



SAARC Development Fund

**Request For Proposal
For
Re-Designing & Up-gradation
Of the SAARC Development Fund Website**

RFP Circulation Date:
September 19, 2012

Proposal Submission Deadline:
October 30, 2012

SAARC Development Fund (SDF) Secretariat, based in Thimphu, was inaugurated by the Heads of State/Governments of SAARC Member States in April 2010 during the 16th SAARC Summit in Thimphu. The objectives of the SDF are (i) to promote the welfare of the people of SAARC Region, (ii) to improve the quality of life, and (iii) to accelerate economic growth, social progress and poverty alleviation in the SAARC Region and (iv) to bring about regional integration among the SAARC Member States.

The SDF Secretariat is seeking proposals from reputable and experienced firms from the SAARC region to upgrade its website.

Scope of Work:

To improve the appearance and content of the SDF website.

The proposal should include, among the others, the following:

1. With/without code based secure website
2. Newsletter feature + downloadable from webpage (Jpeg & PDF format sendable)
3. CMS feature for all content
4. Javascript Flash driven (Picture slide changeable)
5. Search Engine Optimization
6. Miniportal – linked in the website – sign up provision
7. Slide show – Audio
 - Video
 - Animations
8. Apply for project funding (online)
9. Dynamic & Static
10. Online support & AMC support

The Software Requirement Specifications document is attached in Annex I.

Proposal Format and Contents

No particular format is requested, but proposals must provide the requested information.

At a minimum, the proposal must contain:

- Company profile, including length of time in business, core competencies and relevant experience;
- Current reference information for three former or current clients;
- A list of websites (including URLs) your firm has produced that best reflect your work and relevancy to this project
- A proposed sample design of the SDF website home page

- Propose minimum timeline to implement the assignment
- Budget/fees: the quoted price should be inclusive of required revisions, graphics and all other items required for site development. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees;
- Based on the information provided in this ToR and in response to the needs of the redesign: proposed concepts and ideas, website features sample visuals, an overall view of the web site structure;
- Any other information deemed pertinent.

Proposal Evaluation

Each proposal will be evaluated by SDF based on the following criteria:

- Relevant Experience of the Company and the Professional Competence of the team members identified for the assignment.

Deadline and Proposal Submission

Proposals shall be submitted by **October 30, 2012** to:

Assistant Director,
Administration and Finance,
3rd Floor, Bhutan Development Bank Limited,
Post Box Number 928, Thimphu, Bhutan

Proposals can also be emailed to info@sdfsec.org

For information/enquiry related to the RFP please contact:

Sania Akhtar
Manager Communications & Knowledge Management
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Website: www.sdfsec.org

No late proposals will be considered.

1. Introduction

1.1 Purpose

This Software Requirement Specification describes the requirements for the up gradation and re-designing of SAARC Development Fund (SDF) Secretariat's website, www.sdfsec.org, and to create a secure code based website with dynamic database driven content.

There may be future updates of the website. The existing website will be fully re-designed and upgraded to a new website. This document contains the guidelines for website developers system Engineers and designers to start working on the project.

1.2 Scope

The Scope of the website is to provide an easy navigation for all the users and at the same time provide sufficient information regarding SAARC Development Fund Secretariat and its activities.

The website should have user interfaces such as logins for staff and other users, newsletter subscriptions, FAQs, online interactions (query), RSS feeds, project form submission etc.

1.3 References

IEEE (830 – 1998)
ITU

2. Overall Description

2.1 Product Perspective

This website will be self-contained and will use PHP and MySQL in a way that will let it be moved to any web server that supports the correct version of the software listed in section 2.1.2.

2.1.2. Software Interfaces

PHP Hypertext Preprocessor:

- Mnemonic: PHP

- Specification Number: 5.4 / latest available
- Version Number: 5
- Source: <http://www.php.net>

This software will be used in conjunction with MySQL. It will be used to retrieve and process data from the database and to create an XHTML document to display the data.

MySQL Server:

- Mnemonic: MySQL
- Specification Number: 5.0
- Version Number: 37
- Source: <http://www.mysql.com>

This software will be used to store information submitted by the user from the site.

Note: "Use Cases" may be required by the client during the designing and implementation phases.

2.2 Product Functions

2.2.1 Administrators

- i. The Admin should be able to update CMS, images, videos, content, newsletter & newsletter features, but not limited to, in the website such as and when required.

2.2.2 Normal Users

- i. Normal users should be able to navigate the website easily.
- ii. Normal users should be able to login, subscribe to newsletters and download project form.
- iii. Normal users should be able to register or signup.

2.3 Operating Environment

To view this site, the web browsers listed below are required, but other browsers not mentioned may be compatible.

Mozilla Firefox:

- Mnemonic: Firefox

- Version Number: latest and the earlier versions.
- Source: <http://www.mozilla.com/firefox>

Firefox is a web browser that interprets the XHTML markup that is produced by the PHP program and applies the styles to it as defined in the CSS files to make the pages of this web site.

Safari:

- Mnemonic: Safari
- Version Number: latest and the earlier versions.
- Source: <http://www.apple.com/safari>

Safari is a web browser that interprets the XHTML markup that is produced by the PHP program and applies the styles to it as defined in the CSS files to make the pages of this web site.

Internet Explorer:

- Mnemonic: Internet Explorer
- Version Number: latest and the earlier versions.
- Source: <http://www.microsoft.com>

Internet Explorer is a web browser that interprets the XHTML markup that is produced by the PHP program and applies the styles to it as defined in the CSS files to make the pages of this web site.

Google chrome:

- Mnemonic: chrome
- Version Number: latest and the earlier versions.
- Source: <http://chrome.google.com>

Google chrome is a web browser that interprets the XHTML markup that is produced by the PHP program and applies the styles to it as defined in the CSS files to make the pages of this web site.

2.4 Design and Implementation Constraints

- i. The information of all users and other data like website images, contents, videos, etc. should be stored in the database that is accessible by the website.
- ii. MySQL database will be used
- iii. The website is running 24 hours a day
- iv. Users may access the website from any computer that has Internet browsing capabilities and internet connection
- v. Users must have their correct usernames and passwords to enter into their online accounts and do actions.
- vi. The site must comply with the W3C's standards for XHTML transitional and CSS2
- vii. The password will be encrypted using algorithms and will not be able to retrieve in plaintext format.

3. Specific Requirements

3.1 Functional Requirements

3.1.1 Newsletter feature

The newsletter feature is integrated in the website management control panel. The newsletter should have the capacity to be sent to thousands of subscribers. The newsletter has to be integrated on the homepage to be subscribed by web visitors.

The newsletter should not be restricted to any format uploading and sending related issues e.g. PDF, Jpeg, gif, .pub etc.

The newsletter is to be sent as **an auto opening visible email** in all email clients, instead of an attachment of any other format.

3.1.2 Content Management System(CMS) feature for all content

- SEO Friendly URLs
- Modular and extensible
- Full template support, for unlimited looks without changing a line of content
- Admin panel
- Integrated file manager w/ upload capabilities
- XHTML and CSS compliant
- Search
- Polls
- Picture Album

- News
- Newsletter
- File Uploading
- Forms
- User Management
- Guestbook
- Google Sitemap

3.1.3 Code based secure website

PHP, JavaScript, HTML and other required code maybe used for the designing and the supporting modules of the website

3.1.4 JavaScript

JavaScript framework such as JQuery or mootools for the images display, magnification and video gallery must be included.

3.1.5 Search Engine Optimization

CMS features:

- i. Title tag
- ii. Meta description
- iii. URLs
- iv. Semantic headings
- v. All text on images
- vi. Robots.txt
- vii. Control
- viii. 301 redirects
- ix. Ability to add analytic

SEO registration to be done on all major search engines for regular crawling on the website e.g. Google, Ask Jeeves, AltaVista, Yahoo, etc.

The SEO standards should be followed strictly.

All the text and the tags provided should be searchable.

3.1.6 Web sub-portal

A. Board of directors and staff login

The Board of Directors and staff login should be a on the home page of the website from the database with the secure connection using a secure language like PHP, Java etc. with the

provision to add, delete, edit the modules list with the entry of DNS and their IPs for connection for the website admin.

Once logged in, the users should be taken to a new page that contains the links to all the modules as listed below:

- i. Application Module
- ii. E-mail Module
- iii. Mini-portal module
- iv. Finapolis module

B. Project login

The Project people should be able to login and have special access to certain data and can update the project progress or submit their project reports.

3.1.7 Multi-Media

The website should contain videos or image slide show, video gallery, image gallery, scanned documents, flash player, scrolling features, with magnify, play and other multimedia options.

3.1.8 Apply for Project funding(online) / Project submission form

The attached forms along with this SRS should be linked on the home page / front page for the users to be able to apply for project fund online.

The forms should be downloadable.

3.1.9 Dynamic database driven

The website should be updatable/ editable anytime by the administrator. The database should be properly tagged and systematic for the ease of use by the administrator.

3.1.10 Online support

The online support should include 24hours support and trouble shooting from the website developer side, through 24/7 landline, mobile phone, email, Skype or any other communication medium.

3.1.11 Web content

The content of the website such as text, links, dropdowns, menus, slide images, videos, announcements, etc. should be changeable / editable through CMS or code.

3.1.12 Home page and other pages

The home page should contain all the menus, announcements, RSS feeds, images, videos, etc. that is editable through code and CMS, located in the database.

The admin should be able to add / delete or update the home page and other pages as and when required.