

**REQUEST FOR PROPOSAL (RFP)**

**“Website and Smart Phone Application Developers  
Company/Team of experts Services”**

**For**

**Democracy Reporting International,  
Country Office,  
Islamabad, Pakistan**

Date: 26 March 2018

**Subject: Request for Proposal (RFP) – Website and Smart Phone Application Developers  
Company/Team of experts Services**

Dear Sir / Madam,

Democracy Reporting International (DRI) is a nonpartisan, independent, not-for-profit international organization registered in Berlin, Germany, which promotes political participation of citizens, accountability of state bodies and the development of democratic institutions worldwide. DRI's Berlin, Germany contact details are: Prinzessinnenstraße 30, 10969 Berlin, Germany, phone +49 (030) 27877300.

DRI Country Office Islamabad is located at 1st Floor, Ufone Tower, Jinnah Avenue, Blue Area, Islamabad, Pakistan. Tel: +92-51-8357972.

DRI is pleased to invite your company/ firm/ team of expert to take part in the competitive bidding process for development of a website and smart phone application for Election Media Toolkit in Pakistan according to enclosed Terms of Reference (TOR).

Please submit your proposal with official cover letter and send complete proposal document via courier or deliver in person at the given address. The deadline for submission of proposal is **Monday, 2 April by 1100 Hrs.**

For any further information and clarification, please contact undersign,

Thank you and best regards.

Sincerely,

Touseef Ahmad Jan  
Logistic & Procurement Associate  
Democracy Reporting International  
1st Floor, Ufone Tower, Jinnah Avenue,  
Blue Area, Islamabad, Pakistan  
Tel: +92-51-8357972, 2310575, 2310576  
Email: [t.jan@democracy-reporting.org](mailto:t.jan@democracy-reporting.org)

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### **1. Assignment Background**

Rigorous, evidence-based reporting on elections is vital to transparent and credible polls. Prior to Pakistan's General Election in 2013, DRI developed an Elections Media Toolkit to support improved reporting on elections, widely used by journalists and civil society. The media toolkit comprehensively summarises the electoral framework and presents key aspects of election legislation and regulations in a digestible and accessible way. However, the recent electoral reform process has introduced a number of important and far-reaching changes. The Election Act 2017 together with the Election Rules developed by the Election Commission of Pakistan (ECP) introduce measures to enhance the transparency of electoral processes, streamline complaints processes, and improve the participation of women in elections.

With support from UNDP Pakistan, DRI will update the Elections Media Toolkit to reflect recent changes to the electoral framework for use by wide-ranging stakeholders. DRI will also develop a website and smart phone application for Apple and Android platforms to feature the toolkit. DRI therefore requires the services of an experienced technology partner – either a company, developers or a team of experts – with a record of governance-related mobile application development to design DRI's website and application on the Election Media Toolkit.

### **2. Description of the services required:**

The selected bidder will provide professional services as per detailed Terms of Reference (TOR) attached as Annex-I.

### **3. Contents of this RFP Document:**

The document consists of the following annexes and should be read in conjunction with any Addendum that may be issued by the DRI.

Annex I:	Terms of Reference
Annex II:	Proposer Information Form
Annex III:	Technical and Financial Evaluation Form

### **4. Amendment in Document:**

At any time, prior to the deadline for submission of RFP document, DRI may amend the document by issuing addenda. Any addendum issued shall be part of the RFP document and shall be communicated to the participating firms in writing by DRI. To give prospective applicants reasonable time and not less than one week to take an addendum into account in preparing their RFP document, DRI may, at its discretion, extend the deadline for the submission of proposal.

### **5. Disclaimer:**

The submission for this RFP document does not entail any commitment on the part of DRI, either financial or otherwise. DRI may cancel the process, any time, without assigning any reason.

### **7. Submission of Proposal:**

Completed RFP document with original signed cover letter should be submitted via courier/ hand delivered, in a sealed envelope clearly marked with “ **RFP - Website and Smart Phone Application Developers Company/Team of experts Services**” to the following address:

Touseef Ahmad Jan  
Logistic & Procurement Associate  
Democracy Reporting International

1st Floor, Ufone Tower, Jinnah Avenue,  
Blue Area, Islamabad, Pakistan  
Tel: +92-51-8357972, 2310575, 2310576  
Email: [t.jan@democracy-reporting.org](mailto:t.jan@democracy-reporting.org)

**7. Deadline for submission of RFP document:**

Deadline for submission of RFP document is **Monday, 2 April 2018 by 1100 Hrs.** RFP received after the deadline shall not be considered. Documents sent by e-mail or facsimile shall not be accepted.

**8. Proposal Evaluation and Award criteria:**

Proposals will be evaluated according to Annex-III - Technical & Financial Evaluation Form and contract will be awarded on best value for money basis.

**9. Operational language**

All written communications for this proposal must be in English.

**10. Confidentiality:**

Information and procedure relating to evaluation of RFP is confidential.

**11. Notification of Award:**

The successful bidder will be informed in writing that its proposal has been accepted. The process is expected to be concluded by first week of April.

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Annex-I  
Terms of Reference

**Development of Website and Smart Phone Application for the  
Elections Media Toolkit in Pakistan  
(Local Assignment)**

**About Democracy Reporting International**

Democracy Reporting International (DRI) is a non-partisan, independent, not-for-profit organisation registered in Berlin. DRI promotes political participation of citizens, accountability of state bodies and the development of democratic institutions world-wide.

**Assignment Background**

Rigorous, evidence-based reporting on elections is vital to transparent and credible polls. Prior to Pakistan's General Election in 2013, DRI developed an Elections Media Toolkit to support improved reporting on elections, widely used by journalists and civil society. The media toolkit comprehensively summarises the electoral framework and presents key aspects of election legislation and regulations in a digestible and accessible way. However, the recent electoral reform process has introduced a number of important and far-reaching changes. The Election Act 2017 together with the Election Rules developed by the Election Commission of Pakistan (ECP) introduce measures to enhance the transparency of electoral processes, streamline complaints processes, and improve the participation of women in elections.

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**Duties and Responsibilities**

In close coordination with DRI's Pakistan and Berlin offices, the technology partner will perform the following duties:

- Design and develop a bilingual (English and Urdu) interactive and intuitive website based on the Elections Media Toolkit provided by DRI.
- Based on the website, design and develop smart phone applications for Apple and Android ecosystems.
  - The website and the smart phone application are intended only for displaying the information. The website and the app will follow, as much as possible, the same structure as DRI's Elections Media Toolkit. DRI staff should be able to update the website and application contents via a Content Management System.
- Develop relevant infographics and other types of graphics and logos for the website and smart phone applications in line with DRI style guidelines.
- Be available for regular meetings to discuss DRI feedback on the website, smart phone applications, and (info-)graphics and afterwards modify the structure and design accordingly.
- Populate the website with content and files from the Elections Media Toolkit.
- Provide quality and performance testing and fixes for the website and applications and change design and operations based on feedback from DRI.

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- Launch the applications in Android and Apple market places for download and manage the app store site including the tracking of download rates and advice on the promotion of the applications.
  - Maintain and troubleshoot the website and applications.

### **Bidder's Profile**

The experienced technology partner (a company, developers or a team of experts) should be able to:

- provide services of website designers and developers.
- provide services of graphic designers.
- provide services of application developers for Android and Apple platforms.
- prove a minimum of 7 years of professional experience in designing and developing websites and smart phone applications both for Android and Apple.
- demonstrate prior work experience in governance-related mobile application development, if possible.
- work effectively under stressful conditions like heavy workloads and deadlines.
- be fluent in English and Urdu, both spoken and written.
- prove their team leaders qualification through a Master's Degree in information technology with a specialisation in at least one of the services relevant to this assignment. Companies are required to include qualified women as part of their team.

### **Deliverables**

- Website based on Elections Media Toolkit produced by DRI;
- Infographics for the website and phone applications;
- Two mobile applications (one each for Android and Apple).

### **Tentative timeline**

The website and applications development process must be completed by early May 2018. Both the website and the applications will be launched by mid or late May 2018 and then require further maintenance. Please refer to Annex-III of this RFP document with details of submission.

**Annex II – Proposer Information Form  
(Note: Please complete this section in full)**

**About the Company/Firm / Team of Experts:**

Firm's Registered Name:	
Trading Name:	
National Tax Number (NTN) (attach certificate):	
Sales Tax Registration Number (STN) (attach certificate):	
Company Address with telephone / email:	
Proposer's Authorized Representative: (Name/Designation/ Address/ Tel/Cell, Fax/ Email)	
Total years of experience in relevant sector (Information Technology/ Website Development / Development of Applications etc):	
Official Banking Details:	

*Quoted price must be in PKR with lump sum amount inclusive of with-holding tax / sales tax cost. DRI will deduct with-holding tax at source according to Pakistan Law.*

Annex –III

Technical & Financial Evaluation Form

*“Please provide documentation for Technical Qualification”*

S#	Description of Technical/ Financial Evaluation	Maximum Marks	Marks Obtained
	<b>TECHNICAL EVALUATION PART (60 Marks):</b>		
1.	Organizational Profile, total years of relevant experience in the relevant field (1 mark per year, max marks for 10 years plus experience)	10	
2.	National Tax Number as active tax payer (Attach Certificate)	2.5	
3.	Sales Tax Registration Number (Attach Certificate)	2.5	
4.	Provide a brief narrative on approach and methodology for development of website and smart phone application	20	
5.	Submission of Company’s Expert Profile (Brief): CEO / Senior Management (3 Marks); Producer/Director (3 Marks); Web-Developer / Graphic Designer (3 Marks); Translator (3 Marks); Animator (if required) (3 Marks); Smart-Phone Application Developer (3 Marks); Other Support (if required); (2 Marks);	20	
6.	Provide letter of appreciations from other Clients with complete references with contacts (authorized representative of the firm, telephone, fax, email) (DRI may contact for reference check) (1 mark for each letter, maximum 5 marks)	5	
	<b>FINANCIAL EVALUATION PART (40 Marks):</b>		
7.	Lowest Financial Proposal/ Proposal Under Review x 40 = <ul style="list-style-type: none"> <li>The lowest will get full 40 marks and the rest will get proportionate marks as per their financial offer in relation to the lowest bid submitted;</li> <li>For Example: Bidder A, B, C has quoted PKR 25,000 / PKR 30,000 / PKR 35,000 respectively. So, calculation would be: For A: 25,000/25,000 x40 = 40.00 Marks For B: 25,000/30,000 x40 = 33.20 Marks For C: 25,000/35,000 x40 = 28.40 Marks</li> </ul> <i>Quoted price must be in PKR with lump sum amount inclusive of with-holding tax / sales tax cost. DRI will deduct with-holding tax at source according to Pakistan Law. When a financial proposal is double the price of the cheapest submitted financial proposal, it will not be considered for evaluation.</i>	40	
	<i>Total Marks:</i>	<b>100</b>	

End.