

21 March 2024

REQUEST FOR PROPOSAL (RFP)

Website design, development, and maintenance for INGO Forum Bangladesh

Proposal submission deadline: 06 April 2024

Interested web developer(s)/ company are requested to submit a technical and a financial proposal through email at WaterAid-Tender-TA@wateraid.org

The focal person for this assignment is Ponuel Mollah (ponuelswadesh@wateraid.org) to answer queries. There is a pre-bid meeting scheduled on 27 March 2024 at WaterAid office, if you are interested to join please communicate.



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SECTION 1: INFORMATION TO ORGANISATIONS/ INDIVIDUALS

1. Introduction

- 1.1 Interested web developer(s)/ company are invited to submit their technical and financial proposals.
- 1.2 Costs for preparing the proposal and of negotiating the contract are not reimbursable.
- 1.3 The competing web developer(s)/ company is expected to follow highest ethical standard in their participation in the bidding process and refrain from influencing the internal selection process of WaterAid Bangladesh.
- 1.4 Any attempt of undue influence on the evaluation and selection process will lead to cancellation of the proposal from the subsequent process.
- 1.5 Any misrepresentation of facts including the facts on professional /institutional capacity will also lead to cancellation of the proposal.
- 1.6 WaterAid Bangladesh reserves the right to amend and modify this RFP document. Also, to select web developer(s)/ company for providing required product and services cited in section-2 (article-6) as deliverables of this RFP, either for the entire content of the proposal or a part thereof.

2. Clarification and amendment of RFP documents

- 2.1 At any time before the receipt of proposals, WaterAid Bangladesh may for any reason, whether at its own initiative or in response to a clarification requested by an invited web developer(s)/ company, amend the RFP. Any amendment shall be issued in writing and shall be posted and will be binding. WaterAid Bangladesh may at its discretion extend the deadline for the submission of proposals.

3. Preparation of proposal

- 3.1 Web developer(s)/ company are requested to submit their proposal written in English (font-Arial, size-11). Proposals must remain valid for a minimum of 90 days after the submission date.

Technical proposal

- 3.2 The technical proposal from team of web developer(s)/ company must give particular attention to the following:
 - Appreciation of the Terms of Reference (TOR)
 - Detailed methodology and work plan to address the objectives of the assignment
 - CV of proposed key person(s); the key professional staff who would be involved in the assignment should have the practical experience and extended knowledge of the subject matter, having relevant qualifications and experiences
 - Organisational/individual profile with an outline of recent experience on assignments similar to the nature of this RFP
 - Existing client list for website development and/or maintenance

Financial proposal

- 3.3 The financial proposal from team of web developer(s)/ company are expected to take into account the requirements for

accomplishing the deliverables specified in the section-2 (article-6) and conditions outlined in the RFP documents.

- 3.4 Provide a justified financial proposal consistent with the technical proposal which clearly mentions item wise summary of cost for the assignment with detail breakdown, the taxes, VAT, duties, fees, levies, and other charges to be included under the applicable law. Copy of VAT registration certificate including BIN, TIN certificate, and bank account details should be attached with the financial proposal.
- 3.5 WaterAid Bangladesh will deduct VAT and Income Tax at source according to the GoB rules and deposit the said amount to government treasury.

4. Submission of proposals

- 4.1 The original proposal (technical and financial) should be submitted electronically to the email address WaterAid-Tender-TA@wateraid.org with “**Website for INGO Forum Bangladesh**” as to the subject.
- 4.2 Proposals submitted to any other e-mail account except the above will be treated as disqualified.
- 4.3 Submissions after the **deadline 06 April 2024** will be treated as disqualified.
- 4.4 Two different files (PDF) should be generated for technical and financial proposals, and both the files should be submitted into one zip folder. Please name the zip folder in the name of your web developer(s)/ company.
- 4.5 The proposal altogether (technical and financial part) should not exceed 25 pages, including CVs and web developer(s)/ company profile.

5. Proposal evaluation

- 5.1 The evaluation committee will evaluate the proposals on the basis of their responsiveness to TOR, and applying the evaluation criteria and point system specified herein. Each responsive proposal will be given score. Proposal(s) will be rejected at this stage if it does not respond to important aspects of the TOR.
- 5.2 The final selection will be done following Quality and Cost Based Selection (QCBS). This will be done by applying a weight of 0.70 (or 70 percent) and 0.30 (or 30 percent) respectively to the technical and financial score of each evaluated proposal and then computing the relevant combined total score for each web developer(s)/company.
 - Technical proposal: 70
 - Web developer(s)/company profile: 10
 - Professional experience and accomplishments: 10
 - Understanding the Assignment: 10
 - Methodology (technical specification): 20
 - Work plan for the assignment: 20
 - Financial proposal with a detailed breakdown: 30

- 5.3 The evaluation committee will determine whether the proposals are complete or not. The committee may invalidate any proposal if it is determined that significant budgetary mistakes or omissions undermine the integrity of the proposal.
- 6. Pre-bid meeting** 6.1 There will be an online pre-bid meeting on 27 March 2024 to brief the objectives of the assignment and answer related queries, if you are interested to join please communicate.
- 7. Presentation and negotiation** 7.1 Once the proposals are evaluated, WaterAid will request web developer(s)/ company with valid and complete proposals for a presentation within two weeks of the submission deadline.
- 7.2 WaterAid may enter into negotiation with one or more bidders before final selection. If negotiations fail, WaterAid Bangladesh will then invite those web developer(s)/company whose proposals received the next highest score. If none of the invited proposals led to an agreement, a new RFP will be called upon.
- 7.3 The presentation and negotiations may include a discussion on the proposed methodology, workplan, staffing, costing, or any suggestions made by the bid participating organisation(s) to improve the terms of reference.
- 7.4 WaterAid Bangladesh and the contracted web developer(s)/company may revise the TOR which should be incorporated into the final contract document.
- 8. Awarding of contract** 8.1 The web developer(s)/ company is expected to sign the final contract document within a week of communication of selection and commence the assignment within 2 weeks.
- 9. Penalty clause** 9.1 The web developer(s)/ company is expected to deliver required outputs within the stipulated timeframe maintaining the quality. If for any reason, the web developer(s)/company fails to deliver required deliverables within stipulated time, the web developer(s)/company needs to inform WaterAid in time with valid and acceptable explanation in written. Failing to do this may evoke penalty clause at the rate of 0.5% for each day of delay.
- 10. Confidentiality** 10.1 Information relating to evaluation of proposals and recommendations concerning awards will not be disclosed to the organisations who submitted the proposals or to other persons not officially concerned with the process, until the winner has been notified with award of the contract.
- 11. Focal person** 11.1 **Ponuel Mollah Swadesh**
Associate Officer- ICT & Digital Development
WaterAid Bangladesh
Can be reached directly at: ponuelswadesh@wateraid.org

SECTION 2: TERMS OF REFERENCE

1. Background

The INGO Forum Bangladesh acts as a central hub for International Non-Governmental Organisations (INGOs) operating within the country. This forum fosters collaboration among these organisations, aiming to strengthen their support for marginalised communities. Through knowledge sharing and the exchange of best practices, the forum empowers INGOs to operate with greater efficiency and effectiveness. This includes enhancing the professional capabilities of their staff, adhering to high standards in financial management, administration, and security protocols, and ensuring full compliance with Bangladeshi laws and regulations. Additionally, the forum emphasises accountability and transparency, fostering trust with regulatory bodies and the communities they serve. WaterAid Bangladesh currently acts as the secretariat of this forum.

WaterAid Bangladesh is seeking proposals from reputable and experienced organisation/ individual(s) renowned for their ability to create cutting-edge, adaptable websites. The selected web developer(s)/company will be tasked with developing a dynamic platform to facilitate communication and collaboration among INGO forum members and beyond. This website will serve as a vital tool for sharing expertise, knowledge, and resources to enhance the network's capacity. Additionally, it will aim to engage a diverse range of stakeholders, including international donors, professionals, media outlets, and businesses/entrepreneurs, fostering deeper connections and interactions.

2. Objectives

The key objective of this assignment is to develop a dynamic website designed. This comprehensive platform will act as a central hub for knowledge exchange, fostering collaboration and continuous learning among member organisations through the sharing of expertise, best practices, and valuable resources.

Furthermore, the website will help the forum to extend the reach beyond its members, aiming to broaden the engagements, foster deeper connections, and enhance collaborative efforts to fulfil forum's mission.

3. Scope of work

The web developer(s)/ company will be expected to undertake the following tasks:

- Develop a user-friendly (both on the front and back end) device responsive and accessible design, layout, structure, all including strong visual language and a responsive design for the website by following an iterative development process with the involvement and support of the WaterAid Bangladesh.

Features to consider, but not limited to,

- Home
- About us
- Contact us
- Members of the INGO Forum
- Videos/ Pictures/ Resources/Reports
- Forum/ Blog
- FAQ
- A button to count total visitors of the website
- Events/ Calendar
- News/ Media

- Privacy Policy/ Terms of Use
- Partnerships/ Collaborations/ Get Involved/ Support Us
- Integrate effective search and aggregate functions that interact with social media platforms, an INGO forum discussion board, and linkages to an easily managed e-mail newsletter as well as to manage visitors and those interested in receiving updates about the INGO Forum.
- Provide technical support for web hosting and security setups and administration privileges and controls.
- Develop a clear and accessible user guide and troubleshooting manual for the website and the CMS.
- Train INGO Forum selected representatives from various organisations on how to manage the new website and CMS and easy to read user guide/training guide.
- Implement technical SEO for search engine rankings of the site materials.
- Provide maintenance support of the INGO Forum website for 12 months. All cosmetic changes should be covered within the scope of the development.
- Website Hosting (US based cloud hosting like Hostgator, Dreamhost, Hostinger, Bluehost etc.)
- Database (PHP database will be more secure as this site will keep a lot of user sensitive data)
- Prepare a wireframe design of their proposed solution for initial discussion along with overall System Architecture mock-up.

Bidders are encouraged to submit additional ideas to make the website more interactive; such ideas will be rewarded with bonus points.

4. Methodology

The first step in this assignment will be to create a UI/UX/Web template. During this development phase, the UI/UX expert will keep in touch with the WaterAid Bangladesh's assigned representatives on a regular basis. To finalise the design layout, a UI/UX expert will meet with these representatives in person and/or online. Other functionalities will be developed following the completion of this development and final approval from WaterAid Bangladesh and/or INGO Forum. Agile software engineering method should be followed for developing this website.

5. Timeframe

After the selection of web develop(s)/ company for the required task, the selected party should maintain timeline as follows:

Serial #	Potential Activity	Tentative Timeline
1.	Consultation meeting with WaterAid Bangladesh's representative for Website architecture Design	2 weeks
2.	Website Interface Design, Coding front-end and back-end, Review workshop on the initial development of the website	3 weeks
3.	Content upload, Beta testing and review (Draft version), Training on CMS for INGO Forum members	3 weeks
4.	Web site hosting	1 week
5.	Site launch - Provide final version	1 Week

The total task including trainings should not exceed 90 days after the selection of the web developer(s)/ company in any way. Bidders are requested to indicate their plan in the technical proposal accordingly.

6. Outputs and deliverables

6.1 Website development:

Types of users in this INGO forum Platform would be as follows:

- a) **Super Admin:** Users has all DB and all website administrative privileges.
- b) **Admin:** Multiple users will have the administrative privilege and user creation/deletion features.
- c) **Moderator:** Moderator reviews all posts and publishes them. They will also have post edit/delete features.
- d) **Contributor:** Selected users from member agencies will have content uploading capacity). They can create their orginsation profile and customise that profile as they prefer.
- e) **Regular user:** Users who can surf the page without login.

The website comprises of the below-mentioned core features:

- **Centralised repository for INGO Forum:** Centralised repository of all members, where they would be able to upload and update contents informs of ppt(x), jpg, png, pdf, blogs, embedded YouTube/Vimeo video links.
- **Content Management System (CMS):** This solution must have a CMS to enable web administrator to easily update the content of the website without the need of programming, this CMS should be able to update content, add pages, update the home page navigation menu, manage users, uploading media content and any other operations needed to control and update the website without the need to contact the solution provider.
 - Uploading files and media content to the website through CMS must be unlimited and storing links in DB to access the file in file storage and ajax query searchable.
 - CMS must have the ability to create users and user groups to determine who can do what.
- **Document Management System (DMS):** Document upload (any file format) with description - who uploaded - date of upload - file format etc., creation of new relevant page (if required), mouse over the description on file name (compatible to major OS and browser) image uploaded should be uploaded with the appropriate meta-data including mandatory keywords/tags/fields (will be decided later) – for internal Search Indexing.
- **Search Function:** Provide capabilities ajax query lives searchable using keywords or phrasing that will identify content from throughout the site. Users should be allowed to search for, view and/or download articles and documents.
- **Hits Viewer Function:** The website must have a function where any user browsing the website can easily see the total number of visitors of the website.
- **Filter function:** Filter options to find out the posts based on selected topics/categories/date/year.
- **Subscription option:** Allow visitors to subscribe to the newsletters, blogs, etc.
- **Use Registration and Administration:** The solution should allow users to complete a secure and appropriate user registration process. User registration

data and credentials are to be persisted by the solution in an appropriate form. The user registration process should adhere to best practices including the use of CAPTCHA and email verification and should be able to scale as needed i.e. No limit on the number of users that can register. User data cannot be breached and thus needs protective measures while storing and accessing.

Administrators should be able to review user registration/profile details, change user roles/access rights, terminate / close user accounts.

- **User Profile and Account Administration:** Users should be able to view and update user-generated information on themselves, for example, personal details, password and account details, posts, preferences, and interests.
- **Mass Email/Messaging:** The system should provide a feature to allow authorized content administrators (or other authorized administrators) to contact all or group/community members. This feature may be used to facilitate the dissemination of newsletters. Adding mail service providers like Mailgun or SendGrid will be appreciated.
- **Media gallery:** The website should have ready-made tools to create a photo gallery or video gallery.
- **Blog:** Implement a basic “blog” function with integrated Twitter and Facebook, Instagram, email posting. The website should be capable of hosting a quick and basic level of discussion with and w/o moderation of comments. Members should be able to view and create posts, edit their own posts, etc.
- **Forum:** Add forum to engage members and answer questions. Members can speak candidly and interact with other members who share their same interests, questions, and criticisms.
- **Content Moderation Mechanism:** Users/Members who have been granted relevant access rights should be allowed to flag, and moderate other members’ comments/posts. Integrate a calendar into the website where we can list all our events and meetings.
- **Site news/Trending now content blocks:** The web solution will provide content/screen areas containing:
 - Calendar
 - Upcoming events
 - Latest news/Site news
 - Trending topics
- **Social Media Integration:** Share website content on social media/ built-in share option to push new content to the preferred social media profiles.
- **CDN:** Use CDN for the quick transfer of assets and to protect the site against some common malicious attacks, such as DDOS attacks.
- **Responsive Design:** The website should be developed to be responsive and mobile-friendly by design to accommodate the most recent versions of iOS and Android for smartphones, Tablets, and all type of operating system and browsers.
- **Secured & Authenticated Web Access:** Web solution should be secured in accordance with current best practices, for example through the use of an SSL Certificate and appropriate access control methods. Access to web solution to be authenticated. Or consultant may put CDN like Cloudflare or Google CDN for decentralized caching and automatic SSL.
- **User Manual:** Develop a user manual and deliver orientation training for the support staff and system administrators to perform the content upload, system

maintenance, and administration.

- **Language:** The website will have bilingual options (English and Bengali) in both data entry field as well as front end.

6.2 Website Hosting:

Provide domain name registrar services and webhosting, including email and data storage, for a period of **3 years, web developer(s)/ company is also requested to quote additional yearly hosting fees as a separate line item.**

6.3 Website Maintenance

- **Web site content updates:** The contracted web development firm will assist with content update when the changes that have to be made are not possible from the CMS user interface.
- It should be endeavored that as much changes as possible be made from the CMS user interface.
- The contracted web development firm will maintain full backup of the web site through the duration of the contract.
- The backup, code and source files will be delivered in full to client on closing of the contract.
- The contracted web development firm will have an automated testing system that checks for broken hyperlinks on the site.
- The contracted web development firm will follow the terms of the standard SLA provided in the proposal.
- The contracted web development firm will verify regularly that the site is up and running and will revert to the back up whenever necessary.
- The contracted web development firm will give guidance on using the admin interface of the CMS.
- Monitor the server logs to see most popular pages and downloads and generate regular reports.

6.4 Search Engine Optimisation and Site Analysis

The contracted web development company will ensure search engine optimisation.

The SEO work will include:

- Keyword research & analysis
- Site analysis
- Competitive analysis
- Site content optimisation
- HTML code optimisation
- Search Engine submission (free search engines)
- Link exchange
- Web ranking report
- Image Compression

The contracted firm will provide annual and detailed reports analysing progress, trends, and areas to be improved. The reports should also include comprehensive and cumulative figures for downloads.

6. 5 Website Maintenance Policy:

- Documents and graphics, such as logos and images, will be provided by WaterAid Bangladesh.
- This contract offers a service level agreement (SLA) with guaranteed server uptime and response time to queries.
- The SLA will include financial penalty clauses should the company break the terms of the agreement.

6.6 The Firm Should Provide the Following Manual(s)

Updating Guide: The framework and design might be needed to be changed / updated time to time. The detail procedure of updating/change mechanism of the framework and design should be elaborately explained in this manual. The language should be English.

All rights, copyright and patent of the site will belong to the WaterAid Bangladesh.

Consultancy Workshop and Training: The agency will develop electronic and hard copy documentation as a user manual for the web portal and provide appropriate 2 (two) 1 day online/physical training to relevant stakeholders.

Service Level Agreement: The web developer(s)/ company will provide one-year maintenance including content upload as part of the project deliverables.

6.7 Technical Specification:

Developer will suggest appropriate technical specification to meet requirement/expectation as stated above.

7. Mode of payment

The payment will be made in following three instalments:

Instalments	Percentage	Schedule for payment
First	30%	After designing the UI.
Second	30%	After coding front-end and back-end, Review workshop on the initial development of the website. After content upload, Beta testing and review (Draft version), Training on CMS for INGO Forum members
Third	40%	After Website hosting and final version launching

*The total payment may be paid and shared by various INGO Forum members. In that case, the developer(s)/ company have to send invoices to different INGO forum in accordance with the terms of the agreement.

8. Expected competency

The web developer(s)/ company should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm or an individual with at least three years of prior experience designing visually appealing and navigation friendly web sites.

- Have a broad knowledge of current web development technologies and design tools and web programming languages.
- Have excellent knowledge in modern web design trends and able to implement as per clients' need.
- Demonstrate the ability to create an innovative and visually appealing design.
- Have prior experience in designing websites with a solid portfolio.
- Have expertise in Search Engine Optimisation.
- Previously developed websites (minimum three) have 50,000 yearly website hits (each).