Terms of Reference

Consultant for the Design, Development, and Launch of a Dedicated Website for ASER Nepal

Background

Galli Galli, an organization dedicated to advancing education and community engagement in Nepal, is hosting the **Annual Status of Education Report (ASER) Research**. Using a **citizen-led assessment (CLA) methodology**, ASER evaluates the literacy and numeracy skills of children aged 5-16 through household-level surveys within communities.

Between 2016 and 2020, ASER Nepal reached 1,282 communities, mobilized nearly 6,000 youth volunteers, and surveyed approximately 125,000 children. However, despite its significant achievements, the absence of a dedicated digital platform limits the accessibility and visibility of its valuable data and resources.

A robust digital presence is essential to improve accessibility to data, enhance engagement with stakeholders, and increase transparency and collaboration in Nepal's education sector.

Objectives of the Website

The primary objectives of developing a dedicated ASER Nepal website are:

1. Data Accessibility
   - Provide a centralized platform for stakeholders to access data, reports, and analysis of literacy and numeracy assessments.
2. Awareness and Visibility
   - Raise awareness about ASER Nepal's initiatives, findings, and impact on the education landscape.
3. Stakeholder Collaboration
   - Facilitate partnerships and dialogue among educators, NGOs, government agencies, and other stakeholders.
4. Resource Repository
   - Serve as a hub for educational resources, tools, and best practices related to literacy and numeracy improvement.
5. Showcasing Impact
   - Highlight case studies, success stories, and the impact of ASER on children and communities.
6. Donor Engagement
   - Provide potential donors and sponsors with a clear understanding of ASER Nepal's needs and achievements.

Scope of Work

The consultant will undertake the following tasks to deliver a comprehensive website:

1. **Website Design and Development**
   - Conceptualize and create a modern, user-friendly website design aligned with ASER Nepal's brand identity.
   - Develop a responsive website optimized for desktop, tablet, and mobile devices.
2. **Content Development and Integration**

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- o Collaborate with the ASER Nepal team to create and integrate engaging, high-quality content, including text, graphics, photos, videos, and infographics.
- o Ensure content is tailored to key audiences: educators, policymakers, community leaders, and donors.

3. **Website Security**
   - o Implement robust security protocols to protect the website from unauthorized access, data breaches, and cyberattacks.
   - o Utilize industry-standard measures such as SSL certificates, secure coding practices, and regular security updates.
   - o Incorporate firewalls and intrusion detection/prevention systems to safeguard sensitive data.
   - o Ensure compliance with data protection regulations, especially concerning user and child-related data privacy.

4. **Search Engine Optimization (SEO)**
   - o Implement SEO strategies to ensure visibility on major search engines.
   - o Optimize content and metadata for improved rankings.

5. **Functionality and Integration**
   - o Enable integration with social media platforms (e.g., Facebook, Twitter, LinkedIn).
   - o Provide capabilities for downloading reports, case studies, and other key resources.

6. **User Interface (UI) and User Experience (UX)**
   - o Ensure the website has a clean and intuitive design for ease of navigation.
   - o Incorporate accessibility standards to accommodate diverse user groups.

7. **Testing and Quality Assurance**
   - o Conduct comprehensive testing to ensure all functionalities work as expected across devices and browsers.

8. **Maintenance and Support**
   - o Provide post-launch maintenance and technical support for a specified period.

Deliverables

The consultant will deliver the following:

1. **Website Prototype**
   - o Initial design concepts for review and approval.

2. **Fully Functional Website**
   - o A live, responsive, and user-friendly platform that meets all objectives and specifications.

3. **Content Repository**
   - o All educational resources, reports, and multimedia integrated into the website.

4. **SEO and Analytics Implementation**
   - o Optimized website with integrated Google Analytics or similar tools for tracking user engagement.

5. **Testing Report**
   - o Documentation of issues identified during testing and how they were resolved.

6. **Post-Launch Maintenance Plan**
   - o Detailed maintenance schedule and troubleshooting support for at least six months post-launch.

7. **Final Project Report**
   - o Comprehensive summary of the project, including methodologies, challenges, and outcomes.

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Timelines

The project will adhere to the following timeline:

Phase	Timeline
Project Kickoff	3rd Jan 2025 – 15th Jan 2025
Initial Design Concepts	15th Jan 2025 – 10th Feb 2025
Review and Feedback	10th Feb 2025 – 20th Feb 2025
Development Phase	20th Feb 2025 – 25th Mar 2025
Testing and Quality Check	25th Mar 2025 – 10th Apr 2025
Final Launch	13th Apr 2025

Expertise and Qualifications Required

The ideal consultant/team should demonstrate:

1. Technical Expertise
   - Proven experience in website design and development, especially for NGOs or research organizations.
   - Proficiency in using modern web development tools and frameworks (e.g., WordPress, Drupal, or similar CMS).
2. Content Development
   - Experience in creating and curating content tailored for diverse audiences, including technical and non-technical stakeholders.
3. SEO and Digital Marketing Knowledge
   - Strong understanding of SEO, analytics, and user engagement strategies.
4. UI/UX Design Skills
   - Ability to design accessible, visually appealing, and user-friendly websites.
5. Collaboration and Communication
   - Excellent interpersonal and communication skills to work effectively with the ASER Nepal team.
6. Familiarity with the Education Sector
   - Knowledge of literacy and numeracy programs or education initiatives is desirable.

Application Guidelines

Interested applicants are required to submit the following:

1. **Technical Proposal**
   - Proposed approach and methodology.
   - Detailed work plan aligned with the project timeline.
2. **Financial Proposal**
   - Itemized cost breakdown (excluding budget figures from this TOR).
3. **Portfolio and Case Studies**
   - Examples of similar projects completed, with live links where applicable.
4. **Team Composition (if applicable)**
   - Profiles of team members, highlighting their roles and relevant experience.
5. **References**
   - At least two references from previous clients or organizations.
6. **Submission Format**

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o   Submit all documents in PDF format via email to admin@galligalli.org.np with the subject line: "Application for ASER Nepal Website Development."

Deadline for Submissions: 27th December, 2024

Evaluation Criteria

Proposals will be evaluated based on the following:

1. **Technical Proposal (50%)**
   o   Understanding of the assignment.
   o   Feasibility and innovation of the proposed approach.
2. **Relevant Experience (30%)**
   o   Demonstrated ability to deliver similar projects successfully.
   o   Quality and usability of previous work.
3. **Work Plan and Timelines (20%)**
   o   Realistic and detailed implementation plan.

For any inquiries, please contact admin@galligalli.org.np and/or info@palnetwork.org .

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