

Terms of Reference

Hiring Consultant/Service Provider for Design & Development of FPAB's New Website

Background

Family Planning Association of Bangladesh (FPAB), an affiliated member of International Planned Parenthood Federation (IPPF), pioneered family planning movement in the country. The oldest and the largest non-governmental organization (NGO) of its kind, FPAB was established in 1953 with the objective of improving the quality of life of the underprivileged section of the society.

With the span of more than 67 years of its emergence, FPAB has made a significant achievement in creating awareness among the eligible couples about family planning and annually contributes 4.5% of the total national family planning performance. In conformity with the local and national needs, FPAB shifted its thrust from lone family planning interventions to the holistic approach of reproductive health in mid-80's of the last century. Instead of targeting fertile couples, interventions of FPAB involve men and women of all ages with special focus on the disadvantaged segment of the population. Beneficiaries of FPAB have now exceeded five million people. Currently, FPAB is providing family planning, sexual and reproductive health, maternal and neonatal health, HIV/AIDS, STI/RTI, nutrition and primary healthcare services to around 5 million people (among them 53% young people) in 21 districts including 1 hill district. FPAB provides its services in government demarcated areas from 5 types of service delivery points: 26 Static Clinics, 75 Mobile Clinics, 72 Women's Club, 21 adolescent-friendly SRHcentres and 1260 community level health workers. Annually FPAB generates 7 million service contacts including 1,692,866 in maternal and child health, 312,975 in HIV, STI/RTI clinical services. Besides, providing adolescent friendly sexual and reproductive health services to 110,000 young people through 307 educational institutions attached with our 21 adolescent-friendly centers.

FPAB has a website which become much backdated regarding its platform, technology used, architecture, and relevant information. That is why FPAB wants to develop a versatile website on most recent platform, which should be similar to the websites of comparable organizations.

Objective of the TOR

The selected service provider will design, develop and deploy FPAB website as a platform for strategic communication, information sharing and knowledge management; the website must offer optimal interactivity, usability and content retrieval. More specifically, the website will be an effective tool for FPAB to:

- Become a go-to resource center for internal and outside people having interest in SRHR, health care providers, public health and development sector Programmers, researchers, academicians, government agencies, development partners, and journalists for knowing best about the organization and its activities that they can use in as evidences for making public policies and designing development programs around the developing world.
- Make existing resource materials such as policy documents, ongoing activities, achievements, reports, case studies, and data easily accessible to the target audience by using thoughtful categorization and cross-categorization of the materials under different tabs and pages.

- Develop an effective platform for engaging with the target audience as well as general citizen with blogs and blogs and other media, fully integrated with FPAB's social media platforms.
- Develop FPAB's brand image as anSRHright based institution; for this, the website must be at par with similar organizations in terms of look and feel, functionality and ease of use.
- Attract service recipients to get services from FPAB clinics, and other stakeholders to utilize FPAB resources for organizing academic programs and trainings.
- Work as a resource center for internal and external stakes on academic programs, academic resources, alumni database, updates on events, class-schedules, etc.
- Showcase existing and past research projects.
- Promote upcoming events and catalogue past events.
- Highlight media engagement of the organization.
- Facilitate viewing of vacancy announcements and making of applications by prospective candidates via the website.

Targeted Audience

Primary audience: People working in Public Health and Development worldwide, government, donors, development partners, other stakeholders, FPAB staffs, jobseekers, vendors.

Secondary audience: academicians, researchers, journalists and general citizen

Requirements

The selected service provider will be expected to guide FPAB through a discussion of its needs in order to build the site's architecture. However, some of the expectations on features, capabilities and general web layout will include and are not limited to:

- Look and feel: Modern, minimalist, professional, international standard. Colour, font, and overall design of the frontend will be compatible with FPAB's branding guideline.
- Thoughtful navigation: hierarchical, consistent, predictable, and simple.
- Responsive: Accessible via computer, laptop, tablet, and mobile.
- Mobile Optimization: The website must be mobile optimized across screen sizes and operating systems.
- Search Engine Optimization: All content of the website must be search engine optimized.
- AMP and Instant article compatible.
- Compatibility with all the popular browsers and their most popular versions including the latest version: chrome, firefox, safari, Internet Explorer, etc.
- Site optimized for low bandwidth users.
- Versatile page templates: WordPress powered website.
- User access: Can grant a range of limited (or unlimited) access to content management system.
- Security: Website should auto update. Protection against login hack, code injection, etc. feature should be included. Member area, registration, application, etc. should be encrypted.
- Load time: Website load time should be minimal.
- Accessible to persons with visual disability.
- FPAB should be able to edit and update content of the website. CSS and JS files should be customizable.
- FPAB will own license of all the themes/plugins/extension used to develop the website.
- Latest hosting platform. The service provider will provide hosting service and transfer the skill to FPAB IT department gradually.

- This website will be finally hosted by FPAB IT department.

Delivery and Duration of the assignment

Duration: Total Duration of the assignment is 6 weeks.

SI No	Deliverable	Timeline
1	Wireframe	End of 1 st week
2	Demo of home page and 2 nd level static pages	End of 2 nd week
3	Final home page design and 2 nd level pages	End of 3 rd week
4	Profiles, News, Events, Projects, Research pages with sample listing	End of 5 th week
5	Final release	End of 6 th week

Eligibility criteria

Bidder must prove that they have solid technical background and operational strength to undertake and take this work forward without any hindrances. Bidder must also have adequate technical ability, resources, human resources and processes. As such, following are defined as minimum eligibility criteria:

- Minimum 3 years' experience in ICT business as a registered company/entity in Bangladesh
- Must have practical experience of developing web-based solution
- Experience of developing website for non-government agencies and knowledge on SRH issues will be an added advantage
- Vendor needs to have at least one existing running website in Bangladesh in either non-government or in other corporate sectors
- Needs to have full time experienced human resource in website design, development, project management and support
- Needs to have Test Environment ready with equipped devices at vendor's premise
- Vendor's Headquarter must be located in Dhaka
- It is mandatory for the bidders to submit documentary evidence demonstrating their legal, taxation and financial status. This includes:
 - Tax identification number (TIN);
 - VAT registration number (if any);
 - A signed statement testifying that all information contained within the proposal is correct and true.

Selection Process

The proposal should (i) clearly establish an understanding of the services required and activities according to the project requirements listed above; (ii) describe how the company engages with its clients: what processes they follow and requirements they have regarding timelines, rates, requests, sign-off and payments; (iii) provide work sample of similar standard; and (iv) include the CVs of the team of (programmers and designers) assigned to the work, the timetable, and the financial proposal. The budget should be broken down by activities. The proposals received will be evaluated according to the following criteria:

- Demonstrated understanding of the assignment: 10%
- Profile and experience of the company: 40%

- Professional capacity and experience of professionals assigned: 40%
- Value for money: 10%

Financial Offer

A new Web Site Design/Development Plan and Financial Proposal on your letterhead as shown below:

SI No	Name of Service & Description	Unit	Unit Price (Tk.)	Total Price (Tk.)
01	Design & Develop a Web Site for FPAB. Details: As per Terms of Reference (TOR)	01 Package		
Grand Total (Tk.):				

Reporting requirements

The consultant will work under the overall guidance and will be reportable to the Director Program, FPAB

Payment Schedule

Payment will be made by wire transfer/account payee cheque in favor of your firm after satisfactory deployment of Website. All payments will be subject to deduction of VAT and Tax at source as per government rules

Confidentiality

All the deliverables produced under this TOR will be treated as the FPAB property and the mentioned deliverables or any part of it cannot be sold, used or reproduced in any manner by the assigned consultants without prior written permission from FPAB.

Withdrawal/Termination

This agreement shall be effective from the date of signing the agreement, unless otherwise earlier terminated. FPAB may terminate this agreement with immediate effect on occurrence of any irregularities, anomalies relating to the given assignment and non-compliance of any terms and conditions as agreed upon the agreement.

In the event of a major natural disaster, war or major civil or political unrest this agreement may be renegotiated and jointly revised between the two parties recognizing any consequent change in the environment for implementation

Interested bidders, who meet the required qualifications, are invited to submit the technical and financial proposal and other necessary documents as hard copy (financial and technical proposals in two separate envelopes) in English to the Executive Director, FPAB, 2 Naya Paltan, Dhaka 1000 or email to hr@fpab.org.bd.

Last Date of Application: November 30, 2020

FPAB is strongly committed to equal opportunity and diversity.