



विद्याविनियोगाद्विकासः

REQUEST FOR PROPOSAL (RFP)

-: WEBSITE DESIGN, DEVELOPMENT, SUPPORT
AND MAINTENANCE :-

FOR

IIMA DUBAI CAMPUS

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Request for Proposal (RFP)

Subject

- This Request for Proposal (RFP) invites reputed website design and development agencies to partner with IIMA for creating the Dubai Campus website.
- The engagement covers end-to-end design, development, testing, migration, security compliance, and warranty on a turnkey basis.
- The website must reflect IIMA's brand strategy – Simple, Bold, IIMA for Global – while ensuring modern UI/UX, scalability, and compliance with UAE PDPL and international standards

Issued by

Samir Sheth

IIMA Dubai Campus

Date of Issue

December 3, 2025

RFP Submission Deadline

December 24, 2025

1. Introduction:

Indian Institute of Management Ahmedabad (IIMA), an Institution of National Importance (India), is establishing its Dubai Campus. IIMA invites proposals from reputed Website Design & Development agencies preferably based in the UAE for the creation of a modern, secure, and scalable website for the Dubai Campus. The agency will design, develop, test, and maintain the website ensuring alignment with IIMA's brand communication strategy.

2. Branding & Communication Strategy:

The Agency must align website creativity and design with IIMA's Branding Communication Strategy:

- **IIMA for Global**
- **Bold and Simple**
- **Innovative and Timeless**

Additional and Important Requirements:

- **Mobile-first, responsive, bilingual (English + Arabic).**
- **GDPR & UAE PDPL compliant (privacy, consent, cookies).**
- **SEO optimized with Google Analytics & reporting dashboard.**
- **CMS-based with departmental logins, content moderation, and workflow, that supports microservices architecture**
- **Integrated with SAP, Student Campus Apps and Moodle LMS.**

3. Scope of Work

The scope of work includes planning, requirement gathering, story board discussions, creativity & design, site development, testing, content production (design elements, image creation, videos/photos shoot & production), migration of existing content, delivery, warranty, and support. The Agency is expected to work closely with IIMA's Team and department users.

3.1 Objectives

- Develop a bilingual (English & Arabic) responsive website using Web 3.0 technologies, that includes micro sites & services, interactive portals
- Provide intuitive UI/UX, optimized for mobile devices, fast loading, and SEO compliant.
- Integrate with ERP (SAP), LMS (Moodle), payment gateways, intranet, and digital library through appropriate APIs.
- Enable dynamic presentation of news/events, metadata indexing, social media activation.
- Ensure security compliance (OWASP Top 10, ISO 27001, UAE PDPL, GDPR).
- Delivery solutions include training, manuals, and warranty support.

3.2 Modules & Features

- **Landing Page:**
 - The Landing Page will serve as the primary entry point to the Dubai Campus website, acting as both a brand showcase and a conversion driver
 - This works as both an **engagement hub** and a **conversion funnel**, ensuring first-time & returning visitors immediately see the vibrancy of IIMA Dubai and have clear actions to take.
 - This Landing page will have the following sections
 - **Hero Section**
 - A full-width, high-impact visual banner featuring Dubai Campus identity (images, video snippets, or animated background).
 - A concise headline and tagline aligned with IIMA's brand strategy (Bold. Simple. IIMA for Global).
 - Prominent Call-to-Action (CTAs) such as:
 - Apply Now
 - Explore Programs
 - Contact Us
 - Optional integration of a hero video loop showing campus life, academic sessions, and Dubai city context.
 - **Dynamic Content Blocks (below Hero)**
 - What's Happening @ IIMA Dubai – auto-updating section showing campus events, news, research highlights, or announcements.

- Upcoming Events – interactive event cards with links to register or join online.
- Quick Connect – instant links for admissions enquiry, virtual counselling sessions, and FAQs.
- Live Chat / Chatbot (WhatsApp or Web-based) – for instant interaction with prospective students.
- **Instant Engagement & Conversion**
 - Clearly visible Apply Now and Download Brochure buttons.
 - Quick Inquiry Form (name, email, program interest) right on the landing page to capture leads.
 - Social Media Feed Integration (LinkedIn, YouTube, Instagram) for real-time updates.
- **UX Considerations**
 - No divisional pages within the Landing Page – content is modular and scroll-based, optimized for mobile-first viewing.
 - Smooth scroll animations and responsive layouts to match international university standards.
 - SEO-friendly structure with rich metadata for discoverability.

The Landing page will have the following Main Menus (subject to change time to time – so flexibility and scalability to be provided)

- **About IIMA Dubai**– *Learn about IIMA’s global presence, leadership, and the vision behind the Dubai Campus.*
- **Academics** – *Explore world-class programs designed to prepare leaders for global challenges.*
- **Admissions** – *Apply to IIMA Dubai and find details on eligibility, deadlines, and financial aid.*
- **Executive Education** – *Discover open and custom programs for executives and organizations.*
- **Faculty & Research** – *Meet our distinguished faculty and access cutting-edge research and publications.*
- **Student Life** – *Experience vibrant student clubs, cultural activities, and a diverse campus community.*
- **The Campus** – *Take a tour of our facilities, maps, events, archives, and virtual campus walkthroughs.*
- **Alumni** – *Stay connected with IIMA’s global alumni network and chapters in the UAE and beyond.*
- **News & Events** – *Stay updated on the latest news, academic events, and happenings at IIMA Dubai.*
- **Contact** – *Reach us for admissions, enquiries, and campus-related support.*

The proposed Site Structure



Website Module Descriptions

- a. **About IIMA Dubai:** Provides context and positioning of the Dubai Campus within IIMA's global vision.
 - Message from the Dean – Welcome note and leadership perspective.
 - Why Dubai? – Highlighting strategic location, connectivity, and global presence.
 - Leadership & Governance – Institutional leadership, committees, governance model.
 - History & Legacy – Overview of IIMA's heritage, rankings, milestones.
 - Accreditation & Rankings – Accreditation details, recognitions, global partnerships.
- b. **Academics:** Showcases academic programs and curriculum offerings.
 - Programs Offered – MBA, Executive MBA, Short-term and Certificate Programs.
 - Course Catalogue & Academic Calendar – Searchable catalogue with filters; downloadable academic calendar.
 - Program Details – Curriculum design, pedagogy, credits, and international collaborations.
- c. **Admissions:** End-to-end admission information and application system.
 - Application Process – Online application portal, secure submissions.
 - Eligibility & Requirements – Entry criteria, supporting documents.
 - Deadlines – Admission timelines with notifications.
 - Fees & Financial Aid – Program fees, scholarships, sponsorship options.
 - FAQs & Helpdesk – Admission queries and chatbot integration.
- d. **Executive Education:** Supports corporate training and executive learning.
 - Open Enrollment Programs – Short-duration courses with online registration.
 - Custom Programs – Tailored programs for corporates.

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- Enquiry & Registration Portal – Leads management, enquiry capture, and payment gateway integration.
 - Corporate Clients – Showcase of corporate collaborations and testimonials.
- e. **Faculty & Research:** Highlights IIMA's intellectual capital.
- Faculty Directory – Profiles, expertise, publications, and teaching areas.
 - Research Centres – Thematic research hubs (Policy, Entrepreneurship, AI, etc.).
 - Case Centre – eCommerce module for faculty-authored cases.
 - Publications & Conferences – Research output, upcoming seminars.
- f. **Student Life: Promotes student experience and holistic development.**
- Batchwise Student Profile (for placement activities – reference <https://mbapgpxprofiles.iima.ac.in/>)
 - Clubs & Societies – Academic, cultural, and professional groups.
 - Activities & Events – Campus engagement activities.
 - Diversity & Inclusion – Policy and initiatives.
 - Student Services – Housing, wellness, counselling, and career services.
 - Exchange Opportunities – International student mobility programs.
- g. **The Campus:** Showcases the Dubai Campus infrastructure and resources.
- Campus Overview & Facilities – Libraries, labs, classrooms, AV facilities.
 - Interactive Campus Map – Floor-wise interactive maps.
 - Virtual Campus Tour – 360° tours and videos.
 - Departments & Units – List of academic and admin departments.
 - Archives & Publications – Institutional records and achievements.
- h. **Alumni:** Connects Dubai graduates to global alumni.
- Alumni Portal – Login for alumni with directory and resources.
 - Chapters & Networks – UAE alumni groups and international chapters.
 - Stories & Spotlights – Alumni success stories.
 - Giving Back – Mentoring, guest lectures, volunteering.
- i. **News & Events: Keeps stakeholders updated with campus happenings.**
- Latest News – Announcements and highlights.
 - Upcoming Events – Conferences, lectures, and cultural activities.
 - Media Gallery – Photos and videos.
 - Press Releases – Media communication hub.
- j. **Contact**
- Contact Information – Dubai campus address, phone, and email.
 - Enquiry Form – For admissions, programs, and general queries.
 - Chatbot – “Ask IIMA Dubai” 24/7 enquiry assistant.

4. Technology Requirements

Bidder shall indicate the proposed Technology Platforms as they find fit to IIMA Dubai requirements, that may be aligned with existing tech platforms but not mandatory.

- CMS: Any Java based (preferred) or equivalent open-source stable version.
- Security: **OWASP Top 10, ISO 27001, UAE PDPL compliance.**
- Accessibility: **WCAG, WAI, W3C** compliance.
- Scalability: Support new programs, centres, microsites.
- Social media integration, FAQs, forums, predictive search.
- Integration: to be done with portals (students, alumni, faculty and administrators), SAP, LMS, and other apps as preferred.
- Hosting: Secured cloud infra provided by IIMA.

5. Migration

Bidder shall include data migration (faculty profiles, student profile from the existing systems etc.)

- Migration of content from IIMA's existing websites/modules into the new Dubai portal.
- Avoid duplication, structured metadata, maintain integrity.

6. Development Methodology

Bidder shall propose their comprehensive project design, development & delivery methodology for successful completion of this project. This may include but may not be limited to

- Design Approach
- Design Layouts, Frameworks
- Non-Functional Prototype for Design Sign-Off (but HTML Coding with Device compatibility is well preferred for Sign-Off to Development)
- Prototype-based iterative development.
- Detailed project plan with milestones
- Training to IIMA Dubai Team
 - Module-wise training for 10 admins, users, student reps
 - Know-How Videos, Manuals & knowledge transfer material to be delivered.
- Staging server deployment for UAT. (GitHub Processes)
- Testing & Acceptance
 - UAT by IIMA team based on acceptance test plan.
 - Cert-in empanelled / approved professional firm for security audit of website before going Live
 - Fixing all vulnerabilities before Go-Live.

- Go Live Instance and Security Environment

7. Project Milestones & Timelines

- Design, Development and Go Live: Total Number of Days for this phase is **120 working days** from project kick-off meeting date.
- Post Go Live Warranty Period: Total Number of Warranty Support Days is **365 Calendar days** from the date of Go Live of all Modules.
- Further, after the completion of the above warranty period, the consultant shall provide further support/maintenance for 24 months based on the terms mutually agreeable to parties subject to satisfactory performance and support requirements.
- Project milestone delivery timeline is linked with payment % on successful completion and sign-off for that individual milestone as below.

8. Project deliverables – Milestones linked with Payment Terms

- Fully Functional & Integrated Bilingual (English and Arabic) Website as per
 - agreed scope this project with
 - Content migrated and
 - SEO Optimization
- Handover of all source codes, database, portals and other objects to make and run this website error free.
- Completion of all change logs, reported issues during development, migration and Go Live
- Training Materials (Videos, User Manuals, Portal User Guides) and Training to all portal users, data/content upload etc. and their feedback sign-off.
- Timely closure of reported issues, NR, CR during warranty period.
- Timely closure of data security audit issues during post live warranty period.

9. Team Structure:

- Bidder must submit the Work force deployment plan (onsite at IIMA Dubai or offshore at consultant's office) for entire cycle of the project as committed in their proposal. Consultant must submit the resumes of all resources who will be part of this project along with resume of project manager.
- Project Manager must submit weekly report to IIMA management over email and should meet IIMA management fortnightly giving details of project progress.
- In addition to this, Project Manager is required to
- Send MoM of every meeting conducted.
- Send Daily/Weekly status & progress report

10. Project Commercials and Payment Terms

Bidders are required to submit your Commercials preferably in this format.

Sr No.	Consultant Fees for Project Delivery Services	Amount in AED
1.	<ul style="list-style-type: none"> Design, Development and Go Live of Website Modules as per Scope of this RFP as per the agreed timelines 	
2.	<ul style="list-style-type: none"> Warranty & Support for 365 days (from the date of Go Live of all modules) 	
3.	<ul style="list-style-type: none"> Travel, Boarding and Lodging Expenses for Consultants. 	This should be inclusive and no additional.
4.	Total	
5.	Add: VAT	
6.	Grand Total	
7	<ul style="list-style-type: none"> Cost of any Additional Development (after Going Live and Warranty) for the period of 24 months including maintenance & support 	

Payment Terms

- Payment Terms will be as per Project Milestones & Timelines of this agreement.
- Payments will be made after the submission of bills provided the bills are complete and duly authenticated by IIMA Dubai.
- IIMA will be able to settle the invoice in full, only after the invoice appears correctly
- Payments will be made by either by crossed account payee cheques OR through secure electronic banking channels.

11. Intellectual Property Rights:

Bidder agrees and acknowledges that for the purpose of this project, IIMA Dubai shall continue to be the owner of all trademarks, patents, copyrights, logos, trade secrets and other intellectual property it owns or controls as of the Effective Date or that it develops or acquires thereafter. Except for the rights expressly granted to the bidder under this, neither bidder shall gain by virtue of this project, any rights of ownership of copyrights, patents, design, trade secrets, logos, trademarks or any other intellectual property owned by the IIMA Dubai. Bidder to this project shall use the other IIMA's logo, brand, marks, drawings, or specifications without the prior written permission of the IIMA Dubai. This RFQ does not give any rights to the Consultant to use IIMA logo or brand on its website and other publicity/marketing material for the promotion as their clients.

12. Proposal Submission

Bidders are required to ensure the following as minimum in your proposal submission

- Vendor Profile & Credentials.
- Technical Proposal: Methodology, tech stack, architecture, security approach, Team Structure, Project Communication, Value added services etc.
- Financial Proposal: Development, warranty, AMC.
- Similar project references.
- [Optional] – Your Proposed Layouts in couple choices. This can be demonstrated in your technical presentation also.

13. Evaluation Criteria

Shortlisted Proposals will be called for a technical presentation at our Dubai Campus or online and following are the Criteria

- Technical Experience & Past Projects – 40%
- Proposed Methodology & Compliance – 30%
- Financials – 20%
- Timeline Commitment – 10%

14. Contractual Terms

Below is for the Information only and will be processed with winning bid.

- IP Ownership rests with IIMA.
- Confidentiality & non-reuse of data.
- Compliance with UAE PDPL and GDPR (if applicable).
- Termination & penalties for delay.
- Arbitration under UAE jurisdiction.

15. RFP Submission

Completed proposals with supporting documents must be submitted electronically to:

dubairfq@iima.ac.in

Please email your password-protected pdf quotation to dubairfq@iima.ac.in.

Please share the password only after last date of submission as above.

For any clarification, please contact:

For Technical queries: Name: Mr. AMS Rajesh Kanna (GM-ICT) Phone No. +9179-7152 4133

Email: gm-ict@iima.ac.in

For Commercial queries: Mr. Samir Sheth (General Manager) Phone no. +971-505-943-607

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