



**THE DIGITAL MALAWI PROGRAM PHASE I: DIGITAL FOUNDATIONS
PROJECT**

CREDIT NUMBER: 60500MW

PROJECT NUMBER: P160533

Terms of Reference (TORs)

Employer: The Public Private Partnership Commission
Project: The Digital Malawi Program Phase I: Digital
Foundations Project
Contract title: Website Developer
Country: Malawi
Credit No.: 60500MW
RFB No: MW-PPPC-109615-NC-RFB
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1. BACKGROUND

Digital technologies and Information and Communication Technology (ICT)-based solutions are now an essential tool for promoting competitiveness, job creation, sustainable development, and overall poverty reduction. A combination of widespread access to broadband and a robust ICT services ecosystem can offer a powerful platform for reducing poverty, improving human development and increasing government transparency and efficiency. Digital technologies are transforming the way people, businesses and governments communicate, transact, and access information and services, which has potential to drive entrepreneurship, innovation and economic growth and to break down barriers of distance and cost in the delivery of services.

The Government of Malawi is implementing a Digital Malawi Program in partnership with the World Bank Group to support a comprehensive, long-term investment in Malawi's digital transformation. The program seeks to leverage digital technologies to drive economic growth, innovation and job creation, access to services, information and markets, and to increase government efficiency and transparency. Recognizing the importance of strengthening analogue enablers in parallel to investing in digital infrastructure and technological adoption, the program is implemented over two phases of support. The first phase—the Malawi Digital Foundations Project—focuses on laying foundations for digital connectivity, market competitiveness, digital skills, and digital services delivery infrastructure. The second phase—the Malawi Digital Acceleration Project—will focus on leveraging improved connectivity and public digital service delivery capacity to accelerate growth expansion of digital services offering across sectors. Currently, the program is implemented under the first phase of activities comprised of four sub-components: digital ecosystem, digital connectivity, digital platforms and services, and overall project management.

2. WEBSITES DEVELOPMENT

Malawi urgently needs innovative solutions to address the digital inequality facing the country. In modern economies and societies, these online inequalities mirror the social and economic aspects in the country. Some of these inequalities arise from lack of knowledge of certain digital and technology developments in the country, e.g. projects, programs and simplified business processes through technology.

As a way to mitigate some of these challenges, Public Private Partnership Commission (PPPC) is developing websites to ensure availability of information to the public on the progress of different projects underway such as the Digital Malawi Project, as well as its stakeholder's engagement.

3. OBJECTIVES FOR THE ASSIGNMENT

The main aim of this assignment is to develop and upgrade several dynamic and interactive websites such as the National Statistics Office (NSO), Malawi Research and Education Network –(MAREN) and PPPC. Below are two objectives of the assignment;

- Develop and implement web platforms with well-organized content and user friendly sites that enhance search engine optimization to become an authoritative resource; Improve interaction with existing and potential surfers, and builds the brands of the three institutions.
- Provide Master class classes to young competitive developers for the duration of the assignment that will be selected through a hackathon which will be organised by a competitive tech hub.

4. SCOPE OF WORK:

Website Design and Development

- The consultant shall hold the responsibility to design and develop a website as per the quality, standards and requirements stipulated in the user requirements scope (accessibility, security page designs etc), in close coordination with PPPC and all other beneficiaries.
- The consultant shall design clear and attractive page layouts for catalogues & folders, which will be easy to use, update and maintain with flexible navigation & search function;
- The consultant shall make recommendations for backup/restore plan.
- The consultant shall orient staff on website maintenance, content update and any other technical activities that will be required to ensure the continuous performance of the website
- The consultant shall design and develop a Content Management System (CSM) for information publishing and updating to the various content areas such as the events, news, galleries, workshops and other bulletin boards
- The consultant shall create wireframes of the website design concepts.
- The consultant shall Install and configure relevant server applications on the website host server for secure, efficient and easy access of the website across all web platforms.
- The consultant shall secure and authenticate access to the website using secure https transmission channels.
- The consultant shall design and develop a database, to store, manage and track documents and digital content uploaded to the website for updates, downloads and remote sharing.
- The consultant shall develop corresponding user accounts and interfaces for the website administrators
- The consultant shall provide Administrator and end user training on the various website functionalities.
- The consultant shall provide guidelines for consistent and attractive web designs to guide the young developers through master classes and any other successors.
- The consultant shall carry out any other relevant web related tasks such as search engine optimization.
- The consultant shall Support and provide maintenance service for a duration of 1 year

- The website must have options to show number of visitors who visited the website, likes and comments.
- The consultant shall recommend a hosting plan for new websites for the agreed duration

5. DELIVERABLES

The following are key deliverables for the assignment: -

- A concept report
- User defined scope document with signatories from the beneficiaries
- Website designs and blueprint
- Database designs
- Websites
- Implementation plan
- User navigation manual
- Technical Report

6. QUALIFICATION REQUIREMENTS

The consultant shall be an experienced individual with relevant qualifications. The required minimum requirements shall be:

- A Bachelors' degree from an accredited academic institution preferably in Computer Science or any related field such as (Information Technology, Information Science, Computer Studies, Telecommunications and Engineering)
- Proven skills in the following languages and tools but not limited to; Javascript, PHP, SQL, Joomla, WordPress, .Netframeworks, HTML
- At least five (5) years of relevant experience in developing and designing Websites with proven record.
- A thorough understanding of web security and encryption
- A knowledge in content and document management
- A knowledge in interactive media
- Excellent communication skills
- Attention to detail
- Ability to work as a team
- Ability to manage complex tasks and still meet the deadline
- Excellent interpersonal skills

7. OBLIGATION OF THE CONSULTANT

The consultant is expected to be fully self-sufficient in terms of office space, supplies, communications, computers and transport during the course of the assignment. The consultant is expected to be readily available throughout the period of the review and shall discharge

his/her responsibilities with diligence and to the expected professional standards, skills and integrity.

8. OBLIGATIONS OF THE CLIENT

The PPPC shall provide access to reference materials and any relevant existing reports, data and information that may be required by the successful bidder. The PPPC shall also facilitate access to other stakeholder offices. The PPPC staff will also be available for interview and discussions to enable the Consultant carry out the assignment efficiently.

9. DURATION OF CONSULTANCY

The assignment is expected to be undertaken over a period of 6 months with two sampling and analysis weeks.

10. LEVEL OF EFFORT

The expected level of effort of the assignment is as follows:-

Activity	Time Frame (Man Days)
Concept note	3
Requirements gathering and website specification on functionality	14
User requirements scope report	10
Website Design and wire framing	15
Database design	8
Implementation and programming	15
User navigation manual	3
Technical report	5
Security, functional and user testing	2
Administrator and end user training	5
Deployment	5
Total	86

11. PROJECT PROCUREMENT MANAGEMENT

The Digital Malawi procurement management systems will be used to handle all transactions as per World Bank regulations.

12. PROJECT PROGRESS MONITORING

Weekly monitoring will be done through a progress report as well as onsite visits.

13. REPORTING ARRANGEMENT

The consultant will report directly to the Public Private Partnership Commission through the Project Manager of the Digital Malawi Project. The consultant's work will be coordinated by the ICT Partnership Analyst.