

S.A 76 A/

15-07- 2015

Sub: Inviting quotations for BULK MAIL SERVICES/SOFTWARE
AND
MAILER CREATED IN HTML FROM JPG DOC., PER PAGE

Sahitya Akademi, an autonomous organization of the Government of India, under Ministry of Culture invites sealed quotations for bulk mail services/software and mailer created in HTML from JPG doc., as mentioned in Annexure I and II. Sealed quotations complete in all respect addressed to the **Secretary, Sahitya Akademi, Rabindra Bhawan, 35 Ferozeshah Road, New Delhi-110001** should reach this office latest by 11.00 a.m on 21st July 2015. **The quotations shall be opened at 3.00 p.m on the 21st July 2015.**

The quotation form can also be downloaded from the website of Sahitya Akademi i.e. www.sahitya-akademi.govt.in

Yours faithfully,

SD/
(Pradip Chhabra)
Deputy Secretary (Sales)

Annexure - 1

Rates Quoted should be Net Unit Rate (Unit Price + Taxes, if any)

Details of Requirements for bulk Mail	Rate per Mail Credit.
<p>Pre-requisites of Bulk Mail Services/Software</p> <p>A) The pre-requisite for the full installation of Bulk Mail Services / Software is as follows:</p> <p><u>Bulk Mail Compatibility</u>: The Software should facilitate to send Bulk Mail by providing a user-Interface through which the user can provide the message as per global MAIL Text standards along with images in various position of mail content and attachment and provide the interface to upload the list in Excel format (*.XLS / *.CSV) or text format (*.TXT) for email ids to whom Mail is to be sent.</p> <p>Other requirements regarding Scope of work</p> <p>An overview of the work covered by this quotation form is given below:</p> <ul style="list-style-type: none"> * Provide the web-based Mail facility to Sahitya Akademi. * The content editor should have the facility to convert the mail contents to HTML format and vice versa. * Standard Mail size maximum 100 KB * Facility to incorporate the images in various position of mail content and attachment(s) (allow for all formats like .pdf, .doc, .txt, .xls etc.) * Facility for email Blacklist to Whitelist at user end. * There should be user reports and simple action that can be taken based on such user reports * Test MAIL option for approval * Preview of Mail before sending * Scheduling Mail to later date and time * Customized Mail facility * Importing data from CSV and txt format * Automatic delete option for duplicate numbers in the list * Online access to all the reports including customized reports as desired by Sahitya Akademi * Downloading Options for all the Reports * Report Exporting In CSV format * The successful bidder shall provide the MIS reports for all the bulk Mail date wise in a prescribed format on periodical basis or whenever required by Sahitya Akademi, successful bidder should be able to provide additional reports in a pre-specified format. 	

Annexure - 2

Details of Requirements for creating Mailer per page	Rate for Mailer Creation.
<ul style="list-style-type: none"> * Mailer created In HTML from JPG Doc per page. * Mailer Should supports Multi Lingual. * Mailer Customization available up to 3 Times Under EMailer Creation. * JPG of content of mailer shared by Sahitya Akademi * Event Based Triggered Mail * Automatic Mail based on certain trigger using APIs * Support * Option for 24X7 support (Online/Offline) 	

Validity of rates:.....