



## US Forest Service International Programs – implementing the Community Partnerships to Strengthen Sustainable Development (Compass)

### Request for Proposal (RFP)

for

### Website Designing, Developing and Maintaining for U.S. Forest Service/International Programs

To : Offeror  
From : Compass Program  
Issued on : 05/06/2021.  
Solicitation Number : RFP-SA-2021-004  
Subject : Website Designing, Developing And Maintaining for U.S. Forest Service/International Programs  
*Period of performance* : *4 Months (July-October 2021)*  
Type of contact : Service Agreement

Proposal Submission Deadline: On or before at 5 PM, 16<sup>th</sup> June 2021 (Bangladesh Time)

The Compass Program currently seeks offer from interested firms/applicants/consultants for Website Designing, Developing And Maintaining for U.S. Forest Service/International Programs as per scope of work.

#### **Scope of Work/Terms of Reference:**

See the Annex A

#### **Quote Guidelines and Instructions:**

All proposal must be valid for a minimum of forty-five (45) days from the date of submission.

Please mentioned following information in your quotation:

- Copy of e-TIN certificate (TAX will be submitted using this e-TIN number)
- National ID/Passport copy (if apply individually)
- Copy of valid Trade license (if applicable)
- Copy of valid VAT Registration Certificate (if applicable)
- Copy of valid BIN registration copy (if applicable)
- Relationship disclosure
  - ✓ Describe any current or past relationship you/your organization may have with Compass Program, and if it is a potential conflict of interest. If there is a potential



conflict of interest, please explain how risk will be mitigated.

- ✓ Declare any personal or family relationships of the potential consultant with any employee of the Compass Program. If there is a potential conflict of interest, please explain how risk will be mitigated.
- ✓ Disclosure does not automatically disqualify offeror

#### **A. Technical Proposal**

Applicants should be submitted technical proposals separately as per below:

1. Proposed methodology and detailed work plan
2. Detailed profile of expertise and experience
3. Content Migration Methodology
4. Shortlisted vendors will be called for a short presentation

#### **Contents of the Proposal to be submitted**

1. Profile of the firm including client list, 3 /4 links of active websites developed and designed by the vendor/firms/applicants.
2. Brief CVs of 3 key persons (team leader, web developer and graphic designer) would be deployed for this assignment
3. A section explaining competence and experience in handling similar assignments
4. Proposed strategy/methodology, work plan, timeline and budget for the assignment
5. Name and contact numbers of 3 references (specially from clients)

#### **B. Financial Proposal**

Applicants should be submitted financial proposals separately as per below:

- Details budget breakdown with details note for each line item
- Financial proposal should be submitted in BDT
- The budgeted amount must include TAX
- VAT should be identified separately as separate line item (if applicable).
- Tax will be paid following Bangladesh Government rules and regulations and VAT will be paid through USAID VAT coupons issued by Government of Bangladesh.



**C. Selection Criteria:**

Compass Program will evaluate each proposal based on the following criteria:

<b>Criteria</b>		<b>Weight</b>
Bid Submission a. Was the bid submitted on time? b. Legal documents; National ID/Passport, Trade license, VAT and Tax documents		Pass/Fail (if failed, Compass will not evaluate the proposal)
<b>Financial Proposal</b>		<b>30 Points</b>
<b>Technical Evaluation Criteria</b>		<b>70 Points</b>
<b>Expertise of the firm/organization</b>		
1.1	Experience in designing and developing website for national/international/donors/UN agencies	10
1.2	Quality of the submitted website links (designed and developed by the vendor)	10
<b>Sub-total</b>		<b>20</b>
<b>Proposed methodology</b>		
2.1	Proposed work plan	10
2.2	Approach to each assignment	15
<b>Sub-total</b>		<b>25</b>
<b>Qualification and competency of the proposed personnel for the assignment</b>		
<b>Team Leader</b>		
3.1	Experience in leading the firm designed and developed websites for national/international/donors/UN agencies	<b>10</b>
<b>Web developer</b>		
3.2	Experience in designing and developing websites for national/international/donors/UN agencies	<b>8</b>
<b>Graphic Designer</b>		
3.3	Experience in web graphic designing	<b>7</b>
<b>Sub total</b>		<b>25</b>
<b>Total Technical evaluation</b>		<b>70</b>
<b>Total Evaluation (Technical and Financial)</b>		<b>100</b>

**\*\*Note: Potential consultant/s who will obtain pass marks (70%) on the technical proposal, will only be treated as eligible to review their Financial Proposals.**



**Payment Terms:**

Payment will be made within 30 days after receiving complete invoice and receipt of accepted deliverables.

**Proposal Submission Address:**

Please submit the proposal and other information directly to the below email:

To:

[compassprocurementbd@compass-bd.org](mailto:compassprocurementbd@compass-bd.org)

Attention: Operations, Procurement and Logistic Manager

**Compass Program**

Address: Rupayan Golden Age, 6th Floor,

99, Gulshan Avenue, Dhaka-1212

Bangladesh

**Inquiries:**

If you have any questions/inquiries, please email: [compassprocurementbd@compass-bd.org](mailto:compassprocurementbd@compass-bd.org) on or before 5:00 pm, **11<sup>th</sup> June 2021**. No other communications and/or clarifications will be provided without in writing.

**Terms**

Compass Program reserves the right to cancel this solicitation at any point and is under no obligation to issue a subcontract as a result of this solicitation.

Compass program will not reimburse any expenses related to the preparation of any proposal related materials or delivery.



**Annex: A**

**Terms Of Reference**

**Website Designing, Developing and Maintaining for U.S. Forest Service/International Programs**

<b>A. Organization</b>
United States Forest Service (USFS)/International Programs, Bangladesh
<b>B. Description of the Assignment:</b>
Designing, developing and monthly maintenance of website for 3 (three) months
<b>C. Description:</b>
<p>In collaboration with USAID Bangladesh, United States Forest Service, International Programs (USFS/IP) has been working in Bangladesh since 2009. It has developed longstanding partnerships in the country by providing need-based and national level capacity building technical assistance for forest management and monitoring. Based on an interagency partnership activity of USAID Bangladesh and USFS/IP, in July 2019, <b>Community Partnerships to Strengthen Sustainable Development Program (Compass)</b>, was launched. The program is focusing on new thematic areas to work for the entire country particularly highlighting Cox’s Bazar, Bandarban and Dhaka districts which will continue up to July 2024.</p> <p>USFS/IP implements the Compass Program to enhance capacity of institutions and communities to manage natural resources and improve livelihoods in Bangladesh, through evidence-based scientific technical exchange with funding from USAID Bangladesh. This program addresses natural resource management challenges in Bangladesh, through establishing a youth conservation corps, increasing community capacity and promoting public participation, providing technical support to Bangladesh Forest Department, as well as strengthening capacity of the academic and research institutions in natural resource management and resilience.</p> <p>In the website, major activities and successes of USFS/IP in Bangladesh, including Compass Program would be focused.</p>
<b>D. Scope of Work</b>
<p>The main objective is to design and develop a clearly structured, professionally looking, well-designed and well-illustrated USFS/IP, Bangladesh public website.</p> <p>The firm shall be responsible for designing and developing the USFS/IP, Bangladesh website. The tasks shall include domain hosting, basic page template design and add tools, CMS set up, security module set up, site map, website design (graphical and animation with logo), dynamic and interactive</p>



notice/news board, animated image gallery, Google analytic set up (for site traffic details), YouTube set up (for showing video), events calendar, Face book page and Twitter (automatically update will share at FB page and twitter), dynamic contact form with auto-response facility, visitor interactive forum development.

The firm will develop the websites using Joomla/Word press/ Drupal and/or other equivalent open source taking into account Web 2.0 elements.

Under the overall guidance of Communications and Outreach Specialist, the qualified company will be tasked to accomplish the following deliverables:

- a) Design the look and feel of websites that are visually appealing (i.e with attractive mix of texts and graphics), have unified theme and design, and easy to navigate;
- b) Create/customize an open source Content Management System (CMS) that is reliable and with support base worldwide, and will permit non-technical staff to instantly update website content, add modules or sections, and integrate Web 2.0 elements, such as, but not limited to user tagging, content commenting, syndication, social networking, peer-to-peer sharing and blogging and wiki;
- c) Provide search capabilities using key words or phrasing that will identify content from throughout the site;
- d) Incorporate the following capabilities to the websites:
  - i) Online/e-library for the publications
  - ii) USFS/IP (Compass Program component) pages
  - iii) Photo gallery
  - iv) Events Calendar
  - v) Dynamic Program Map linked with data base and case statistics
  - vi) Responsive Webpage for Mobile User
  - vii) RSS feed
  - viii) Advanced search engine
  - ix) Content forwarding and commenting
  - x) Content archiving
  - xi) Administrator and user-level access
  - xii) Other features as determine by USFS/IP. Bangladesh (Compass Program)
  - xiii) Implement a tracking application to produce user defined site log reports to measure web visitor behavior and improve web site performance and availability; and



- xiv) Provide training to project staff on the maintaining, updating and securing of the website

In addition, the firm must ensure the website meets the following compatibility requirements:

- a) Site must be compatible with all latest internet browsers (IE, Firefox, Chrome, Safari etc.)
  - b) Site must be built in accordance to the Web Content Accessibility Guidelines 2.0, provided by the W3C and should be easily accessible to the novice as well as experienced Internet user
- The Website will consist of 15-20 basic links including following (a full site map shall be developed in collaboration with the program)
    - Home Page
    - About USFS/IP and Compass Program
    - Objectives and Outputs
    - Working areas
    - Partners
    - Focus Areas
    - Dynamic Map
    - Opportunities
    - Media Room
    - Publications
    - Site Map
    - Events Calendar
    - Featured Publications
    - Best Practices
    - Case Studies
    - Contact Information
    - Useful Links
    - Key Documents

Provide technical support for the duration of six months after posting the website in order to eliminate and fix the bugs and defects that might occur as a result of programming errors.

<b>E. Expected Outputs</b>		<b>Timeline (from date of contract signing)</b>
01	Initial design of the website developed and CMS installed on the development server Phase 1: Preparation and submission of designs on site structure ---upon approval Phase 2: Developing CMS---Upon approval	Within 10 days



02	Content developed, completed and presentation Phase 3: Developing HTML templates and uploading content	Within 7 days
03	Testing and Troubleshooting Phase 4: Testing and debugging of the architecture and the functionality of CMS completed before website ready to go online	With 5 days
04	Official launch of the Website	Within 8 days from signing the contract
	<b>For completion of designing, developing and launching the website</b>	<b>Total 30 days</b>
05	Training to Website's maintenance team (USFS/IP, Compass Program)	Within 45 days from signing the contract, one time
06	Refresher training Website's maintenance team (USFS/IP, Compass Program)	Within 2.5 months after official launching of the website, one time
07	Monthly maintenance (including uploading contents) and backup services, fixing the problems if emerge any	3 months after official launching of the website
	<b>Total duration of the contract including designing and maintenance</b>	<b>120 days/4 months</b>

#### **F. Impact of Results**

The key results have an impact on the communications and visibility of the USFS/IP, Bangladesh and highlighting the activities of Compass Program to the external audiences.

#### **G. Institutional Arrangement**

The contractor will work closely with Communications Specialist and Human Resources and Administrative Manager, Compass Program on all issues related to the development of the website. Final content and design of the USFS/IP, Bangladesh website will be approved by the contract management Focal Point/s.

All sources, related to the content, design and other materials posted on the website represent the property of USFS/IP, Bangladesh.

#### **H. Duration of the Work and Duty Station**

The duration of the assignment will be total 4 (four) months. After official launch (30 days) of the website, the vendor will provide maintenance and backup services for additional three (3) months.

Awarded firm will use their own office as duty station for this assignment.

#### **I. Input from USFS/IP Bangladesh (Compass Program)**

The program will provide required information, reports, photos, videos, data and other technical supports





#### **J. Final Products/Services**

- One website for USFS/IP is launched with the features/components mentioned in the ToR
- Back up and technical services till ending the contract period
- The contracted vendor will submit a comprehensive report after launching of the website for USFS/IP Bangladesh
- A summary report to avail the backup services and technical help in word format and in CD.

#### **K. Qualification of the successful contractor**

##### **Minimum eligibility of the successful contractor**

- The firm/organization should have at least 5 years' experience in web designing and development
- The firm should have experience in designing and developing at least three (3) websites preferably for national/international/donors/UN agencies
- The proposed personnel (team leader, web developer and graphic designer) should have at least 5 years experience in designing and developing websites for national/international/donors/UN agencies
- The team personnel should have experience and advanced knowledge in web design using: HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java, Joomla/Word press/ Drupal and/or other equivalent open source, CMS (Content Management System) installation and management, working knowledge of security technologies.

##### **Applications Details**

Interested firms are requested to go through this ToR and send the following documents:

##### **Technical:**

5. Proposed methodology and detailed work plan
6. Detailed profile of expertise and experience
7. Content Migration Methodology
8. Shortlisted vendors will be called for a short presentation

##### **Contents of the Proposal to be submitted**

6. Profile of the firm including client list, 3 /4 links of active websites developed and designed by the vendor
7. Brief CVs of 3 key persons (team leader, web developer and graphic designer) would be deployed for this assignment



8. A section explaining competence and experience in handling similar assignments
9. Proposed strategy/methodology, work plan, timeline and budget for the assignment
10. Name and contact numbers of 2 references (specially from clients)

#### **L. Scope of Bid Price and Schedule of Payment**

<b>Sl. No</b>	<b>Outputs and Deliverables</b>	<b>Payment (% of total)</b>
1	Initial design of the websites developed, and CMS installed on the development server; Content developed, completed and presentation.  Phase 1: Preparation and submission of designs on site structure ---upon approval Phase 2. Developing CMS---Upon approval Phase 3. Developing HTML templates and uploading content	30%
2	Testing, troubleshooting and official launch.  Phase 4: Testing and debugging of the architecture and the functionality of CMS completed; Website ready to go online	20%
3	Monthly maintenance and technical support for 3 (six) months and 2 times (including refresher) training to the key website maintenance staff of Compass Program.	50%
	<b>Total</b>	<b>100%</b>