

**Procurement of a Consultancy Firm for Productization of Offerings by ICTA
(ICTA/GOSL/CON/QBS/2016/171)**

Terms of Reference

1. Introduction:

The Government of Sri Lanka has recognized the critical role that Information and Communication Technology (ICT) can perform in fostering social integration, peace, growth, and poverty reduction. The Government intends to use ICT to advance the reach and responsiveness of public services, diminish transaction costs to business, make government more transparent and accountable, and address the urgent needs of low income communities and isolated regions. To achieve this broad vision, Government of Sri Lanka has implemented National ICT Road-Map since 2003. Aligned with the national policy of 'Digitization of Economy', developing of digital infrastructure has been identified as a key enabler, and ICT Agency of Sri Lanka (ICTA) has initiated several initiatives in this direction.

Aligned with this strategy, ICTA is in the process of implementing several ICT initiatives with the objective of uplifting the lives of the citizens. By improving digital infrastructure across the country and by introducing cross government applications, it is expected that the process of the government service delivery will be significantly improved. Furthermore, it is expected to increase the citizen engagement by various initiatives with the objective of obtaining the maximum contribution for the development of the nation's economy.

In this context it is essential and important that the government organizations adopt the ICT strategies and solutions offered by ICTA. ICTA has already carried out several programs in relation to raising of awareness of the government sector and several programs are on-going. Apart from the government organizations, it is important to make the general public and private sector aware of these infrastructure services and solutions. This will create a conducive environment to achieve the policy objectives of the government with regard to Digitization of Economy.

2. Background:

In order to create a proper awareness and publicize the key offerings of ICTA (products and services such as Lanka Government Network, Lanka Government Cloud, e-Local Government Solution...etc) to the government sector, private sector and citizens, ICTA is in view that making the offerings as 'Products' would be beneficial in numerous ways and a great achievement. It is contemplated that the government sector will tend to adopt these key offerings to advance the reach and responsiveness of public services. Government organizations will be able to receive the benefits by increasing the effectiveness and efficiency in a cost-effective manner to cater to the emerging requirements. The private sector will also be able to explore the opportunities to engage and facilitate for government service delivery.

ICTA is now in intends to hire a qualified consultancy firm for productizing key offerings of ICTA.

3. Objective of the Assessment:

To productize selected key offerings by ICTA in order to create proper awareness within the government, private sector and general public to increase the reach, adoption and utilization in order to provide the maximum benefits to achieve the government's policy objective of Digital Economy.

4. Scope of Work:

- 4.1 Meet and discuss with the Leadership of ICTA and project team (Programme Heads, Programme Managers, Senior Project Managers and Project Managers) to understand the concept, objectives, benefits, and other related information of key offering by ICTA.
- 4.2 The service provider is expected to develop/ design below for key offerings (approximately for 15 offerings).
 - Concept Paper
 - White paper
 - Product brochure

- Case study
- Animated video
- Presentation deck
- Press Article

5. General requirements

- 5.1 Selected consultancy firm is required to sign a Non-Disclosure Agreement (NDA) where applicable.
- 5.2 Participate for the meetings/discussions of project governance committees such as Project Steering Committee (PSC), Project Management Committee (PMC) and Project Review Committees as and when required.
- 5.3 It is required to maintain proper and standard terminology, language quality and other standard practices wherever applicable.

6. Deliverables and Time-line:

The consultant is required to submit all the deliverables within 10 weeks.

7. Team Composition and Minimum Industry Experience of the KEY CONSULTANTS;

| # | Title | Minimum no. of resources | Minimum industry experiences (Years) |
|---|------------------------------|--------------------------|--------------------------------------|
| 1 | Project Manager/ Coordinator | 1 | 5 |
| 2 | Content Writer | 1 | 3 |
| 3 | Press Writer/ PR writer | 1 | 3 |
| 4 | Script Writer | 1 | 3 |
| 5 | Video Producer | 1 | 3 |
| 6 | Graphic Designer | 1 | 3 |

8. Services and Facilities Provided by ICTA

8.1 Available literature related to the key offerings by ICTA.

8.2 Discussions with respective project teams.

9. Review Committees and Review Procedures

9.1 The service provider is required to work closely with the project team of ICTA and/or any other review committee(s) as appointed/decided by ICTA.

9.2 All versions of deliverables will be reviewed and the acceptance is given once the deliverables meet the acceptance criteria.