

REQUEST FOR PROPOSAL

New Website Design and Development for Habitat for Humanity India

www.habitatindia.org

Organisation: Habitat for Humanity India

Issue Date: 8th June 2026

Proposal Submission Deadline: 16th June 2026

1. 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 housing organisation has since grown to become a leading housing nonprofit that has helped over tens of thousands of 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 programmes, Habitat for Humanity India has positively impacted the lives of over 8.04 million people across the country. 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

2. Objective of the Assignment:

The objective of this assignment is to create a modern, user-centric, secure, scalable and high-performing website that enhances stakeholder engagement, strengthens fundraising capabilities, improves accessibility and discoverability and enables efficient content management aligned with the strategic goals of Habitat for Humanity India. Habitat India is looking for a competent agency/consultant which has the experience and expertise of delivering this assignment. The selected agency will be responsible for the following:

2.1 Discovery and Strategy

- Review of all reports developed as part of the website audit and gap analysis undertaken by Habitat India (Audit reports, Competitive Analysis, the Future Website Structure and management feedback).
- Discovery/kick-off workshop with Habitat India's cross-functional team.
- Review and validation of proposed sitemap (7 or more primary sections + sub-pages).

2.2 UX and Information Architecture

- Wireframes for all key page templates (eg. Homepage, Our Impact, Donate, Get Involved, Partner With Us, About Us, Newsroom etc.).
- Interactive prototype (Figma or equivalent) for review and sign-off before development.
- Optimised user journeys for: Donors (CSR, Individuals, UHNIs/HNIs), Volunteers, Government stakeholders, Procurement (Vendors / service providers), Hiring (recruitment).
- Responsive design approach - all pages must be fully responsive across devices, especially mobiles.

2.3 Visual Design (UI)

- Design must strictly follow Habitat for Humanity India's brand guidelines.
- Official brand colours.
- Full UI design in Figma (or equivalent) for all page types before development.
- Accessibility-compliant design.
- High-quality photography integration guidelines with impact-first visual storytelling.

2.4 Development

- Full front-end and back-end development as per approved designs.
- Payment gateway integration and automatic Thank you receipt. Notification of payment failure on email and ability to retry again the payment without entering all details.
- Integration with Google Analytics 4 (GA4), Conversion tracking, GSC and Google Tag Manager (GTM), Facebook Pixel.
- Email marketing integration with email marketing platform.
- Interactive India Impact Map (state-wise hover with data integration).
- Volunteer registration system with separate flows for individuals, corporates, students and international.
- Vendor/Procurement portal with category-wise registration, document upload and RFP management, Careers.
- Schema markup implementation (Organisation, Non-Governmental Organization (NGO), Donation, Frequently Asked Questions (FAQ) Page, Article, Breadcrumb List).
- HTTPS / SSL
- CDN deployment.

2.5 Website Content Writing

- Writing fresh content / editing current content including relevant keywords and key terms.
- Migration of select existing approved content (text, images, documents, press releases, stories etc) to the new platform.
- URL redirect mapping - all existing URLs must be 301 redirected to new URLs to preserve SEO equity.
- Image optimisation (WebP/JPG format or equivalent, compressed for web, alt text compliant).

2.6 Testing and Quality Assurance

- Cross-browser testing (Chrome, Firefox, Safari, Edge - latest two versions).
- Cross-device testing (iOS, android - phones and tablets).
- Security testing - penetration test, vulnerability scan.
- User Acceptance Testing (UAT) with the Habitat India team before go-live.

2.7 Launch and Go-Live

- Go-live.
- Deployment.
- DNS management and server migration support.
- Post-launch monitoring and bug fixing for 30 days.

3. Proposed Website Structure (Sitemap)

The following proposed sitemap has been developed on the basis of multi-department stakeholder consultations, the website audit findings and competitive benchmarking. The selected agency/consultant must build all pages listed below. A variation in the sitemap and order of sections should be considered.

Section	Sub-sections	Key Pages / Notes
01 - Our Impact	Impact Dashboard · Interactive Map · Donor Portal · Project Tracker · ESG/Climate Dashboard · Certifications	Homepage-linked impact counters; GPS map (API integration); Donor login portal.

Section	Sub-sections	Key Pages / Notes
02 - Our Work	Housing (New House, Rural Housing, Urban Housing, Incremental Housing, Housing Repair) · Sanitation Water, Sanitation, and Hygiene (WASH) · Housing Disaster Resilience and Response (HDRR) · Housing Support Services, Integrated Community Development, Climate resilience (Resilient Construction, Green Building Practices, Home Solar, School Off-grid Solar, Cool Roof Painting, Rainwater Harvesting and Recharge, Climate Adaptation) · Advocacy , · Volunteer Programmes	Each programme: overview, stories, field data, impact numbers.
03 - Get Involved	Volunteer Hub Join our Volunteer Brigade · Campaigns and Events · Birthday Fundraising · Campus Chapter, Global Village, Careers	Volunteer journeys (Individual / Corporate / Student / International Global Village); Campaigns (Brick-Aid), Habitat Charity Golf, Marathon landing pages, Event registration + payment flow per campaign, Volunteer FAQ, rulebook, policy documents.
04 - Partner With Us	Corporate Social Responsibility (CSR) · Government Advocacy · Vendor Form · School Partnerships, UHNIs/HNI's (Ultra High Net Individuals/ High Net Individuals), Individuals	CSR eligibility checker; Schedule 7 eligibility; Vendor registration + RFPRFP; Lead capture forms, Partner logo showcase on page, Employee payroll giving option, why partner, partnership value proposition.
05 - About Us	Overview and Mission · Leadership · Governance and Compliance, Habitat global network, Asia-Pacific connection · Our Approach · Board of Trustees Our Projects (Featured donor projects), Careers and Contact us	FCRA, 80G, cert downloads; Audited financials; Timeline of impact, FCRA, 80G, certifications, financials — all in one trust page Annual Reports, Safeguarding (Child Protection, POSH, Code of Conduct, Reporting Mechanisms, Whistleblower Policy, Downloads.
06 - Resources	Annual Reports · Publications and Research Studies · Media Kit · RFP / Tenders	Downloadable PDFs; Press-ready images; Open tender listings.
07 - Newsroom	Press and Media Releases · Impact Stories · Blog and Campaigns · Media Gallery	Filterable by programme, state, year; Video integration.

Section	Sub-sections	Key Pages / Notes
Donate (CTA)	Cause-based giving · Monthly Giving and One-time · Donor recognition wall, Legacy giving	Persistent in header; 2-step donation flow; Bill Desk integration, Emergency appeal + donations pages launched within hours of disaster.
Careers	Job Listings · Life at Habitat · Internship · Raise a Concern, All form data flows to Sharepoint	(Applicant Tracking System) ATS integration; Whistleblower link retained.
Policy Pages	Privacy Policy · DPDP Notice · Cookie Policy · Refund Policy · Terms of Use, IT and Cyber Security policies, Safeguarding, POSH, Child Protection etc	DPDP Act 2023 compliant; Cookie consent banner
Footer	Links: Financials · Publications · Careers · Media · Policy · RFP · Newsletter signup (with DPDP consent). Social icons. Privacy Policy, Site Map, Terms of Use, Accessibility Statement, Cookie Policy, Grievance Redressal, Contact.	

The website must be designed and developed in strict adherence to the official Habitat for Humanity India brand guidelines.

The website must be built on a robust, open-source Content Management System (CMS) that allows non-technical Habitat India staff to manage all content independently, without reliance on external developers for routine updates. If need be and based on the functionality provided, a paid plugin can be considered.

4. Requirements

4.1 Core CMS Functional Requirements

#	CMS Feature / Requirement	Details and Acceptance Criteria
1	Role-Based Access Control (RBAC)	Minimum 4 roles (proposed): Super Admin · Editor · Author · Contributor. Each department SPOC manages only its own content section.
2	Content Workflow and Approval	Draft → Review → Approved → Published workflow. Admin approval is required before any content goes live.
3	Page Builder / Visual Editor	Drag-and-drop page builder. No coding required for page creation.

#	CMS Feature / Requirement	Details and Acceptance Criteria
4	Media Library (Wordpress)	Centralised image, video and document library with search, tagging and folder organisation.
5	Custom Post Types (CPT)	Separate CPTs for: Stories · Press Releases · Projects · Job Listings · Tenders / RFPs · Team Members · Partners
6	Forms Management	Contact, Volunteer Registration, CSR Enquiry, Vendor Registration, careers, etc
7	Multi-Language Ready with Google Translate or any other tool	Hindi, Kannada, Malayalam, Marathi, Odiya, Tamil, Telugu
8	SEO Plugin	Yoast SEO (Free Version) or equivalent
9	Scheduled Publishing	Content scheduled for future publication date and time. Campaign pages auto-activate on event launch date.
10	Duplicate / Clone Pages	Ability to clone any page or post as a starting template for new content (e.g., campaign landing pages). Improved campaign measurement
11	Search Functionality	Site-wide search with filters (category, programme, date, region). Powered by SearchWP or Elasticsearch or any other equivalent.
12	Donation Integration	Secure Payment Gateway integration
13	Impact Counter Management	CMS-editable impact statistics are displayed on the homepage and the Our Impact page. Auto-fetch from the database or manual update.
14	Newsletter / Email Capture	Mass Mailing integration with DPDP-compliant consent checkbox. Subscriber segmentation by interest.
15	Gallery and Media Embed	Photo gallery
16	Campaign / Events Calendar	WP Events Calendar or equivalent for volunteer events, campaigns and marathons - online registration integration.
17	Admin Notifications	Email notifications for: new form submissions · new donor registrations · new vendor registrations · UAT approvals.

4.2 CMS Integration – Proposed Phase-Wise Delivery Plan

CMS integrations will be delivered in three phases to ensure stability, testing and team adoption before adding complexity. A proposed phase wise delivery plan is as follows. We expect the agency to share the detailed workplan with timelines.

Phase	Timeline	CMS Integrations Included
PHASE 1	Agency to propose time and workplan	<ul style="list-style-type: none"> • WordPress latest version installation. • Page builder. • RBAC (4 roles) + Approval workflow. • Yoast SEO (or equivalent) + Schema markup. • Donation gateway. • Content Creation / Re-writing. • Contact and Volunteer registration forms. • GA4 + GTM integration + Google Search Console + FB Pixel. • CDN + SSL. • DPDP cookie consent banner. • Newsletter signup + Massing Mailing integration.
PHASE 2	Agency to propose time and workplan	<ul style="list-style-type: none"> • National Automated Clearing House (NACH) / Monthly recurring donation integration. • Interactive India Impact Map (Google Maps API). • Lead Capture Form. • Vendor Registration Portal + document upload. • Events Calendar + volunteer event registration. • Custom Post Types (Stories, Projects, Team, Tenders). • Impact counter CMS management dashboard. • Site-wide search with filters (SearchWP or any other equivalent). • HDRR Rapid Deploy Page template.
PHASE 3	Agency to propose time and workplan	<ul style="list-style-type: none"> • Donor Portal (login, project tracking, 80G/10BE download). • Peer to peer fundraiser builder. • Donor recognition wall (consent-based). • Project status tracker (completion %, milestones). • Multilingual readiness. • Application Tracking System integration (careers/job listings). • SEO and emerging AI search optimisation best practices. • QA and full UAT (all Phase 1+2+3 features). • CMS training (3 sessions) + documentation handover sharing of basic user manuals or SOPs for future reference, outline the backup process for the website and database, along with recovery steps and restoration timelines.

5. One-Time SEO Activities

The selected agency must deliver a comprehensive one-time SEO setup as part of the website launch. This is not an ongoing SEO retainer, it's a one-time technical and on-page SEO foundation that must be completed before or at the time of go-live.

5.1 Technical SEO

- Install and configure Yoast SEO.
- Generate and submit XML sitemap to Google Search Console and Bing Webmaster Tools.
- Configure robots.txt to allow crawling of all public pages and block admin/login.
- Implement 301 redirects for ALL existing URLs to new URL structure (redirect mapping document required).
- Set canonical tags on all pages to prevent duplicate content issues.

- Fix all broken links (404 errors) identified in the audit.
- Configure structured data / schema markup.
- Enable HTTPS with SSL rating on all pages.
- Deploy CDN.
- Optimise Core Web Vitals.
- Enable lazy loading for images and videos.
- Minify CSS, JavaScript and HTML (< 50KB total HTML per page).
- Implement server-side caching (WP Rocket or W3 Total Cache or equivalent).
- Configure image compression and WebP/JPG conversion on upload.
- Set up Google Search Console and verify the domain.
- Set up Bing Webmaster Tools and verify the domain.
- Submit sitemap to both Google and Bing.

5.2 On-Page SEO

- Write unique, keyword-optimised page titles for all pages (< 60 characters).
- Write compelling meta descriptions for all pages (< 160 characters).
- Implement proper heading hierarchy (H1 → H2 → H3) on every page.
- Ensure exactly one H1 per page.
- Add descriptive, keyword-relevant alt text to all images.
- Implement SEO-friendly URL structure (short, hyphen-separated, keyword-rich).
- Create an SEO-optimised About page, Donate page and Programme pages for core keywords. Agency to write content for web pages..
- Implement internal linking strategy (minimum 3 internal links per key page).
- Configure Open Graph (OG) tags for all pages (title, description, image).
- Ensure all pages have unique title tags - no duplication.
- Create a keyword-mapped content matrix for top 20 target search terms.

5.3 Schema Markup (Structured Data)

- Organization schema - name, logo, URL, contact, social profiles, founding date.
- NGO / NonProfit schema - mission, programmes, jurisdiction.
- Donation schema - on Donate page.
- FAQPage schema - on all FAQ sections (Volunteer, Donate, CSR, Vendor FAQs).
- Article / BlogPosting schema - on all news and story pages.
- BreadcrumbList schema - on all interior pages.
- Event schema - on campaign and event pages (Brick-Aid, Golf, Marathon etc).
- JobPosting schema - on all career / job listing pages.
- SiteLinksSearchBox schema - on homepage for Google sitelinks search.
- LocalBusiness schema - on Contact page with address.
- Validate all schema markup with Google Rich Results Test before launch.
- **Note:** Some Schema items may be added or removed and are based on availability.

5.4 SEO and emerging AI search optimisation

- In addition to traditional SEO, the website must be optimised for AI search platforms (ChatGPT, Gemini, Perplexity, Microsoft Copilot etc.) as AI-generated answers are increasingly replacing traditional search results for NGO-related queries.
- We want the website to remain discoverable in these and emerging search platforms.
- Create structured FAQ content on every key page (QandA format for AI extraction).
- Use semantic headings and authoritative factual statements (avoid vague language).
- Publish factual 'About' content - history, numbers, geography - in a structured, extractable format.
- Implement a structured data/schema markup to improve visibility in search engines and AI-assisted search results for key content snippets.
- Ensure all impact data is structured and clearly attributed.

- Create a Knowledge Base / Research section for housing, WASH and disaster resilience topics.
- Ensure all pages have clear author attribution and publication dates.
- Link to authoritative external sources for trust signal building.

6. Technical Requirements

All technical specifications below are mandatory unless marked [PREFERRED]. Agencies deviating from mandatory requirements must provide written justification and an equivalent alternative.

6.1 Browser and Device Compatibility

- Chrome (latest 2 versions)
- Safari (latest 2 versions - Mac and iOS)
- Edge (latest 2 versions)
- Android Chrome (latest)
- Mobile responsive design: tested at 320px, 375px, 768px, 1024px, 1440px, 1920px breakpoints
- Touch-optimised interface - all interactive elements minimum 44x44px tap target
- International card acceptance for NRI and foreign donors.

6.2 Third-Party Integrations

Integration	Purpose	Notes
Google Analytics 4	Traffic, conversion and donation tracking	GA4 + Enhanced Ecommerce for donations
Google Tag Manager	Tag management, event tracking	GTM container to be configured by the vendor
Google Search Console	SEO monitoring, indexing status	Verify domain, submit sitemap
Bill Desk	Payment processing	One-time + NACH recurring
Mass Mailing Application	Email marketing, newsletters	DPDP Act-compliant consent; segmented lists
Google Maps API	Interactive India Impact Map	State-level hover data; project markers
YouTube API	Video embedding	Branded thumbnails; no autoplay on mobile
reCAPTCHA v3 (Paid Version)	Spam protection on all forms	Invisible reCAPTCHA preferred

7. Data Protection and Legal Compliance

The website must be fully compliant with all applicable the DPDP Act and other data protection, privacy and regulatory laws in line with Indian regulatory framework. Non-compliance is not acceptable and will result in rejection of the application.

Compliance Requirements Summary Table

Law / Standard	Key Requirement	Website Implementation	Priority
DPDP Act	Cookie consent, privacy notice, user rights	CMP + Privacy Policy + Consent forms	MANDATORY
IT Act / IT Rules	Website owner info, grievance officer, ToU	Contact page + Legal pages in footer	MANDATORY
FCRA	FCRA number visible, international donations separate	Governance page + Donation gateway	MANDATORY
Income Tax Act (80G/10BE)	Download from Donor portal	Payment gateway integration	MANDATORY
GDPR (EU/UK)	Consent for international users, email opt-out, IP anonymisation	GA4 IP anonymisation + GDPR consent	MANDATORY

8. Vendor Evaluation and Comparison Framework

Habitat India will evaluate all quotations received using the following framework. Agencies are required to respond to all sections of this RFP. The evaluation is split into Technical (70%) and Commercial (30%) components.

8.1 Evaluation Scoring Criteria

#	Evaluation Criterion	Max Score	How It Will Be Assessed
TECHNICAL EVALUATION (70 Points)		70	
1	Understanding of Scope and Requirements	10	Quality of technical proposal. Evidence of reading this RFP thoroughly.
2	CMS and Technical Capability	10	WordPress latest version, plugin knowledge, payment integration, API work.
3	SEO and Performance Track Record	10	Case studies showing website design projects, Core Web Vitals Green achievement. Schema expertise.
4	Security and Compliance Knowledge	10	WCAG, DPDP and GDPR knowledge demonstrated.
5	Team Composition, Qualifications, NGO / Non-Profit Sector Experience	10	CV/profiles of Project Manager, UI/UX Designer, Developer, QA, SEO. Portfolio of NGO / social sector websites with proven impact metrics.
6	Proposed Methodology, Approach and Client References	10	UX process, development workflow, phased delivery plan and QA approach. Minimum 3 references contactable by Habitat India.
7	Proposed Timeline	10	Realistic, detailed project plan with milestones matching Phase 1/2/3.
COMMERCIAL EVALUATION (30 Points)		30	
8	Overall Cost - Website Development	10	All-inclusive cost for Phases 1–3. The lowest compliant bid scores highest.
9	Annual Maintenance Cost (12 months)	10	AMC post-launch, including hosting, updates, support and SLA compliance.
10	Value for Money and Transparency	10	Itemised cost sheet. No hidden costs. Clear assumptions stated.
TOTAL		100	

9. Quotation Submission Format

Agencies must submit their quotation in two separate files: (a) Technical Proposal (PDF, max 15 pages excluding cover and annexures) and (b) Commercial Quotation (Excel format using the template below):

9.1 Commercial Quotation Template [\(Click Here to download Excel template\)](#)

Sr.	Deliverable / Module	Est. Days	Total Cost (₹)
A	PHASE 1 - Core Website Launch Discovery, wireframes and UI/UX design (all pages), Front-end development - all page templates, CMS setup, RBAC, content workflow, Donation gateway, SEO setup (one-time - all 5.1 to 5.4 activities), Content migration + 301 redirects, Testing, QA, UAT, go-live		₹
B	PHASE 2 - Feature Layer NACH recurring donations, Interactive India Impact Map (Google Maps API), CSR Lead Capture → CRM integration, Vendor Registration Portal + DD documents, Events Calendar + volunteer event registration, Custom content types (e.g. stories, projects, reports, volunteers) + impact counters CMS		₹
C	PHASE 3 - Advanced Features and Portals Donor Portal (login, tracking, 80G download), Peer fundraising builder (Birthday / Marathon), Multilingual setup, ATS / Careers integration, CMS training (3 sessions) + documentation		₹
D	Total Professional Fees (A + B + C)		₹
E	Applicable Taxes (GST 18%)		₹
F	Total Professional Fees for website design and development (D+E)		₹
G	Annual Maintenance Contract (12 months post-launch)		₹
H	Applicable Taxes for AMC (GST 18%)		₹
I	TOTAL AMC Cost (Year 1 - all inclusive) (G+H)		₹

Note: Agencies must disclose all assumptions, all exclusions, all third-party costs like hosting, licenses / paid plugins.

Glossary

Term	Meaning
CMS	Content Management System used to update website content
WCAG	International accessibility standards
API	Method for connecting external systems
SEO	Search Engine Optimisation
Core Web Vitals	Google performance metrics
RBAC	Role-based user permissions
GA4	Google Analytics 4
301 Redirect	Permanent redirect from old URLs to new URLs

9.2 How to Submit

- Technical Proposal: PDF format, email as attachment
- **Commercial Quotation: Excel format, separate file, email as attachment**
- Subject line: RFP Response - Website Design and Development - [Your Agency Name]
- Email to: **eprocurement-habitat@habitatindia.org**
- File-sharing links (Google Drive, Dropbox, WeTransfer) will not be accepted unless prior written approval is obtained
- Proposals received after the deadline may not be considered
- **Final date for submission: 16th June 2026**
- Late submissions may not be considered

9.3 Clarification Queries

All queries regarding this RFP must be submitted in writing via email with the **subject line:** RFP QUERY - Website Development - [Agency Name]. No verbal queries will be addressed. Habitat India will compile all queries and issue a single Q and A document to all shortlisted agencies.

9.4 Confidentiality

This RFP document is confidential and has been shared exclusively with shortlisted Agencies. Recipients must not share this document, or any part of its contents, with any third party without prior written consent from Habitat India. All outputs produced by the selected agency remain the property of Habitat for Humanity India.

9.5 General Terms

- Habitat India will not reimburse any costs incurred by Agencies in the preparation of their quotations.
- Submission of a quotation implies acceptance of all conditions stated in this RFP.
- Habitat India may request a presentation or demonstration from shortlisted agencies before award.
- The selected agency must sign a Non-Disclosure Agreement (NDA) before commencement of work.
- All intellectual property (code, designs, content) transfers to Habitat India upon final payment.

10. Right to Accept or Reject

Habitat for Humanity India reserves the right to accept or reject any proposal, wholly or in part, without assigning any reason and without incurring any liability.
