# Website Development Proposal

Inward No. __9235__
Date __29|01|2022__
File __Accnt__
Register

To

## Annasaheb Vartak Senior College, Vasai

Submitted by

## White Code Technology Solutions Pvt. Ltd.

Navale Icon, 3rd floor, Navale Bridge, Besides Navale IT Park, Narhe, Pune - 411041

Title: Website Development Proposal

Period of Performance: Jan- Feb 2022

Date Submitted: 27 January 2022

Proposal No: 3174_V3

# DEVELOPMENT PLAN

WhiteCode is pleased to provide the following website development proposal. The intent of the proposal is to deliver a website solution.

## Phase 1 - Orientation and development of the strategic concept

- Confirm and refine objectives with the client.
- Confirm and refine the target audience with college staff.
- Establish preliminary site and page hierarchy.
- Analysis of existing college website

## Phase 2 - Concept approval and initial development

- Client to select a concept for refinement.
- Incorporation of feedback and revisions.
- Create site breakdown—site map, layout, style sheets, navigation.

## Phase 3 - Revisions, final development, and programming

- Incorporate artwork feedback and revisions.
- Program Website as per selected package.
- Review site in light of programming expectations and limitations.

## Phase 4 - Final review & deployment

- Revise work as necessary.
- Installation and testing.
- Go live (date to be determined, if everything goes according to plan and timely availability of required data and approvals will result in the website going live in a time span of 1 month after the signing of the agreement.)

## Technology Stack and server requirements:

| Sr. No. | Service | Technology/Software |
|---------|---------|---------------------|
| 1 | Website | WordPress, PHP, HTML, CSS, Bootstrap, Javascript, Jquery. |
| 2 | Web application | Angular Js, PHP |
| 3 | Hosting Server (Linux Shared Server) | MySQL Database<br>Apache Server<br>PHP version min: 7.2 or above |

## ABOUT THE COMPANY

Founded in 2010 by highly experienced and expert IT software professionals, vowed to offer a world-class platform for different technologies and software solutions to global business leaders and facilitators.

WhiteCode is a pioneering Information Technology agency serving dedicatedly to fulfill the needs of clients with respect to software. For a decade we have successfully achieved one of the strong support in grooming the education sector. Being a technology partner for various educational organizations we have boosted uniqueness by bridging various gaps in the educational process.

We are proud to be a **Technology Partner of IQAC Cluster India.**
WhiteCode Technology Solutions offers a range of expertise aimed at helping customers re-engineer and re-invent their presence to compete successfully in an ever-changing market and hold their image as an educational leader.

## PRODUCTS AND SERVICES OFFERED

Studying your expectations to give bespoke work

Being a strong player in the education domain in terms of Analysis and Technology implementation, We provide the following professional products and services.

> QAQS Consulting and implementation
> SSR Consulting
> Gestalt Online Test
> Mobile Library
> Broadcast Application
> Quality Analysts
> Application Support and Maintenance
> Online Admission System
> Online Exam System
> Feedback System
> Alumni Registration System
> Student Grievance System
> Academic Teacher Diary

# Website Packages

| Pricing | Advanced |
|---|---|
| | 190,000 |
| Pages | 120 |
| Design Layout ( Custom) | ✓ |
| Maintenance and expert support | ✓ |
| News, Events & Gallery | ✓ |
| Result Showcase | ✓ |
| Time table Display | ✓ |
| GR. (PDF File) upload | ✓ |
| Other Notices | ✓ |
| Functionality Add/Update (CMS) | ✓ |
| Mobile Responsive | ✓ |
| Sitemap | ✓ |
| Admin Panel/ C panel | ✓ |
| Academic Calendar | ✓ |
| Feedback Form Software | ✓ |
| SSL Certificate | ✓ |
| Website Visit count | ✓ |
| G Suite business email | ✓ |
| NIRF report showcase | ✓ |
| Students Grievance Redressal Cell (Registration Form) | ✓ |
| On page SEO | ✓ |
| SiteLock | ✓ |
| Alumni registration system | ✓ |
| JPEG format news updation | ✓ |

**An additional 18% GST will be applicable on all packages**

**Details of website features:**

1. **Pages:**
   A number of web pages are to be developed for the College website. The page count is limited to the number of web page structures we have to develop. The dynamic web pages added while adding a new article, blog, the event will not add up in the specified page limit or the respective page cost.

2. **Design Layout:**
   It is the process of placing and arranging text, images, and graphics on a web page. For general functioning, the inner pages' predefined design layouts are used for faster delivery.

3. **Maintenance and expert support:**
   We provide expert web developers to build and support your website. A web developer has technical skills to understand and develop web pages using WordPress, PHP, HTML, CSS.

Bootstrap, Javascript. The quality assurance team makes sure that all the deliverables are up to the required quality level.

4. **News, Events & Gallery:**
The use of CMS (Content Management System) enables functionality to login and update the website with the latest and relevant news and announcements.

5. **Result Showcase:**
The use of CMS (Content Management System) enables functionality to login and update the website with the result and other quick links for students to access easily on the website.

6. **Time table display:**
The use of CMS (Content Management System) enables functionality to login and update the website with the Exam timetable for students to access easily on the website.

7. **GR. (PDF File) Upload:**
The use of CMS (Content Management System) enables functionality to login and update the website with all the important GR PDF files.

8. **Other Notices:**
The use of CMS (Content Management System) enables functionality to login and update the website with important notices and events held with photos and descriptions.

9. **Functionality Add/Update (CMS):**
We develop and deliver the Content Management System that allows you to create, edit, and publish content on the website.

10. **Mobile Responsive:**
It is observed that more than 70%(and increasing) of the user traffic comes from mobile devices hence it is important to have a mobile responsive website. We develop and deploy a responsive website that responds or adapts to the type of computing device used by the visitor to display the site. Which makes it easily readable on the respective device.

11. **Sitemap:**
This Site map is a model of a website's content designed to help both users and search engines navigate the site.

12. **Admin Panel:**
New posts, categories, tags, pages, links, and custom post types are created. The admin panel will help you to create the content and the website is managed. Multiple admins can be created to keep the website updated. For example, a library web admin will only have access to update the library section of the website. We can create separate admins with the respective levels of access to the website. Some admin users can have the approval authority to post the content on the live website.

13. **Academic Calendar:**
An academic calendar is important to plan and achieve the goal of the institute. We provide technical assistance to showcase the created academic calendar which becomes a source of the planning document for students, faculty, staff, and departments, as well as outside organizations. The calendar can have admission dates, registration dates, class start dates, add/drop deadlines, exam dates, events, holidays and more.

14. **SSL Certificate:**
Secure Sockets Layer certificate is a small data file installed on a Web server that allows for a secure connection between the server and a Web browser. In the web packages, we provide a standard SSL certificate, for advanced requirements respective SSL certificates can be installed with additional cost.

15. **G Suite business email:**
This service is at the discretion of Google. and it is subject to change with Google's decision to support the education sector. With Google for education, we leverage the integrated suite of secure, cloud-native collaboration and productivity apps powered by your institute. You will get Gmail, Docs, Drive, Calendar, Meet, and more.

## Details of SMS feature within feedback software

Feedback software will be integrated with SMS gateway and SMS balance of 10,000 quantity. Additional SMS can be purchased at the actual rate. Tentative SMS rate is 15 paisa/SMS.

## Company Bank Details
Ac name: White Code Technology Solutions Pvt ltd
Ac no.: 180205001545
IFSC: ICIC0001802
Account type: Current Account
Branch: Sinhgad Road Branch,Pune

## Payment terms, Renewal & Maintenance

### Payment Terms

For Website Development
50 % advance to be paid in favor of White Code Technology Solutions Pvt. Ltd. payable at PUNE.
50 % Before going live or after 60 days of the order date.

### Annual Renewal
(Domain, hosting, and maintenance)
Renewal cost within 40 hrs. Support (All working days, Monday to Friday, 9 am to 6 pm), 1 domain, and shared hosting of 50 GB at INR 30500 +18% GST. Please note that this is a tentative renewal cost and it may vary with respect to the market conditions and cost of third party services. The actual cost can only be determined at the time of renewal.

### Maintenance
WhiteCode provides a 30 days testing period and twelve months of maintenance after the site launch. During this period, WhiteCode will provide support for 40 hrs. (All working days, Monday to Friday, 9 am to 6 pm) If consumed earlier, the same can be renewed at the rate of INR 650/hr.
Once the website goes live on the college domain name all the changes in the website are counted in support hours, time spent on email creation, and online calls are also counted in the support hours. New web page development other than the mentioned count in the purchased website package costs INR 600/page.

# Terms, Estimate Options and Additions

- Neft/Cheque to be paid in favor of **White Code Technology Solutions Pvt. ltd.** payable at PUNE.
- The amount once paid is non-refundable. This proposal is only valid for 30 days from the date of submission.
- This proposal covers content update tasks for the existing web pages. New page development and new functionality development will be charged additionally.
- The limitation of pages and the logic behind page count calculation for the website:
  - New web URL is considered as a new page.
  - Tab/s inside a web page are calculated as a page.
  - A single web page with more than 500 lines is calculated as a new web page for each 500 lines of content.
  - A new click and pop up is calculated as a new page, with more than 10 or more lines. Pop up could open on hover or click.
- If the website go-live is delayed by more than 2 months from the date of the order, due to content preparation and other reasons. The order is considered closed and the remaining amount is expected from the institute. Please note that we will keep on supporting the development process upto a time span of 1 year from the date of the order. A new order can always be placed with due communication.
- Timely response is expected from the institute for design, structure and other work approvals. Delay in response resulted in unavoidable delayed launch of the website. Considerable working time is expected to present good quality work after the content is provided to the development team.
- A single point of contact is highly recommended to avoid communication gaps.
- Repetition of work due to change in content and/or the design and/or the structure will be communicated and deducted from the available support hours.
- Any purchase of third-party services such as Server upload service, Bulk SMS( Exclusive Basic Package), SSL certificate, website template/theme, Payment gateway setup fee, etc. is not included in this proposal and will be charged as per the Customer's service selection.
- The costs and expenses cited in this proposal are our best estimates as per the information provided. They include meetings, consultation. If additional information is forthcoming, project specifications change, or the scheduling changes, cost and expense estimates may also change.
- The effect of major changes, additional services, and delays cannot be determined until a final direction has been established. If requirements arise for additional work or scheduling changes not reflected in this estimate, we will provide an updated estimate when the final direction has been approved.
- WhiteCode will make every effort to complete the project/changes in the given timeframe. Reasonable delays are expected if functionalities are redefined or modified.
- All suggestions are made to the best of our knowledge and in good faith. We do not guarantee or take responsibility for the accreditation granted by the NAAC committee.
- All communications/correspondences are generally done via emails. It is the client's responsibility to keep us updated with their relevant email addresses.
- Additional server capabilities can be implemented by looking at the actual website usage. We can upgrade the hosting to VPS or Cloud hosting with additional charges.
- Free online training will be provided.
- All responsibilities will be at college level after giving access of C panel
- Client authorizes WhiteCode to take the website down if the payment terms are not Met.

# AGREEMENT

This Agreement shall be effective from the date of the signature. This Agreement may be terminated by either party upon written notice to the other, if the other party breaches any material obligation provided hereunder and the breaching party fails to cure such breach within thirty (30) days of receipt of the notice. This Agreement may be terminated by Company

(i)     Immediately if Customer fails to pay any fees hereunder; or

(ii)    If Customer fails to cooperate with Company or Company's ability to perform the

**WhiteCode** agrees to provide the Customer with Website Services as described in the above proposal and this Agreement.

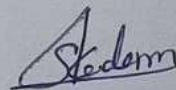The undersigned parties have executed this Agreement thereby making it effective:

**Selected Service** : <u>Website Development</u>- Advanced Package

**Annasaheb Vartak Senior College, Vasai**

**White Code Technology Solutions Pvt. Ltd.**

Signed:

_____

Title:

_____

Date:

_____

Signed: _Stedom_ .

Sr. Business Development Manager

Title:

_____

Date:     28th Jan, 2022