REQUEST FOR QUOTATION
FOR

Information & Cyber Security Awareness Program

LAST DATE: 18th November, 2023 (06.00 p.m.)

SBI Life realizes the significance of a robust defense structure and has therefore implemented an information security framework to safeguard its people and its infrastructure. The organization is aware that "PEOPLE" are central to implementing the framework and abiding by it. SBI Life wants to employ Creative Training and Awareness Solutions to enhance the effectiveness of Cyber Security training and reduce its operational cost.

SBIL solicits quotations from vendors, who have the necessary expertise and proven track record of implementing a solution to facilitate the Information & Cyber Security Awareness Program.

This request for Quotation is not an offer by SBIL, but an invitation for Bidder response. No contractual obligation whatsoever shall arise from this request process unless and until a formal contract is signed and executed by the duly authorized signatory of SBIL and the Bidder. Responses submitted after the stipulated date and time will not be entertained.

Scope of Work for Information & Cyber Security Awareness Program:

SBIL solicits quotations from selected information security service providers (ISSP), who have the necessary expertise and proven track record, to perform Information & Cyber Security Awareness Program

This request for Quotation is not an offer by SBIL, but an invitation for Bidder response. No contractual obligation whatsoever shall arise from this request process unless and until a formal contract is signed and executed by the duly authorized signatory of SBIL and the Bidder. Responses submitted after the stipulated date and time will not be entertained.

Scope of Work for Information & Cyber Security Awareness Program:

1. **Emailers :**
   Emailers cover best practices, new threats, remedial measures, and security-related anecdotes, which will be sent to the employees and Third Party Resources. Each emailer will focus on one specific domain, besides giving an overall perspective.
      For the mandated emailers Bidder shall create a unique concept (both visual & content) for approval by SBI Life. Maximum of 2 options of the concepts will be provided in .ppt format with images. After the finalization of visual concept Bidder shall proceed with the design & execution of the same.

   Benefits:
   - Quick transfer of information.
   - Easy Connect with your End Users.
   - Reduced Time & Effort.
   - Serves a large audience.
   - Helps to reduce costs.

2. **Infographics Video with Gamification Quiz :**
   Production of Infographics Video with duration 2/3 mins max. The film would cover various topics mutually agreed upon by both, SBI Life and Bidder. The videos will include 2D Animation.
      SBI Life to select or share the relevant topics to Bidder SBI Life shall create a Visual storyboard for approval by Bidder. After the finalization of story board, Bidder shall proceed with the animation. The films would be SCORM compliant to upload on LMS

platform and track the end user learning. The film will have voiceover in English. Multi-lingual Voiceover, if opted for, shall carry additional charges.

Quiz questions need to be attended by the participants after the video. Winner will be declared based on the speed and accuracy of the quiz answers and price will be distributed. Selected bidder needs to facilitate info graphic video followed by the gamification quiz questions and selection of winners through SBILife e-learning portal.

Benefits:
- Gets the attention of the end users.
- End Users feel more engaged.
- Easier to explain or put things in perspective.
- Training can be completed at anytime and anywhere.

.
3. **InfoSec Mantra by Senior Management / Department Head – Video Communication:**
Creating a script for Senior Management Video. Video shoot with Senior Management. Editing & Postproduction and published the Video. The video will run on all online and mobile platforms like e-learning application, intranet, whatsapp,etc.
Bidder shall provide some few Infosec Awareness Messages for Senior Management Video. After the finalization of script, Bidder shall proceed with the shooting. The video shoot will be maximum for 2 days.

Benefits:
- Gets the attention of the end users.
- End Users feel more engaged.
- Easier to explain or put things in perspective.
- Training can be completed at anytime and anywhere.

4. **Information Security Awareness Gamification Event:**
SBI Life would like to conduct an InfoSec Awareness Event. The InfoSec Awareness Event would be conducted in Seawoods Office. SBI Life intends to educated their employees on Infosec Best Practices through the physical games. Bidder will conduct these games and manage the event during this Day. Bidder will setup a booth or tables in the cafeteria or campus where a host would along with his team would interact with the employees. There would be Total 3 Games. Employees and Third Party Vendors would be engaged with various InfoSec Related physical games. The Infosec Awareness Event would be for 1 day at above mentioned location. Timing - 9am to 5pm.

Bidder will arrange the following for branding and conducting the event in SBI Life Premises:
- Infosec Games
- 6 Standees: 6
- Flex Back Drop 8 X 8 Ft with Red Carpet
- Selfie Stand
- Light
- 6 Octomom Table
- 3 Male Promoters
- 3 Female Promoters
- 1 Supervisor
- The event would be from 9.00am to 5pm
- Emailers for communication of the program

Public

Games to be covered in Information Security Awareness Event:
- Trouble shoot Game - General Infosec
- Ball in Bucket – Email Security
- Scrabble – Password Security
- Smiley magnet – Data Classification
- Cross word – General Infosec

General topics to be covered but not limited to:

Acceptable Usage & Information Security	Privacy
Social Engineering	Malware and Ransomware
Email - Spam, Phishing	Social Networks
Passwords	IS and Cyber Security Policy
Mobile devices	Personally, Identifiable Information (PII)
Safe internet habits	Targeted attacks
Data security	Insider threats
Encryption	Clean Desk and Clear screen Policy
Working remotely	Physical security

Technical Requirement / Deliverables of Information & Cyber Security Awareness Program:
- Infosec Awareness Event – 1 day
- Pre – Event Teaser and Communication
- Launch of the event
- Infosec Pledge Video
- Infographic Videos with Gamification Quiz
- Emailers
- Wallpaper
- Cyber Security Event – Physical Games
- Senior Management / Department Head – Video Communication
- Security Quiz

Invoicing & Payment Terms:

- Payments shall be considered as per the agreed services and deliverables.
- Payments shall be released as per the agreed terms between SBILife and Bidders.
- Taxes & Duties to be reimbursed at actual by SBI Life.
- Travel, Boarding and Lodging charges for travel out of Mumbai to be arranged by SBI Life.

Requirements:

i. The Information & Cyber Security Awareness Program delivered by the vendor should be licensed one and with managed services support from vendor.

ii. Cloud based solution / tools and the channel being used, should be clearly stated.

iii. It would be binding upon the vendor to maintain security of SSL systems at all times.

iv. The solution for training must have enough content to create training program for varying levels of expertise.

v. The Solution should track and submit reports of participation & results, etc.

vi. Training may be delivered for both options via Sharable Content compliant modules hosted in the in-house Learning Management System (LMS) or hybrid cloud setup.

vii. The content to be finalized in co-ordination with SBIL team.

viii. Vendor must have implemented the program in reputed organisations in India and must be ready to provide reference for validation.

ix. SBIL reserves the right to accept in part or in full or reject the entire quotation and cancel the entire tender, without assigning any reason there for at any stage.

x. Notwithstanding approximate quantity mentioned above, the quantities are liable to alteration by omission, deduction or addition. Payment shall be regulated on the actual work done at the accepted rates and payment schedule.

xi. The prices should be exclusive of all taxes.

Bidder's Response:

The bidder's response to this RFQ shall be composed as per format defined below, describing in detail, along with supporting documentation, wherever necessary so as to satisfy the evaluation criteria set out in this RFQ. Bidder shall, at minimum, include the following:

1. Company Overview
2. Bidder's experience in relevance with eLearning development
3. At least 2 Client references where bidder has provided custom eLearning development services.
4. Provide any 2 relevant work samples
5. Indicate the timeline for the project, milestones, rounds of review and deliverables, integration with SBIL e-learning application etc. in acceptable format.
6. Additional information that will help explain company's capabilities and proposed solution
7. Commercial

NOTE:-

- **The selected ISSP shall deploy the resource to start the activity within 3 to 5 working days from the release date of purchase order (PO).**

- **Information & Cyber Security Awareness Program shall be submitted to SBIL within 6 working days from the date of review kickoff. In case of delay, the penalty charges of Rs.10\, 000/- per day of delay will be levied to the selected ISSP.**

- **The penalty will not be levied to the selected ISSP for number of days of delay, which is on account of delay from SBIL; however this delay on account of SBIL should be brought to the notice of AVP-IST and CISO through a separate email/letter.**

- **SBIL has tried to their best to provide accurate information for Information & Cyber Security Awareness Program; however the ISSP may consider change in plan due on account of change in the original scope document**

Please include the following with the proposal:
- Profile of resources
- List of Pre-requisite for initiating
- Tax component, as applicable, to be shown separately
- Payment will be made after submission of respective final document, as described in the commercial proposal format.
- Reference of 2 clients where such audit in BFSI India was completed by the proposed resource.
- **Please note that incomplete/ partially complete commercial proposals (format is enclosed separately) could be rejected by SBIL.**

(ISSP should print this page and sign as a token of acceptance to the aforesaid conditions mentioned in Scope of Work and Deliverables.)