

Request for Proposals

Website Redesign and Development For Habitat For Humanity India

About Habitat for Humanity India:

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity India began in 1983 as a grassroots effort. The organisation has since grown to become a leading housing nonprofit that has helped over 57,000 underprivileged families in India build or improve a place they can call home. Through its housing, WASH (Water, Sanitation and Hygiene) and housing disaster resilience and response, Habitat for Humanity India has positively impacted the lives of more than 3.6 million people. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower. To learn more, donate or volunteer, visit www.habitatindia.org.

Objectives of the Website Revamp:

We are inviting quotations from qualified web development agencies to design a secure, mobile-responsive, high-performing, and visually impactful website that:

- Communicates our mission, impact, and programme areas through compelling design and storytelling
- Enhances user experience and accessibility across devices
- Improves donor engagement and conversion rates
- Integrates seamlessly with analytics, CRM and donor engagement tools

3. Assignment Brief

The selected agency will:

- Create a modern, intuitive, and responsive website interface
- Optimize the donation journey with secure, user-friendly payment options
- Showcase key programme areas: Housing, Sanitation, Disaster Response, Climate Resilience, WASH, and Volunteering
- Build a CMS for easy content management
- Integrate with analytics tools, CRM systems, and donor engagement platforms
- Comply with accessibility, security, and data protection standards

4. Scope of Work

A. Website Design and UI/UX

- Custom responsive design for desktop, tablet, and mobile
- Visual storytelling with high-impact photos, videos, and infographics
- Prominent CTAs: Donate, Volunteer, Partner, and Get Involved
- Enhanced homepage with thematic focus, impact numbers, and maps
- Motion design and animation (where relevant)
- Email subscription prompt on landing/homepage
- Blog with tags/categories and social sharing
- Event calendar with announcements, registration, and donation options
- Optional: Live chat or chatbot integration

B. Content Structure and Navigation

- Restructure information architecture (IA) for clarity and usability
- Intuitive and scalable navigation menus
- Dedicated sections for ongoing projects, impact stories, and media resources

C. Donation Integration

- Mobile-friendly, quick-loading donation flow (single or multi-step)
- Integration with secure payment gateways (e.g., Razorpay, Billdesk, Amazon Pay, PayU)
- Support for one-time and recurring donations
- Ability to create new donation pages to support our campaigns/events.
- Incorporate a crowdfunding campaign donation page.
- Automatic tax receipt generation (80G compliance)

D. SEO and Performance Optimization

- SEO-friendly URLs, meta tags, and schema markup
- Optimized image handling (compression, lazy loading)
- Google Lighthouse performance score: 90+
- Integration with Google Analytics 4, Tag Manager, and Search Consoleⁱ

E. Technical and CMS Requirements

- CMS preference: WordPress (or equivalent)
- Easy-to-use backend for news, blog posts, and programme updates
- Role-based access for internal users
- Hosting setup and migration support

F. Accessibility and Security

- WCAG 2.1 Level AA compliance
- SSL implementation, firewall, anti-spam, and security protocols
- GDPR and Indian data protection compliance

5. Deliverables

- Sitemap and wireframes (UX phase)
- UI design mockups (desktop, tablet, mobile)
- Fully developed, tested, and secure website
- CMS training and admin manual
- SEO and performance audit report
- Post-launch support and maintenance for 1 year

6. Proposal Submission Requirements

Interested agencies should submit a proposal including:

- Agency profile and relevant experience (especially in NGO or impact sector)
- Portfolio of similar websites (3–5 links)
- Detailed technical and financial proposal
- Timeline and work plan with key milestones
- Team composition and roles
- Support and maintenance plan
- GST and PAN details


7. Evaluation Criteria

- Relevant experience and quality of previous work
- Understanding of assignment and creativity in approach
- Technical expertise and project team
- Cost-effectiveness and value for money
- Timelines and after-sales support

8. Submission Details

Please email your quotation and proposal to:

 eprocurement-habitat@habitatindia.org

 Deadline: 16th August 2025

Subject line: **RFQ – Website Design and Development – Habitat for Humanity India**

Transparency/code of conduct: You will be governed by the code of conduct and the expectations of Habitat India while representing the organisation in coordination and field visits.

Safeguarding: The consultant and the field staff engaged in the project must adhere to the safeguarding code of conduct in both their professional and personal lives, which includes doing “NO HARM” to vulnerable children and adults, whether directly or indirectly, intentionally, or unintentionally, knowingly, or unknowingly. Each employee must take proactive steps to prevent, respond to and report safeguarding-related risks and concerns by extending support and encouraging a “SPEAK UP” culture using the established reporting system. Any breaches would invite immediate disciplinary action, including the termination of the contract.

The following steps are part of safe-guarding related screening:

- Submission of the signed code of conduct.
- A self-declaration stating that they have no involvement, past or present, in any case of any form of abuse against any child or adult.

Relationship: During the term of your association with Habitat India, you shall perform your services in the capacity as an independent consultant and shall have no claims/benefits or entitlements that an employee of Habitat India shall be entitled to.

Reporting: The consultant will report to Ritwik Sawant, Director – Communications, Habitat for Humanity India.

Pre-Closure or termination: The consultancy can be pre-closed or terminated mutually by providing written notice of 30 days by either party, without assigning any reasons in writing for such pre-closure or termination. On pre-closure or termination of the agreement all the materials, documents in your possession will be returned to Habitat India. Subsequent to the termination, you shall refrain from holding yourself out as a representative of Habitat India, in any manner whatsoever.

Non-disparagement: You shall not make any communication or engage in any conduct that could be in any way construed as disparaging of Habitat India.

Dispute Resolution Clause:

In the event of any dispute arising out of this engagement, the parties agree to first attempt to resolve the matter through mutual discussion. If mutual discussions fail, the dispute shall be referred to mediation. Should mediation also fail to resolve the dispute, the matter shall then be referred to arbitration under the rules of the Indian Arbitration and Conciliation Act, 1996. The arbitration shall be conducted before a sole arbitrator mutually appointed by the parties. The venue for arbitration shall be Mumbai, Maharashtra. The decision of the arbitrator shall be final and binding on the parties. If the parties are unable to reach a mutually acceptable settlement through arbitration, the courts in Mumbai, Maharashtra shall have exclusive jurisdiction to resolve the matter.

General terms:

- Habitat India shall be entitled to terminate this engagement with immediate effect in the event that it is of the opinion that the consultant has acted in breach of the terms contained herein.
- The consultant shall indemnify Habitat India, against all losses, liabilities, actions, claims, proceedings, damages, penalties, demands, costs, or expenses arising out of the breach of any of the obligations, warranty or covenants contained in these Terms of Reference or any loss on account of fraud.
- The present engagement shall be governed by the laws in force in India.
- The consultant shall not be entitled to assign the obligations under these Terms of Reference to any person without receiving the prior permission of Habitat India in writing.

Travel and accommodation terms:

The vendor will be responsible for arranging their own travel, accommodation and meals.
