

Government of India
Ministry of Corporate Affairs
(Investor Education and Protection Fund)
5th Floor, 'A' Wing, Shastri Bhavan,
Dr. Rajendra Prasad Road, New Delhi

REQUEST FOR EXPRESSION OF INTEREST
FOR

Revamping and Maintenance of Website

“Watchoutinvestors.com”

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REQUEST FOR EXPRESSION OF INTEREST
For

Revamping and Maintenance of Website
www.watchoutinvestors.com

under the aegis of
Investor Education & Protection Fund

EOI No.: F.No.10/48/2010-IEPF
DATED: 11.05.2011

IMPORTANT DATES

Issue of Expression of Interest: 11.05.2011
Submission of EOI: 11.05.2011
Conclusion of EOI: 31.05.2011

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Expression of Interest

Revamping and Maintenance of the Website 'www.watchoutinvestors.com' under the aegis of Investor Education and Protection Fund

1. About IEPF and the website

1.1 Investor Education and Protection Fund (IEPF) has been set-up under Section 205C of the Companies Act, 1956 by way of the Companies (Amendment) Act, 1999.

1.2 As per the Act, the amounts due to shareholders/ debenture holders/ deposit holders of a company which have remained unclaimed and unpaid for a period of seven years from the date they became due for payment shall be credited to the IEPF :-

1.3 **Objectives of the IEPF:** The amounts credited to the Fund are to be utilized for:

- Educating investors about market operations and making investors aware about market volatilities;
- Empowering the investors by making them aware of their rights and responsibilities under various laws;
- Continuously disseminating information about unscrupulous elements and unfair practices in securities market; and
- Promoting research and investor surveys to create a knowledge base that facilitate informed policy decisions.

1.4 The Ministry has developed a website www.watchoutinvestors.com, which is a national web-based registry covering such entities including companies, intermediaries and individuals who have been indicted for an economic default and/or have been non-compliant of laws/ guidelines and/ or are no longer in the specified activity.

1.5 Investors can use this information about entities/individuals before making any new investments with them and when dealing with them in any manner for continuously reviewing their existing portfolio vis-à-vis such entities.

1.6 Presently, this website has information about more than 1,27,000 persons/entities who have been indicted for any economic offence by the regulators as notified by the Government, including following regulators:

- Securities And Exchange Board of India, Bombay Stock Exchange, National stock Exchange of India Ltd, Inter-Connected Stock Exchange
- Central Board of Excise & Customs
- Central Bureau of Investigation
- Competition Commission of India, Competition Appellate Tribunal
- Central Depository Services (India) Ltd., National Securities Depository Ltd.
- Company Law Board
- Debt Recovery Tribunals
- Employees Provident Fund Organization
- Institute of Chartered Accountants of India, Institute of Company Secretaries of India, Institute of Cost and Works Accountants of India
- Insurance Regulatory & Development Authority
- Ministry of Corporate Affairs - Registrars of Companies, Official Liquidators, Vanishing Companies, etc.
- Ministry of Finance, Department of Revenue
- Reserve Bank of India, National Housing Bank
- Any other regulators, as notified by the Government from time to time

The requisite information is collected from each of the above regulators on regular basis and the website is updated accordingly.

1.7 Besides, this website also has following information which is also meant to make the investors aware about the unscrupulous entities/individuals thereby help build public confidence in the financial system enabling greater flow of public investment to the right avenues:

- Latest list of Vanishing Companies
- Listed Entities/Persons
- The website also contains facility for filing rebuttal and uploading media reports

2. Objective of EOI

2.1 The Ministry of Corporate Affairs wants to enhance the utility of this website for the stakeholders and investors. For this purpose, besides the existing features available on the website, the following updates are required to be made in this website:

2.1.1 Creative inputs

- Rewriting of content on the site in order to maintain optimum levels of user satisfaction with special emphasis on the design and functionality of the '*www.watchoutinvestors.com*' homepage highlighting the most important sections which shall cater to various stake holders, i.e., Investors, government, media and business stakeholders.
- Regular updation of information available on site and constant monitoring and uploading of the information;
- Create provision for User Generated Content including blogs, photo uploads, etc.

2.1.2 Feedback Management

- Facility for feedback with periodical (monthly) online intercept research of users to analyze site and provide insights to achieve website goals and objectives.
- Provision of an FAQ (Frequently Asked Questions) page to address common user queries.
- Email and feedback management by addressing queries and feedback within a maximum time span of 24 hours for queries within the scope of FAQs and maximum of 48 hours for other queries requiring referencing and/or research.

2.1.3 Flexible and User friendly Content Management System

2.1.4 Others

- The Ministry expects the process to be completed latest by June 30, 2011 so that the new agency takes over the maintenance of the website w.e.f. 01-07-2011;
- Search engine and Sitemap functionalities on site to facilitate easy navigation and instant access to relevant information;
- Updation of the website by uploading announcements, order, etc. that are regularly sent by the Ministry or other organization as directed by from time to time;

- Registering and maintaining domain names of 'watchoutinvestors' with various country extensions and redirecting them to the main 'watchoutinvestors.com' website.

2.1.5 The website shall be bilingual, however, the orders of the regulators shall continue to be in the language in which it were delivered.

2.1.6 IEPF expects the service provider to provide the following range of services:

2.1.6.1 Designing the layout of the proposed website and its development with reference to the functions detailed above;

2.1.6.2 The website shall comply with the 'Guidelines for creating Indian Government Websites as available on the 'National Portal of India - www.india.gov.in' ;

2.1.6.3 Hosting of the website on a secured Server in compliance with the Web Security Guidelines issued by Indian Computer Emergency Response Team (CERT-IN) of Department of Information Technology. The guidelines are available on the website - www.cert-in.org.in;

2.1.6.4 The service provider shall suggest appropriate 'Disaster Recovery Plan' and 'Regular Back up Policy' ;

2.1.6.5 The service provider shall collect the requisite information from all the concerned regulators on regular basis and update the website;

2.1.6.6 The scope of work is indicative only and the service provider is expected to present an omnibus solution/ model with such creative inputs as considered necessary and make continuous improvements to the website during the contract period. The improvements could be for making the best use of web technology and also for making the site more attractive and more easily accessible. This may include overhauling of some sections of the site or development of additional tools, better search engines and/or software.

2.2 This expression of interest is intended for inviting proposals for revamping, operating and maintenance of the website - "www.watchoutinvestors.com" for a period of three years. Thereafter, the extension of the project would be based on evaluation of performance. The website and the content will

remain the property of the Ministry of Corporate Affairs and no claim for any intellectual property rights or patent will be entertained.

2.3 The EOI should be submitted within **21 days** of the date of publication of this EOI. In the meanwhile, the interested parties are expected to interact with the stakeholders to understand the requirements in detail so as to make it more transparent and beneficial for the investors.

2.4 The EOI should include the following sections:

1. Experience of having successfully implemented similar project/ website;
2. Capability in terms of having adequate infrastructural and professional competence in domain areas as the website would require building, hosting and maintaining a website with dynamic content in the areas of financial literacy and investor awareness and protection;
3. The EOI should also contain suggestions for making the website user-friendly in dissemination of the content to the intended users, i.e., investors and general public;
4. The parties would be required to attend a meeting (to be fixed at a convenient date) wherein various clarifications and requirements about the project would be discussed;
5. The EOI shall not contain any information regarding financial component of bid and is only intended to contain technical proposal/ details.
