

Terms of Reference

Consultancy Firm for Content Writing, Translating and Updating of Official Website of ICTA

1. Introduction

The Information and Communication Technology Agency (ICTA) of Sri Lanka is the apex ICT institution of the Government. In terms of the Information and Communication Technology Act No. 27 of 2003, (ICT Act) ICTA has been mandated to take all necessary measures to implement the Government's Policy and Action Plan in relation to ICT.

ICTA is a wholly owned institution by the Government of Sri Lanka under the purview of the Ministry of Telecommunication and Digital Infrastructure. ICTA was initially formulated and operationalized to implement the e-Sri Lanka Development Project funded by the World Bank from 2004 to 2011, and the Government of Sri Lanka (GoSL) took necessary steps to make ICTA a permanent institution considering the significant progress made to the nation by eSri Lanka project and the importance of existence of ICTA.

The government has recognized the critical role that ICT can play in fostering social integration, peace, growth, and poverty reduction. Accordingly, the Government intends to use ICT to improve the reach and responsiveness of public services, reduce transaction costs to business, make government more transparent and accountable, and address the urgent needs of poor communities and isolated regions.

In order to achieve above broad objectives in a rapid manner aligned with the national policy of 'Digitization of Economy', GoSL takes multiple initiatives covering all the areas.

2. Background

Since several ICT initiatives are implemented with the objective of uplifting the lives of the citizens aligned with the national policy of 'Digitization of Economy', it is important that the right message is delivered to the citizens. Moreover, citizen engagement is essential for open government, effective development and strengthening of policymaking. As the apex government institution working towards creating a digitally inclusive nation with the above objectives, an interactive and content-rich website is an essential requirement for ICTA.

With the objective of improving the official website of ICTA, the decision was made to revamp it about a year ago. However, ICTA couldn't achieve the objective of having a content-rich website

due to various reasons. Revamped website was launched as a Beta version, and the major imperfection is with regard to the content. Due to the facts that the staff focus on delivery of the projects and inability of professional content writing and translating, it is not possible to make the website of ICTA content-rich.

Therefore, ICTA intends to engage with a consultancy firm for a period of one year.

3. Objective of the Assignment

Work collaboratively with the ICTA's Leadership, project team and other stakeholders, write content, translate, get the content and translations verified by ICTA, upload, update and publish the content in the website of ICTA for a period of one year.

4. Scope of Work

The consultancy firm is expected to carry out tasks as listed below;

1. Meet and discuss with the Leadership of ICTA and project team (Programme Heads, Programme Managers, Senior Project Managers and Project managers) to understand the mandate of ICTA, vision and mission, objectives, initiatives, programmes and projects.
2. All content should be written and published in all three languages - Sinhala, Tamil and English.
3. Content under the scope include;
 - content which are already available on the web pages.
 - monthly updating of the base content on the web pages (if any).
 - new content for newsroom and other areas.
4. Compile figures, tables, and references as required.
5. Update, upload and publish the finalized content (including supporting materials such as figures, images etc.) in all 3 languages in ICTA website appropriately as per the instructions provided by ICTA.

General Guidelines and Quality Criteria to be adhered are listed below (but not limited to);

- a) All content and translations have to be forwarded for reviewing to the relevant official(s) of ICTA. The review feedback (if any) has to be incorporated by the consultancy firm until the confirmation is given for publishing.
- b) Content and translations should meet following quality criteria;
 - Accuracy and Readability
 - Translations should be stylistic and technically correct according to the source text.

- Language quality (correct syntax rules and conventions with correct spelling and punctuation)
- Terminology (consistency with the common glossaries and technical terms already in usage)
- Style (uniformity across the translations and consistency with accepted country standards/ glossaries)

5. Deliverables, Payment Schedule and Time-line

The consultant firm is required to submit the following list of deliverables.

No	Key Deliverable	Duration
1	Re-write, edit and/or update the existing content in English and translate to Sinhala and Tamil	Commencement Date + 30 days
2	Complete new content in English and translate to Sinhala and Tamil	Monthly basis (minimum 50 new content per month)
3	Upload/ update the content with supporting materials	Monthly basis

6. Qualifications of the Consultancy Firm

Preferred Qualifications:

Key Staff	Experience in the <u>PROPOSED</u> <u>ROLE</u> (No. of years)
Project Manager / Co-ordinator (1)	3
Content Writer – English (2)	3
Content Writer/ Translator – Sinhala (1)	3
Content Writer/ Translator – Tamil (1)	3

7. Review Committees and Review Procedures

All versions of deliverables will be reviewed by a designated team of ICTA, and the acceptance is given once the deliverables meet the acceptance criteria.