

TERMS OF REFERENCE (TOR)

For

Design and development of BTFEC website



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| Assignment Title: | Design and development of BT FEC website |
| Type of Contract | National Consultancy Firm |
| Duration: | 15 Days (spread over 45 days) |
| Commencement Date: | First week of July 2020 |
| End Date: | End August, 2020 |
| Location/duty station: | BT FEC, Thimphu |

1. Background

Bhutan Trust Fund for Environmental Conservation (BT FEC) is the world's first environmental trust fund established in early 1992, through support of the Global Environment Facility (GEF) and other bilateral donors; to protect Bhutan's pristine natural environment as a long-term financing mechanism of environmental protection and biodiversity conservation for its people and world at large. The Trust Fund was legally incorporated in Bhutan under the Royal Charter in 1996. Today the organization functions as an effective conservation grant-making body, autonomous of the government.

2. Scope of Work

The design and development of BT FEC website should contain latest features that are well-designed with full specifications listed below. It has to be a secured CMS platform to ensure its user-friendliness and easy management. The website should also consist the most recent responsive features with provisions to upload videos and photos.

The details of the proposed website should encompass of the following features, but also accommodate changes – addition, modification and deletion of the features:

- a. The home page should contain two menus
- b. Office logo should be located on the top left corner
- c. The fixed menu should be aligned with the logo
- d. 2nd menu bar with sub/dropdown menus
- e. Left widget social medias' link, light box on mouse hover
- f. Same height to the left widget: "About BT FEC" with read more button
- g. Five (5) latest post with abstract and thumbnail picture with enlarge option
- h. Dynamic four (4) widgets on the right, same height to 5 posts' abstract (important information, Announcement, Event Gallery and BT FEC at a Glance) with marquee effect.
- i. Right widget-Event Gallery: with sub-menu (photos and Videos)
- j. Light photos and playable short videos slider, at least 5 composition of images and videos selectable from the Event Gallery to previewed on the slider
- k. Below the post should contain the logos of international and national donors, linking to their official website on click event
- l. Three (3) widgets containing Office site, important links and map representing project sites
- m. Last on the page is standard footer
- n. Front scripting language: PHP
- o. Backend Database: MySQL
- p. Hosting operating system support: both Windows and Linux
- q. Crossed browsers compatibility
- r. Proprietary and highly secured CMS with one-time license payment for life-time or 5 years license and support including updates
- s. The successful firm will adjust the concept based on feedback and comments from the BT FEC team.

2.1. *Menus*

2.1.1. **Fixed Menus:** *menus containing responsive section*

- a. *Contact us*
- b. *Lodge a complaint*

2.1.2. **2nd menus with sub-menus**

2.1.2.1. **Home menu:** *will contain the first page*

2.1.2.2. **About us:**

- a. *Vision and mission*
- b. *About organization*
- c. *Management Board*
- d. *Secretariat*
- e. *Technical advisory panel*
- f. *Asset management Committee*
- g. *Good Governance*

2.1.2.3. **Program menu:** *Related to projects funded by the BTFEC and international donors.*

- a. *At a glance: which will give the over view of the core activities.*
- b. *On-Going projects: List of projects which are currently on-going*
- c. *Completed Projects: List of completed projects*

2.1.2.4. **About Grants:** *Types of grants provided by the BTFEC and international Funders.*

- a. *Large Grant*
- b. *Small Grant*
- c. *PPPG*

2.1.2.5. **Downloads:** *all the downloadable files should be here*

2.1.2.6. **IIMS:** *Link to an online system*


2.1.2.7. **Reports:**

- a. *Project Completion report*
- b. *Annual Financial Report*

2.1.2.8. **Resources:**

- a. *Media and Press Report*
- b. *Research Report*
- c. *Publication*

2.2. **Features/ Divisions of the home page**

- a. *Logo and fixed menu (1st division)*
 - b. *Menus with/consisting sub-menus (2nd division)*
 - c. *Photos and playable videos slider, selectable from the Event Gallery (3rd division)*
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- d. About BTFEC with read more button (4th division)
- e. - Social media widget should be fitted left side of the 4th division
- f. 5 Latest posts with abstract and thumbnail pictures-number of posts on the home page should be flexible (5th division)
- g. - 4 widgets on right will be fitted on the 5th division
- h. Internal and domestic donors' logo with links (6th division)
- i. Place for 3 widgets (7th division) similar to the existing website
- j. Footer (8th division)

2.3. **Features/ Divisions of the individual post** (* some of the features will be seen repeating from the home page but will be in the different division)

- a. Logo and fixed menu (1st division)
- b. Menus with/consisting sub-menus (2nd division)
- c. Thumbnail picture of the post at the home page will become the banner (3rd division)
- d. -social media widget should be fitted on the left side of the 3rd division
- e. Full write-up of the post (4th division)
- f. – four (4) widgets on right will be fitted on the 4th division
- g. Place for three (3) widgets (5th division) similar to the existing website
- h. Footer (6th division)

2.4. **Features/ Divisions on other page** (*some of the features will be seen repeating from the home page but will be in the different division)

- a. Logo and fixed menu (1st division)
- b. Menus with/consisting sub-menus (2nd division)
- c. Option to upload featured image, which will be the banner of the page but optional (3rd division)
- d. - Social media widget should fit left side of the 3rd division
- e. Full write up about specific topic (4th division)
- f. – four (4) widgets on right will be fitted in the 4th division
- g. Place for three (3) widgets (5th division) similar to the existing website
- h. Footer (6th division)

2.5. **Additional functionalities to be included on the new template**

- Responsive design;
- Multiple page styles and custom post types;
- Search function
- Interactive map, especially the information about the project sites

2.6. **New look and feel**

- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
- 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.

2.7. Knowledge transfer

- Develop a user manual and delivered for the support staff and system administrators to perform content upload, system maintenance and administration.

2.8. Support and maintenance

- The successful firm should be responsible for installation and hosting the website at the BTFEC's server
- Support and maintenance: Administrative and technical support; quality control for a period of 6 months

2.9. Source code handover

- Full source code including all developed libraries shall be handed over to BTFEC

3. Expected outputs /deliverables:

The firm will deliver the following outputs:

| Deliverables/output | Target Due Date | Certifying/ Authorizing Officer |
|--|---------------------------------------|--|
| Inception Report with proposed website design and work plan with clear output delivery timeline. | Within first week of contract signing | Director (CEO) |
| Draft presentation after incorporating BTFEC feedback/recommendation. | First week of August, 2020 | -do- |
| Final presentation of fully developed website with the hosting file and user manual. | End of August/ as per contract term. | -do- |

4. Institutional Arrangements (BTFEC)

For the assignment, the consultant will work closely with the Data Manager BTFEC and relevant staffs as directed.

5. Duration of Assignment

The total number of days for the consultancy service is 15 working days spread over 45 days. In case of any delays in achieving the expected output, the consultant shall notify the BTFEC Secretariat in advance, for the later to take necessary steps.

6. Duty Station

The duty station for the assignment is BTFEC Office, Thimphu.

7. Qualifications & Experiences (of key person(s))

- 7.1. Key personnel: IT Graduate, IT Diploma or Certificate in IT (not less than six (6) months course)
- 7.2. Work experience: key personnel must have developed at least five (5) websites that are active (non-responsive websites shall not be considered for evaluation), Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress will be preferred;
- 7.3. Work In Hand: Not more than two (2) on-going assignments with the key personnel



- 7.4. Establishment of the Firm: Be a reputable firm with at least five (5) years of prior experience designing visually appealing and navigation friendly web sites;

8. Scope of Price Proposal and Schedule of Payments (*design of BTFEC website*)

The Financial Proposal must include "Lump Sum Amount" which is closely linked to deliverables. It must be "all-inclusive" and shall take into account various expenses incurred by the consulting firm during the contract period (e.g. fee, office costs and any other relevant expenses related to the performance of services.

*** All envisaged travel costs must be included in the financial proposal ***

8.1. Schedule of Payments

Payment shall be *inclusive of all taxes and charges*. The payments shall be made only upon confirmation of BTFEC on the delivery of the contract obligations in a satisfactory manner:

- 40% of the total cost after delivery of Inception Report;
- 50% shall be released upon successful completion and acceptance of the final developments by the BTFEC, incorporating BTFEC comments.
- Final 10% shall be released upon the completion of warranty period (Six months after the delivery of the assignment).

9. Application Procedure

Qualified consultancy firms shall submit their proposal package addressed to **The Director (CEO), BTFEC, Near Nazhoen Pelri Complex, Thimphu** with the Subject: **Consultancy for Design and development of BTFEC website.**

The application should contain:

- **Cover letter** describing why you are the most suitable firm for the advertised work.
- **Technical Proposal** - all relevant documents must be submitted.
- **Financial Proposal*** - specifying total lump sum amount for the tasks specified in this announcement. For more details, please refer Section 8: "Scope of Price Proposal and Schedule of Payments".

Note: Incomplete applications will not be considered. Please make sure you have provided all requested materials.

10. Evaluation of Proposals

Proposals will be evaluated based upon the offer which gives the best value for money based on the lump sum proposal submitted. The Technical and the Financial Proposal submitted to by the Consultancy Firm will be evaluated on the basis of the weight **80:20 respectively.**

The evaluation will be based on:

1. Technical Evaluation: All firms' proposal comprising the information/documentation provided will be evaluated to ascertain the suitability of the firm consultants to carry out the assignment.
2. Financial Evaluation: The maximum 20 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g. $[20 \text{ Points}] \times [\text{Nu. lowest}] / [\text{Nu. other}] = \text{points for other Proposer's fees.}$

The award of contract shall be based on the firm who receives the highest cumulative score.

10.1. **Technical Criteria (80)**

The following criteria will be used to evaluate the firm's technical proposal:

- Firm establishment and experience -15 points
- Qualification of key Proposed personnel –15 points
- Experience in websites design – 25 points
- Proposed schematic diagram of website – 25 points

10.2. **Financial Evaluation (20)**

The Proposals with the lowest cost shall be given a financial score of 100 and other proposals given financial score that are inversely proportional to their prices;

$$[(\text{Lowest Price}/\text{Bidder's Price}) \times 100]$$

11. Selection

The General method (QCBS) will be applied.

12. Reporting and Management

The Draft Report shall be presented to the Management Team, BTFEC for validation, comments and acceptance for Final delivery subsequently

13. Termination of the Contract

The contract shall be terminated if the selected consultant breaches any of the terms and conditions under the contract.

14. Confidentiality Statement

All data and information received from the BTFEC for the purpose of this assignment shall be treated confidentially and shall only be used in connection with the execution of the contract. All intellectual property rights arising from the execution of the contract shall be held by the BTFEC.

Note: Notwithstanding the above, BTFEC retains the right to cancel the Contract without any liability on its part.



