

Terms of Reference

Hire a software development consultant (firm) to develop the Child protection web platform

01 INTRODUCTION

The Information and Communication Technology Agency of Sri Lanka (ICTA) is the apex body in implementing the Government ICT policy and making recommendations for policies required for ICT based development in Sri Lanka aligning with the national development agenda.

As part of the above agenda, ICTA is in the process of formulation and driving national level initiatives towards developing and empowering all sectors through the intervention of digital technologies. In this regard, Information and Communication Technology (ICT) for fortification of children has been considered as one of the key development areas to be addressed. ICTA considers the need of creating a Sri Lanka where every child is confident, resilient and thriving.

02 BACKGROUND

The NCPA is interested in launching a web-platform that aims to provide and obtain information that can help parents, teachers, children, policy makers and other stakeholders make decisions that reduce vulnerability and increase resilience of children. The web platform is based on the philosophy that children who are confident and who feel good about themselves are less vulnerable to all forms of abuse. The NCPA believes that each family is unique and hopes that the information provided would be a guide that each family can adapt to suit their unique circumstances.

03 PROBLEM STATEMENT

There is a requirement to create a repository that holds information pertaining to child development and protection issues for parents, teachers, children, policy makers and other stakeholders, to make decisions that increases resilience and reduces vulnerability of children. Therefore, it articulates the necessity of establishing a digital platform specially designed to provide users with holistic information in one place.

04 OBJECTIVE(S)

- To provide and obtain up to date, culturally relevant, information pertaining to child development and protection issues, enabling parents, teachers, children, policy makers and other stakeholders to make decisions that increases resilience and reduces vulnerability of children and contributes to the overall protection of children via a consolidated digital platform.

05 SCOPE

To develop a digital platform that provides holistic information on child development and protection issues. This platform will be governed by the National Child Protection Authority. As such all content on the site will be reviewed and approved by a Sri Lankan expert panel, appointed by the NCPA.

Target audience will be parents, teachers, children, policy makers and other stakeholders interested on child development and protection issues.

The aim of this assignment is to develop a web platform which facilitates the above mentioned objective in an efficient and an interactive manner. At the end of the assignment, a web platform would be developed consisting following elements.

- Information on up to-date, culturally relevant, information pertaining to child development and protection issues, including relationship building, good communication, physical, mental and sexual development of children, vetted by Sri Lankan experts for Sri Lankan public usage.
- Enhancing the public image of the NCPA
- An interactive content collection platform from various stakeholders and integrate it with a custom content authoring and publishing tool. Provide training on the custom authoring and publishing tool.
- Design the website in such a way that it follows a common style to provide maximum user friendliness and interactivity.
- Provide support on maintenance and updating the website.

06 SCOPE OF SERVICES

1. Study the services of NCPA to understand its functions pertaining to child development and protection issues and increases resilience and reduces vulnerability of children.
2. Brainstorm with the Content Management Team (CMT) members of NCPA to identify the requirements of the new web system and the content management platform, information clustering and information to be written and services to be provided by the web system to develop a new structure (to be verified through a cycle of prototypes) for the web system.
3. Design the website structure in all three languages (Sinhala, Tamil and English) and obtain the acceptance from CMT.
4. Develop the website in a manner that facilitates content management requirements through a custom content authoring and publishing tool and open standard Content Management System (CMS)/Software to add information and services incrementally as and when those become available across the website. And during the maintenance period should upgrade the CMS to latest stable version.
5. Arranging of the gathered contents in a logical and a realistic manner should be carried out by the developer in association with the CMT. Gathered contents will be signed off by the Content Manager who will be the head of CMT.

6. Direct, lead and manage the web development team that may comprise Graphic Designers, Photographers (if required), Web Developers, Database Developers and Integrators etc.
7. Develop website through incorporation of necessary and appropriate text, graphics, animations, sounds, photos, video clips, forms, databases, downloadable forms, plugging, quizzes etc. The scripting languages should be compatible with all browsers and the hosting server platform. NCPA will provide audio, photos and video clips.
8. Develop a total of 24 short video clips of 1 minute (12 video clips in Sinhala and 12 with voice over in Tamil) and 24 animated cartoons of 1 minute (12 animated cartoons in Sinhala and 12 with voice over in Tamil) based on the requirements and to the specification of NCPA (Annex 01).
9. The overall site style and look and feel needs to go with the context of the NCPA preserving its image.
10. The web system initial layout could be as follows (Specification of the proposed web system). The consultancy firm is expected to provide suitable themes for the portal which will be reviewed by review committee.

Welcome page:-

- a. Display the three main language options.
- b. Contain graphics and animations
- c. Unicode downloader

Home page:- Home page will contain the following information modules

- a. Display the three main language options
- b. Display the categorization of Stakeholders, i.e. parents/ children/ teachers/ public (researchers, policy makers and media)
 - Separate themes should be designed for each of the four categories (i.e child - attractive child friendly theme)
- c. Within the parents and teachers categories divide according to age, i.e. Infants/ Toddlers/ Pre-schoolers/School age/ Pre-teens/Teens.
- d. Within the children category divide according to age, i.e.School age/ Pre-teens/Teens.
- e. Transition effects
- f. Link to NCPA website
- g. Navigator
(**Aboutus/Resources/Parents/Teachers/Children/Public/Contact**)
- h. Frameset with quick links to navigator topics
- i. Logos of member organizations at the bottom of page i.e. ADIC, FPA
- j. Display trending articles, current programs, announcements, latest news
- k. Include social media links including, facebook Wall Feed, twitter feed, Linked in feed and NCPA apps.
- l. Any important subject which needs to be brought to the attention of the user (content will be provided by NCPA).
- m. Selected photos and/or videos of the latest events

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- n. Tip box for parents or children (content will be provided by NCPA)
 - o. Links to related organizations (content will be provided by NCPA)
 - p. Downloadable (guidelines/publications) (content will be provided by NCPA)
 - q. Upload to website (articles/ research papers)
- A. About Us page:- (content will be provided by NCPA)
- a. This page should elaborate the background of the NCPA and the other relevant basic information.
 - i. Overview and History of the Department.
 - ii. Profiles of NCPA Chairperson etc.
 - iii. This page should elaborate the background of the department, mandate and etc.
 - iv. Vision, Mission and Objectives of NCPA
 - b. About this site (philosophy of this site/why use this site/ our team/our partners/ etc)
 - c. Terms of use
 - d. Privacy
 - e. Subscribe
 - f. Feedback (rating/five star/smiles)
 - g. Links to us
- B. Resources
- a. Downloadable publications/videos (content will be provided by NCPA)
- C. Parents (topics should be able to expandable in future)
- a. Grid according to age categorization i.e. Infants/ Toddlers/ Pre-schoolers/School age/ Pre-teens/Teens.
 - b. Drop down navigator based on issue topics. Examples of issue topics include;
 - Expected behaviour of children
 - Connecting and communicating
 - Child Development
 - Building Resilience in Children
 - Online safety
 - Talking about child abuse with your child
 - Migrant parents and child protection
 - Support for Parents
 - c. Each issue topic to be further broken into sub-topics, i.e.
 - **Expected behaviour of children**
 - Understanding behaviour
 - Behaviour basics overview
 - Anxiety: exam anxiety and parental pressure
 - Self-esteem/ self image
 - Temperament
 - Discipline
 - Punishment and children

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- Physical abuse/verbal abuse/psychological abuse and neglect
 - Discipline strategies for children
 - Legal framework
 - Forming friendships
 - Making friendships – sharing and caring
 - When friendships break
 - When friends hurt
 - Common concerns
 - Lies
 - When your child bullies
 - When your child is bullied
 - Aggression
 - Dealing with addictions: smoking/ drugs
- d. When parents choose the age categorization of their child the relevant main topics would pop-out. By moving the cursor to the main topic the sub-topics would pop-out.
- e. Scrolling images
- f. Popular articles
- g. Downloadable articles/research
- h. videos
- i. Social media links (Fb/ Tweeter/)
- j. Ability to print articles
- k. Interactive quiz (content will be provided by NCPA)
- l. Ability to e-mail articles
- D. Children (topics should be able to expandable in future)
 - a. Grid according to age categorization i.e. /School age/ Pre-teens/Teens (taking out infants/toddlers and pre-schoolers as they will not be able to access and read content)
 - b. Drop down navigator based on issue topics. Examples of issue topics include;
 - Expected behaviour of children
 - Connecting and communicating
 - Child Development
 - Building Resilience
 - Online safety
 - Child abuse: what you need to know
 - c. Each issue topic to be further broken into sub-topics, i.e.
 - **Expected behaviour of children**
 - Understanding behaviour
 - Behaviour basics overview
 - Anxiety: exam anxiety and parental pressure
 - Self-esteem/ self image
 - Temperament
 - Discipline
 - Punishment and children
 - Legal framework
 - Mindfulness for children
 - Forming friendships

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- Making friendships – sharing and caring
 - When friendships break
 - When friends hurt
 - Common concerns
 - Lies
 - When you bully
 - When you are bullied
 - Aggression
 - Dealing with addictions: smoking/ drugs
 - d. When a child chooses their age categorization the relevant main topics would pop-out. By moving the cursor to the main topic the sub-topics would pop-out.
 - e. Scrolling images
 - f. Popular articles
 - g. Downloadable articles/research
 - h. videos
 - i. Social media links (Fb/ Tweeter/)
 - j. Ability to print articles
 - k. Interactive quiz (content will be provided by NCPA)
 - l. Ability to e-mail articles
- E. Teachers (topics should be able to expandable in future)
- a. Grid according to age categorization i.e. Infants/ Toddlers/ Pre-schoolers/School age/ Pre-teens/Teens.
 - b. Drop down navigator based on issue topics. Examples of issue topics include;
 - Expected behaviour of children
 - Connecting and communicating
 - Child Development
 - Building Resilience in Children
 - Online safety
 - Talking about child abuse
 - Support for teachers
 - c. Each issue topic to be further broken into sub-topics, i.e.
 - **Expected behaviour of children**
 - Understanding behaviour
 - Behaviour basics overview
 - Anxiety: exam anxiety and parental pressure
 - Self-esteem/ self image
 - Temperament
 - Discipline
 - Punishment and children
 - Physical abuse/verbal abuse/psychological abuse and neglect
 - Discipline strategies for children
 - Legal framework
 - Forming friendships
 - Making friendships – sharing and caring
 - When friendships break
 - When friends hurt

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- Common concerns
 - Lies
 - Bullying
 - Aggression
 - Dealing with addictions: smoking/ drugs
 - d. When teachers choose the age categorization that they are interested in the relevant main topics would pop-out. By moving the cursor to the main topic the sub-topics would pop-out.
 - e. Scrolling images
 - f. Popular articles
 - g. Downloadable articles/research
 - h. videos
 - i. Social media links (Fb/ Tweeter/)
 - j. Ability to print articles
 - k. Interactive quiz
 - l. Ability to e-mail articles
- F. Public (topics should be able to expandable in future)
- a. Researchers
 - Current research – abstracts
 - Bibliography – e-book
 - Any other relevant documents
 - b. Policy makers
 - Feedback on child protection policy
 - List of UN conventions that Sri Lanka has signed and ratified
 - Penal code
 - Any other relevant documents
 - c. Media
 - Guidelines for media
 - Any other relevant documents
 - d. NGO actors
 - Interactive Location mapping of NGOs - working on child protection
 - App to download interactive NGO mapping
 - Any other relevant documents
 - e. Police
 - Report cards – feedback form and reporting mechanism
 - Police clearance required for working with Children - state and non-state actors
 - f. Other
 - National Guidelines Related to child protection
 - Guidelines for child protection workers
 - Guidelines for police on dealing with children
 - Online safety guidelines
 - Interactive location mapping of all state actors - working on child protection
- G. Downloads
- NCPA Publications
 - Publications from other NGOs/ Researchers

- Other required materials
- H. Media Gallery
- Video Gallery
 - Image Gallery
- I. Interactive map – An interactive map enabling users to locate NCPA offices based within the Districts and Divisional
- J. Contact Us– Contact Information Form and Contact Details
- Contact Us - The contact form shall have following information
 - Contact telephone numbers
 - Postal address
 - Dynamic map which shows the location of NCPA
 - Feedback form. The feedback form should enable;
 - Limited number of characters
 - Email of the sender (optional)
 - Preventing spam attacks (using captcha)
- K. Create User Profile for Staff –: User profile page should clearly state that this is only intended for the current staff of NCPA. Users are requested to provide following information for creating a user profile. Front end registered user privilege should be provided.
- Type of user
 - Employee Number of NCPA
 - Valid Email
 - Mobile number
- L. Create User Profile for Visitor –:Users are requested to provide following information for creating a user profile. Front end registered user privilege should be provided. Or through social media
- Type of user
 - Valid Email
 - Year of age
 - District (optional)
 - Mobile number (optional)

11. Functional Requirements

1. Security and access levels;
 - a. Since children should not be allowed to view some content, developer should formulate security measures (Logins) to identify visitors based on age.
 - b. Security matrix to allocate staff user access levels according to role and office locations

2. Reporting facilities to produce a variety of ad hoc reports based on information of visitors.
3. Registration of NGOs working on child related issues.
4. Registration of all state actors working on child related issues.
5. Facilitate greater coordination with NCPA officers based in the districts and divisional levels
6. Provide a centralized repository for child development and protection related resources.
7. Mechanism to collect external resources i.e. articles/ research papers
8. Database to gather information on visitors
9. Mobile responsive- must be usable on a mobile phone and tablets.
10. Pages must be interesting and visually appealing but not be heavy in terms of download time and bandwidth.
11. Above mentioned (Ref Main Point 8) TV spots and animated cartoons should be completed by the showing of the second prototype. Script and characters will be provided by NCPA. All audios and videos will be the sole property of NCPA.
12. All images including photographs, videos containing pictures of children must adhere to NCPA guidelines. For example images of children should not be identifiable.
13. Reference for developers <http://raisingchildren.net.au/>

12. **General features**

1. Date of Last Update on each web page.
2. A link to the Sri Lanka Government web portal (www.gov.lk) and Local languages websites (Siyabas.lk, emadumolihal.lk, locallanguages.lk) etc.
3. Total number of pages will depend upon the requirements of the CMT of the NCPA. A web page shall contain at least 500 words except welcome page, news and event page, sitemap and home page.
4. The consultant shall be responsible for collecting, preparing, translating and typing of the content where domain expertise is not required. CMT of NCPA will collect, write and translate domain specific content. Translation and Typing can be from one of the language three languages (English, Sinhala and Tamil) to another.

13. Tools: Updating, Finding, Receiving, and Viewing Information

1. Updating: Use a Customized Open source Content Management System (CMS) in order to provide content management support for all pages and parts of the website
2. Ability to add users / user groups and define different privilege levels for them to add, update and delete content through content management tool. Administrator should

- have full rights to delegate the rights to users. Content management system should enable only authorized staff to add/edit/delete content
3. The content management system should be capable of activate/deactivate features/functions outlined in selected areas and articles of the website.
14. Finding: Ability to search information in all three languages including minimum of the following;
1. Be used to find and view all documentation and information available in the website.
 2. Ability to sort results by various criteria.
 3. Link the results from searches of documentation to relevant audio and video records
 4. Ability to search word, words or phrases in PDF documents
 5. Support pagination
15. Alerting Services: Ability to provide alerting services, such as E-Mail and other appropriate technologies that enable members and the public to be informed about important messages.
16. Communication : Dialog with General
1. A feedback utility that allows public to send comments and ask questions about any section of the website
 2. Integration with social media tools such as Facebook, Twitter to interact with the public.
17. Design: Usability, Accessibility, and Language
1. The web system should be in all three languages enabling users to switch from one language to other while browsing through pages except certain limited pages catering specific users.
 2. Website should be designed with simplicity to allow for quickest loading on multiple browsers.
 3. Website should be compatible with commonly available browsers
 4. The website should be Unicode compatible
 5. Web pages should be accessible via predefined URL according to NCPA Standards
 6. Ability to Navigate content in smooth user-friendly and sensible manner
 7. The Latest version of CMS which should support LAMP environment.
 8. Website developer should adhere to the highest standards conforming to World Wide Web (W3C) standards and the latest version of ICTA web standards for the government organizations. Web standards for Government Web Development are also available at http://www.icta.lk/attachments/254_Government_web_standards_v2.0.pdf
 9. Website database structure (Schema definition) and Entity Relationship Diagram (ERD) is mandatory.
18. Testing and Quality Assurance

1. Quality Assurance should be guaranteed for the whole web system in all aspects.
 2. Quality Assurance approach should be described in detail in the Methodology.
 3. The web developer should implements all necessary security measures and adhere to the security measures proposed by Sri Lanka Computer Emergency Response Team (SLCERT) for ensuring the security of the websites where the Website should be immune to exploitations such as, SQL Injection; Cross-site scripting (XSS); Session/URL poisoning etc.
19. Monitoring and Auditing
1. The website should include statistic generating tool(s) which can generate statistics: Hit counter; Number of page loads; Number of hits received; Pages accessed by the user; Visitor's location based information etc.
 2. The website should include tool(s) (nonproprietary) that can generate statistics about users who publish, update, delete any content of the website
20. Archiving - Ability to archive content / documents and also to search archived documents
1. Extensions - Consultant should provide provision to extend the website for Services facilities that shall arise in future.
21. Hosting
1. Cost of website hosting space during the development of the website should be borne by the consultant and that server should be located in Sri Lanka.
 2. Following the development of the website, the consultant should provide a secure hosting environment to host the website for a period of one (1) year without any additional cost.
 3. Provide all required support when moving the website from one hosting space to another for a period of three years without any additional cost.
22. Maintenance of website – Following services should be provided by the consultant for a period of a one (1) year without any additional cost
1. Manage and maintain the website for a one (1) year period from the date of acceptance letter (sign off) issued by Content Manger of CMT.
 2. Updates requested by NCPA should be uploaded within 24 hours of receiving the information.
 3. Provide Helpdesk support to user in updates and contents management for one (1) year period from the date of signoff.
 4. Upgrade Open Source Content Management System version and sort all issue that may arise due to upgrading such as content alignment, security etc during the maintenance period.

5. Attend to all types of Corrective maintenances (Bug fixing and installing of security patches). If user discovers any error/failure in the website, web consultant should respond and rectify immediately. Meantime to Response (MTR) should not exceed one hour and Mean Time to Resolution should not exceed 24 hours from the time of being informed. Notification of errors/failures should be possible through email, telephone, and fax or in letter format.
23. Adhere to following requirements.
1. Make sure the website is up and running.
 2. Documentation and technical support
 3. Add new paragraphs, text to the existing webpage (ex: address changes, telephone number changes etc).
 4. Insert new photos, images, to the body of the pages.
 5. Adding, Removing and Updating hyperlinks.
 6. Insert new colour schemes to the WebPages.
 7. Insert new menu items to the existing menus.
 8. Include hit counters, last modified dates etc.
 9. Uploading new pages to the server.
 10. Minor modifications to the webpage banners.
 11. Support to generate statistics on the website.
 12. Provide technical support to NCPA to change the server location where the website is already hosted.
 13. Adding new pages should be done according the predefined cost breakdown which is unit cost based
24. Ownership of the web system
1. The website developer should provide soft copies of all source codes, databases, Content Management Tool, graphics (source file) and hard copies of design documentations and other related documents used in the website.
 2. Intellectual property rights relating to the graphics, photos (captured by the photographers), text, artwork, design, sound recordings, software, database, and any other components developed for this project by the consultant shall be the property of NCPA and shall have the right to transfer such rights to the community it prefers.
 3. If any proprietary software components belonging to the consultant shall be licensed to NCPA for perpetual use. The consultant shall require making appropriate arrangements to make available the source code of the said proprietary software to the client in the event of either bankruptcy or winding of merger of the consultant company.
 4. Content Management Tool's passwords (including super user password) and File Transferring Protocol (FTP) password should be handed over to NCPA after signing off the website. The passwords can be obtained from NCPA during the maintenance period.



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- 5. Vendor should impose the copyright and disclaimer notice as specified by the Purchaser.
- 6. All confidential information exchanged during the assignment should not be disclosed by the consultant to a third party.

25. Non Functional

- 1. Assumptions
 - a. System should be able to handle unlimited amount of users
 - b. System is running under normal conditions
- 2. Accessibility
- 3. Disaster recovery
- 4. Efficiency
- 5. Effectiveness
- 6. Extensibility
- 7. Privacy
- 8. Robustness
- 9. Security
- 10. Non-repudiation
- 11. Audit Facilities
- 12. Backup and Contingency Planning
- 13. Performance

07 PREFERABLE QUALIFICATION REQUIREMENTS OF THE CONSULTANCY FIRM

The consulting firm should have the suitable resource persons for the following positions in this project with relevant qualifications and experience and it shall be confirmed in written with the EOI proposal.

ICTA prefers a consultancy firm with,

- Business and industry expertise over 4 years
- Market knowledge
- Good methodology and clearly defined deliverables can keep the effort on track
- Program/project management capabilities handle scope creeps and critical changes

Key Professional Staff
Project Manger
Tech Lead
Business Analyst
Web Developer(s)
Software Engineer(s)
GUI Designer
QA Engineers(s)

08 FINAL OUTPUTS, REPORTING REQUIREMENTS, TIME AND SCHEDULE FOR DELIVERABLES

	Activity	Due date	Deliverable
1.	Initial Meeting and Coordination of content collection	Commencement Date + Day 1	-
2.	Requirement Study	Commencement Date + Week 1	Software requirement Specification (SRS) and Proposal of the structure and the strategy to be adopted
3.	Detail Technical Study	Commencement Date + Week 1	Detail Technical Design including Information Architecture
4.	Development of initial prototype and present the structure to the Content Management Team and the feedback (Present the Information Architecture).	Commencement Date + Week 1	Proposed prototype
5.	Complete/full functional English Version.	Commencement Date + Week 4	Fully functional English Site
6.	Get approval for English version	Commencement Date + Week 5	Approved English website
7.	Complete full functional Sinhala version.	Commencement Date + Week 5	Completed Sinhala Website.
8.	Get approval for Sinhala version.	Commencement Date + Week 6	Approved Sinhala website
9.	Complete full functional Tamil version.	Commencement Date + Week 5	Completed Tamil Website.
10.	Get approval for Tamil version.	Commencement Date + Week 6	Approved Tamil website
11.	Security Audit	Commencement Date + Week 7	Approved website by SLCERT (or any other party recommended by SLCERT) following the application of their security recommendations.
12.	Website hosting	Commencement Date + Week 7	Hosted website
13.	Training and sign off	Commencement Date + Week 8	Training documentations & User Manuals

14.	Maintenance of the website	Date of sign date + one year	Website maintenance Report.
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09 SERVICES AND FACILITIES PROVIDED BY NCPA

NCPA will provide the following facilities to the development team.

- Provide content with legal consent and translations which requires departmental domain expertise on time with a responsible person for clarifications/inputs.
- Arrange meetings with relevant end users and stakeholders of NCPA, if the need arises;
- Co-ordinate and arrange all appointments / meetings with members of CMT.
- Other than above listed facilities, no facilities whatsoever will be provided to the successful bidder by the Client.

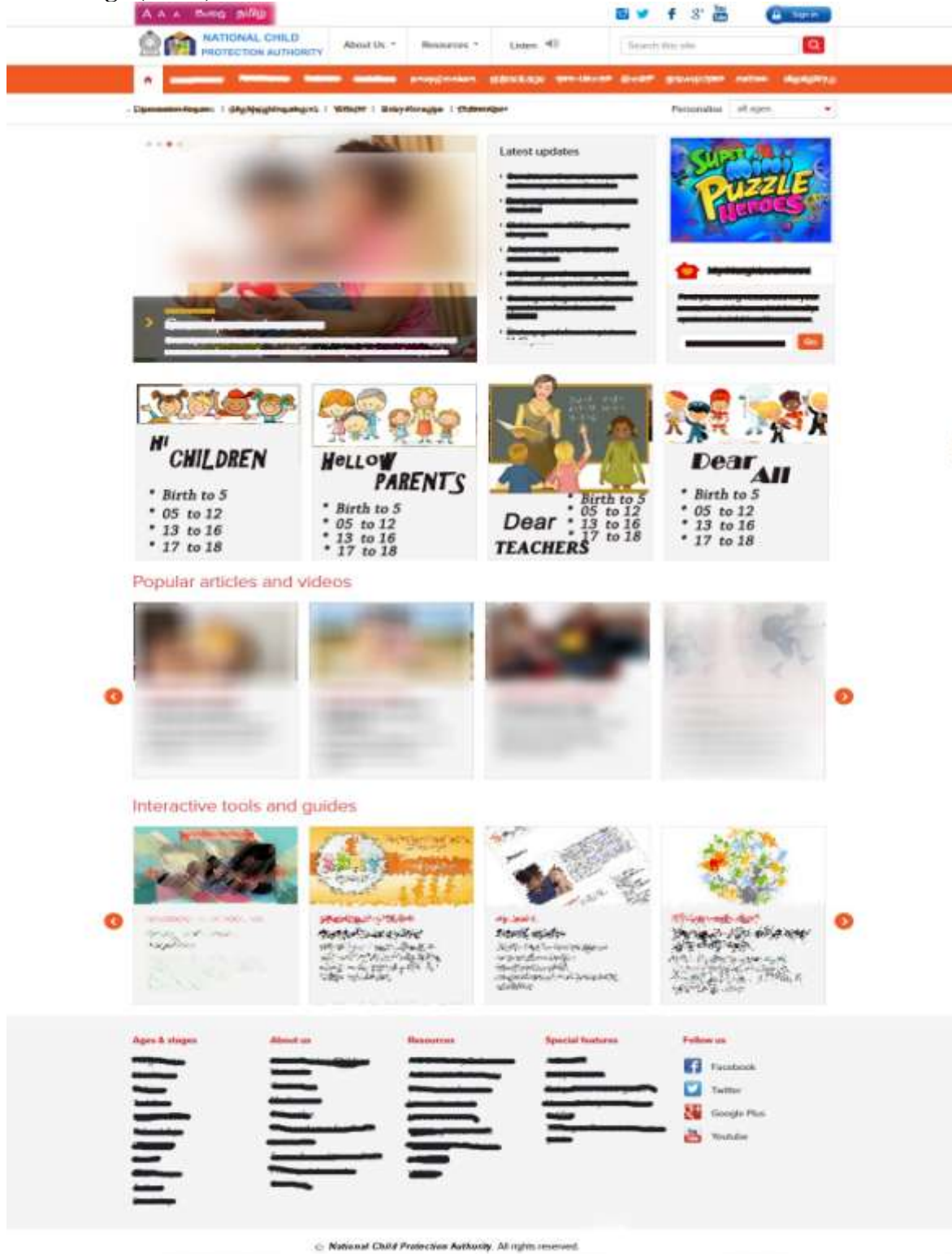
10 REVIEW PROCEDURE

All the deliverables should be delivered in a manner acceptable to ICTA and NCPA. All deliverables will be reviewed by ICTA, NCPA appointed review committee.

Annex 01

Short videos	
Specification	Minimum requirement
Quantity	24 short videos (12 clips x two languages) Original clips to be done in Sinhala with the other 12 clips dubbed in Tamil.
Duration	Each 1 minute
Scripts (12 scripts will be provided by NCPA)	To comply with scripts provided by NCPA.
Models : Each video would have two to three models. NCPA will provide guidelines to follow with regards to dress code and appearance of models, additionally all videos containing children must adhere to NCPA guidelines. For example, parents' written permission should be obtained before using a child model and images of children should not be identifiable.	Contractor to supply models.
Locations - All short videos would be depicting daily interactions between parents/teachers and children, i.e. mother playing with a child. As such all videos could be shot in Colombo.	Contractor to find locations.
Equipment and technicians	To be supplied by contractor.
Time limit	The 24 videos must be completed and shown by the second prototype showing (date will be one month after the contract is signed).
Copyrights	All videos will be the sole property of NCPA.
Animated cartoon clips	
Specification	Minimum requirement
Quantity	24 animated cartoon clips (12 clips x two languages) Original clips to be done in Sinhala with the other 12 clips done with a voice over in Tamil.
Duration	Each 1 minute
Scripts (12 scripts will be provided by NCPA)	To comply to the scripts provided by NCPA
Time limit	The 24 animated cartoon clips must be completed and shown by the second prototype showing (date will be one month after the contract is signed).
User agreement	All characters and animated clips will be the sole property of NCPA.

Home Page (Draft)



Member organisations

