TERMS OF REFERENCE FOR THE DEVELOPMENT OF A WEBSITE

1.0   Introduction:

The Netherlands Development Organization (SNV) is an international non-for-profit development organization which provides capacity development services to nearly 2500 local organizations in over 36 countries worldwide to support them with the fight against poverty. SNV is dedicated to a society where all people enjoy the freedom to pursue their own sustainable development. We contribute to this by strengthening the capacity of local organizations.

SNV operates in nine countries in the East and Southern Africa (ESA) region including: Ethiopia, Kenya, Sudan, Uganda, Tanzania, Rwanda, Zambia, Zimbabwe and Mozambique. Capacity development services are delivered with a focus on two impact areas:

- Sustainable and Equitable Production, Income and Employment (PIE) for the poor.
- Effective, Efficient and Increased Access to and Delivery of Basic Services (water, education, health).

2.0 SNV Interventions in Agriculture:

SNV aligns to chains that have high potential to contribute to poverty alleviation in horticulture, dairy and extensive livestock sectors. SNV positions itself in working with producer marketing organizations, service providers, traders, processors and exporters. The interventions are aimed at:

- Promoting integrated business relationships between established private sector companies and producer organizations

- Supporting growth of producer organizations, service providers and traders to effectively participate in the market place.

- Supporting the development and enhancement of interaction between all the actors in the within and along the respective value chains

- Support the streamlining and development of efficient market information flow both up and downstream.

3.0 Services requested:

SNV wishes to support the development of a website where farmers, traders, service providers and market actors will be able to profile, promote product / services, link, access market information and engage in business transactions:-

- An interactive web portal that will host data that will be accumulated over time and present information that all interested actors will mine from such data as they will gather. A data mining portal, that will present information gathered graphically and analytically.

- A Short Message Service (SMS) system that will incorporate easy interactivity with the users who will mainly be farmers, traders and service providers.

- Automated services that will analyse the SMSs from various sources and respond accordingly without a human operator. For example, buyers can send enquiries for availability of various products and receive information and contacts of those that hold such produce.

- Web hosting of the portal on a (.com or .org) and a (.co.ke or .or.ke) domain name.

- The Service Provider will be assigned the following tasks:

    i.   Design a website taking into account the features listed in 2.0 but not limited

    ii. Develop the website upon validation of the design

    iii. Advise on the website hosting and maintenance

- Features of the website

    o The website to be developed shall take into account design elements of product marketing – creating an information site and a virtual market place

    o The website should be dynamic and should allow easy information update; the update process should not require specialized skills on web development.

    o A tool for creation of discussion forums should be integrated to the website.

    o The website should contain at least the following sections/sub-sections:

        ▪ Horticulture

        ▪ Dairy

        ▪ Extensive Livestock

        ▪ Service Providers

        ▪ Commodity Markets

        ▪ Online trading platform (virtual market)

        ▪ News

        ▪ FAQ

        ▪ Useful links

        ▪ etc

4.0 Consultant Basic Qualification:

Minimum 3 years of recent experience in designing user-friendly, visually-attractive and modern websites (including their graphical components) following web design standards and making appropriate use of Web current technologies.

Technical Skills and Expertise

- Expert knowledge of modern website design techniques, including graphical design.
- Knowledge of modern graphic design software tools such as Adobe Creative Suite.
- Knowledge of vector-based imagery, such as maps and logos is essential
- Expert knowledge of modern web standards and usability guidelines.
- Expert knowledge of XHTML, CSS & Javascript.
- Expert knowledge of Web current services.
- Basic knowledge of Internet protocols, databases & programming.
- Basic Knowledge of XML standards and technologies, including AJAX is an asset.

5.0 Proposal Submission:

Submissions should contain an expression of interest, together with the curriculum vitae of the expert, stating his/her / firm relevant experience and capacity to undertake the work. Proposals for providing the above described services are to be addressed by **9th July 2012** to:

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