

TERMS OF REFERENCE

FOR

Title: WEBSITE UPDATE AND MAINTENANCE OF NORTH EAST
RURAL LIVELIHOODS PROJECT

Organization: NORTH EAST LIVELIHOOD PROMOTION SOCIETY

Credit Number 5035-IN

**Terms of Reference (ToR) for Update and Maintenance of
North East Rural Livelihoods Project (NERLP) Website**

1. BACKGROUND

The North East Rural Livelihoods Project (NERLP) is a Project under the Ministry of DoNER and funded by the World Bank. The Project is being implemented by the North East Livelihood Promotion Society (NELPS) – an autonomous regional level Society based at Guwahati, Assam. The objective of the Project is to enhance the livelihoods of the rural poor, especially women, unemployed youth and the most disadvantaged in four North Eastern States, namely Mizoram, Nagaland, Sikkim and Tripura.

The project would focus on improving livelihoods of the most disadvantaged people in the project area. The project components are designed in a manner that they complement and supplement each other. The core of the model is building strong grassroots institutions of the poor, i.e., SHGs, SHG Village Federations, Youth Groups, Community Development Groups and Producer Organizations. Funds will be made available for empowering the poor. Similarly investments will be made for increasing the capacity of the SHGs, project staff and other stakeholders. It would also develop the skill base of young people to increase their employability in various sectors. The following are the four components designed to cover every aspect of the project to achieve the objectives:

- **Social Empowerment** - The objective of this component is to empower the rural communities, create their sustainable institutions so that they manage common activities around microfinance, livelihoods and natural resource management.
- **Economic Empowerment** - The objective of this component is to develop the capacity of the above groups to plan and provide funds to them to undertake various economic initiatives and common public-good activities. The component will have five subcomponents, each aligned along a specific function and community group.
- **Partnership Development** -The Project would partner with various service providers, resource institutions and public and private sector organizations to bring various resources in finance, knowledge and markets in the project so that the community groups and organizations are able to take advantage and improve their livelihoods.
- **Project Management**- The component will facilitate various governance, implementation, coordination, learning and quality enhancement efforts in the project and will consist of the sub-components: (i) Project Management; (ii) Monitoring and Evaluation and (iii) Technical Assistance.

The project will be executed through an implementation architecture consisting of:

- (a) Regional Project Management Unit (RPMU) at Regional level (Guwahati).
- (b) District Project Management Unit (DPMU) at district level of two selected districts in the States of Mizoram, Nagaland, Sikkim and Tripura.
- (c) Project Facilitation Teams (PFTs) at block level in project districts.

The Project Development Objective is *“to improve rural livelihoods, especially that of women, unemployed youth and the most disadvantaged in the four North Eastern States.”*

2. JUSTIFICATION

To achieve the foregoing objectives, the organization must ensure that it has strong, consistent and positive image and uphold highest degree of transparency. In keeping with the drive of improving the visibility of the organization, the project already has in place its website hosted with the help of Assam State National Informatics Centre (NIC). The web address of the project website is www.nerlp.gov.in.

The project aspires that the website will serve as a formal communication channel and information resource portal related to all project related activities. It will inform as well as educate rural communities, beneficiaries, government agencies, stakeholders, public and private organizations, researchers, policy makers, et. al about NERLP's activities and accomplishments.

It is in this regard that NERLP is seeking to engage the services of an agency to regularly update and maintain the website to facilitate timely dissemination of project information to one and all.

3. OBJECTIVE OF THE WEBSITE

- Update and maintain NERLP web pages for better dissemination of information. The portal will give information about the project, its activities and performances, collaboration with key partners and stakeholders and other related information.
- Ensure accountability and transparency of project related activities to its targeted communities, stakeholders and the public at large.
- Exchange and dissemination of project data through an interactive MIS.

4. SCOPE OF THE ASSIGNMENT

The scope of maintaining and updating of NERLP website is very wide considering the ever evolving nature of technology and the dynamic nature of livelihoods project. However, at present, the portal has the scope to publish the following information which will be maintained/modified/uploaded at regular intervals.

- Information on North East Livelihood Promotion Society (NELPS) and North East Rural Livelihoods Project (NERLP).
- Organizational structure of NELPS and NERLP.
- Project Components.
- Project Documents.
- News & Events.
- Archives.
- MIS.
- Newsletters, Annual Reports, Photographs.
- Training.

- Contact details.
- Advertisements/Bid Documents.
- Online Forms/Applications.
- Site Map.
- Grievance Handling System.
- Feedback/Suggestions.
- Links to NERLP Project State websites/Line Departments/Organizations.
- Help Desk.
- Any other feature deemed required by the project from time to time.

5. METHODOLOGY

The methodology would include use of tools like Flash Player and other multi-media techniques to make the website attractive yet simple to navigate.

6. TASKS NEED TO BE CARRIED OUT

The agency to which the contract shall be awarded will be responsible for timely maintenance and updating of the project website adding features/links as required from time to time.

- Create menus/sub menus and upload information therein.
- Updating will be done as and when required.
- The site must be compatible with the latest versions of browsers like Firefox, Internet Explorer and Chrome, etc.
- The agency shall contribute to the dynamic and attractive web pages. It should support video streaming also.
- The agency shall have to provide all technical support vital for proper running of the website. The maintenance/updating of website must be done as per the guidelines for Indian Government Websites.
- The agency shall update and maintain the website for a period of one year and may be renewed on mutual consent after one year.
- The agency will maintain full backup of the web site throughout the duration of the contract. The backup, code and source files will be delivered in full to client from time to time.
- The agency shall have to provide security from virus and hacking of the website. In case of virus and hacking attack, the agency shall have to re-create/re-store the website at the earliest.
- Maintenance and up-date of website shall be at NERLP office premises.
- Trouble shooting of NERLP website.

- Development of internal software(s).
- Any other work not specified above but required for the website from time to time shall be done by the agency.

8. CONSULTANT'S ELIGIBILITY

- The agency should have previous experience of creating, developing and maintaining portals for organizations implementing similar type of government websites/externally aided projects websites for a period of not less than three years.
- The personnel of the agency should have professional qualification in Information Technology with exposure to multi-media applications.
- Understanding of end user's needs to match with adequate technical solutions and ability for creativity.
- Strong track record in website design, security and administration.

9. LANGUAGE OF THE SITE

The portal's language will be in English.

10. OWNERSHIP

The contents of the portal will not be altered, updated or deleted without prior permission from the client. The agency shall not use the domain for any advertisements and personal use.

The portal will be under the direct supervision of the Project Director of North East Rural Livelihoods Project.

FORMAT FOR EXPRESSION OF INTEREST (Eoi)

PROFORMA TO BE FILLED IN BY THE BIDDER ON THEIR LETTER HEAD

1	Name of the organization	
2	Year of establishment	
3	Address of registered office	
4	Address of local office	
5	Contact details of office (Telephone, Mobile, Fax & e-mail)	
6	Organization's Website URL	
7	CV of persons to be involved in this project (not more than 1 page)	
8	Registration details (number and date) of the Organization (Attach copy)	
9	Income tax registration and PAN no. details of the Organization (Attach copy)	
10	Number of years of experience (Attach copies of certifications/testimonies of past work done)	
11	Audit Report for the past 3(three) years	
12	Details of similar website development and maintenance assignments (including Ministry/Departments in the Government of India/Foreign Aided Project, etc.) handled/completed during the last 3 years along with names of the clients and URLs.	
13	Description of the methodology and work plan for performing this assignment	

Procedures to be followed at later stages

BUDGET AND COST ESTIMATE

The project has earmarked a budget of Rupees One Lakh (Rs. 1,00,000/-) for one calendar year. The payment term for maintenance, update and developing internal software(s) of NERLP website shall be decided at the time of awarding the assignment.

SHORT LISTING CRITERIA

The short listing of the consulting firm will be done through Consultants' Qualifications (CQS) method. This will entail observation of the following -

- Relevant university education in computer science, website design and programming or other relevant field.
- The agency shall have expertise in web development, hosting and maintenance for at least three years in similar type of government websites/externally aided projects websites.
- The agency should have extensive content management expertise.
- Ability of the agency to provide latest software and technological support and solutions.

SELECTION CRITERIA

The selection criteria will be based broadly on the following factors.

- Consultant's relevant experience.
- Methodology proposed for the assignment.
- Qualifications of the key staff.
- Plan for deliverables.