



A call for proposals

IBEF website: new architecture and design

An introduction

India Brand Equity Foundation is a public-private partnership between the Ministry of Commerce and Industry, Government of India, and the Confederation of Indian Industry. Its primary objective is to promote and correct positive economic perceptions about India.

Over the past five years, IBEF has successfully showcased Brand India through its website - www.ibef.org that has been its connecting window with the external stakeholders. www.ibef.org today stands as the # 1 website on google and wikipedia by the words *Brand India*. Primarily the website was established with the purpose of both filling-in the information gap on Indian business and industry and at the same time creating a larger awareness of *Brand India*. Today the website has succeeded in good measure on both accounts, and also more importantly, created a larger information expectation from all stakeholders developed over the years. The IBEF knowledge tools, namely, the eNewsletters - *Invest Now* and *India Now* - have been effective resource tools in sustaining as well the interest in *Brand India*.

Objective

Moving forward, IBEF intends a change in website architecture and design:

- to showcase the site value proposition and better project wealth of information and data that spans the breadth of the website;
- to integrate new contemporary features into the web architecture
- to make the IBEF website amongst the leading reference sites online for information on Indian business and economy.

Project brief

Towards this end, IBEF invites proposals for

- a new website architecture and design;
- new design and packaging of etools, viz, *Invest Now* and *India Now*;

- integration of new sections into the website such as the IBEF offerings, India business kit, Experience India programme, webcasts/podcasts, breaking news, image gallery and additional sections that the participating firm may like to suggest;
- Proposal for Premium content/membership area

Time-period

IBEF invites presentations on the subject by April 24, 2009. IBEF expects the project to be implemented in phases, beginning April 2009. Fundamental changes in look and feel of website alongwith integration of new sections are expected to be completed in first quarter 2009-10.

Commercial terms

Subject to discussion and negotiation, the project will be commissioned through a formal communication on terms of reference.

Project Coordinator(s)

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