REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: October 7, 2020
	REFERENCE: RFP-BD-2020-034

Dear Sir / Madam:

We kindly request you to submit your Proposal for **Hiring a firm for Development of a Crowdfunding Platform for -a2i.**

Proposals shall be submitted on or before 4.30 p.m. (local time) on Thursday, October 22, 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/unscc/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Krishna Raj Adhikari
Senior Operations Manager
07 October 2020

Annex 1

Description of Requirements

Context of the Requirement	Over the past five years, Bangladesh has shown tremendous growth in terms of digital financial account access and usage among the poor. Changes in Bangladesh's financial service access scenario (multiple new services such as agent banking, e-wallets and increasing acceptance of MFS in the country) has meant that 92% of the population lives within 5 km of a financial service access point. There are more than 72 million users with more than BDT 12 billion transactions through MFS per day. The majority of the subscriber was previously unbanked population. Bangladesh now accounts for more than 8% of total mobile money accounts worldwide. Domestic untapped micro savings can be one of the sources for financing development budget in future. Only 4% of the domestic formal savings is being invested in infrastructure at present from formal savings, whereas there are 39% of the adults who are saving through informal channels. Untapped pockets like remittances, savings, zakat and waqf funds can be tapped to finance SDG achievements. The digital ecosystem is also ready to be tapped for this resource mobilization to take place, with Bangladesh being the 5th largest mobile market in Asia Pacific, with 35.09 mn active mobile financial service users out of 75mn being registered, and having overall of 90.7 mn internet subscribers (94% of them use mobile internet). A digital crowdfunding platform can facilitate this small contribution from thousands of people all around the country and build a mega fund for big investment.
Implementing Partner of UNDP	ICT division

Brief Description of the Required Services	The major modules, functional features are described hereunder which are required to be considered in scope finalization of this e-service platform at the requirement study and analysis phase. The major components can be divided into two parts:
	    a. Grant Management
	    b. Investment Management
	(for detail scope refer to annex 3)

List and Description of Expected Outputs to be Delivered	Completed Products Under Each Area and Activity	Duration
	Detailed System design and Requirement Analysis document	45 calendar days
	Development and hosting (infrastructure will be provided by a2i) of the system	135 calendar days
	Android & IOS mobile App	30 calendar days
	Testing of the system, Bug & error fixing	30 calendar days
	Develop User Manual of the system	15 calendar days

	Training & Handover the system with source code	15 calendar days	
Person to Supervise the Work/Performance of the Service Provider	The vendor will be working closely with the Digital Financial Service Team of Aspire to Innovate Project. The Team Leader of Digital Financial Inclusion Team will be responsible to review and approve the performance/activities.		
Frequency of Reporting	As indicated in the TOR		
Progress Reporting Requirements	As indicated in the TOR		
Location of work	☐ Exact Address/es [pls. specify] As indicated in the TOR.		
Expected duration of work	09 Months		
Target start date	November 2020		
Latest completion date	July 2021		
Travels Expected	As indicated in the TOR.		
Special Security Requirements	☐ Security Clearance from UN prior to travelling ☐ Completion of UN's Basic and Advanced Security Training ☐ Comprehensive Travel Insurance ☐ Others [pls. specify] ☒ N/A		
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	☐ Office space and facilities ☐ Land Transportation ☒ Others as per TOR.		
Implementation Schedule indicating breakdown and timing of activities/sub-activities	☒ Required ☐ Not Required		
Names and curriculum vitae of individuals who will be	☒ Required ☐ Not Required		

involved in completing the services	
Currency of Proposal	☒ United States Dollars ☐ Euro ☒ Local Currency (BDT)
Value Added Tax on Price Proposal	☒ must be inclusive of VAT and other applicable indirect taxes
Validity Period of Proposals (Counting for the last day of submission of quotes)	☒ 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	☒ Not permitted

Payment Terms	Deliverables	% of payment
	Submission of the System requirement analysis and system design document and accepted by a2i (45 days after signing the contract-1.5 months)	20%
	Development & Hosting the system and accepted by a2i (180 days after signing the contract- 6 months)	40%
	Release the final version of android and IoS app (210 days after signing the contract-7 month)	20%
	Testing, bug & error fixing (240 days after signing the contract-8 months)	10%
	Training & Handover the system with source code (270 days after signing the contract-9 months)	10%

Person(s) to review/inspect/ approve outputs/comple ted services and authorize the disbursement of payment	Policy Advisor, a2i
Type of Contract to be Signed	☒ Contract for Professional Services

Criteria for Contract Award	☒ Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)
	☒ 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.
Criteria for the Assessment of Proposal	Bidder must have adequate technical ability, resources, human resources and processes. As such, following are defined as minimum eligibility criteria: **Minimum Eligibility Criteria for the Firm:** • Business Licenses – valid trade license, TIN Certificate, VAT Registration Certificate, Certificate of Incorporation (if applicable) and latest income tax return certificate; • Company Profile, which should not exceed fifteen (15) pages including any printed brochure relevant to the services being procured; • The firm must have proof of minimum BDT 50 lakh working capital per year and BDT 75 lac average annual turnover reflected in last 2 years audited financials. • The Firm must submit last two years (2018, 2019) financial audit report. • Minimum 5 years' experience in ICT business in Bangladesh. • Minimum 3 experience of design, development and implementation of website in public/private sector. Bidder must submit the Completion certificate of the work. **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: Table follows below

Key Position	No.	Minimum Qualification
Project Manager	01	• Minimum Bachelor's in CS/CSE/EEE/BBA or any relevant discipline. • Minimum 10 years professional experience in IT Industry. • Minimum 5 years' experience in government project management.
System Analyst	01	• Minimum Bachelors in CS/CSE/EEE or any relevant discipline. • Minimum 8 years professional experience in IT Industry. • Minimum 3 years' experience as system analyst.
Server Administrator	01	• Minimum Bachelors in CS/CSE/EEE or any relevant discipline. • Minimum 8 years professional experience in IT Industry

			• Minimum 3 years' experience as database administrator.
	Database Administrator	01	• Minimum Bachelors in CS/CSE/EEE or any relevant discipline. • Minimum 8 years professional experience in IT Industry • Minimum 3 years' experience as database administrator.
	Security Expert	01	• Minimum Bachelors in CS/CSE/EEE or any relevant discipline from any reputed university. • Minimum 8 years professional experience in IT Industry • Minimum 2 years' experience as security expert
	Senior Software Engineer	01	• Minimum Bachelors in any computer science related discipline. • At least 8 years' working experience in IT Industry.
	Software Engineer	03	• Minimum Bachelors in any computer science related discipline. • At least 5 years' working experience in IT Industry.
	iOS Developer	01	• Minimum Bachelors in any computer science related discipline from any reputed university. • Minimum 5 years of experience in IT Industry. • At least 2 years' experience in iOS app development
	Android Developer	01	• Minimum Bachelors in any computer science related discipline from any reputed university. • Minimum 5 years of experience in IT industry • At least 2 years' experience in Android app development.
	QC Expert	01	• Minimum Bachelors in any computer science related discipline. • Minimum 5 years of experience in the IT related field.
	UI/UX Designer	01	• Minimum Bachelors in any relevant discipline. • Minimum 3 years of experience in related field.
	Graphics Designer	01	• Minimum Bachelors in any relevant discipline. • Minimum 3 years of experience in related field.

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 considerate for further evaluation. The firm must provide CV's of all proposed personnel for the assignment, stating name, highest academic qualification, professional certification, length of experience, role/function or other related information.

Technical Proposal (70%)

☒ Expertise of the Firm

☒ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan

☒ Qualification of Key Personnel

Basis of Technical evaluation:

Criteria	Weight	Max. Points
Technical		
1. Overall experience and Expertise of the organization/Firm		**15**
Experience of design, development and implementation experience of web portal in public/private sector.		8
Organization Profile, administrative and financial management structure and strength		7
2. Expertise of Key personnel		**20**
Relevant experience of project manager		7
Relevant experience of System Analyst, Server Administrator & Senior Software Engineer	70	6
Relevant experience of Development & Support team		7
3. Methodology proposed in the technical proposal		**35**
Demonstration of the understanding of the assignment & proposed solution design for the technical development		12
Technical approach and methodology of the development and maintenance support work		10
Proposed staffing and work plan with detailed staff engagement schedule		6
Change request/quality control (SDLC) mechanism		4
Risk Management & Overall flexibility		3

Financial Proposal (30%)
To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.

UNDP will award the contract to:	☒ One and only one Service Provider
Contract General Terms and Conditions	☒ General Terms and Conditions for contracts (goods and/or services) Applicable Terms and Conditions are available at:

	http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP	☒ Form for Submission of Proposal (Annex 2) ☒ Detailed TOR (Annex-3) ☒ Written Self Declaration (Annex-4)
Contact Person for Inquiries (Written inquiries only)	bd.procurement@undp.org **Please mention the following in the subject while sending any query to UNDP regarding this RFP on or before 15 October 2020.** **"Queries on RFP-BD-2020-034"** 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 **Online** for the clarification on the bidding document and ToR **on 15 October 2020 at 11:00am using the following link:** https://undp.zoom.us/j/86512501134?pwd=TDlMMnljOGN1bnozTHRCRGJYK2djZz09&from=msft Join Zoom Meeting

Annex 2

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL[1]

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery[2])

[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.

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[1] *This serves as a guide to the Service Provider in preparing the Proposal.*
[2] *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***

	Deliverables [list them as referred to in the RFP]	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
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]:**

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
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				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				

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

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Terms of Reference

for

Hiring a firm for Development of a Crowdfunding Platform for a2i

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 catalyses 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

C.   Scope of Services, Expected Outputs and Target Completion

1. **Background of the work:**
   Over the past five years, Bangladesh has shown tremendous growth in terms of digital financial account access and usage among the poor. Changes in Bangladesh's financial service access scenario (multiple new services such as agent banking, e-wallets and increasing acceptance of MFS in the country) has meant that 92% of the population lives within 5 km of a financial service access point. There are more than 72 million users with more than BDT 12 billion transactions through MFS per day. The majority of the subscriber was previously unbanked population. Bangladesh now accounts for <u>more than 8% of total mobile money accounts worldwide.</u>
   Domestic untapped micro savings can be one of the sources for financing development budget in future. Only 4% of the domestic formal savings is being invested in infrastructure at present from formal savings, whereas there are 39% of the adults who are saving through informal channels. Untapped pockets like remittances, savings, zakat and waqf funds can be tapped to finance SDG achievements. The digital ecosystem is also ready to be tapped for this resource mobilization to take place, with Bangladesh being the 5th largest mobile market in Asia Pacific, with 35.09 mn active mobile financial service users out of 75mn being registered, and having overall of 90.7 mn internet subscribers (94% of them use mobile internet). A digital crowdfunding platform can facilitate this small contribution from thousands of people all around the country and build a mega fund for big investment.

2. **Main Objectives of the assignment:**
   The objectives of the crowdfunding platform is to bridge the gap between micro savers/investor/donor   and   the   government/development/humanitarian   entities   to collect/mobilize low cost fund to create a greater impact for nation building.

3. Scope of Work:

The major modules, functional features are described hereunder which are required to be considered in scope finalization of this e-service platform at the requirement study and analysis phase. The major components can be divided into two parts:
a. Grant Management
b. Investment Management

3.1.1 Donor Perspective Modules

a. **Registration Management:** Donor can donate without registration or they can register into the system for future references. If any donor register, the system will send notification to confirm their registration. System should authenticate OTP (One Time Password) check. While registering for the first time, system will automatically prepare a profile for them. The features under this modules are to be:

- **Registration Manager:** Facilitates easy monitoring and maintenance of all registrants.
- **Report Manager:** View summaries of registrations and access comprehensive reports on payment statuses for easy tracking.
- **Multi-Lingual UI Support:** Donors can select own preferred display language. Fully supports English, Bengali languages.
- **Customized Forms:** Build forms according to the needs. Easily add new fields that allow the system to collect the information.
- **User Administration:** Create multiple user groups and accounts for authorized administrators to manage the site effectively.
- **Multiple Registration Mode:** Capture registrations efficiently. Will Support individual and group registrations at a time.

b. **Profile Management:** Once registration is done the system will automatically prepare a profile for each donor. System will have profile validation through their Email or Mobile number. By logging in to the system authorized users will be able to search for available donations, apply for donating funds, track application status, provide feedback or suggestion, submit complain etc. Through this online system, donors will be able to manage own profile detail. They will be able to update profile, upload latest documents, and get notifications, reminders for next activities and response to feedback on complains or queries against them. The key features are to be:

- **Create Profile:** Insert donors' name, address, phone number, location, source of donation, occupation etc. to create profile. Each donor can create one profile.
- **Profile Synchronization:** Information in the profile shall be updated through device or service functionality. Wherever the data in the profile are to be exported for common application, data will be synchronized.
- **Profile Deletion:** A user may delete a component or an entire profile from the service. Deletion of a profile where components are in use shall be prevented.
- **Profile Logs:** The system should collect information and store them in logs. The information in logs can be useful for various categories including end-users and system administrators.
- **Privacy Control:** this feature should support user personalization with blocking spam and invalid registrations. There should be user roles management by

providing access and permissions like- restricted access to certain user fields to desired users.

c. **Cause Selection:** This module refers to identify the donation causes e.g. natural calamity (flood, earthquake, cyclone, drought etc.), heath issues (cancer, COVID-19, AIDS etc.) and many more. Features to be:
- **Select cause:** This feature will allow to select the specific cause to donate money. The system can prioritize events on emergency basis to add donations. For this the system must have a comprehensive review of the emergency sorting.
- **Tracking System:** The system should be able to track causes in time and update database.

d. **Payment Management:** Donors will be able to donate through the Payment management system. System must integrate with **a** payment gateway (i.e. Ekpay) for payment purpose. The features should include but not limited to the following:
- **Single Payments API:** This feature makes it easy to connect and maintain integrations to gateways and payment APIs. The system will connect once and then add new gateways and integrations fast.
- **Risk Management:** Effectively prevent fraud with sophisticated, robust, and industry-proven fraud prevention tools.
- **Payment Page:** Donors shall have donation transaction details sent back to the website, letting display a confirmation message to the donors.
- **Insights:** Whether donors want to see a single transaction or analyze entire operation, they will get a real-time visibility into all transactions from the gateway.

e. **Tracking and Monitoring:** This feature will allow donors to track their donations. System should provide notification on latest status of donations. They can also log in to the system to know of next steps, how the donations are used etc.

f. **Dashboard/Reports:** System should have a complete database directory which is the dashboard and it should be a customizable one with activity and notification summary. Users should be able to personalize contents and theme of dashboard that should reflect his/her interest and preference. Total number of donations, required donations, total donors etc. will be shown in the dashboard in Graphical, Statistical and Analytical presentation. The Users can get the idea and reports in different specified criterion regarding donations. The system should analyze the Data (filtering, sorting, date and time duration, etc.) and prepare digital reports. The probable features to be:

3.1.2 Fund Raiser Perspective Modules
a. **Registration Management:** With this feature fund raisers will be able to register an account with a unique registration number and other necessary information. System will automatically create a profile. Users will be able to manage own funding information. The features include:
- **Registration Manager:** Facilitates easy monitoring and maintenance of all registrants.

- **Report Manager:** View summaries of registrations and access comprehensive reports on payment statuses for easy tracking.
- **Multi-Lingual UI Support:** Fund raisers can select own preferred display language. Fully supports English, Bengali languages.
- **Customized Forms:** Build forms according to the needs. Easily add new fields that allow the system to collect the information.
- **User Administration:** Create multiple user groups and accounts for authorized administrators to manage the site effectively.
- **Multiple Registration Mode:** Capture registrations efficiently. Will Support individual and group registrations at a time.

b. **Profile Management:** Fund raisers can create their demographic profiles by filling up a detailed information form e.g. name, address, email ID, NID and other required information etc. They can also apply for raising funds. All users of this platform as per their specific requirements will use this platform. User should be able to view and edit their basic information. Some information of the profile will be fixed by the system/ authorized admin. Every profile must have a unique QR code generated by the platform which can be used as digital identity of fund raisers. It should include.

- Create Profile
- Profile Synchronization
- Edit User Information
- Profile Deletion
- Profile Logs
- User Account Recovery
- Profile Verification
- Change Password
- Privacy Control

c. **Campaign Management**: In order to attract more donors to donate funds digital campaigns will be arranged. The system should prioritize fund raising requests and create schedule for carrying out campaigns accordingly. Social media platforms like- Facebook, Instagram, Tweeter, LinkedIn etc. will be used for this regard. The system should enable to automate the tracking, delivery, reporting and analysis of fund-raising campaigns and promotions through the integration of data sources and the ability to parse the data through a broad range of analytic searches.

3.1.3 Other Feature of the platform
a. **Content Management**

- Content Upload
- Document Management
- Multilingual Contents
- SEO- friendly URLS
- Robust Content Templates
- Modularity and Extensibility
- Detailed Analytics
- Tiered Permissions

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- Comprehensive Search
- Content Verification
- Content Upload and Download
- Content Archiving

b. **Dashboard/Reports (Project statistics):** System should automatically generate reports regarding total process of fund raising. Distribution status which could be viewed by authorized personnel. Fund raisers can view the Dashboard and take the necessary actions accordingly. This dashboard will display all summery status of funds, applied applications for raising funds, approval, pending and payment information as per user privilege. The features to be-
- Data Connectivity
- Data Management
- Data Monitoring and Cleansing
- Automation and Report Generation
- Embedded Analytics
- Filters
- Visual representation
- Sharing Dashboards
- Dashboard Tabs
- Drag-and-Drop Tools
- Alerts
- Generate and Manage Reports
- Report Templates
- Report Sharing and Circulation
- Report scheduler

c. **Synchronization with google calendar:** The proposed web & mobile based platform should be integrated with google calendar. Fundraisers can get a pop-up window like a reminder of how many days are remaining for the campaign and how much fund collection is needed to reach the target. This real time synchronization with google calendar will help to track the fund-raising progress for any campaign.

d. **Instant Messaging:** The proposed web based/mobile application should have "Instant Message" application so that fundraisers can get 24/7 expert advice or assistance related to this application. Their query can be based on getting particular information about starting a campaign or how the platform works.

e. **Blog Management:** "Blog management" should be developed as a great source of information on fundraising and the fundraising industry. It must use photos and video content to bring the stories to life. The blog contents must be rich to draw in new audiences which can be shared through social media sites.

f. **Featured Campaign**
For any fund-raising campaign, the web interface will display all the progress and information related to that particular campaign. The campaign can be about helping the

flood victims, orphans and so on. "How to create a campaign" should also be presented as a guideline.

g. **Categorization of Campaigns**
The application should have the feature of categorizing campaigns like individual or non-

profit organizations, campaigns of particular sector like:

- Health
- Education
- Religion
- Sports
- Disaster reliefs
- Clubs and communities
- Memorials
- Pets and Animals
- Trip and adventures

h. **Campaign Story:** For any specific campaign the platform should provide stories to motivate people for donating in social causes. Campaign stories can be highlighted on what were the initiatives about, the view and experience of the fundraisers while continuing the campaign and also the outcome.

i. **Mobile Apps:**Ekdesh platform has already been developed in the android platform. The selected vendor must bring necessary customization in the existing android version as well as should develop iOS version under this assignment.

D. **Technology Requirements**
   o Should use opensource industry standard language such as nodeJS and reactJS.
   o Should use latest version of MySQL/MariaDB
   o Should develop Content Management System: Custom-built using the above mentioned technology.
   o The technology and related design/data should be open to a2i.
   o API centric enterprise level design using JSON or other data delivery format.
   o Future technology change, iteration prototyping and agility in framework design are the generic expectation.

E. **Institutional Arrangement**
The work will closely oversee by Programme Manager (DFS), a2i.

F. **Duration of the Work**
Total Duration of the assignment is 09 Months.

G. **Deliverables:**

As per RFP Document

H. **Supervision and Performance Evaluation:**

The vendor will be working closely with the Digital Financial Service Team of Aspire to Innovate Project. The Team Leader of Digital Financial Inclusion Team will be responsible to review and approve the performance/activities.

I. Location of Work: Bangladesh.

J. Minimum Eligibility Criteria and Team Composition:

As per RFP Document

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

As per RFP Document

L. Payment Schedule:

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-2020-034

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,