



## Scope of Work for Web Development Services

### 1. Background:

Group Development Pakistan (GDP) is a Pakistani civil society organization working on protecting and promoting child rights and child justice across Pakistan since 2012. GDP is implementing a project titled **Promoting Child Rights and Participation in Pakistan for Juvenile Justice Reform (PCRPP)** and the duration of the project is 27 months which aims to increase public trust in state institutions that contribute to preventing and responding to Violence Against Children (VAC) through improved rule of law as per Sustainable Development Goals (SDGs) target 16.2. Keeping in view the surge in technological advancement, GDP will build a website to communicate with stakeholders effectively on a regular basis.

GDP is looking for a web developer either individual or firm with relevant experience and expertise in web development having proven track of delivering quality services and meeting the expectations. The service provider will be responsible for designing and developing a unique website with a layout, design and color that is coherent with GDP's logo and color scheme. The service provider will ensure the uniqueness of the layout and design which is not copied from the internet or any other free source that may result in restrictions from Google.

### 2. Objective of the Website:

The objective of designing website is to: build an information sharing platform of the project; share the latest information regularly with multi-stakeholders; and capitalize on the opportunity for promoting interaction and collaboration among the key stakeholder, site visitors and the implementing partner GDP.

### 3. Scope of Work:

The service provider will be responsible for:

- **Designing and Developing:** The web developer will design and develop the website with a unique design and layout in coherence with the GDP logo and color scheme. The web developer must propose a latest and user-friendly platform for web development which is easy to use and upload the content. The new website must follow modern trends and techniques of web development.
- **Content Uploading:** The web developer will upload all the content, documents, pictures, videos etc on the website as instructed by GDP;



- **Domain and Web Hosting:** The GDP will arrange the domain and web hosting service on its own;
- **Source Code Handover:** Complete source code including all developed libraries must be handed over to GDP;
- **Support and Maintenance:** The web developer will provide after sale service support and maintenance for a period of three-months;
- **Orientation Session:** The web developer will give orientation to the GDP staff on content uploading and posting new tabs on the website; and
- **Quality Assurance:** The web developer must make sure that all the deliverables meet the set standards and adhere to expectations of GDP in terms of quality. All the functionalities must work properly to provide a better experience to users.

#### **4. Website Contents and Pages:**

The project website will have the following static and dynamic pages:

#### **5. Linking Website with Google Analytics:**

The web developer will link the website to google analytics as well.

#### **6. Timeline:**

After the award of the contract, the web developer will ensure to produce and submit all the deliverables stated in the scope of work within 42 working days.

#### **7. Increase in Number of Static/Dynamic Pages:**

Please note that depending on requirement, GDP can increase development of 4 to 6 dynamic or static pages in the scope of work. The proposed index for Website is given below:

##### **❖ Custom Home/Landing Page:**

- Header
- Menu Bar
- Photo slider
- About us
- Latest News
- Our Work / Projects (one will be used)
- Videos
- Child Court Statistics
- Children's Corner
- Social Media updates



## ❖ **Our Work**

- Thematic Areas
- Projects

## ❖ **Children Accessing Justice (statistics/graphs)**

## ❖ **Children's Corner**

## ❖ **Resources**

- Publications
- Events Calendar
- Brochures / Infographics
- Success Stories
- Case Studies

## ❖ **Media**

- Latest News
- Photo Gallery
- Video Gallery
- Campaigns ( Radio, Social Media, Truck Arts)

## ❖ **Opportunities**

- Jobs
- Procurement

## ❖ **Contact Us**

### **8. Instructions for Submission**

Interested individuals/firms are requested to please submit detailed technical and financial proposal inclusive of CVs, profile, past-experience and work plan with timelines along with their sealed bids latest by **February 4<sup>th</sup>, 2020 (before 1700 hours)** to the address mentioned below. In the past-experience, kindly share the **URLs** of the websites developed, platform used, content management system along with other details. Incomplete bids/received after due date will not be entertained.

**Address:** Group Development Pakistan, Office # 11-18, Lower basement, Magnum Arcade, Northern strip (on D-12 road) Sector E-11/2, Islamabad. (Phone No. 051-2305547)