

**Rashtriya Mahila Kosh**  
**Ministry of Women & Child Development**  
B-12, 4th Floor, Samaj Kalyan Bhawan,  
Qutab Institutional Area, New Delhi-110016

Dated 01/08/2016

**Subject:** Appointment of a vendor/agency for the optimization of Mahila E-Haat Portal

Sir/Madam,

I am directed to say that Rashtriya Mahila Kosh intends to invite applications for appointment of a vendor/ agency for doing all needful activities for the optimization of Mahila E-Haat. Kindly find the brief terms of reference at Annexure-I.

2. In case you are interested to be appointed as a vendor/agency for optimization of Mahila E-haat portal, you may please submit your application inclusive of technical and financial component in a sealed cover addressed to the undersigned and send to Rashtriya Mahila Kosh, B-12, 4th Floor, Samaj Kalyan Bhawan, Qutab Institutional Area, New Delhi-110016 latest by 22.08.2016. The cover shall be superscripted as under:

“Application for Appointment of a vendor/agency for optimization of Mahila E-Haat”

3. The applications received without the necessary documents shall be summarily rejected and applicants shall have no right to represent against it even if they are eligible.

Yours faithfully,  
Deputy Director  
Ph: 011-26567188

Brief terms of reference for appointment as a vendor/agency for optimisation of Mahila E-haat portal

1. Should be a vendor/ agency with experience of working with Government, PSUs, Banks, Corporate, etc.
2. Working experience with e-commerce agencies is preferable.
3. Has the requisite expertise of optimizing the reach of Mahila E-haat and converting leads into results.
4. Effectiveness in achieving the results that are defined, within the given time frame.
5. Should clearly define the outcomes in measurable terms i.e. they should be quantifiable in the inception and implementation phase.
6. Analysis of the data collected if any will also take into account change issues and how they will impact the reach of Mahila E-haat.
7. Outputs and milestones including sampling strategy plans for achieving the desired results.
8. Any other relevant information.
9. Technical with financial bid should accompany the application.