directly, the system validates input format, saves the change immediately and sends a confirmation e-mail to the member.

- For the fields that require admin approval for updates, the member uploads any required supporting documents and submits the change request.
 - System creates a change request ticket in the Admin panel with the old and new values side-by-side for easy review.
 - Admin reviews the change request and takes one of two actions:
 - Reject: System displays some predefined reasons that Admin can select or an “Other” reason where Admin can specify any custom reason. The system notifies the member with the reason; profile reverts to original values.
 - Approve: System updates the member profile with the new information and sends a confirmation e-mail/SMS to the member.
 - An Audit log entry is automatically created for all profile changes (whether self-approvable or admin-approvable), recording the changed field, old value, new value, timestamp and actor (member or admin).
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13. Members Data Search Workflow

The platform must include a powerful, privacy-compliant member directory search facility accessible only to logged-in, approved DMA members. The facility must meet the following specifications:

13.1 Search Parameters

Members must be searchable by the following fields (individually or in combination):

- Full Name (partial match / wildcard supported)
- Organisation / Company Name
- Designation / Job Title
- Industry or Sector (from a configurable master list)
- City / State / Location
- Membership Category (Individual, Corporate, Student, Honorary)
- Hobbies and Professional Interests (tag-based, multi-select)
- Mentorship availability (mentor / mentee / not applicable)

13.2 Search Results & Display

- Search results are limited to a maximum of five (5) matching member profiles per search query. This is a deliberate design requirement to protect member privacy and database.
- If the search returns more than five matching members, the platform must display a notice: “Total X results found. To obtain a broader list, please write to the Secretariat at secretary@dmadelhi.org.”
- Each profile in the results must display only the fields that are searched (excluding mobile number) and email. No other contact details are displayed as search results. For more information, refer to section 13.3 (Privacy Controls).

- Combination of fields should be allowed as search criteria (filters) like for example, Company and Location.

13.3 Privacy Controls

- The search facility must comply with DPDP Act 2023 data minimisation and consent principles;
 - members must explicitly opt in to being discoverable in the directory.
 - If a member chooses not to display his/her profile in search results then they are also not allowed to search for other members' profiles. This needs to be clearly mentioned on the settings dashboard for members.
 - Members use their dashboard to control the privacy settings field wise, that is, members should choose to make fields visible/hidden to other members (e.g., hide phone number, hide organisation) in the search results.
- All search queries and profile-view events must be logged in an audit trail accessible to the Super-Admin.

13.4 Admin Features

- Admins must be able to bulk-export search results as a CSV or Excel file (only fields permitted for export by DMA policy).
 - Admins must be able to suppress any member from appearing in search results without deleting the membership record.
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14. Mentorship Programme Workflow

DMA intends to facilitate mentorship by connecting senior professionals (mentors) with emerging professionals and students (mentees) within the DMA community.

14.1 Become a Mentor — Expression of Interest Form

- Any approved DMA member (Individual, Life or Institutional representative) must be able to submit a “Become a Mentor” expression of interest form directly from their member dashboard.
- The form must capture: full name and professional designation; current organisation and industry sector; total years of professional experience; areas of expertise maximum 3 / mentorship topics offered (multi-select from a configurable master list, e.g., Leadership, Strategy, Finance, Marketing, Technology, Entrepreneurship, Career Guidance); preferred mentee profile (working professionals / students / both); preferred mode of engagement (in-person, video call, written exchange); maximum number of mentees willing to take concurrently; a brief personal statement (max 300 words); and consent to appear in the mentor directory.

- All submitted “Become a Mentor” forms must enter an Admin approval queue. DMA administrators must review and either approve or decline the mentor application with a reason. Approved mentors are automatically listed in the Mentor Directory.
- Approved mentors must be able to update their mentor profile and availability at any time from their dashboard, and can voluntarily withdraw from the programme by marking themselves as “Currently Not Accepting Mentees”.

14.2 Mentor Directory — Search & Selection by Mentees (only three results - email)

- A searchable Mentor Directory must be accessible to all logged-in, approved DMA members, including Student members.
 - Student members in particular must be able to browse and search the Mentor Directory to find and choose a suitable mentor independently, without requiring admin intermediation.
 - The directory must be searchable and filterable by: area of expertise, industry sector, preferred mentee type (professionals / students / both), mode of engagement, and city / location.
 - Each mentor’s profile must display: name, email, photograph (if consented), designation, organisation, industry, areas of expertise, and availability status.
 - A mentee (including students) must be able to select a mentor from the directory and contact the Mentor separately via the email provided in search results.
 - The mentor directory must be searchable and filterable by expertise area, industry, city and availability.
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15. Intellectual Property & Confidentiality

15.1 Ownership of Deliverables

All source code, design files (including Figma prototypes), databases, documentation, and any other work products created specifically for this project and funded by DMA shall be the exclusive intellectual property of Delhi Management Association upon full payment of the applicable milestone. The vendor shall have no residual rights to use, sub-license or commercialise any DMA-specific deliverable.

15.2 Open-Source & Third-Party Components

The vendor must provide a complete Software Bill of Materials (SBOM) listing all open-source libraries, frameworks and third-party components used, along with their respective licences. The vendor warrants that the use of all such components is compliant with their licence terms and does not create any encumbrance on DMA’s ownership of the platform.

15.3 Data Ownership

All data stored on the platform — including member records, event data, financial records and communications — is the exclusive property of DMA. The vendor must not access, use, copy, sell or disclose this data for any purpose other than the performance of services under this contract. Upon termination or expiry of the contract, the vendor must deliver a complete data export to DMA within 15 calendar days and securely delete all copies from its systems.

15.4 Non-Disclosure

The vendor and all its personnel must execute a Non-Disclosure Agreement (NDA) prior to contract signing. All information shared by DMA in connection with this RFP — including this document, any pre-bid briefings and the member database — must be treated as strictly confidential and used solely for bid preparation and project execution purposes.

16. General Terms & Conditions


- DMA reserves the right to accept or reject any bid, cancel the procurement process, or re-issue the RFP at any stage without incurring any liability to bidders.
- Submission of a bid constitutes the bidder's acceptance of all terms, conditions and evaluation criteria set out in this RFP.
- Any attempt by a bidder to canvass, influence or offer any benefit to any DMA official or evaluation committee member will result in immediate disqualification.
- Bidders must disclose any actual or potential conflict of interest at the time of bid submission. Failure to do so may result in disqualification or contract termination.
- This RFP does not constitute a commitment by DMA to award a contract. DMA shall not be liable for any costs incurred by bidders in preparing or submitting their bids.
- The selected vendor must not sub-contract any part of the core development work without DMA's prior written approval.
- All disputes arising out of or in connection with this RFP or the resulting contract shall be subject to the exclusive jurisdiction of courts in New Delhi, India.
- The contract shall be governed by the laws of India. Any dispute not resolved amicably within 30 days may be referred to arbitration under the Arbitration and Conciliation Act, 1996, with a sole arbitrator mutually agreed upon by the parties.
- Force majeure clauses shall apply in accordance with standard commercial practice. The vendor must notify DMA within 48 hours of a force majeure event and provide a written plan for resuming services.
- DMA's decision on all matters relating to eligibility, evaluation, selection and award shall be final and binding.

17. Clarifications & Submission Contact

 Email queries (cite section/page) to: secretary@dmadelhi.org by 21 May 2026 – 17:00 IST

Submission Address:

**The Secretary
Delhi Management Association
Core 6 A, 1st Floor
India Habitat Centre
New Delhi 110003**

 +91-11- 41054062 (Mon–Fri, 09:30–18:00)

Annexure

Membership forms for different categories of memberships are appended below for reference.

Membership form for individuals:



MEMBERSHIP APPLICATION FORM

Category Applied for: Professional Life Student

Name in full (Surname first):
Date of Birth:
Organisation Name, Designation:
Mailing Address:
Tel No./Mobile: Email:



(Please affix recent passport size photo here)

Academic Qualifications
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Recommendation
.....

Declaration

I declare that the particulars given in this application are true and correct to the best of my knowledge and belief.
I agree, when elected as a member of the Association, to abide by the Rules and Regulations of the Delhi Management Association.

Date..... Applicant's Signature:

UPI or IMPS Tran No /Draft No./ Cheque..... dated..... drawn on.....
for Rs..... in favor of DELHI MANAGEMENT ASSOCIATION.

For Office use only

Recommendations
Membership NoDirector
Date of Enrolment.....Chairman-Membership Development Committee

Please mail this to:
Officer- Administration & Membership
DELHI MANAGEMENT ASSOCIATION
India Habitat Centre, Core 6A, 1st floor, Lodi Road, New Delhi -110003
Phone: 011- 41054062
Website: dmadelhi.org, Email: info@dmadelhi.org



Please scan the QR code to know more about DMA and its memberships

Membership form for organizations / institutions:

(to be added)

Membership Fee:

Membership Fee as applicable to different categories of membership is tabulated below for reference.

Category	Admission fee	Annual Subscription	Lifetime Subscription	Total with 18% GST
Student Membership	Nil	500	Nil	590
Professional-Annual Membership	500	1,000	Nil	1,770
Professional-Lifetime Membership (Onetime payment)	500	Nil	10,000	12,390
Organisation Annual Membership (Upto 50 employees)	5,000	5,000	Nil	11,800
Organisation Lifetime Membership (Upto 50 employees)	5,000	Nil	50,000	64,900
Organisation Annual Membership (Over 50 employees)	7,500	10,000	Nil	20,650
Organisation Lifetime Membership (Over 50 employees)	7,500	Nil	1,00,000	1,26,850
Patron Annual Membership (More than 100 employees)	Nil	20,000	Nil	23,600
Patron Lifetime Membership (More than 100 employees)	Nil	Nil	2,00,000	2,36,000