



**CORRIGENDUM-2
TO
REQUEST FOR EXPRESSION OF INTEREST
FOR HIRING CONSULTANTS
TO IMPROVE OVERALL CUSTOMER EXPERIENCE ON YONO BUSINESS
PORTAL/ MOBILE APP INCLUDING UI/UX**

Ref: SBI/YB/01 Dated: 11/09/2023

Corrigendum Date: 01/11/2023

Name and Address of the Procuring Office:

Deputy General Manager (Yono Business),
State Bank of India,
Digital Transformation & e-Commerce,
Digital Banking & Transformation,
Corporate Centre, Plot No. D-41/1, 2nd Floor, TTC Industrial Area,
MIDC Turbhe,
Navi Mumbai-400705

Sl. No.	RFP Page No.	RFP Clause No.	Existing Clause	Revised Clause
1.	1	Schedule of Events Sl. No. 6	Last date and time for Bid submission: 23.10.2023 up to 4:00 PM.	Last date and time for Bid submission: 15.11.2023 up to 4:00 PM.
2.	2	Schedule of Events Sl. No. 8	Date and Time of opening of Technical Bids: 25.10.2023 at 3:00 PM	Date and Time of opening of Technical Bids: 16.11.2023 at 3:00 PM
3.	5	3. Background:	Para-2: The objective of..... Optimization, etc.	Words "SEO optimization" removed.
4.	23	Appendix-B: Bidder's Eligibility Criteria, Sl. No. 3	The Bidder must have an average turnover of minimum Rs.50 crore (rupees fifty crore) during last 03 (three) financial year(s) i.e., FY 2020-21, FY 2021-22, FY 2022-23.	The Bidder must have an average turnover of minimum Rs.50 crore (rupees fifty crore) during last 03 (three) financial year(s) i.e., FY 2020-21, FY 2021-22, FY 2022-23. Relaxations for Startups*: Startups must have an average turnover of minimum Rs.25 crore (rupees twenty-five crore) during last 03 (three) financial year(s) i.e., FY 2020-21, FY 2021-22, FY 2022-23.
*as defined by Department for Promotion of Industry and Internal Trade, subject to meeting of quality & technical specifications.				
5.	23	Appendix-B: Bidder's Eligibility Criteria, Sl. No. 4	The Bidder should be profitable organization on the basis of profit before tax (PBT) for all the three years. mentioned in para 3 above.	The Bidder should be a profitable organization on the basis of profit before tax (PBT) for all the three years mentioned in para 3 above. Relaxations for Startups*: Startups should be profitable organization on the basis of profit before tax (PBT) for at least two of the three years mentioned in para 3 above.
*as defined by Department for Promotion of Industry and Internal Trade, subject to meeting of quality & technical specifications.				
6.	23	Appendix-B: Bidder's	Eligibility criteria: Bidder should have experience of	Eligibility criteria: Bidder should have experience of

		Eligibility Criteria, Sl. No. 5	<p>minimum 05 years in providing the required products/services/ solution.</p> <p>Document to be submitted: Copy of the order and / or Certificate of Completion of the work. The Bidder should also furnish user acceptance report.</p>	<p>minimum 05 years in providing the required products/services/ solution in BFSI sector/ e-Commerce/ Digital Commerce.</p> <p>Document to be submitted: Copy of the order and / or Certificate of completion of the work. The Bidder should also furnish user satisfaction report.</p>
7.	24	Appendix-B: Bidder's Eligibility Criteria, Sl. No. 6	<p>Client references and contact details (email/ landline/ mobile) of customers for whom the Bidder has executed similar projects in India. (Start and End Date of the Project to be mentioned) in the past (At least 3 client references are required)</p>	<p>Bidder should specifically confirm on their (Bidder's) letter head in this regard as per Appendix-H.</p>
8.	24	Appendix-B: Bidder's Eligibility Criteria, Sl. No. 7	<p>Brief details of litigations, disputes, if any, are to be given on Company's letter head.</p>	<p>Bidder to provide brief details of litigations/ disputes, if any, on the company letterhead, signed by the authorised signatories. If there is no pending litigation, then a duly signed declaration to this effect to be provided.</p>
9.	25	Appendix-C: Technical Eligibility Criteria i. Technical Eligibility Criteria for Bidders: Sr. No. 1 & 2	<p>1. Experience & Capability: 2. Experience of the company / firm: Experience of handling consulting services for UI/UX/ Website Revamp for Banks and Financial Institutions in India.</p>	<p>1. Experience and demonstrated capability in having handled at least one consulting UI/UX projects in BFSI sector/ e-Commerce/ Digital Commerce in India in the last 3 years. (Revised Appendix-C placed below)</p>
10.	25	Appendix-C: Technical Eligibility Criteria i. Technical Eligibility	<p>3. Experience of the company / Firm: In the area of regulatory environment covering RBI, SEBI, IRDA, PFRDA, etc. and various ministries/ Government departments.</p>	<p>Clause removed. (Revised Appendix-C placed below)</p>

		Criteria for Bidders: Sr. No. 3		
11.		Appendix-C: Technical Eligibility Criteria i. Technical Eligibility Criteria for Bidders: Sr. No. 6	Proposed resources must have relevant experience in Global/ Indian UI/UX/ website revamp related projects.	Proposed resources must have relevant experience in Indian UI/UX/ website revamp related projects and should be on Bidder's payroll.
12.	25	Appendix-C: Technical Eligibility Criteria: i. Availability of Key Personnel: a) Conditions of Eligibility for Key Personnel: Educational Qualification for Senior Consultant	i. B. Tech/M. Tech. from IIT or Universities appearing in the top 50 ranked institutes as published by National Institutional Ranking Framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/EngineeringRanking.html (for the year 2023). ii. Full time MBA from IIM or top 50 ranked institutes as published by National Institutional Ranking Framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/ManagementRanking.html (for the year 2023).	i. Full time M. Tech./ ME/ B. Tech/ BE from IIT or Universities appearing in the top 100 ranked institutes as published by National Institutional Ranking Framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/EngineeringRanking.html (for the year 2023). OR Full time M. Des. / B. Des. degrees (with specialization in Interaction Design /Information Design/ Visual Design/ Web Design/ Graphics Design/ UI-UX Design) from IITs/NIDs/ NIFTs and institutions listed in CEED & UCEED portals (Please refer https://www.ceed.iitb.ac.in/2024/# and https://www.uceed.iitb.ac.in/2024/institutes.html) ii. Full time MBA from IIM/ Indian School of Business (ISB) or top 100 ranked institutes as published by National

				<p>institutional Ranking framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/ManagementRanking.html (for the year 2023).</p> <p>The resource should be able to showcase his/her portfolio of previous work demonstrating excellent interaction and visual design skills.</p> <p>Please note, part-time/distance learning/certification programs from the above-mentioned institutions/ other institutions/ agencies shall not be considered.</p> <p>(Revised Appendix-C placed below)</p>
13.	26	<p>Appendix-C: Technical Eligibility Criteria:</p> <p>i. Availability of Key Personnel:</p> <p>a) Conditions of Eligibility for Key Personnel:</p> <p>Educational Qualification for Junior Consultant</p>	<p>i. B. Tech/ from IIT or Universities appearing in the top 50 ranked institutes as published by National institutional Ranking framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/EngineeringRanking.html (for the year 2023).</p> <p>ii. Full time MBA from IIM or top 50 ranked institutes as published by National institutional Ranking framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/ManagementRanking.html (for the year 2023).</p>	<p>i. Full time B. Tech/BE from IIT or Universities appearing in the top 100 ranked institutes as published by National Institutional Ranking Framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/EngineeringRanking.html (for the year 2023).</p> <p>OR</p> <p>Full time B. Des./ M. Des. degrees (with specialization in Interaction Design /Information Design/ Visual Design/ Web Design/ Graphics Design/ UI-UX Design) from IITs/NIDs/NIFTs and institutions listed in CEED & UCEED portals (Please refer</p>

				<p>https://www.ceed.iitb.ac.in/2024/# and https://www.uceed.iitb.ac.in/2024/institutes.html) ii. Full time MBA from IIM/ Indian School of Business (ISB) or top 100 ranked institutes as published by National institutional Ranking framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/ManagementRanking.html (for the year 2023). The resource should be able to showcase his/her portfolio of previous work demonstrating excellent interaction and visual design skills. Please note, part-time / distance learning / certification programs from the above-mentioned institutions/ other institutions/ agencies shall not be considered.</p> <p>(Revised Appendix-C placed below)</p>
14.	28-30	Appendix-D: Technical Evaluation Metrics	As described in page 28-30 of the EOI.	As described in Appendix-D placed below.
15.	33	2. User Experience Design: e. Wireframe Design:	<ul style="list-style-type: none"> • Content writing, copy writing and SEO 	Point removed
16.	35	4. Deliverables (including, but not limited to following):	Front end development	Point removed
17.	36	Appendix-E: Scope of Work 8. Documentation and reporting:	The Bidder should describe how they will meet the required parameters and provide details thereof in	Updated table appended on page 11 of this Corrigendum.

			their EOI proposal on the following lines: <table border="1" data-bbox="635 286 960 454"> <thead> <tr> <th>Sr. No.</th> <th>Parameters</th> <th>Compliance (Y/N)</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Sr. No.	Parameters	Compliance (Y/N)				
Sr. No.	Parameters	Compliance (Y/N)								

Appendix-C: Technical Eligibility Criteria

i. Technical Eligibility Criteria for Bidders:

Sr. No.	Parameters	Eligibility Criteria
1.	Experience and capability	Experience and demonstrated capability in having handled consulting services for UI/UX/Website Revamp projects in BFSI sector/ e-Commerce/ Digital Commerce in India in the last 3 years.
2.	Reference checks from clients of the consulting firms relating to projects related to UI/UX/ Website revamp.	At least one positive feedback/ recommendations from clients of the consulting firm.
3.	Resources	Proposed resources must have relevant experience in Indian UI/UX/ website revamp related projects.

ii. Availability of Key Personnel:

The Bidder shall offer and make available all Key Personnel meeting the requirements specified in sub-clause (b) below.

- a) **Conditions of Eligibility for Key Personnel:** The Key Personnel must fulfill the following conditions of Eligibility:

Key Personnel	Educational Qualification	Length of Professional experience	Experience on eligible assignments and skill sets
Senior Consultant No. of Resource: 01.	i. Full time M. Tech./ ME/ B. Tech/ BE from IIT or Universities appearing in the top 100 ranked institutes as published by National Institutional Ranking Framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/	6 Years.	Experience: Senior Consultant with management consulting experience of 4 years or more and having handled at least 3 consultations, preferably in BFSI company of repute.

	<p>EngineeringRanking.html (for the year 2023).</p> <p style="text-align: center;">OR</p> <p>Full time M. Des. / B. Des. degrees (with specialization in Interaction Design /Information Design/ Visual Design/ Web Design/ Graphics Design/ UI-UX Design) from IITs/NIDs/ NIFTs and institutions listed in CEED & UCEED portals (Please refer https://www.ceed.iitb.ac.in/2024/# and https://www.uceed.iitb.ac.in/2024/institutes.html)</p> <p>ii. Full time MBA from IIM/ Indian School of Business (ISB) or top 100 ranked institutes as published by National institutional Ranking framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/ManagementRanking.html (for the year 2023).</p> <p>The resource should be able to showcase his/her portfolio of previous work demonstrating excellent interaction and visual design skills.</p> <p>Please note, part-time / distance learning / certification programs from the above-mentioned institutions/other institutions/agencies shall not be considered.</p>		<p>Skill set:</p> <p>Experience in graphic designing.</p> <p>Experience in scrum master role.</p> <p>Familiarity with software development.</p> <p>Excellent Knowledge of Scrum techniques and artifacts (Such as definition of user stories, automated testing, backlog refinement).</p> <p>Good knowledge of other Agile frameworks.</p> <p>Good understanding of mobile application development.</p> <p>Ability to work closely with Product owner to handle backlogs and new requests.</p>
<p>Junior Consultant (Garage Operations) No. of Resource: 01.</p>	<p>i. Full time B. Tech/BE from IIT or Universities appearing in the top 100 ranked institutes as published by National Institutional Ranking Framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/EngineeringRanking.html (for the year 2023).</p>	<p>4 Years.</p>	<p>Experience:</p> <p>Consultant with management consulting experience of 2 years or more and having handled at least 2 consultation, preferably in BFSI company of repute.</p> <p>Skill set:</p>

	<p style="text-align: center;">OR</p> <p>Full time B. Des./ M. Des. degrees (with specialization in Interaction Design /Information Design/ Visual Design/ Web Design/ Graphics Design/ UI-UX Design) from IITs/NIDs/NIFTs and institutions listed in CEED & UCEED portals (Please refer https://www.ceed.iitb.ac.in/2024/# and https://www.uceed.iitb.ac.in/2024/institutes.html)</p> <p>ii. Full time MBA from IIM/ Indian School of Business (ISB) or top 100 ranked institutes as published by National institutional Ranking framework (NIRF) of Ministry of education and as available on https://www.nirfindia.org/2023/ManagementRanking.html (for the year 2023).</p> <p>The resource should be able to showcase his/her portfolio of previous work demonstrating excellent interaction and visual design skills.</p> <p>Please note, part-time / distance learning / certification programs from the above-mentioned institutions/ other institutions/ agencies shall not be considered.</p>	<p>Experience in graphic designing.</p> <p>Familiarity with software development.</p> <p>Excellent Knowledge of Scrum techniques and artifacts (Such as definition of done, user stories, automated testing, backlog refinement).</p> <p>Good knowledge of other Agile frameworks.</p> <p>Good understanding of mobile application development.</p> <p>Ability to work closely with Product owner to handle backlogs and new requests.</p>
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- b) The Bank will examine the CVs of all other Professional Personnel and those not found suitable shall be replaced by the bidder/applicant to the satisfaction of the Bank.
- c) Resource persons mentioned by the bidder at the time of technical evaluation must be on-boarded & deployed in the Project, without any deviation. Any change in the proposed team of resources should be done in unavoidable circumstances only and after obtaining necessary approval from the user department.

Appendix-D: Technical Evaluation Metrics

Sr. No.	Parameters	Indicative Criteria	Maximum Marks	
1	Experience & Capability	Experience and demonstrated capability in having handled banking related consulting UI/UX projects in BFSI sector/ e-Commerce/ Digital Commerce in India in terms of: i. Manpower. ii. UI/UX/Website related projects completed in India for BFSI sector/ e-Commerce/ Digital Commerce along with their integration in banking application. iii. Consultation revenue in India during last year.	Maximum Marks: 40 (Total marks to be further bifurcated into sub-segments i, ii & iii)	
		i. Manpower.		Consultant to have fulltime manpower, engaged in consultancy assignments, based in India. Marks for permanent manpower engaged in consultancy assignments in India are as as under: a. More than 50 : 10 marks, b. 25 to 50: 5 marks c. Less than 25: Nil (Maximum Marks: 10)
		ii. UI/UX/Website related projects completed in India for BFSI sector/ e-Commerce/ Digital Commerce along with their integration in banking application.		Number & quality of projects completed in last 3 years in India and their relevance to the current EOI. a. Experience in three or more such projects: 20 marks. b. Experience in two such projects: 10 marks. c. Experience in one such projects: 5 marks. (Maximum Marks: 20)
		iii. Consultation revenue in India during last year,		Amount of revenue earned from consultation services in India (supported by relevant proof). a. If revenue from Management consulting assignments is more than or equal to INR 25 crore: 10 marks.

Sr. No.	Parameters	Indicative Criteria	Maximum Marks
		b. If revenue from management consulting assignments is less than INR 25 crore but greater than or equal to 15 crore: 4 marks. (Maximum Marks: 10)	
2	Reference checks from clients of the consulting firms relating to projects related to UI/UX/ website revamp in BFSI sector/ e-Commerce/ Digital Commerce.	Positive feedback/ recommendations from clients of the consulting firm. a. If supported by three or more reference: 10 marks b. If supported by two reference: 6 marks c. If supported by one reference: 3 marks	Maximum Marks: 10
3	Consultants proposed to be assigned to this project – Names/ experience / CV	As per experience /capabilities shown in CV, suitability and relevant experience of Senior Consultant/ Junior Consultant proposed to be exclusively engaged onsite for handling of the project. (Scoring will be based on quality & suitability of exclusive resources, including their qualification, relevant experience and prior consulting assignments with SBI. Weightage will also be given to relevant experience in Indian UI/UX/ Website revamp related projects.)	Maximum Marks: 10
4	Understanding UI/UX/ Website revamp, Approach & Work-plan. (Completeness, robustness of approach, quality of ideas / solutions proposed to address Bank's requirements effort estimated list of deliverables etc.,	Presentation by proposed Senior Consultants for Current Project to show case the understanding and relevant capabilities, approach and methodology demonstrated in response to the EOI/ SOW/purpose of the Project. a. Understanding of UI/UX/ Website revamp process: (10 Marks) . b. Approach & methodology, robustness of approach and quality of ideas / solutions proposed to address Bank's requirements: (10 Marks) .	Maximum Marks : 40

Sr. No.	Parameters	Indicative Criteria	Maximum Marks
	with milestones and time frame for completion of different activities.	<p>c. Completeness of project/work-plan, resources planning, effort estimate etc., with deliverables/ milestones and time frame for completion of different activity: (10 Marks)</p> <p>d. Transfer of knowledge and enablement: Proposed plan for enablement, hand-holding, engagement, methodology for building capabilities in the Bank & proposal for sustainability & institutionalizing processes in the Bank. (10 marks)</p>	
	TOTAL		100 Marks

Appendix-E: Scope of Work

8. Documentation and reporting: Para-2

The Bidder should describe how they will meet the required parameters and provide details thereof in their EOI proposal on the following lines:

Sr. No.	Parameters	Proposed plan
1.	Bidder to have a defined and documented process for taking a client's business objectives and translating them into an effective UI/UX design solutions that supports multichannel brand experiences.	
2.	Bidder should have the expertise in implementation and optimization of digital experiences and ensure incorporating user experience (UX) and usability best practices.	
3.	Proposed design should adhere to the SBI branding guidelines.	
4.	Bidder should have expertise in analytics, mobile, ecommerce, social media to design website UI/UX solutions that are integrated into a larger customer journey .	

5.	The user journey should be of minimum clicks, and response time while navigating through different webpages, sections or tabs across entire website should be within three seconds.	
6.	Bidder should have experience in designing the solutions that are scalable, ensure reasonable page load times on both desktop and mobile devices.	

Name & Signature of authorised signatory

Seal of Company