



INNOVATIVE | SUSTAINABLE | LONGTERM

TERMS OF REFERENCE

Revamp/Reorganize and Annual Web Maintenance

BACKGROUND

The Bhutan For Life Fund Secretariat launched a new website in 2018 to ensure accessibility to all materials related to the work of BFL. The platform has been one year up providing key information to the country as well to all our partners and donors. Initial BFL website was developed for a branding and fund raising purpose. But now BFL office has started its operation, its mandate and flow of work has taken up the speed. BFL is tasked working with all the PAs and BCs to communicate information on BFL coherence. To further enhance the new site and ensure the best experience to users, the knowledge and innovation team of BFL is planning to conduct a series upgrades on the website.

OBJECTIVE

BFL requires with new interactive website development. The aim for the new web sections and other webpages proposed in this TOR is to address this request and use this opportunity to further promote interaction and collaboration among key users of the site. BFL will work with reputable and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the current website. The templates will provide a new look-and-feel to the web and will unlock the potential functionalities of the current software while displaying the content in a more organized, attractive and user-friendly manner.

- The BFL website presents a new visual look and its functionalities are enhanced to provide a better experience to users.
- New sections are developed and integrated in the BFL site
- Develop a user manual and deliver to the support staff
- Support and maintenance of BFL support when necessary when technical glitches occurs.

WORK SETTING

The work setting for the assignment will include different aspects:

Timing and duration of the assignment

- The development will be ready in months' time starting from the date of signing the contract.
- The user manual and the maintenance of the new webpages will be done from the second month of the contract.
- The consultant will work in close consultation and under the supervision of the program manager and communications officer.
- The program manager and communications officer in close consultation with the BFL team will assess the services and outputs of the firm and support provided
- BFL will grant access to the current BFL website developer with the contents, pictures and all documents and pages, plugins, themes and additional files.

“Bhutan For Life is not for the youth, it belongs to the youth.”

-Her Majesty the Queen of Bhutan

Bhutan For Life Fund Secretariat

Royal Textile Academy Complex

Suite # 106, PO Box No.1140

Thimphu; BHUTAN

Tel: +975-02-330978 (PABX) 330977 (ED)

Website: www.bfl.org.bt



Deliverables

1. New feel and look

- Following the BFL branding guidelines, design a new look-and-feel for the BFL site capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language.
- Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
- The new look and feel should be adapted to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/guidance webpage template, country story webpage template, event webpage template
- 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.
- All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, country stories, events).
- The current sections and sub-sections of the site should be adapted using the new templates.
- Adapt the database of the BFL site to include new categories to display the information in an organic way.

2. New sections

- Based on the agreed templates, develop four new web sub-sections to the BFL based on, but not limited to the structure, functionalities and features defined in these terms of reference.
- The new subsections webpages should incorporate functionalities to guarantee the latest information on that sub-section is displayed (news, resources, publication/guidance, country stories, events etc)

3. Knowledge Transfer

- Develop a user manual and deliver to the support staff
- Deliver training to BFL

5. Support and Maintenance

- Support and maintenance: Administrative and technical support, quality control
- To create responsive graphic design elements and to integrate or adapt existing BFL website graphic design and make it responsive.
- Development of web sections and content upload.
- Integration and final approval by BFLFS
- Test site before going live.
- Provide one year technical support post website development.

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6. Tasks

The company/consultant will participate in a debriefing session with the BFLFS and other programme areas to understand the overall project and expectations. The company/consultant will adjust concept based on feedback and comments from the BFLFS. The company/consultant will facilitate with ideas for the site adapting it to the different components outlined in the section “deliverables” and adjusting it based on feedback and comments from the BFL secretariat.

DOCUMENTS TO BE INCLUDE IN THE PROPOSAL

1. A proposal describing the previous work done in this area;
2. A brief info/portfolio of previous work of webs with similar functionalities developed
3. CVs of the consultants /company/teams
4. Copy of valid license and tax clearance certificate

EVALUATION AND SELECTION PROCESS

Evaluation Criteria – Total 100 points

Submissions will be evaluated in consideration of the following evaluation criteria:

- | | |
|--|------|
| 1. Relevant Qualification | [25] |
| 2. Relevant Experience | [30] |
| 3. Approach/Methodology to execute the work
(reflected in ToR, Design ideas, Innovative approaches) | [25] |
| 4. Knowledge transfer and timeline for execution | [10] |
| 5. Team composition | [10] |

Submissions :

Please visit BFL secretariat for submission of your proposal before or on 12 November 2020 before 03:00 PM.

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