



Terms of References (ToR) for Website update

1. Background

Heifer International started working in Bangladesh in 2006 under the guidance of Heifer International Nepal and gradually set up its Bangladesh country office in 2012 after being registered by the NGO Affairs Bureau. Heifer International Bangladesh is implementing programs in collaboration with the Government of Bangladesh (GoB), local NGO partners and Civil Society Organizations (CSO) that have contributed immensely to improving the livelihoods of 34500 families. Heifer International Bangladesh has been maintaining its website (<https://heiferbangladesh.org>). The primary users of the website are Heifer Bangladesh country team and other country offices, INGOs, civil society, donors and the general public etcetera. To further enhance the new website and ensure the best experience to users, Heifer Bangladesh plans to upgrade the website in attractive way.

2. Purpose

The purpose of the website update is to provide a new look-and-feel to the web while displaying the content in a more organized, attractive and user-friendly manner.

Heifer Bangladesh is inviting technical and proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the current website.

3. Expected deliverables

The deliverables are-

- ❖ Visit Heifer Bangladesh current website and develop a design concept for the website update.
- ❖ The update Heifer Bangladesh website presents a new visual look to provide a better experience to users. The new look and feel should be adapted to homepage, sections and subsections of the website: The new templates should guarantee that most recent content on the site is captured in automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies.
- ❖ Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
- ❖ All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, picture, resources, publication, country stories, events).
- ❖ Develop a user manual and provide an orientation for the relevant staff and system administrators to perform content upload, system maintenance and administration.
- ❖ Support and maintenance: Administrative and technical support, quality control at quarterly interval.

4. Timing and Duration of the assignment

The duration of the contract is expected starting date of 1st February 2022. The update of the website will be ready in one month time starting from the date of signing the contract.

5. Costs

All the costs related to website update should have included in financial proposal.

6. Website Ownership and Usage

The website will be the exclusive property of Heifer Bangladesh with unfettered right over its usage, reuse, reproduce and sharing in any manner and that the contracting individual will neither claim any legal ownership or copyright. However, Heifer Bangladesh will acknowledge the credit of consultant's work whenever it is required.

7. Reporting relationships

Subrata Chowdhury, Senior Program Manager- Institution Development and Training, Heifer International Bangladesh.

8. REQUIRED SKILLS AND EXPERIENCE

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- ❖ Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly websites;
- ❖ Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress; Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
- ❖ Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
- ❖ Demonstrate the ability to create innovative and visually appealing design;

9. Proposal submission

The consultant will submit both technical and financial proposal. The deadline of the proposal submission is January 10, 2022 through the e-mail: info.bangladesh@heifer.org.