



**School of Media and Cultural Studies
Tata Institute of Social Sciences, Mumbai**



Project brief for web redesign of SMCS and sub sites

The School of Media and Cultural Studies requires WordPress website design and development services for 4 websites under the school.

- 1) A new sub-site under the Diversity project needs to be created – ‘Gender in Cinema’ (website reference – <http://castemumbai.tiss.edu>)
- 2) The main SMCS website – (<http://smcs.tiss.edu/>) need to be revamped.
- 3) The DiverCity project landing page site needs to be redone and made mobile responsive (<http://diversity.tiss.edu/>)
- 4) The Subversions site needs to be revamped and improved with a better User Interface (<http://subversions.tiss.edu/>)

We require agencies to follow the following process while working on these projects -

- Goal definition and Top three audience mapping for each website.
- Wireframing of websites pages, selection of premium themes and mock-up designing of all websites
- Development of main site and sub-sites based on approved layout.
- Ensuring Mobile responsiveness and basic on-page SEO for all sites, including submission/indexing on Google Search Console and Google Analytics integration.
- Premium theme to be suggested by vendor to help select theme to meet UI/ UX requirements of SMCS - TISS team.
- Once websites are developed, vendor would also be required to support SMCS/ TISS with basic updates before site launch. Apart from this, the vendor will work with the hosting provider to install a valid SSL certificate, security software and malware protection on all websites (subject to hosting server limitations).
- During the process of design and development of all the four websites, the vendor is required to provide inputs on renovation of the Diversity site followed by the main site.
- The vendor should provide proper email communication and regular project updates. Vendor must also stay connected proactively with the SMCS – TISS team during the entire website development process.

- Please note that the task has to be completed in a tight schedule of 15 days for the Diversity site and another 20 days for the main site. Tentative time line for the assignment would be April 15th – May 15th 2023.

Number of pages required for each individual website are as follows:

1. SMCS Site – approx. 12 pages
2. Gender in Cinema site – approx. 5 – 10 pages
3. DiverCity site – one-page site
4. Subversions site – 12 main pages and 50 sub-pages

To apply:

Vendors are invited to submit their individual/organisation's profile with links to earlier projects of similar nature. You are also requested to send by post a sealed Quotation along with one page introduction & a brief description of yourself/organisation. The sealed envelope can have a heading 'Quotation for Web design' and can be addressed to: Dean, School of Media and Cultural Studies, Tata Institute of Social Sciences, VN Purav Marg, Deonar, Chembur, Mumbai, Maharashtra 400088.

Applications can be mailed by 31st March 2023 with the subject line is '**SMCS & Web redesign Application**' to smcs@tiss.edu and the shortlisted candidates will be called for an online interview by 3rd April 2023. The position is on an assignment basis and will require hybrid mode of work where onsite presence will be required on need basis.

Prof Shilpa Phadke
Dean and Project Leader
TISS, Mumbai