

## Consultancy services to revamp the SERVIR-HKH website

The [SERVIR-HKH website](#) revamp involves a comprehensive effort to enhance its functionality and user experience. This Terms of Reference (ToR) serves as a guide for potential consultants/companies, outlining the objectives and expectations for the successful execution of the SERVIR-HKH website revamp.

### Scope of work and timeline

Work title	Work to be done	Timeline
<b>Planning</b>	<ul style="list-style-type: none"> <li>Define project goals and objectives</li> <li>Conduct market and audience research and competitor analysis</li> <li>Outline project scope, features, and functionalities</li> <li>Create wireframes and prototypes</li> <li>Share design templates for Science applications and web mapping applications</li> <li>Integration of SERVIR-HKH data from RDS data catalogue by using Application programming interface (API)</li> </ul>	
<b>Frontend Design and WordPress layout plan</b>	<ul style="list-style-type: none"> <li>Develop user experience (UI)/ user interface (UX) design based on wireframes</li> <li>Choose colour schemes, typography, and imagery</li> <li>Create mock-ups and get feedback</li> <li>Iterate on design based on feedback</li> <li>WordPress layout plan, including plugins to be used</li> <li>Initial user testing with wireframes or mock-ups to gather feedback on the overall layout, navigation, and user interface concepts</li> </ul>	
<b>Frontend/Backend Development based on design and WordPress layout plan</b>	<ul style="list-style-type: none"> <li>Design and WordPress layout plan</li> </ul>	
<b>Testing</b>	<ul style="list-style-type: none"> <li>Perform testing for frontend and backend components in a staging environment</li> <li>Conduct integration testing to ensure all parts work together</li> <li>Perform usability testing to validate user experience</li> <li>Identify and fix bugs and issues</li> </ul>	30 Days
<b>Deployment</b>	<ul style="list-style-type: none"> <li>Configure domain, secure sockets layer (SSL) certificates, and security measures</li> </ul>	7 Days

	<ul style="list-style-type: none"> <li>• Deploy the application to the production environment</li> <li>• Perform final testing in the production environment</li> <li>• Continuous monitoring and gathering of user feedback can help in identifying areas for improvement and guiding future updates and enhancements</li> </ul>	
<b>Maintenance and updates</b>	<ul style="list-style-type: none"> <li>• Monitor performance and security</li> <li>• Address errors and bugs</li> <li>• Perform regular updates to keep the application secure and up-to-date</li> <li>• Plan for future enhancements and scalability</li> </ul>	24 Months

### Design and technical requirements

- Website to be developed in WordPress
- Facilitate cross-posting content from the SERVIR website to the ICIMOD website
- Flexibility of changing templates, and it should be a block-based editor. E.g., Elementor, Oxygen, Bricks etc.
- Features are to be developed by using popular plugins, whether paid or free, in accordance with project requirements

### Design and templating requirements

- The vendor will develop a fresh layout/UI based on ICIMOD, SERVIR, and USAID branding guidelines in both desktop and mobile orientations
- The designs follow the principles of a good user experience (UX)
- The designs to be compliant with World Wide Web Consortium (W3C) Web Accessibility Initiative
- The site to have options to create and store multiple colour schemes and global styles
- The site to have options to easily create and edit templates using block-editor
- The site to have the ability to add custom Hyper Text Markup Language (HTML), JavaScript (JS), Hypertext Preprocessor (PHP), “Cascading Style Sheets (CSS) to a single post/page
- The site to have ability to import/export templates and options
- The site to have configurable Graphics Interchange Format (GIF) or Scalable Vector Graphics (SVG) preloader
- The site to have easily manageable custom icon libraries
- The site to have a frontend files and folders browser
- The site to have comparison slider to represent real-time map

### **Core functionality**

- Multilingual support, including right-to-left (RTL) language
- The website should include a comments section equipped with a spam filter
- Authorised editors will be responsible for filtering and managing comments
- Advance search functionality with filters according to post types/categories, etc.

### **Search engine optimisation**

- Identify keywords/backlinks/pertaining to SERVIR-HKH, SERVIR Global, and USAID for better content optimisations
- Use tools like Google Keyword Planner or other Search Engine Optimization (SEO) tools to find high-traffic, low-competition keywords
- The site should either retain its existing permalinks or have 301 permanent redirections

### **Support and maintenance**

- Technical support and quality control for 24 months after handover of the website

### **Server**

- ICIMOD will provide access to a server in which the vendor is responsible for creating a staging environment for testing and deployment of the live site

### **Standards and prerequisites**

- The vendor must use proper coding standards and practices, including code readability, standardise headers for different modules, leave comments, etc.
- The codes must be optimised for performance and compatibility with other plugins
- The codes must follow the latest standards of WordPress and its dependent technologies for security and future upgradability
- The vendor must check and ensure that no old technologies and/or depreciated functions are used
- Depending on the complexity of the required functions, the vendor must use a combination of custom code plus available popular plugins for WordPress. For example, custom code should be placed to disable site-wide comments, but a plugin to be used for caching
- The vendor must not use any proprietary codes that might lock out features or functionality of the site after the end of the contract
- The vendor must use version controlling such as Git in order to better facilitate updates and revert changes
- The vendor must communicate with ICIMOD regarding the plugins to be used for various functionalities, such as custom fields, SEO, cache, etc., including its licensing to ICIMOD

### Deadline of all deliverables

The vendor is required to create technical documentation detailing the structure utilised and required in the development of the website. The vendor is expected to suggest the earliest feasible deadline for the deliverables without extending it by more than six months.

### Contract duration

The consultant shall be recruited for 24 months. The consultant shall submit four hard copies along with an electronic copy of reports and drawing files as follows:

Task	Deadline
Share the workplan for the proposed ToR	
Revamp the current website and share invoice	
Submit completion report and invoice	
Provide maintenance support	

### Proposal submission and evaluation

The service provider will be selected on the basis of the highest-ranked technical proposal (60% weightage) and lowest-cost financial proposal (40% weightage).

The service provider will be selected on the basis of the highest cumulative scores obtained in the technical and financial proposals using the following formula:

- Technical score = Score obtained based on technical proposal (total 100)
- Financial score = Score obtained based on financial proposal (total 100)
- Total score = 60% of technical proposal + 40% of financial proposal

The service provider scoring the maximum score based on the criteria will be awarded. However, the service provider should score at least 70 points in the technical proposal.

### Contents of the proposal

Applicants must include the following sections in the technical proposal:

1. **Executive summary:** A brief overview of the proposal that highlights the most important aspects, such as the proposal along with objectives, expected outcomes, deliverables intended to achieve, and budget
2. **Technical approach and methodology:** This section should explain the understanding of the objectives of the assignment, the approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. The applicant should explain the technical approach they would adopt
3. **Work plan:** The applicant should propose the main activities of the assignment, their content and duration, phasing and interrelations, deliverables, and delivery dates. The proposed work plan should be consistent with the technical approach and methodology along with a detailed timeline
4. **Organisational capacity and experience:** This section highlights the capacity and experience of the organisation submitting the proposal. It should provide information on

the organisation's history, its mission and values, and its track record in implementing similar projects. It should also describe the organisation's governance structure, financial management, and monitoring and evaluation processes

5. **Personnel qualifications and experience:** This section describes the qualifications and experience of the key personnel who will be involved in implementing the project. It should outline their relevant education, skills, and experience, and highlight any relevant professional certifications or affiliations
6. **Financial bid:** Applicants should provide the financial quote with the breakdown of all the costs and include the tax in the budget (refer to the table provided below):
  - Breakdown of the experts needed, number of days required, quantity, rate
  - Breakdown of other costs, unit, quantity, rate

Component	Activity	Unit	No. of units	Unit rate	Amount	Notes (if any)
<b>Name of activity (e.g. frontend design)</b>						
<b>Senior staff, designation</b>						
<b>Junior staff, designation</b>						
<b>Total</b>						
<b>Note: Quoted figures should be inclusive of all applicable taxes.</b>						

### Bidding process

- The closing date for the submission of this tender is **10 April 2024**
- The proposal submitted should include all costs, a timeline for the execution of the project, and a breakdown of the durations
- Proposals will only be received until 17:00 hrs Nepal standard time 10 April 2024, Wednesday
- Proposals must be submitted along with the supporting documents as follows:
  - Company registration certificate
  - Tax registration certificate (i.e. VAT/PAN registration)
  - Tax clearance of the last 3 years, including FY 2078/79
  - Bid validity period 60 days
- The bidder must be a legally registered company in Nepal
- The bidder shall quote the item rates as applicable for the work in a formal quotation with signature and stamp
- The bidder must submit the proposal to [consultancy.int@icimod.org](mailto:consultancy.int@icimod.org) no later than **5 PM Nepal Standard Time, 10 April 2024.**

*ICIMOD reserves the right to accept or reject any or all bids without giving any reason whatsoever.*

### **About ICIMOD**

ICIMOD, based in Kathmandu, Nepal, is the leading institute for the study of the Hindu Kush Himalaya (HKH). An intergovernmental knowledge and development organisation with a focus on climate and environmental risks, green economies, and sustainable collective action, we have worked in our eight regional member countries – Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal, and Pakistan – since our foundation.

Entering the 40th year, ICIMOD is perfectly positioned to support the transformative action required for the HKH to face the challenges of the escalating effects of climate change, pollution, water insecurity, increased disaster risk, biodiversity loss, and widespread socioeconomic changes. We seek to raise our ambition to support the required transformative action to step up our engagement through to 2030.

### **About SERVIR**

A joint initiative of National Aeronautics and Space Administration (NASA), United States Agency for International Development (USAID), and leading geospatial organisations in Asia, Africa, and Latin America, SERVIR partners with countries in these regions to address critical challenges in climate change, food security, water and related disasters, land use, and air quality. Using satellite data and geospatial technology, SERVIR co-develops innovative solutions through a network of regional hubs to improve resilience and sustainable resource management at local, national and regional scales.

### **SERVIR-Hindu Kush Himalaya**

ICIMOD implements the SERVIR-Hindu Kush Himalaya (SERVIR-HKH) Initiative – one of regional hubs of the SERVIR network and its regional member countries.

SERVIR-HKH caters to the specific needs of regional member countries in addressing different aspects of environmental degradation and climate change impacts. SERVIR-HKH also strengthens ICIMOD's Earth observation and geospatial information capacities to better serve the national institutions in the HKH.