Terms of Reference (TOR)
For the Hiring of Professional Mobile App Development Service

Title of Pilot Project	Sustainable Enterprises and Agricultural Development: Leveraging Communication Technology to Synergize Rural Development in the Dry Zone of Myanmar
Title of Task	Communication Technology to Synergize Rural Development in the Dry Zone of Myanmar
Type of Contract	Professional Contract for Services
Expected Start/End Dates	1 October 2019 - 29 February 2020
Supervisor	Project Manager, Economic Empowerment of Women and Youth in Myanmar Project.
Locations	Yangon, Naypyitaw and Dry Zone

Terms of Reference for the recruitment of professional mobile app development Service to Develop the Android and iOS App for the dissemination of important news, advisories, announcements and early warning message by key relevant government departments.

A. Project Description

The Dry Zone of Myanmar is among the most climate sensitive regions of the country while being the third most densely populated and having high concentrations of rural poverty. Communities rely on subsistence farming, small scale livestock rearing, seasonal farm labour and migration to urban centres to sustain their livelihoods. Chronic poverty in this region is correlated to frequent natural disasters. This is coupled with a poor uptake of agricultural inputs and technologies, underdeveloped transport and markets and poor access to credit and insurance.

UNDP in partnership with Ooredoo Myanmar Limited is supporting the farmers of Dry Zone by leveraging communication technology to synergize rural development through this project.

This pilot project seeks to addressed four root challenges faced by communities in the dry zone by using mobile communications and information technologies as a cross cutting tool to integrate and amplify the effectiveness of development interventions.

The project will address the gaps and challenges preventing rural communities, particularly women, from adopting mobile communication technologies. It will help leverage these technologies for easier and more efficient access to services such as credit, agricultural advisories and markets.

It will strengthen agricultural extension services by building their capacities to leverage mobile communication technologies for outreach and dissemination. Linkages with relevant agro-industries and services will be built into extension programmes and the quality of these

programmes improved through demonstrations and farmer field schools.

The project will bridge the growing gap in mobile applications and services designed for rural communities by identifying specific needs and finding innovative solutions to day to day problems such as access to financial services, transport, markets for agricultural produce and equipment and labour markets. Finally, the project will incubate small and medium rural enterprises by integrating technology, markets, renewable energy and credit for high-demand value chains.

The project activities will be implemented in Myingyan and Nyaung U townships which have about 130 villages which participated in the Adaptation Fund project. The primary reason for this is to ensure the impacts of interventions are substantive and not diluted by spreading them too thinly.

The expected project results are:
- Strengthened agricultural extension services, climate related early warnings and advisories which reduce farming related risks and link farmers with agricultural industries and businesses.
- Improved access of farmers to agricultural inputs, machinery, transportation and storage through application of innovative mobile based aggregation and networking services.
- Increased access to financial services including insurance through mobile money as well as formal banking in the agricultural sector and among micro-credit and saving groups.
- Connected domestic markets for agricultural products and employment for casual worker and benefit from economies of aggregation mediated by technology.
- Capacitated and strengthened agriculture based MSMEs especially those led and owned by women.

For this purpose, UNDP and Ooredoo are seeking for the professional mobile application development service for developing the mobile application.

B. Scope of Services, Expected Outputs and Target Completion

The task of the service provider is to develop digital user-friendly application for agro-advisories, quick response, addition of necessary animations and notification tone, uploading the photo viewer, addition of important reference and reduction of data usage, with following features and functions for both Android and IOS versions:

Features	Detail
News Notification	- News update - Advisory notification - Easy in reaching out alert to farmers/citizens (Faster, more reliable and extremely timely alert for android users) - Data synchronization with website - Push Notifications on important updates such as advisories, news, announcements

	and early warning message
	• Push Notifications on lock screen, on app icon
Data usage	• Lowest data usage for users
Photo and text zoom	• Photo zoom fixation
	• Easy access of user experiences to photo viewing with the application
	• All texts of the articles could be zoomed
Adding sub-menu of advisories videos	• A sub-menu tab with a link referring to Advisory Videos to be added into the application
Language of Application	• Myanmar version
Audio clips integration	• Add additional audio clips of the relevant information for the visually impaired and illiterate users
Linkage with relevant website and links	• Adding linkage with other useful and relevant link apart from currently available information in the application
Contact List	• List of hotline contacts
Brief information about Application	• Adding the name of departments
	• Adding the Logos
	• Adding the description of application

Function	Detail
System	• Android
	• iOS
UX Design	• Unique Design
	• Clean and neat interface
	• Responsive listing
	• Customized Layout
	• Flexible device compatibility
	• Design for mobile devices
	• Design for Tablet and Phablets
Technical Support	• Ensure quality, security and performance testing
	• Bug fixes
	• 4 User trainings in two months
	• Online/offline phoning support
	• App store submission management
Additional Services	• Google Play Store Upload

	• Available free download in google play store • Google Analytics account • Apple Store submission • Collection of feedback from the users
Hosting	• Unlimited Storage
Social Media Integration	• Social Media (eg: Facebook, Twitter) share button integration)

Expected outputs and Target Completion

The Mobile App Development Service will ensure timely submission of the following:

Expected outputs (Deliverable)	Expected date of completion
1. Creation of wireframes and detailed description of app features (Android version)	One week after signing the contract
2. Development beta version of the Android app with key features; and the wireframes and detailed description of app feature (iOS version)	Three weeks after signing the contract
3. Beta version (Ver 1.0) of mobile app (Android and iOS) to be used in mobile phones	Four weeks after signing the contract
4. Providing technical trainings on dissemination of the mobile application. Based on roll out successful roll, technical trainings, technical support to upgrade versions based on feedback, fix of bugs / technical errors	Five months after completion of successful rollout

Remark: "Service provider is expected to provide number of downloads of this application and feedbacks of users to UNDP, DOA and LBVD on quarterly basis until the end of year from the date of the signing of the contract."

C. Institutional Arrangement

The professional service for mobile app development will work under the direct supervision of the Project Manager, Economic Empowerment of Women and Youth in Myanmar Project, UNDP in Yangon, day to day management by National Technical Advisor, Mandalay and the delegated representatives of concerned government departments. The service provider is expected to provide necessary computer/mobile related software as part of the service. The assignment will be home-based in Yangon. When required to travel outside Yangon, UNDP will provide travel allowances as per UNDP rules/regulations.

D. Duration of the Work

The indicative number of days for each output is mentioned above. Each output will be followed up with supervisor review and comments for completion of the next output. It is expected that the mobile app development service provider will complete Beta version (Ver 1.0) of mobile app (Android and iOS) to be used in mobile phones **within 30 days of signing the contract**. Further upgrade the version based on the feedback by five months after signing the contract.

E. Location of Work

The assignment is home based in Yangon, with travel to Nay Pyi Taw and Dry Zone.

F. Qualifications of the Successful Service Provider

The organization must be able to demonstrate the following:
1. The applicants should be a technology company with a proven record of design of mobile platform and applications.
2. The company should have a proven record of developing applications in both Android and Apple iOS, with a proof of developing applications in the past.
3. The company proven ability of innovation to meet the client needs.
4. Previous experience in working with the UN, Multilateral organizations or private sector will be an asset.
5. Well organized organizational structure with clear responsibilities and accountabilities;

Important Note:

The service provider is required to have the following professional and technical qualifications. Only the applicants who hold these qualifications will be contacted.

1. Mobile platform expert

2. Software / Code development expert

G. Scope of Proposal Price and Schedule of Payments

The contract price is a fixed output-based price with specific duration of assignment. The financial component shall be purely a professional fee and any specific software to integrate with web server. Payment will be made upon satisfactory completion of all deliverables as certified by the supervisor.

Deliveries	Payment
Upon completion of Deliverable #1	20%
Upon completion of Deliverable #2 and #3	70%
Upon completion of Deliverable #4	10 %

H. Confidentiality and Proprietary Interests

The professional service for mobile app development shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the mobile app development service without prior written consent. Proprietary interests on all materials and documents prepared by the service firm under the assignment shall become and remain properties of UNDP.

Cleared by:

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Approved by:

Dawn Del Rio Deputy Resident Representative UNDP Myanmar	*Dawn Del Rio*