Terms of Reference (TOR) for Development and Design of the Website

1. Background

Good Neighbors International (GNI) has been working in Nepal since 2002 to improve the lives of poor people, especially children, through child protection, education, income generation, health services, water, sanitation and hygiene, disaster risk reduction/climate change adaptation, and advocacy programs. Currently, GNI Nepal serves marginalized, vulnerable, and poor children, families, and communities in 20 districts across Nepal.

2. Objective

GNI Nepal solicits proposals from established and competent software development companies/firms with a proven record of developing and delivering digital solutions to create new websites. The website outlined in this proposal is to make GNI Nepal's visibility high among its end users by enhancing the website's appearance, arranging the content in a more systematic way, and making it visually more appealing and user-friendly. Emphasis will be placed on the server's safety, ensuring that website management and administration are simple and straightforward.

To ensure the website incorporates contemporary technologies and can support dynamic content, the website provider must offer the following features:

- Develop **three website** designs or **wireframes** with visual elements, sliders, links, etc., to create a realistic portrayal of the website's potential appearance. Design tools like Adobe XD are preferred, and a dummy website is expected.

- Create a site map to establish the website's user interface (UI) and user experience (UX).

3. Scope of the Work

GNI Nepal plans to develop a new dynamic website to ensure accessibility to all materials related to the work of GNI Nepal. The newly developed website should provide key information about the organization, projects, working areas, and beneficiaries and showcase its expertise to its stakeholders across the world textually, pictorially, and in cartoons.

3.1 Functional requirements:

S.N.	Requirement	Descriptions
1.	Website Pages	The website should have all the pages as per GNI Nepal requirements, these pages should also include standard pages such as the home page, about us, our work, Partners, news and Publication, contact us, etc. but not limited to.
2.	Admin Dashboard	The website ought to incorporate an Admin Dashboard that allows GNI Nepal admin the capability to: a. Perform administrative and technical support functions such as hosting, quality control, and managing content (creation, deletion, and editing). b. Provision of a cPanel
3.	Audit trail	The website needs to include a log that records all actions taking place on the site. This audit trail would enable the monitoring of activities and changes made.
4.	Analytics	The website must include analytical tools that enable GNI Nepal to monitor and track all activities taking place on the site. For instance, Google Analytics may be used.
5.	News and blog/feeds	The website must showcase news and blog sections for digital promotion and dispensing of information.
6.	Reports	It is recommended that the provider of the website should produce monthly website reports utilizing analytics data and suggest solutions based on the findings.
7.	Social Media Integration	The website should be integrated into social media platforms.
8.	SEO	The website supplier should also give an SEO.
9.	Emergence Notification Banner	The website should allow for an emergency banner display.
10.	Licensed Plugins	The use of licensed plugins is always requested

3.2 Non-Functional requirements

S.N.	Requirement	Descriptions
1.	Responsiveness	The website should be displayed on different screen sizes without distorting the content
2.	Security	The website should have security such as an SSL certificate etc.
3.	Availability	The website should be available 24/7
4.	Backup and Disaster recovery	– The website should allow for scheduled backups – The service provider must give us a disaster recovery plan
5.	UI (User Interface) & UX (User Experience)	– The website should feature simple navigation, an attractive visual design, and a user interface, and avoid using deep links. – The website should incorporate relevant icons and images.
6.	Source code handover	GNI Nepal shall be provided with the complete source code, including any developed libraries.

4. Expected Deliverables

The contract is subject to amendment, with adjustments for time and materials, to accommodate any additional site-specific developments requested by GNI Nepal.

4.1 Key Features:

The following features should be added to the website:

- Integrating feed links with social media posting allows information sharing between the website and GNI Nepal's Twitter, Facebook, and LinkedIn accounts.
- Implementation of a responsive design.
- Creation of multiple page styles and custom post types.
- Addition of language options for resource and guidance templates.
- Incorporation of a comprehensive search function, including a search for success stories, Reports, and Download.
- Development of an interactive map that can be updated **dynamically** to show areas of impact.
- Implementation of a secure system for uploading materials, accessible only by GNI Nepal administrative staff (IT and PD).
- Inclusion of a newsletter signup feature, linked to a sign-up for the latest news.
- Introduction of call for suppliers' functions, including pre-screening applicants based on provided conditions and loading successful applicants into a database with their attached documents.
- Creation of a user-friendly dashboard or report generation link for navigation and collection of calls for suppliers' data from the database.
- Development of a recruitment portal/page to advertise and initiate the recruitment process.
- Implementation of a dashboard to administer the application process, including the design of application forms to HR specifications stated in the HR recruitment Document.

4.2 Website Hosting:

- The website should be hosted on a separately secured server (VPS).
- The server should support the technologies used in building the site, including PHP Laravel, and MySQL.

4.3 Website Maintenance:

- Website content updates: The web development company that has been contracted will provide assistance in updating the content when modifications cannot be made through the dashboard user interface. Their aim should be to make as many changes as possible within the dashboard user interface, including enhancing the website's current functionality for content addition and customization.
- The web development/software company that has been contracted will be responsible for continuous creation and storage of a complete website backup during the entire duration of the contract. Upon the conclusion of the contract, the client (GNI Nepal) will receive the backup,

code, and source files in their entirety. It is essential to establish a mutually agreed-upon schedule for conducting regular backups.

- The web development/software company that has been contracted will implement an automated testing system to identify and flag any broken hyperlinks on the website.
- The contracted web development/software company will verify regularly that the site is intact and functioning and will notify of and revert to the backup whenever necessary.
- The contracted web development/software company will give guidance on using the admin interface of the website.

The server logs will be monitored to track the popularity of pages and downloads on the website. Regular reports will be generated based on this data. Including this report in the dashboard will be a highly appreciated feature.

5. Application Requirements

5.1 Requirements:

The web development/software company should have:

- Demonstrated web design and support expertise within the nonprofit and international development sectors, specializing in creating visually appealing and user-friendly websites.
- Proficiency and relevant experience in utilizing various Web Application Frameworks.
- Extensive knowledge of current web development technologies and design tools, as well as familiarity with emerging software, web programming languages, and programs such as HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java, and PHP.
- Excellent understanding of the latest trends in graphic design and website development, including online video publishing and social media networking.
- Ability to align technical solutions with the specific needs of end users.
- Proven track record in website design, administration, and security, with expertise in utilizing Google Analytics and implementing effective Search Engine Optimization strategies.

5.2 Work Environment:

The work environment/setting for the assignment will include different aspects:

Timing and duration of the assignment:

- The duration of the contract will be 1 year.
- The development of the website is to be ready in six weeks' time starting from the date of signing the contract.

The user manual, webinar, and maintenance of the new web pages will be done from the 7th week of the contract.

5.3 Briefing/Debriefing Arrangements:

- An **Agile Development** Method will be implemented, ensuring close collaboration and supervision from the Program Development, Knowledge Management and Communications, and IT Departments. The web development/software company will actively engage in the design process, addressing inquiries regarding requirements and suggesting necessary changes as deemed appropriate.

- The Program Development and Knowledge Management Team, in close consultation with the IT Department, will assess the services and outputs of the contracted web development/software company.

5.4 Support:

GNI Nepal will grant access to the current GNI Nepal website admin panel and content, including the website backend administration console, all documents and pages, plugins, themes, and additional files.

6. Selection Criteria

- Profile and experience of the company - 20%
- Professional capacity and experience of professionals assigned - 15%
- Pricing - 20%
- Timeline to complete the project - 10%
- An interactive preview of the suggested solution with three website designs or wireframes – 20%
- Accessibility and proximity of the support team - 15%

7. Evaluation

The purpose of the evaluation is to determine the technically compliant and competent bid from among the substantially responsive bids received by GNI Nepal.

A bidders' conference will be held within two weeks after releasing the Request for Proposal (RFP) at the GNI NEPAL Head Office. This conference aims to provide interested and eligible web development/software companies with an opportunity to ask questions regarding the project. To qualify as an interested party, certain criteria stated in **section 8** of the ToR need to be met.

The bidders will be short-listed based on their eligibility criteria as outlined in the Terms of Reference (TOR) document, as well as their responsiveness to the scope and understanding of the concept. GNI Nepal will evaluate the web development/software company's competence to meet the functional requirements by assessing the submitted documents and references. The evaluation

will include an assessment of the prospective companies' technical and functional parameters, as well as their experience and capability in implementing website development. Reference checks will be conducted, including a review of the bidder's referenced sites.

To determine the lowest evaluated proposal, GNI Nepal shall adopt a systematic evaluation process comprising the following 3 logical steps:

i) **Initial Review:**

GNI Nepal will conduct an initial review of all received bids to ensure they meet the specified requirements and are substantially responsive. This step involves verifying that the bids fulfill the necessary technical criteria and comply with the instructions.

ii) **Technical Evaluation:**

Once the initial review is complete, the technically compliant bids will undergo a thorough technical evaluation. This step involves assessing the technical aspects (functional and non-functional requirements) and capabilities of each bid, including the proposed solution, methodology, relevant experience, qualifications of the team, and compliance with the required standards and specifications.

iii) **Lowest Evaluated Proposal:**

Based on the technical evaluation, GNI Nepal will determine the lowest evaluated proposal. This step involves comparing the technically compliant bids and considering factors such as the proposed budget, value for money, and any additional benefits the bidder offers. The bid with the lowest evaluated cost, while meeting all technical requirements, will be selected as the preferred choice.

8. Pre-requisites for Prospective Consultants

a. General Qualification: All the web development/software company registered under the authorized bodies of Nepal Government and having experience in the related field is eligible to apply for the project.

b. Eligibility: Prospective consultants shall meet the eligibility criteria outlined in the Terms of Reference (TOR). These criteria may include factors such as professional qualifications, relevant experience, legal registration, financial stability, and compliance with any specific requirements set by the contracting organization.

c. Experience and Expertise: Consultants should possess relevant experience and expertise in the field related to the project. This may include prior experience in similar projects, a successful track record, and specialized knowledge or skills required to deliver the desired outcomes.

d. Technical and Functional Competence: Prospective consultants should demonstrate technical and functional competence to meet the requirements of the project. This may involve

showcasing expertise in specific methodologies, tools, technologies, or industry best practices relevant to the project.

e. References and Past Performance: The consultants may be required to provide references or case studies of previous projects they have undertaken. The contracting organization may evaluate the consultants based on their past performance, client satisfaction, and ability to deliver results.

f. Financial Capability: Prospective consultants should have the financial capacity to undertake the project. This may include providing evidence of financial stability, resources, and the ability to manage project costs effectively.

g. Legal and Ethical Compliance: It is essential for consultants to adhere to legal and ethical standards. They should comply with all applicable laws, regulations, and professional codes of conduct related to the project and their respective industry.

9. Budget and Mode of Payment

The web development/software company shall submit a **financial proposal** in detail including applicable VAT/taxes, at the time of proposal submission.

The payment mode shall be an A/C payee cheque in the Service provider's name or online payment to the vendor's account directly. GNI Nepal will pay a net amount after a deduction of 1.5% Tax on the provided invoice.

The TDS will be deducted and deposited on behalf of a consultant to the concerned tax offices on each as per prevailing Government rules.

10. Acceptance of ITB

All the rights to accept or reject the proposal, with or without any obligations, shall be reserved by GNI Nepal. If deemed necessary, the service provider shall be asked for modifications.

11. Management of the Service

The selected web development/software company shall be accountable for delivering the expected quality and standard within the stipulated time.

12. Documents to be Submitted by the Web development/software company.

Meeting above prerequisites mentioned in **Section 8** will enable prospective consultants to be considered for the project and participate in the evaluation process conducted by the contracting organization. The submissions should include the following documents:

A. Technical Proposal

The technical proposal should encompass all the stipulated requirements outlined in the Terms of Reference (ToR) for the website development and design project. Also, the project timeframe should be clearly defined for each week including each week's reporting.

B. Financial Proposal

Detailed budget breakdown including taxes.

C. Additional documents including the proposal

   a. Copies of Registration Certificate, PAN/VAT Registration, and Recent Tax Clearance Certificate

   b. Company profile with full contact details (physical address, telephone, and e-mail addresses)

   c. Curriculum Vitae of proposed project team members

   d. Contact person and contact details of the Project Lead/Manager

   e. Profile of previous work done is related to this assignment.

   f. A portfolio of previous work on webs with similar functionalities. Three reference websites and contacts of current site administrators.

Interested web development/software companies are requested to submit the bid in a sealed envelope clearly marked with **"Development and Design of the Website"** by 17:00 Hrs (Nepal Time) 17 November 2023 at GNI Nepal, Ekantakuna, Lalitpur Nepal.

GNI Nepal reserves all rights to make the final decision regarding the service providers/firms without any obligations.