Terms of Reference

Consultancy Services for Design and Development of an informational website for the Project "Intelligent Decision Support System (IDSS) for farmers"

ACI Agribusiness, a business division of the Advanced Chemical Industries (ACI) Limited, is driven with a unique vision to create wealth for farmers through providing complete solution to the problems of farmers. ACI Ltd is continuously working to improve the quality of life in food, nutrition, protection, lifestyle and health, with its four divisions – Agribusiness, Consumer Brands, Logistics and Pharmaceuticals. ACI Agribusiness, the largest agriculture and livestock integrator in Bangladesh, is not only working to achieve food security of the country but also enabling the farmers to achieve 'prosperity' through its Six SBUs - Seed, Fertilizer, Farm Mechanization, Crop Care & Public Health, Agrolink, and Animal Health.

About its vision, ACI is working with multifarious development organizations and donors to help communities to prosper further. Currently, ACI is implementing a 36-month program, titled 'Intelligent Decision Support System (IDSS) for farmers' with the help from Netherlands Space Office (NSO), and is being implemented in partnership with SNV Netherlands Development Organization (Bangladesh office), Nelen and Schuurmanns (Netherlands), SarVision (Netherlands). ACI will also collaborate with the Department of Agricultural Extension (DAE) during field level implementation of the program.

1. Background of the Project

The purpose of IDSS is to develop a decision support system to give reliable and timely advice to farmers in Bangladesh. The IDSS hardware and software will integrate field data, satellite and weather geo-data and market information, and translate into actionable localized crop-specific advice for farmers. In this way, the farmer's decision making along the entire production cycle and the overall food production will improve, reduce post-harvest loss and thereby, improve the profitability of the farming operations. The program currently targets around 1 million farmers in rice, vegetable and potato sector. The IDSS service will be made available through a mobile application (basic handset and smartphone). Subscription models will be made available to farmers, input retailers, NGOs and donors and companies. This will help a variety of agricultural players to adopt better agricultural practice and inform farmers accordingly. There will be a low-priced version with in-app advertisements and a higher priced premium version, with more functionality, for medium-sized and large farmers. The program plans to generate revenue through subscription fees for NGOs, companies, farmers and input retailers. Additional revenues will be collected through mobile advertisements and data sales to third parties. A scalable and

sustainable business model will be set-up so that, after initial development and learning within this project, the IDSS application can be made available at a national level.

In this connection, ACI Limited is looking for an individual or a team of User Interface and/or User Experience (UI/UX) designers and developers or a consulting firm to design and develop a simple but dynamic website for IDSS project.

2. Objectives & Scope of Work

The ToR will cover the design and development of a dynamic website which is easy to modify and manage for the IDSS Project. This ToR may include but will not be limited to:

I.   Requirement analysis and wire-framing of the IDSS website
II.   Designing the User Experience and User Interfaces of IDSS website
III.   Designing of all graphical contents, icons and other necessary graphics excluding any Audio-Visual to use in this website
IV.   Development of the dynamic single page application or website
V.   Development and delivery of a user manual for maintaining the website
VI.   Deployment of the website in cloud hosting provided by IDSS team

A mockup of the tentative layout and different sections necessary for this IDSS website has been attached in the Annexure.

3. Responsibilities of IDSS Team

Monitor and supervise the work of the consultants and review progress of the work as well as provide regular technical support and feedback. IDSS team will also provide necessary photographs and audio visual materials to incorporate with the deliveries of the selected consultant or team.

4. Eligibility of Consultancy Firm/Team

The consultant or the consulting team/firm shall have sufficient experiences in designing international grade websites with the following minimum qualification and experience for the submission of proposal:

4.1. Expected Professional Experience of Firm/Team/Consultant

- At least 5 years of relevant professional experience in website design and UI/UX design

- Should exhibit experiences of designing single page applications

- Should exhibit past examples of responsive websites designed by the consultant/team

5. Deliverables

The selected consultant or team will be responsible to submit the following deliverables:

- All graphics file such as PSD, AI, SVG and any other formats in DVD

- Complete source code of the developed website in DVD

- Deployment of the completed website in IDSS Cloud Server

- User manual of website maintenance

6. Time Frame

Tentative timeframe is as follows:

- Proposal submission closes at 14 January 2017 11:59 PM Bangladesh Standard Time

- 15 January 2017: selection of consultant/firm/team

- 18 January 2017: presentation of UI/UX design and discussion with IDSS team for finalization of website structure and contents

- 22 January 2017: delivery of website and commencement of deployment to IDSS cloud server

- 23 January 2017: launching of IDSS website

7. Rights & Confidentiality

ACI Agribusiness reserves the right to reject or cancel any proposal without showing any reason. During the course of this assignment, all materials produced shall remain the property of ACI agribusiness and cannot be used by the service provider for a purpose other than agreed upon by both the parties. The developed materials cannot be sold or used in any case without the prior permission of ACI agribusiness.

8. Key Contact

Name: Md. Abdullah Al Baki

Designation: Research Assistant

Email: albaki@aci-bd.com

Mobile No: 01721943768

Annexures

A tentative mockup of the IDSS website with different possible sections has been attached here for reference.
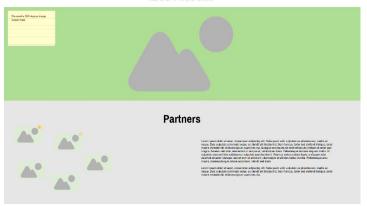
The selected consultant or team is asked to improve upon this mockup or create new with the guidelines, and sections specified in the mockup.