

## 1. Background

Kerala State Road Transport Corporation (KSRTC) is the state-owned public bus transport undertaking of the Government of Kerala. The Corporation's existing website, [www.keralartc.com](http://www.keralartc.com), was built several years ago and no longer meets current standards of design, accessibility, mobile responsiveness, bilingual usability or search visibility. KSRTC also operates several independent digital properties – including its online ticketing and reservation platform, its bus advertising portal and various service-specific pages – which are not integrated into a single, cohesive web presence.

KSRTC therefore intends to engage a competent, professionally managed web design and IT solutions agency to conceive, design, develop, populate with original bilingual content, optimise, and maintain a completely revamped official website. The engagement will be awarded through this tender on Quality-and-Cost-Based Selection (QCBS), with evaluation deliberately weighted towards demonstrated experience, team strength and delivery capability, so that the Corporation obtains a technically sound and dependable partner rather than merely the lowest quotation.

## 2. Objectives

KSRTC invites bids from experienced and technically qualified web development agencies, firms, companies, LLPs, registered MSMEs and recognised Startups (the “Bidder”) for end-to-end design, content development, deployment and maintenance of a new official bilingual website of KSRTC, with the following core objectives:

1. A visually attractive, modern and trustworthy public-facing website reflecting KSRTC as a premier state transport brand.
2. A fully bilingual site with Malayalam as the primary language and English as the parallel language, with seamless language switching on every page – professionally authored content in both languages, not machine-translated overlays.
3. A fluid, fully responsive, mobile-first architecture that adapts smoothly across desktops, tablets and mobile devices and across varying screen resolutions, rather than a fixed-grid layout.
4. Original, professionally written bilingual content covering all sections of the Corporation – About Us, services, fares, schedules, careers, tenders, RTI, grievances, news and tourism packages – developed by the Bidder in consultation with KSRTC.
5. Integration and linking of KSRTC's other digital properties – the online ticket booking and reservation system, the bus advertising portal, the medical consultation service page, the e-Office portal and any other KSRTC digital service – into a single, unified navigational structure.
6. Comprehensive on-page and technical SEO, including a bilingual keyword strategy, metadata, structured data, XML sitemap, page-speed optimisation and Core Web Vitals compliance.
7. A robust, secure, easily updatable Content Management System (CMS) enabling KSRTC staff to independently update content, news, tenders, notices and fares in both languages without vendor dependency.

8. Full compliance with Government of Kerala web guidelines, GIGW 3.0, accessibility standards (WCAG 2.1 Level AA), CERT-In advisories and data-security best practices.

### **3. Scope of Work**

The selected Bidder shall be responsible for the following, at minimum. The scope shall be read together with the Deliverables in Clause 4 and the Service Level Agreement at Annexure IV.

#### **3.1 Discovery and Planning**

Conduct a structured requirements workshop with KSRTC stakeholders; audit the existing site and all linked KSRTC sub-portals; and prepare the information architecture (sitemap), wireframes and a page-wise bilingual content plan for KSRTC's written approval before design commences.

#### **3.2 UI/UX Design**

Design a modern, attractive visual identity aligned with KSRTC's brand, incorporating the Corporation's logo, an approved colour palette and imagery of buses, routes and destinations, with harmonised layouts for the Malayalam and English versions. The Bidder shall present at least two distinct design concepts, followed by iterative revisions until written design sign-off.

#### **3.3 Technical Architecture**

Build the site on a fluid responsive grid following a mobile-first approach. The technology stack shall be proposed by the Bidder and approved by KSRTC's IT Division, with preference for widely supported, secure, well-licensed platforms free of recurring proprietary licence fees to KSRTC. Hosting shall be on infrastructure approved by KSRTC (State Data Centre or MeitY-empanelled cloud, as directed).

#### **3.4 Bilingual Content Development**

Draft, edit and proofread all website content in Malayalam (primary) and English (parallel), including institutional content, service descriptions, FAQs and SEO-friendly landing pages. All content shall be reviewed and approved by KSRTC before publication. Unicode-compliant Malayalam rendering is mandatory across devices.

#### **3.5 Integration of KSRTC Digital Properties**

Map, link and, where feasible, visually and functionally integrate the online ticket booking portal, the bus advertising portal, the online medical consultation service, the e-Office login and regional or depot-level micro-sites, following an integration approach agreed in writing with KSRTC (Annexure III lists the properties concerned).

#### **3.6 SEO and Analytics**

Implement technical SEO – clean URLs, XML sitemap, robots.txt, schema markup, canonical tags and bilingual image alt text – along with keyword research, on-page optimisation, analytics integration and a post-launch SEO performance report at the end of the third month after go-live.

#### **3.7 CMS and Administrator Training**

Deploy a user-friendly, secure CMS with role-based access so that authorised KSRTC officers can add and edit news, tenders, notices, circulars, fares and career postings in both languages. Provide documented hands-on training to at least ten KSRTC officers and a bilingual user manual.

### **3.8 Security and Compliance**

Ensure SSL/TLS throughout, protection against the OWASP Top 10 vulnerabilities, security audit clearance from a CERT-In empanelled auditor prior to go-live (audit cost to be borne by the Bidder), scheduled backups, and compliance with applicable Government of Kerala IT, cyber-security and accessibility policies.

### **3.9 Testing, Launch and Support**

Conduct cross-browser, cross-device, load and accessibility testing; migrate existing content; effect go-live with minimal downtime; and provide twelve months' free warranty support from go-live, covering bug fixes, security patches, CMS support and content-update assistance, followed by an optional AMC as quoted in the Financial Bid.

## **4. Deliverables**

1. Approved information architecture, wireframes and bilingual content plan.
2. Final bilingual UI/UX design files in editable source formats.
3. Fully developed, tested and deployed responsive bilingual website with CERT-In empanelled security audit certificate.
4. Original bilingual content for all identified pages and sections.
5. SEO implementation with baseline and third-month performance reports.
6. CMS with role-based access, administrator training and bilingual user documentation.
7. Complete source code, design assets, database and all credentials handed over to KSRTC, with full and exclusive ownership vesting in KSRTC.
8. Twelve months' warranty support and a firm AMC quotation for two subsequent years.