



## REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: September 20, 2020
	REFERENCE: RFP-BD-2020-029

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Hiring a firm for developing Digital Finance Task Force and Migrant Nation Web Portal with interactivity and unique augmented reality-a2i.**

**Proposals shall be submitted on or before 4.30 p.m. (local time) on Sunday, October 04, 2020**

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before the deadline indicated by UNDP in the e-Tendering system. Bids must be submitted in the online e-Tendering system in the following link: <https://etendering.partneragencies.org>; using your username and password. If you have not registered in the system before, you can register now by logging in using

**Username:** event.guest

**Password:** why2change

and follow the registration steps as specified in the system user guide.

Your Proposal must be expressed in the English, and valid for a minimum period of 90 days.

You are kindly requested to indicate whether your company intends to submit a Proposal by clicking on "Accept Invitation" in the system.

In the course of preparing and submitting your Proposal, it shall remain your responsibility to ensure that it submitted into the system by the deadline. The system will automatically block and not accept any bid after the deadline. Kindly ensure attaching the required supporting documents (*with file name less than 60 characters*) in pdf format which must be free from any virus or corrupted files. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

The Financial Proposal and the Technical Proposal files MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either "TECHNICAL PROPOSAL" or "FINANCIAL PROPOSAL", as appropriate. Each document shall include the Proposer's name and address. The file with the "FINANCIAL PROPOSAL" must be encrypted with a password so that it cannot be opened nor viewed until the Proposal has been found to pass the technical evaluation stage. Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request via email the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal.

**PLEASE DO NOT PUT THE PRICE OF YOUR PROPOSAL IN THE 'LINE ITEMS' IN THE SYSTEM. INSTEAD PUT 1 AND UPLOAD THE FINANCIAL PROPOSAL AS INSTRUCTED ABOVE.**

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

[https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscoc/conduct\\_english.pdf](https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unscoc/conduct_english.pdf)

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Van Nguyen  
Deputy Resident Representative  
20 September 2020

## Annex 1

## Description of Requirements

Context of the Requirement	<p>Aspire to Innovate (a2i), a whole-of-government programme of ICT Division, supported by Cabinet Division and UNDP, that catalyzes citizen-friendly public service innovations, simplifying government and bringing it closer to people. It supports the government to be on the forefront of integrating new, whole-of-society approaches to achieve the society. The objective of the project is to increase transparency, improve governance, and reduce the time, difficulty and costs of obtaining government services for under-served communities of Bangladesh. This is to be achieved by the following major 3 components of the project:</p> <p>Component 1: Institutionalizing Public Service Innovation and Improving Accountability  Component 2: Catalyzing Digital Financial Services and Fintech Innovations  Component 3: Incubating Private Sector-enabled Public Service Innovation</p>
Implementing Partner of UNDP	ICT division
Brief Description of the Required Services	<p>United Nations Secretary-General launched a Digital Finance Task Force to identify how digitalization will reshape finance and to identify, theorize, and propose how best this transformation can support the financing of the SDGs which was estimated \$5-7 trillion in annual investment. This undertaking requires consideration of the broader context of finance, technology, and the SDGs, and the narrowing to those areas of SDG financing that are changing due to digitalization. The World Economic Forum is supporting the UN in this effort through leading the work related to capital markets. Digital Finance Task Force wants to showcase its annual report transparently to its stakeholders like other UN operations through an interactive web platform.</p> <p><b>Main Objectives:</b></p> <p>The objectives of the work are to develop an interactive web platform which driven by the idea of augmented visualization of information presented on the task force's report which is published on the print and digital media, allows the stakeholders to have better understanding on the task force activities on achieving SDGs. The web platform is an interactive communication tool that is not only multilingual but is also accessible to people with physical challenges. The web platform will contain visual and animated contents which will be linked with its published report allowing users to have broader information. Augmented reality will be used for visualizing contents those require special presentation for better understanding (for detail scope refer to annex 3)</p>

List and Description of Expected Outputs to be Delivered	<b>Lot-1</b>	
	<b>Deliverables</b>	<b>Timeline</b>
	Upon submission of fully developed web portal which includes all these deliverables:	
	<ul style="list-style-type: none"> <li>• A visual design based multiplatform supported user-friendly interactive web platform</li> <li>• 20 Static infographics developed from contents of the report published in print and digital media platform</li> <li>• 8 Supportive animated infographics for contents of the report published in print and digital media platform which requires additional visualization</li> <li>• An animated introductory promotional video for the Digital Finance Task Force annual report.</li> </ul>	At the end of 15 days from the awarding of the project
	<ul style="list-style-type: none"> <li>• Interactive public engaging web animations</li> <li>• 5 web-based motion graphics on critical topics</li> <li>• Multi-language (Unicode &amp; UCS 2 standard support) <del>Swahili</del> support with interactive screen reader for visually impaired users</li> <li>• Interactive Augmented reality (AR) experience for the Printed copy of published reports</li> <li>• Launch and publishing of the portal and publications</li> </ul>	At the end of 30 days from the awarding of the project
	<ul style="list-style-type: none"> <li>• Maintenance and Support Service</li> </ul>	At the end of 60 days from the awarding of the project
	<b>Lot-2</b>	
	<b>Deliverables</b>	<b>Timeline</b>
	Upon submission of fully developed web portal which includes all these deliverables:	
	<ul style="list-style-type: none"> <li>• Brand Signature soft copies in different formats which will support multiplatform usages</li> <li>• A public engaging visual design based multiplatform supported user-friendly interactive web platform</li> </ul>	At the end of 15 days after signing the Contract
	<ul style="list-style-type: none"> <li>• Static infographics and animated contents for the web portal which will ensure public engagement and interactive experience</li> <li>• An animated introductory promotional video for Migrant Nation</li> </ul>	At the end of 30 days after signing the Contract

	<ul style="list-style-type: none"> <li>• Multi-language (05) support with interactive screen reader for disabled users</li> <li>• Maintenance and Support Service</li> </ul>	At the end of 60 days after signing the Contract
Person to Supervise the Work/Performance of the Service Provider	The work will closely be overseen by EM Solution Architecture Specialist, a2i	
Frequency of Reporting	As indicated in the TOR	
Progress Reporting Requirements	As indicated in the TOR	
Location of work	<input type="checkbox"/> Exact Address/es <i>[pls. specify]</i> As indicated in the TOR.	
Expected duration of work	03 Months	
Target start date	October 2020	
Latest completion date	January 2021	
Travels Expected	As indicated in the TOR.	
Special Security Requirements	<input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input type="checkbox"/> Others <i>[pls. specify]</i> <input checked="" type="checkbox"/> N/A	
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input checked="" type="checkbox"/> Others as per TOR.	
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required	
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required	

Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency (BDT)										
Value Added Tax on Price Proposal	<input checked="" type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes										
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.										
Partial Quotes	<input checked="" type="checkbox"/> Not permitted										
Payment Terms	<table border="1"> <thead> <tr> <th>Deliverables</th><th>% of payment</th></tr> </thead> <tbody> <tr> <td>Upon submission of fully developed web portal which includes all these deliverables:</td><td></td></tr> <tr> <td> <b>Assignment: Digital Finance Task Force</b> <ul style="list-style-type: none"> <li>A visual design based multiplatform supported user-friendly interactive web platform</li> <li>20 Static infographics developed from contents of the report published in print and digital media platform</li> <li>8 Supportive animated infographics for contents of the report published in print and digital media platform which requires additional visualization</li> <li>An animated introductory promotional video for the Digital Finance Task Force annual report.</li> </ul> </td><td>20%</td></tr> <tr> <td> <b>Assignment: Migrant Nation Web Portal</b> <ul style="list-style-type: none"> <li>Brand Signature soft copies in different formats which will support multiplatform usages</li> <li>A public engaging visual design based multiplatform supported user-friendly interactive web platform</li> </ul> </td><td></td></tr> <tr> <td> <b>Assignment: Digital Finance Task Force</b> <ul style="list-style-type: none"> <li>Interactive public engaging web animations</li> <li>5 web-based motion graphics on critical topics</li> <li>Multi-language (English, Bangla, Arabic, Spanish &amp; Swahili) support with interactive screen reader for disable users</li> <li>Interactive Augmented reality (AR) experience for the Printed copy of published reports</li> </ul> </td><td>50%</td></tr> </tbody> </table>	Deliverables	% of payment	Upon submission of fully developed web portal which includes all these deliverables:		<b>Assignment: Digital Finance Task Force</b> <ul style="list-style-type: none"> <li>A visual design based multiplatform supported user-friendly interactive web platform</li> <li>20 Static infographics developed from contents of the report published in print and digital media platform</li> <li>8 Supportive animated infographics for contents of the report published in print and digital media platform which requires additional visualization</li> <li>An animated introductory promotional video for the Digital Finance Task Force annual report.</li> </ul>	20%	<b>Assignment: Migrant Nation Web Portal</b> <ul style="list-style-type: none"> <li>Brand Signature soft copies in different formats which will support multiplatform usages</li> <li>A public engaging visual design based multiplatform supported user-friendly interactive web platform</li> </ul>		<b>Assignment: Digital Finance Task Force</b> <ul style="list-style-type: none"> <li>Interactive public engaging web animations</li> <li>5 web-based motion graphics on critical topics</li> <li>Multi-language (English, Bangla, Arabic, Spanish &amp; Swahili) support with interactive screen reader for disable users</li> <li>Interactive Augmented reality (AR) experience for the Printed copy of published reports</li> </ul>	50%
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	<ul style="list-style-type: none"> <li>• Maintenance and Support Service</li> </ul>	30%
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Policy Advisor, a2i	
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract for Professional Services	
Criteria for Contract Award	<p><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)</p> <p><input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</p>	
Criteria for the Assessment of Proposal	<p>Bidder must have adequate technical ability, resources, human resources and processes. As such, following are defined as minimum eligibility criteria:</p> <p><b><u>Minimum Eligibility Criteria for the Firm:</u></b></p> <ul style="list-style-type: none"> <li>• Business Licenses – valid trade license, TIN Certificate, VAT Registration Certificate, Certificate of Incorporation (if applicable) and latest income tax return certificate;</li> <li>• Company Profile, which should not exceed fifteen (15) pages including any printed brochure relevant to the services being procured;</li> <li>• Minimum 5 years of prior experience in digital communications and web platform design and development.</li> <li>• The vendor must be member of BASIS and eCab.</li> <li>• Must have working Experience of digital brand signature design along with brand development with graphical contents in social media platforms for at least 3 International Organization/ Multinational/Government organization in last 3 years.</li> </ul>	

- Minimum 3 years of working experience of web development tools and languages which are required to complete this project.
- Minimum 3 years of working experience of graphics designing and motion animation software which are required to complete this project.
- Must have demonstrable capability in UI/UX design form minimum of 5 years.

**Minimum Eligibility Criteria for the Key personnel:**

CVs of the Team leader and key team members containing their experiences on relevant issues must be submitted with detailed proposal. Beside that the evaluation team is expected to fulfil the following qualifications:

Role	person	Required Expertise
Project Manager	2	I. Minimum graduate in Business/ Management or relevant subject. II. Minimum 10 years of experience where minimum 5 of experience in managing creative and technology project III. Experience in supervising compelling visuals for social media including infographics, GIFs projects and brand principle.
Creative Director	1	I. Minimum graduate in Marketing/ Fine Arts or relevant subject. II. Minimum 7 years of experience in managing creative and technology project, brand principles & PR.
Senior Graphic Designer	1	I. Minimum graduation degree in Science/Commerce/arts/social sciences. II. Minimum 5 years of Experience in designing and Developing high quality design for both print and digital media for any corporate brands.
Associate Graphic Designer	1	I. Minimum graduation degree in Science/Commerce/arts/social sciences. II. Minimum 2 years of Experience in designing and Developing design for both print and digital media.

	UI Designer	1	<p>I. Minimum graduation in Science/Commerce/arts/social sciences.</p> <p>II. Minimum 4 years' Experience in developing UI for web and APP</p>
	Motion graphic Design Lead	1	<p>I. Minimum graduation in Science/Commerce/arts/social sciences.</p> <p>II. Minimum 5 years of Experience in designing and Developing high quality motion design works</p> <p>III. Must have experience in managing a motion design team for at least 3 years</p>
	Senior Motion Graphic Designer	1	<p>I. Minimum graduation in Science/Commerce/arts/social sciences.</p> <p>II. Must have minimum 5 years of Experience in designing and Developing high quality motion design works</p>
	Solution Architecture Analyst	1	<p>I. Minimum graduate in Computer Science and Engineering/ICT</p> <p>II. Must have minimum 7 years of progressive experience with at least 3 years' experience in managing relevant IT projects.</p> <p>III. Must have experience of working with technologies/tools – Php, MySQL, Laravel, CakePHP, JAVA, ORACLE, NodeJS, TOGAF, WSO2</p> <p>IV. Must have experience of working with Enterprise Architectural issues, WSO2, Open api platform, system Integration, different standards.</p>
	Senior Software Engineer	1	<p>I. Minimum graduate in Computer Science and Engineering/ICT</p> <p>II. Must have minimum 4 years of experience in system design, development and implementation.</p> <p>III. Must have experience of leading any size of software developers group and</p>

			<p>dealing with clients for requirement management.</p> <p>IV. Must have Experiences of working with technologies/tools – Php, MySQL, Laravel/CakePHP, NodeJS.</p>
	Software Engineer	1	<p>I. Must have minimum graduate in Computer Science/Engineering/ ICT/ MIS/ Business Administration / MIS</p> <p>II. Must have minimum 2 years of experience in developing web application</p> <p>III. Must have experience of working with software requirements analysis team.</p>
	Content writer	1	<p>I. Must have Proven experience as a copywriter or related role</p> <p>II. Experience in research skills</p> <p>III. Experience in Creativity/creative writing</p> <p>IV. Experience in Collaborative spirit</p> <p>V. Excellent time-management and organizational skills</p> <p>VI. Graduate in marketing, English, journalism or related field</p>
	QA Expert	1	<p>I. Minimum graduate in Computer Science / Engineering/ MIS / ICT or any other relevant Science disciplines from any reputed University.</p> <p>II. Must have minimum 5 years of profound experience in the field of software Quality assurance in web-based application or Software development.</p> <p>III. Must have minimum 2 ICT enabled applications or software project experience in the field of software Quality assurance.</p>
<p>Note: Necessary document must be submitted to substantiate the above eligibility criteria. Consultancy firm that do not meet the above eligibility criteria shall not be considered for further evaluation. The firm must provide CV's of all proposed personnel for the assignment, stating name, highest academic</p>			

	qualification, professional certification, length of experience, role/function or other related information.																																
	<b>Technical Proposal (70%)</b>																																
	<input checked="" type="checkbox"/> Expertise of the Firm																																
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UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services)  Applicable Terms and Conditions are available at: <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a>
Annexes to this RFP	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR (Annex-3) <input checked="" type="checkbox"/> Written Self Declaration (Annex-4)
Contact Person for Inquiries (Written inquiries only)	<a href="mailto:bd.procurement@undp.org">bd.procurement@undp.org</a> <b><i>Please mention the following in the subject while sending any query to UNDP regarding this RFP on or before 27 September 2020.</i></b> <b><i><u>"Queries on RFP-BD-2020-029"</u></i></b> Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Other Information [pls. specify]	A pre-bid meeting will be held <b>Online</b> for the clarification on the bidding document and ToR <b>on 27 September 2020 at 11:00am using the following link:</b>  <a href="https://undp.zoom.us/j/98500566131?from=msft">https://undp.zoom.us/j/98500566131?from=msft</a> <a href="#">Join Zoom Meeting</a>

## Annex 2

**FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL<sup>1</sup>*****(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery<sup>2</sup>)***

[insert: Location]

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

**A. Qualifications of the Service Provider**

*The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :*

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

**B. Proposed Methodology for the Completion of Services**

*The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

<sup>1</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>2</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

**C. Qualifications of Key Personnel**

*If required by the RFP, the Service Provider must provide :*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

**D. Cost Breakdown per Deliverable\***

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <i>(Lump Sum, All Inclusive)</i>
1	Deliverable 1		
2	Deliverable 2		
3	Deliverable 3		
	Total	100%	

*\*This shall be the basis of the payment tranches*

**E. Cost Breakdown by Cost Component [This is only an Example]:**

<b>Description of Activity</b>	<b>Remuneration per Unit of Time</b>	<b>Total Period of Engagement</b>	<b>No. of Personnel</b>	<b>Total Rate</b>
<b>I. Personnel Services</b>				
1. Services from Home Office				
a. Expertise 1				
b. Expertise 2				
2. Services from Field Offices				
a . Expertise 1				
b. Expertise 2				
3. Services from Overseas				
a. Expertise 1				
b. Expertise 2				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
<b>III. Other Related Costs</b>				

*[Name and Signature of the Service Provider's  
Authorized Person]*

*[Designation]*

*[Date]*

**Annex-3**

## Terms of Reference for

### Hiring a firm for developing Digital Finance Task Force and Migrant Nation Web Portal with interactivity and unique augmented reality”

A. Project Title: Aspire to Innovate (a2i)

B. *Project Description*

Aspire to Innovate (a2i), a whole-of-government programme of ICT Division, supported by Cabinet Division and UNDP, that catalyzes citizen-friendly public service innovations, simplifying government and bringing it closer to people. It supports the government to be on the forefront of integrating new, whole-of-society approaches to achieve the society. The objective of the project is to increase transparency, improve governance, and reduce the time, difficulty and costs of obtaining government services for under-served communities of Bangladesh. This is to be achieved by the following major 3 components of the project:

Component 1: Institutionalizing Public Service Innovation and Improving Accountability

Component 2: Catalyzing Digital Financial Services and Fintech Innovations

Component 3: Incubating Private Sector-enabled Public Service Innovation

## Lot-1

### Assignment (a): Digital Finance Task Force Web Portal

#### 1.1 Background of the work:

United Nations Secretary-General launched a Digital Finance Task Force to identify how digitalization will reshape finance and to identify, theorize, and propose how best this transformation can support the financing of the SDGs which was estimated \$5-7 trillion in annual investment. This undertaking requires consideration of the broader context of finance, technology, and the SDGs, and the narrowing to those areas of SDG financing that are changing due to digitalization. The World Economic Forum is supporting the UN in this effort through leading the work related to capital markets. Digital Finance Task Force wants to showcase its annual report transparently to its stakeholders like other UN operations through an interactive web platform.

#### 1.2 Main Objectives:

The objectives of the work are to develop an interactive web platform which driven by the idea of augmented visualization of information presented on the task force’s report which is published on the print and digital media, allows the stakeholders to have better understanding on the task force activities on achieving SDGs. The web platform is an interactive communication tool that is not only multilingual but is also accessible to people with physical challenges. .The web platform will contain visual and animated contents which will be linked with its published report allowing users to have broader information. Augmented reality will be used for visualizing contents those require special presentation for better understanding.

### **1.3 Scope of the Work:**

#### **1.3.1 Visual Design Development:**

- Developing series of Static infographics (20 nos.) to be used to promote the report in digital media platform
- Graphic and layout design and outline the soft-copy version of the report for the print media
- Develop and advise style and mood board for the site design
- Create the UI design for the website as per agreed structure of the website and the style and mood
- Develop a fluid user friendly intuitive design
- Develop responsive design for mobile user interface
- Content design

#### **1.3.2 Motion Design Development:**

- Developing a series of animated infographic (8 nos.) in form of MP4 & GIF to be used to promote the report in the digital media platform
- Developing introductory promotional animated video (1 no. 60 – 90 sec animation)
- Design a series of stand-alone and interaction-based web animation to make the website more engaging and ensure higher engagement rate
- Developing web-based motion graphic (5 nos. up to 30 sec. each) to explain or intrigue audience regarding different critical topic of the website. i.e. path finder project

#### **1.3.3 Technical Development:**

- Develop Information architecture wireframe
- Develop design wireframe
- Develop prototype
- Frontend and Backend development
- Hosting and Domain setup
- CMS installation and setup
- Content Entry
- Browser testing
- User acceptance test
- Mobile responsiveness testing
- Full deployable technology stack should be web and mobile accessibility standard compliant.

#### **1.3.4 Special Development:**

Create an interactive Augmented reality (AR) experience for the Printed copy of the report. The AR marker on the certain critical content of the printed copy of the report will redirect to a modified interactive web version of the content.

#### **1.3.5 System Setup and Hosting of the Website:**

Vendor will install and host the developed system and test the system with real data. At this situation vendor will perform all standard test methods before final implementation. During the development period vendor will host the system into their own server till final delivery.

#### **1.3.6 Maintenance and Support:**

- Provide Post development support service under structured and Change Management Architecture.
- Continuous health check of Database, tuning database, tuning codes & queries and mitigating the issues.
- Recording, managing reporting issues and user level application related technical problems received through the method prescribed by a2i, develop and deploy necessary solutions.
- Fixing all bugs in the system irrespective of its nature and complexities.
- Develop new reports as per new requirements based on existing DB Schema.
- Enhance and/or re-arrange existing feature of extended development of any supplementary feature within the existing technology framework complying with core SRS.
- Support & Maintenance will cover fixing all bugs and system errors as and when identified by the system users.
- Support and improve Role-wise credential system incorporation for better user role management.
- Vendor shall implement auto backup and database archiving system to meet up the challenge of system recovery, in case of any disaster or missing data.
- The vendor's team will work at their office premises or in case of specialized requirement, they may work at the a2i premises or any a2i designated location.
- The hired and assigned IT personals for support & maintenance must be regular employees of the vendor company
- The maintenance and support for the portal will be for 2 (Two) months from the commissioning of the portal.

#### **1.3.7 Change Management and Version Control:**

- Developing, recording and reporting change documents, source code management and version management.
- Adjust and update system in compliance with any Security test, Load Test or IT Audit conducted by the client.
- Incorporating and streamlining the system in compliance with updated versions of development tools/language/DB and ensure availability of APIs as required for integration with other services.
- Ensure all levels of testing prior to execute changes in production environment.

#### **1.3.8 Data Archiving:**

Designing and Developing Data archiving system of the data retained in the system as per record retention process in compliance with technology architecture.

#### **1.3.9 Post-Hosting and Sizing Support:**

- Providing active and operation support to Data Center in application/DB sizing the product reconciling and adjusting with user-base and number of offices.
- Regular database tuning and application configuration support to hosted environment.
- On-demand accountable consultancy support to Data Center in terms of Data Backup Scheduling, Back-end service execution, Server Configuration for DB/Application/Load Balancing.

#### 1.4 Deliverables:

Deliverables	Timeline
Upon submission of fully developed web portal which includes all these deliverables:	
<ul style="list-style-type: none"> <li>• A visual design based multiplatform supported user-friendly interactive web platform</li> <li>• 20 Static infographics developed from contents of the report published in print and digital media platform</li> <li>• 8 Supportive animated infographics for contents of the report published in print and digital media platform which requires additional visualization</li> <li>• An animated introductory promotional video for the Digital Finance Task Force annual report.</li> </ul>	At the end of 15 days after signing the Contract
<ul style="list-style-type: none"> <li>• Interactive public engaging web animations</li> <li>• 5 web-based motion graphics on critical topics</li> <li>• Multi-language (English, Bangla, Arabic, Spanish &amp; Swahili) support with interactive screen reader for disable users</li> <li>• Interactive Augmented reality (AR) experience for the Printed copy of published reports</li> <li>• Launch and publishing of the portal and publications</li> </ul>	At the end of 30 days after signing the Contract
<ul style="list-style-type: none"> <li>• Maintenance and Support Service</li> </ul>	At the end of 60 days after signing the Contract

## Lot-2

### Assignment (b): Migrant Nation Web Portal

Scope of Services, Expected Outputs and Target Completion

#### 1.1 Background of the work:

The 'Migrant Nations: Empowered Livelihoods' initiative contributes to UNDP's global offer on migration and displacement and seeks to make a real difference to displaced people and their host communities by enabling thousands or more to secure sustained livelihood opportunities. It seeks to do this, where helpful, by leveraging those digitally enabled tools that will support opportunities even in a changing world of work. Crucially, the higher-level aims and value added of the 'Migrant Nations' initiative is that it seeks to create systemic change in the understanding, approach to, and practice of, securing and sustaining livelihood opportunities for migrants, refugees, and displaced people. Migrant Nation requires a brand signature which will promote its core values around the world to support these people they are working for. Besides this Migrant Nation is planning to have web portal which will present their activities, achievements, life stories of migrant people.

#### 1.2 Main Objectives:

Brand signature of Migrant Nation will ensure people all around the world easily recognize the organization while having great first impression with the simplicity of usability across multiple media. Migrant National's web portal will allow it to create a bridge of communication through internet with all its stakeholders and audience who want to discover and engage with its activities. This portal will work as a tool of transparency while spreading knowledge empowered livelihoods throughout the world. The web portal will contain interactive visual and animated contents which will create great user experience while the intended message accurately.

#### 1.3 Scope of Work:

##### 1.3.1 Brand Signature Design:

- Design an original and cohesive Brand Signature which portrays effective perception of Migrant Nations to all its stakeholders.
- Develop soft copy of the Brand Signature in Ai, EPS, SVG and PNG format for flexible usages.

##### 1.3.2 Web and mobile user interfaces and Visual Contents Design and Development:

- The web portal will support five languages which are Bangla, English, Arabic, Spanish, Turkish and Swahili with seamless UTF 16 or UCS 2 automatic UNICODE translation capability.
- The web portal will contain graphical contents of Migrant Nations on going and upcoming activities for that the layout of the website must be attractive to its users.
- The web portal should have a platform responsive and standard organogram and Migrant Nations officials' profiles.
- Fully deployed web portal which is integrated with Migrant Nations social media platforms and other related web and social platforms
- Regular update and maintenance must be done by the developer.
- The web portal must have up to date security features.

- Developing 10 Static infographics to be used in the web portal and print and digital media platforms.
- Develop and advise style and mood board for the site design
- Create the UI design for the website as per agreed structure of the website and the style and mood
- Develop a fluid user friendly intuitive design
- Develop responsive design for mobile user interface

### 1.3.3 Motion Design Deliverables:

- Developing 5 animated infographic in form of MP4 & GIF to be used in the web portal and other digital media platforms
- Developing introductory promotional animated video (1 no. 60 – 90 sec animation)
- Design 10 stand-alone and interaction-based web animation to make the website more engaging and ensure higher engagement rate
- Developing web-based motion graphic (4 nos. up to 30 sec. each) to explain or intrigue audience regarding different highlighted activities of Migrant Nations

### 1.3.4 Technical Deliverables:

- Develop Information architecture wireframe
- Develop design wireframe
- Develop prototype
- Frontend and Backend development
- Hosting and Domain setup
- CMS installation and setup
- Content Entry
- Browser testing
- User acceptance test
- Mobile responsiveness testing
- General Data Protection Regulation (GDPR) compatibility

## 1.4 Deliverables:

Deliverables	Timeline
Upon submission of fully developed web portal which includes all these deliverables:	
<ul style="list-style-type: none"> <li>• Brand Signature soft copies in different formats which will support multiplatform usages</li> <li>• A public engaging visual design based multiplatform supported user-friendly interactive web platform</li> </ul>	At the end of 10 days after signing the Contract
<ul style="list-style-type: none"> <li>• Static infographics and animated contents for the web portal which will ensure public engagement and interactive experience</li> <li>• An animated introductory promotional video for Migrant Nation</li> </ul>	At the end of 20 days after signing the Contract

<ul style="list-style-type: none"> <li>Multi-language (05) support with interactive screen reader for disable users</li> </ul>	
<ul style="list-style-type: none"> <li>Maintenance and Support Service</li> </ul>	At the end of 60 days after signing the Contract

## 2. Technology Requirements

- PHP- Latest Stable Version or other open source solutions
- MySQL- Latest Stable Version
- Content Management System: Custom-built

## 3. Institutional Arrangement

The work will closely be overseen by EM Solution Architecture Specialist, a2i.

## 4. Duration of the work

Expected duration of the work is 2 months (Lot 1 and Lot 2).

## 5. Location of Work: Bangladesh (Lot 1 and Lot 2).

## 6. Minimum Eligibility Criteria (Lot 1 and Lot 2)

As per RFP Document

## 7. Team Composition (Minimum number of person is provided for each role, but bidder can propose additional number if necessary to complete the deliverable) (Lot 1 and Lot 2):

Role	person	Job Description	Required Expertise
Project Manager	2	I. Manage project execution to ensure adherence to budget, schedule, and scope. II. Monitor or track project milestones and deliverables. III. Confer with project personnel to identify and resolve problems. IV. Develop and manage work breakdown structure (WBS) of information technology projects. V. Submit project deliverables, ensuring adherence to quality standards.	As per RFP document
Creative Director	1	IV. Shoulder the responsibility of the quality and completion of all work projects assigned to members of the creative team. V. Report progress of projects at major stages of their conception, creation, and execution. VI. Ensure designs and content reflect consistently and positively the brand image and company ideals.	As per RFP document

		VII. Work with internal and external strategic partners to create products using the most current industry best practices.	
Senior Graphic Designer	1	I. Oversee all design projects, from conception to delivery. II. Design original pieces, including illustrations and infographics. III. Review junior designers' work to ensure high quality. IV. Refine images, fonts and layouts using graphic design software.	As per RFP document
Associate Graphic Designer	1	I. Studying design information and materials and determine requirements II. Meet with employers or the creative director to determine the scope of a project. III. Conceptualize visuals based on requirement. IV. Advise clients on strategies to reach a particular audience. V. Prepare rough drafts and present ideas. VI. Obtains approval of concept by submitting rough layout for approval.	As per RFP document
UI Designer	1	I. Analyze customer responses and website data to determine high traffic web pages and why some perform better than others. II. Design the aesthetics to be implemented within a website or product, from the layout menus and drop-down options to colors and fonts. III. Build storyboards to conceptualize designs and convey project plans to clients and management. IV. Account for and track the human-computer interaction (HCI) element of a design.	As per RFP document
Motion graphic Design Lead	1	I. Lead a team of Graphic Designers (including hiring and training new GDs). II. Collaborate proactively with team and superiors in order to design concepts for graphical assets that achieve marketing goals. III. Monitor the quality of assets produced by other graphic designers, plus tutoring and mentoring as required. IV. Set up and maintain framework, processes and best practices.	As per RFP document
Senior Motion Graphic Designer	1	I. Possesses a strong portfolio demonstrating knowledge of design, styles, and techniques.	As per RFP document

		<ul style="list-style-type: none"> <li>II. Demonstrates passion for big-idea thinking and for telling stories.</li> <li>III. Must be very conceptual when it comes to delivering on big-idea concepts.</li> <li>IV. Develops and executes creative concepts based on client goals and objectives.</li> <li>V. Demonstrates strength in producing video content and motion graphics.</li> </ul>	
Solution Architecture Analyst	1	<ul style="list-style-type: none"> <li>I. Researches IT products to use for the solution architecture, performing cost benefit analysis.</li> <li>II. Performs due diligence to confirm the developed solution complies with architectural design.</li> <li>III. Coordinates across multidisciplinary teams and collaborates with architects and developers, communicating to them what is required.</li> <li>IV. Communicates and promotes adherence to architecture governance structures, methodologies and compliance activities across Technology programs and projects.</li> </ul>	As per RFP document
Senior Software Engineer	1	<ul style="list-style-type: none"> <li>I. Develop high-quality software design and architecture.</li> <li>II. Identify, prioritize and execute tasks in the software development life cycle.</li> <li>III. Develop tools and applications by producing clean, efficient code.</li> <li>IV. Automate tasks through appropriate tools and scripting.</li> <li>V. Review and debug code.</li> <li>VI. Perform validation and verification testing.</li> </ul>	As per RFP document
Software Engineer	1	<ul style="list-style-type: none"> <li>I. Supporting the technical design process by participating in the analysis of technical application requirements.</li> <li>II. Assisting in implementing analyses that will identify requirements related to people, processes &amp; technology.</li> <li>III. Participating in execution and documentation of tests.</li> <li>IV. Executing conversion plans and documenting possible improvements; identifying disruptions in the processes.</li> </ul>	As per RFP document
Content writer	1	<ul style="list-style-type: none"> <li>I. Write clear, attractive copy with a distinct voice</li> <li>II. Interpret copywriting briefs to understand project requirements</li> <li>III. Collaborate with designers, PR and other professionals on large- and small-scale marketing projects (e.g. email campaigns and landing pages)</li> <li>IV. Conduct high-quality research and interviews</li> <li>V. Edit and proofread copy as needed</li> </ul>	As per RFP document

QA Expert	1	I. Outline quality assurance policies and procedures. II. Interpret and comply with quality assurance standards. III. Make sure that quality assurance standards are adequate. IV. Elaborate the procedures of sampling and guidelines for collection and reporting quality data.	As per RFP document
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**8. Evaluation Criteria:**

The evaluation process of selecting a farm will be based on technical (70) and financial (30) points. The technical criteria are as follows:

As per RFP document

**Financial Proposal (30%)**

To Be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

**9. Payment Schedule (Lot 1 and Lot 2):**

As per RFP document

**Annex-4**

**Declaration**

Date:

**United Nations Development Programme**

UNDP Registry, IDB Bhaban, Agargaon  
Sher-E-Bangla Nagar, Dhaka, Bangladesh

Assignment \_\_\_\_\_

**Reference:** RFP-BD-2020-029

Dear Sir,

I declare that ..... is not in the UN Security Council 1267/1989  
List, UN Procurement Division List or Other UN Ineligibility List.

Yours Sincerely,