

TERMS OF REFERENCE

DESIGN, DEVELOPMENT, INSTALLATION AND IMPLEMENTATION SUPPORT OF WEB-BASED DIGITAL MARKETING PLATFORM FOR WOMEN ENTREPRENEURS IN SRI LANKA

Background Information

The State Ministry of Women and Child Development, Pre-Schools & Primary Education, School Infrastructure & Education Services was established as per the Gazette Extraordinary No. 2187/27 of 9th August 2020. Sri Lanka Women's Bureau, National Committee on Women, Department of Probation and Child Care Services, National Child Protection Authority, Children's Secretariat and Sri Lanka Thripasha Limited are the Departments and Statutory Institutions under the Ministry. The goal behind the establishment of Ministry of Women and Child Affairs was the creation of Sri Lankan society that is sensitive to the needs of women and children would work for their betterment to achieve this goal.

Empowering women economically, especially through their involvement in trade, creates multiple opportunities for livelihood and economic development. Entrepreneurship helps women entrepreneur to be economically independent, when a woman become economically independent she achieves equal status in society with men. Women's entrepreneurship is a driving force for positive social transformation and the success of women entrepreneurs generates ripple effects such as increased household savings, investment in children's health & education, enhance food security and nutrition, job creation and significant increases in national GDP. While the Sri Lanka has almost achieved gender equality in health and education, women tend to still be more marginalized than men from economic opportunities. Women entrepreneurs also continue to face disadvantages resulting from their lack of access and capacity to use information and communication technologies. To address these issues, the State Ministry of Women and Child Development, Pre-Schools & Primary Education, School Infrastructure & Education Services planned to design, develop and implement digital marketing platform for women entrepreneurs in Sri Lanka. This online portal will able to provides a virtual place to the women entrepreneurs to directly sell their products to the buyers where they can showcase their products and creates an interface between the buyer and the seller.

Key objectives of the design and development of a Digital Marketing Platform

The main aim of this proposed platform is empowering the women entrepreneurs and ensure their financial inclusion in the economy by providing continuous support to their creativity and to act as a catalyst by providing a web based marketing platform to the women entrepreneurs to directly meet their the customers locally and globally. State Ministry of Women and Child Development, Pre-Schools & Primary Education, School Infrastructure & Education Services seeks to engage with prospective consultation company to design and develop the system.

Specific task for the consultation agency / company will be

The main objective of this consultancy is to design, develop, establish and supervise Digital marketing platform for women entrepreneurs in Sri Lanka and this should be linked with all relevant marketing agencies also. The entire online platform can be handled through a mobile phone and the product will be showcased along with its photograph, details, price and the mobile number and address of the service provider, enabling a direct link between the buyer and the seller.

Specific Objectives:

1. To train relevant ministry staff and women entrepreneurs to operate the platform, enter data from all sources and to generate reports accordingly.
2. To prepare user manuals/guidelines to guide to use the system by all users.
3. To provide continuous support and maintenance and upgrade the database according to the period of Service Level Agreement.

Selected institute shall be responsible for analyzing the requirements, designing, developing and supporting implementation of digital marketing platform for women entrepreneurs in Sri Lanka.

Unique features of the platform

- Women entrepreneurs have the opportunity to use technology to showcase the products they make / manufacture.
- The buyer will have the option of approaching the seller physically, telephonically or through Email or any other means as convenient to him/her. Proposed solution is thus a direct interface between buyer and seller, to facilitate marketing of products of women entrepreneurs.
- This project allows the seller and the buyer to make transactions online or offline.
- Digital marketing website/ portal should be dynamic and mobile responsiveness.
- Introduces auto classification system to rank sellers

Scope:

1. Carryout broad discussion with relevant ministry staff in the process of designing, developing and installation of digital marketing platform.
2. Specifically required software, hardware, networking architecture and other infrastructure to support the digital marketing platform.
3. Plan and design the digital marketing platform with set access levels for identified entities
4. Develop fully functional online digital marketing platform.
5. The online software system will have provision for web-based as well as mobile based, on-line data entry.
6. Install and test the software and demonstrate its functionality.
7. Conduct security system circuit with certification before handing over to the MOWCA.
8. Provide operational and technical training for the users of the database
9. Prepare user manuals/guidelines in all three languages (English/Sinhala and Tamil)

Key Characteristics of a Database

1. Provide user friendly, Web based digital marketing platform with add, edit, delete, search and reporting facilities.
2. Provide option to export and import the entered data in different formats(excel, word, pdf)
3. Maintain authenticity
4. Maintained various levels of user roles
5. Provide tools for basic data analysis and table outputting (produce summary statistics, simple graphs, trend plots)
6. Provide facilities for generating and printing different reports including output tables, summary statistics, and discuss on result framework indicators
7. Ability to import/export data from /to another database such as excel sheets, access, SQL server, My SQL
8. Able to generate user friendly tables based on user queries
9. Provide online payment facility
10. Security system auditing by CERT

Technical Specifications

1. Recommended to be implemented using open source computer framework
2. The product has enough flexibility to accommodate the frequent changes and open customization as received for the future.
3. This system shall be flexible and scalable in terms of performance and functionality.
4. Software should support use of multiple users at a time
5. Seamless integration with mobile hand-held technological devices.
6. Database should be free of any licensing. Ministry shall be the sole user of the source code.
7. Able to generate user-defined tables as well as tables created by system based on user queries, which are available in the system
8. Software should provide audit trails and logs mechanisms for content changes permitted by system users.
9. Administrator shall be able to view, modify, delete all information of the database.
10. Software should support use of multiple users at a time.
11. The software shall be flexible and scalable in terms of performance and functionality.
12. Should provide proper data backup and recovery procedure
13. Should maintain Security and data integrity
14. Software should be free of any propriety/ licensing.
15. Should have the necessary security safeguards mechanism.
16. Provide data integrity features that will prevent more than one user from changing the same information simultaneously.
17. Provide multiuse access to data, along with security features that prevent some users from viewing and/ or changing certain type of information.
18. The software shall provide Logon ID and password for any users who use the system with basic level of data entry, data modification, and update, add/ delete records.
19. Check data integrity for all applicable variables.
20. Provision of data warehousing and data mining.

Timeframe and Tasks for designing, developing and establishing the web based central database

The duration for the entire task will be 60 working days.

Deliverables

1. Inception Report including work schedule
2. System Requirement Specification (SRS)
3. Periodic Progress report according to the work schedule
4. Operational manual of the system
5. Testing and Development testing report
6. Workshop and Trainings to users
7. Implementation Report
8. Completion Report
9. User manuals and guidelines

Eligibility Criteria

1. Firm/ company should be in existence for at least five years and must be in the business of secure (mainly authentication, encryption, and integrity etc.) web-based software design, development, installation and deployment the software products during the said period.
2. Firm/ company must have successfully designed, developed, and installed at least five Secure (Authentication, Encryption, and Integrity) On-line Data Collection and Processing related Software or Secure Web-based Software.
3. Firm/ company must have successfully designed, developed, and installed at least two online payment systems
4. The firm/ company must be capable of providing enough manpower, financial resources and equipment to perform the entire scope of work mentioned herein.
5. In case of Joint Venture, the role and responsibility of each partner should be clearly furnished.
6. For the short-listing purpose, specific (technical) experience of the lead firm/ company and financial strength of both lead and associate firm/ company would be considered.
7. Short-listing of firms/ companies shall be based on the pre-defined evaluation criteria.
8. Firms/ companies may submit the list of third-party support (i.e., Sub-consulting firms/ Sub-contractor), if it is required for this project.
9. Firms/ companies, either single or member of Joint Venture can apply only in one EOI. To avoid confusion and possible elimination after short-listing, Lead Firms of Association or Joint Ventures are

strongly advised to confirm relationships (exclusive or non-exclusive) with selected associates or partner prior to expressing interest.

10. In addition to authenticated hard copy, the firm/ company must submit information/ documents in soft copy.

Service Level Agreement

Provide two year warranty after the user acceptance sign-off. During this period, the firm/company is responsible for update patches, fix bugs and make minor changes

Content of quotations

Quotations must contain:

- a) Technical proposal, in response to the requirements outlined in the TORs.
- b) Price quotation

Both parts of the quotation must be signed by the bidding company's relevant authority and submitted in PDF format.

Requirement by the Applicant

Qualification

Educational Qualification, Training and Work Experience of all key staff should be in IT and detail knowledge GoSL's project functioning modality. Project team leader/ consultant should have at least Master in Engineering/ Computer Science or IT plus an acceptable credential in Project Management and programmers must have at least bachelor degree in IT.

Operational Experience

At least 5 years' experiences of operations in web based software development and installation.

Specific Experience

- Experience of successful design, develop, commissioning and support of web-based On-line Data Collection and processing related Software in the last five years.
- Firm/ company must have, at least one, successfully designed, developed and maintained online payment system
- Firm/ company must have, at least one, successfully designed, developed, installed and commissioned such web-based MIS software for any college or government departments or government corporation or public limited organization.

Technical Experiences/ Capabilities

The firm/ company should list all the similar projects completed within the past five years and provide detail information for each of those projects and submit the Certificate of Specific Work Experience of the firm/ company must be attached with EOI Application Form, which must be issued by respective clients and must include, among other things, name and nature of assignment, location of the assignment completed, duration and period of the assignment, duration of stay/ work in the assignment, assignment value etc.

Documents

The firm/ company should submit attested copies of academic qualification, training and experiences of key staff proposed for this project. The Certificate of Training should indicate the subject of training, date, period of training, location etc. The Certificate of Specific Work Experience of the key staff must be issued by respective clients and must include, among other things, name and nature of assignment, location of the assignment completed, duration (mm-yyyy) and date of the assignment, duration of stay/ work in the assignment, assignment value etc.

Financial Strength

The firm/ company should submit audited financial statements for the last three fiscal years.

In addition to the above qualification requirements, the consultant shall be required to be legally registered and must submit the up to date Company Registration Certificate and Tax clearance/ Tax Return Submission Receipt for the last fiscal year along with the application.