



# National Disaster Risk Management Fund

A company set up under section 42 of the Companies Act, 2017

Making Pakistan Resilient

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F. No. 002/02/MIS

Islamabad, the 20<sup>th</sup> July, 2022

**Subject: Letter of Invitation (LoI) – Re-Designing and Re- Development of NDRMF’s Website**

The National Disaster Risk Management Fund (hereinafter shall be termed as “Fund” and/or “Purchaser”) is a not-for-profit company incorporated with the Securities and Exchange Commission of Pakistan, under Section 42 of the Companies Act 2017. It is a government-owned non-banking financial intermediary with a corporate structure.

2. Fund intends to hire the services of a firm for “**Re-designing & Re-development of NDRMF’s Website**”. Fund hereby invites sealed quotations from interested firms having valid NTN/STRN and placed at Active Taxpayers List (ATL) of FBR for “Re-designing & Re-development of NDRMF’s Website, as per Scope of Services (Annex-IV).

3. Fund is seeking the services of capable service provider with a proven track record of performing the required services as per the tasks mentioned in the Scope of Services. If the service provider, however, has been associated with the firm that prepared the requirements, terms and conditions of the contract that is subject of this procurement, the service provider shall be disqualified.

4. It is understood that the service provider has gone through the entire LOI and has complete understanding of the terms and conditions, scope of services etc. mentioned here along with their implications.

5. The service provider must quote for the entire scope of services under this RFQ document, as per the Price Schedule given at Annex – II. The quotations shall be evaluated on complete package basis (excluding optional services) and contract will be awarded to the service provider, offering the lowest evaluated cost for complete package.

6. The service provider shall submit one “**original**” Price Quotation, as per prescribed “Form of Quotation”, provided herewith as **Annexure - I**, on his letterhead, duly signed, stamped and sealed in an envelope clearly typed/marked as “**Original**”. In addition, a bidder shall also submit one copy of quotation, in separate sealed envelope, marked as “**COPY**”. In case of any discrepancy between the Original and Copy of the quotation, the original quotation shall prevail. The quotation should be addressed and delivered to the following official named official at the address mentioned underneath:

**Ms. Asma Iftikhar**  
Deputy Manager Procurement,  
Purchaser’s Address : National Disaster Risk Management Fund  
5<sup>th</sup> Floor, EOBI House, Mauve area, Sector G-10/4,  
Islamabad  
Telephone : 051-9108300 Ext 416/418  
Email : asma.iftikhar@ndrmf.pk

7. The quotation must be written in the English language and accompanied by required documents under this request, should reach to the Fund’s authorized official, at the address indicated in Paragraph 6 hereinabove, **by or before 1100 hours, 3<sup>rd</sup> August, 2022** which shall be opened publically in the presence of the representatives of the service providers who shall choose to be present at **1130 hours on 3<sup>rd</sup> August, 2022.**

8. Only one rate should be quoted **for the entire services** and the service provider must avoid giving any alternate quote.

9. Quotation must be typed or written in indelible ink and should be signed by an authorized representative. Without a signature on Form of Quotation, the quotation shall not be considered further. All pages of the submitted quotation(s) where entries or amendments have been made, should be signed or initialed by the person signing the quotation.

10. Quotation(s) should be submitted as per the following instructions and having understood the attached Form of Contract (**Annexure – I** refers) and the Terms and Conditions of services as per **Annexure – III** which shall be an integral part of the Contract:

- (i) **PRICES:** The prices should be quoted in PKR (Pak Rupees) i.e. inclusive of all applicable taxes such as sales tax or other (in-direct) taxes, applicable in Pakistan, as per the Price Schedule given at Annex – II. If there is no mention of inclusion of charges on account of taxes, & other incidental etc. charges, the quoted prices shall be considered as inclusive of all charges. The prices quoted by the service provider shall be fixed till the award and contract and subsequent deliveries.
- (ii) **EVALUATION OF QUOTATIONS:** Quotations determined to be substantially responsive to the requirements, shall be evaluated by comparison of their rate for the complete package (excluding optional services). A Quotation shall not be responsive if it shall not be conforming/meeting the **eligibility/qualification criterion, prescribed at sub-clause (iv)** hereunder, or a service provider shall have reservations to the terms, conditions, and **Scope of Services** provided in this Request for Quotation. Any such quotation shall not be considered further. The Company shall evaluate and compare only the quotations which shall be determined responsive. In evaluating the quotations, the Company shall adjust for any arithmetical errors as follows:
  - (a) where there is a discrepancy between amounts in figures and in words, the amount in words shall govern;
  - (b) where there is a discrepancy between the unit rate and the line item total resulting from multiplying the unit rate by the quantity(ies), the unit rate as quoted shall govern.
- (iii) If a service provider refuses to accept the correction, his quotation will be rejected.
- (iv) **The service provider must submit with his quotation, the following documents:**
  1. Copy of National Income Tax Number (NTN).
  2. Copy of General Sales Tax (GST) Number.
  3. Proof of Active Tax Payer of Income & Sales Taxes.
  4. Having a proper office location and offices set-up in Islamabad & Rawalpindi, preferably with landline & fax numbers.
  5. Have proven track of experience in Implementation and development & designing/re-designing of website.
  6. Must provide links to at least three (03) relevant sites that have been created/created by the Service Provider..
  7. Must provide Complete List of Clientele including details of atleast three (03) current Clients alongwith their contact information.
  8. Must have a complete set of expertise level and all domain level expertise in-house, to be proved through profile.
  9. The service provider must have a specialized team w.r.t **requirement gathering and interface design/ graphic designing or any other related discipline.**
  10. Curriculum Vitae and profiles of experts who would re-develop/re-design the website.

- (v) **AWARD OF CONTRACT:** The contract shall be awarded to a service provider offering the “most advantageous bid” that meets the eligibility requirement for being substantially responsive and quoted the most economical rates. A Contract shall be signed with the successful bidder(s) as per attached form of contract and terms & conditions of services.
- (vi) **VALIDITY OF THE OFFER:** Quotation(s) should remain valid for a period of ninety (90) days from the deadline for submission/receipt of quotation(s) indicated in Paragraph 7 of this Request for Quotation till the award of contract. If a service provider withdraws his quotation during the validity period and/or refuse to accept the award of a contract, if awarded, the Company may take punitive action against the bidder as deemed appropriate.

11. Further information can be obtained from the representative named at Para 6 hereinabove.

Sincerely,

(Asma Iftikhar)  
Deputy Manager Procurement

**[To be printed on service provider's letterhead]****To:**

**Ms. Asma Iftikhar,**  
 Deputy Manager Procurement,  
 National Disaster Risk Management Fund (NDRMF),  
 Floor No. 5, EOBI Building, Block 33-34,  
 Mauve Area near NADRA Office, G 10/4, Islamabad.

Having examined your Request for Quotations (RFQ) No. **002/02/MIS** dated ----- including its Annexures, provided thereof, the receipt of which is hereby duly acknowledged, we, M/s \_\_\_\_\_, hereby offer to provide the "Web Re-designing & Re-Development Services" in conformity with the **scope of services provided in the RFQ Document**, as referred below, and on the unit rate(s) quoted in our "Price Schedule", attached hereto, if stand lowest:

2. We also agree to abide by this Quotation for a period of ninety (90) days which may be further extended, if desired so, by mutual consent and made part of this quotation, from the date fixed for Receipt of Quotations under Clause 7 of the RFQ, and it shall remain binding upon and may be accepted at any time before the expiration of that period and quoted rates shall remain valid till the expiry of the contract, if we stand as lowest evaluated responsive service provider.
3. Until a formal Contract is prepared and executed, this Quotation, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.
4. We understand that the Fund is not bound to accept the lowest or any Quotation, the Fund may receive.
5. We hereby confirm that we have not been associated with the firm that prepared the terms and conditions of the contract which is subject of this Lol.

Authorized Signature: \_\_\_\_\_  
 Name and Title of Signatory \_\_\_\_\_  
 Name of Service Provider: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_  
 Fax Number, if any: \_\_\_\_\_  
 Email address (optional) \_\_\_\_\_

[To be printed on service provider's letterhead]

**Price Schedule**

The following are the prices for the intended services:

Sr. #	Components	Unit Rate (with all allied charges)	GST	Total Rates (with taxes & all allied charges)
		Pak. Rs.	Pak. Rs.	Pak. Rs.
1.	Re- Designing & Re-Development of Website			
2	On-Site Training of Minimum Four (04) Staff Members on Managing and maintain the Redesigned Website			
2.	Maintenance & Hosting of Website for Three (03) Months*			
<b>Total =</b>				

\* Afterwards, the Service Provider will transfer knowledge to NDRMF about web hosting needs, implement all security protocols, Setups and administration rights & Controls.

Authorized Signature: \_\_\_\_\_

Name and Title of Signatory \_\_\_\_\_

Name of Service Provider: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number, if any: \_\_\_\_\_

Email address (optional) \_\_\_\_\_

**“FORM OF CONTRACT”**

**CONTRACT** (hereinafter termed as “Contract”), bearing number **002/02/MIS** is entered into, signed and executed, at Islamabad on this    day of July, 2022

**BETWEEN**

**National Disaster Risk Management Fund (NDRMF)**, having its National Disaster Risk Management Fund (NDRMF), having its office located at Floor No. 5, EOBI Building, Block 33-34, Mauve Area Near NADRA Office, G 10/4, Islamabad, hereinafter shall be termed as “**PURCHASER**” which expression shall include the successors in office, permitted assigns and legal representatives).

**AND**

**M/s-----**, (Hereinafter shall be termed as “**SERVICE PROVIDER**” which expression shall include the successors in office, permitted assigns and legal representatives), having its Office located at-----.

**WHEREAS** the Purchaser invited rates for Re-designing & Redevelopment of NDRMF’s Website & allied services, and has accepted the following rates that shall remain valid till performance of the contract, as per the terms & conditions, attached hereto:

Sr. #	Components	Unit Rate (with all allied charges)	GST	Total Rates (with taxes & all allied charges)
		Pak. Rs.	Pak. Rs.	Pak. Rs.
1.	Re- Designing & Re-Development of Website			
2	On-Site Training of Minimum Four (04) Staff Members on Managing and maintain the Redesigned Website			
2.	Maintenance & Hosting of Website for Three (03) Months*			
<b>Total =</b>				

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. The following documents shall be deemed to form and be read and construed as part of this agreement, viz:
  - a) Terms and Conditions of Contract,
  - b) Addendum (if applicable);
2. Taking into account, payments to be made by the Client to the Service Provider as hereinafter mentioned, the Services Provider hereby concludes an Agreement with the Client to execute and complete the services under the Contract and remedy any shortcomings/ complete the whole process therein in conformity with the provisions of the Contract.
3. The Service Provider hereby covenants to pay, in consideration of the acceptance of Contract, complete all the services and remedying of shortcomings therein, if occurred any, the Contract Price in accordance with Payment Conditions prescribed in the Contract.

**IN WITNESS** whereof the parties hereto have executed the Contract under the laws of Islamic Republic of Pakistan on the date indicated above.

**PARTIES**

For and on behalf of '**Client/NDRMF**'

For and on behalf of '**Service Provider/**

**Name:**  
Designation:  
CNIC:

**Name:**  
Designation:  
CNIC:

**WITNESSES**

**Name:**  
Designation:  
CNIC:

**Name:**  
Designation:  
CNIC:

# TERMS AND CONDITIONS OF SERVICES

Project Name: **Re-Designing & Re-Development NDRMF's Website**

Client: **National Disaster Risk Management Fund (NDRMF)**

1. **Required Services:** The Specific details and technical standards, should be as per details given in **Appendix- IV**. Service Provider must confirm compliance with those specifications. Besides the Services Provider must perform initial research to access the nature of business of the NDRMF and efficiently gather the requirements for conducting re-designing & re-development of website. The Services Provider must ensure training regarding handling & maintaining the redesigned Website and complete hand over of the technology shall be required for smooth delivery and operations.
  2. **Fixed Price:** The prices indicated in the Form of Quotation are firm, shall remain fixed and shall not be subject to any adjustment during contract performance. Service Provider shall be entirely responsible for all taxes, duties, license/registration fees, etc., incurred until delivery of the contracted services.
  3. **Modification or Variation:** Any modification or variation of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties. However, each Party shall give due consideration to any proposals for modification or variation made by the other Party.
  4. **Applicable Law:** The Contract shall be interpreted in accordance with the laws of the Islamic Republic of Pakistan.
  5. **Resolution of Disputes:** The Client and the Service Provider shall make every effort to resolve amicably by direct informal negotiation, any disagreement or dispute between them under or in connection with the Contract. In the case of a dispute between the Purchaser and the Supplier, the dispute shall be settled in accordance with the provisions of the Arbitration Act, 1940 of Pakistan.
  6. **Delivery of Services:** The services shall be provided at NDRMF's office at Islamabad basis.
  7. **Payment:** Payments shall be made against services delivered as per following schedule, within thirty (30) days of submission of claim supported by the GST Invoice:
    - 80% of Contract Price on completion of "re-designing & re- development of Website",
    - 10% of Contract Price on approval of "production UAT and go-live alongwith allied trainings",
    - 10% of Contract Price on Completion of "all services including Maintenance & Hosting Period".
- Income/withholding tax shall be deducted at source as per applicable taxation laws, while making the payments.
8. **Shortcomings/Defects:** All shortcomings/defects, reported by the Client with respect to deliverance of services, shall be corrected by the Service Provider within Seven (07) days of notifying the same by the Client, without any cost to the Client immediately from the date of notice by the Client. In case of failure to rectify the shortcoming/defects in his services, the Service Provider shall pay liquidated damages to the Client. The rate of these liquidated damages shall be 0.5 % per week up to maximum 10% of the total monthly invoice.
  9. **Force Majeure:** The Supplier shall not be liable for penalties or termination for default if and to the extent that it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.



For purposes of this clause, "Force Majeure" means an events beyond the control of the Supplier and not involving the Supplier's fault or negligence and not foreseeable. Such events may include, but not restricted to, act of Purchaser in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes.

If a Force Majeure situation arises, the Supplier shall promptly notify the Purchaser in writing of such condition and the cause thereof. Unless otherwise directed by the Purchaser in writing, the Supplier shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by Force Majeure event.

11. **Failure to Perform:** The Client may cancel the Agreement if the Service Provide fails to deliver the required services in accordance with the above terms and conditions, in spite of a 14-days' notice given by the Company, without incurring any liability to the Service Provider.

NAME OF SERVICE PROVIDER: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Authorized Person: \_\_\_\_\_

Date: \_\_\_\_\_

## **SCOPE OF SERVICES**

### **Redesigning, Re-Development and Maintenance of NDRMF Website**

#### **Organizational Background**

The National Disaster Risk Management Fund (NDRMF) is a Public Sector/not-for-profit Company, incorporated under Section 42 of the Companies Act, 2017 (previously Companies Ordinance, 1984). NDRMF is governed by its Board of Directors, duly nominated by the Government of Pakistan and includes members from the non-public sector. It is a non-banking financial intermediary with a corporate structure aiming to provide grants to public and non-public sector entities with highest level of integrity and transparency.

NDRMF aims to reduce the socio-economic and fiscal vulnerability of the country's population to natural hazards by prioritizing and financing investments in Disaster Risk Reduction (DRR), preparedness (early warning, contingency planning), early recovery and Disaster Risk Financing (DRF) that have high economic benefits, taking into account climate change. The Fund purposes to strive in strengthening the technical knowledge base on environmental disasters, climate change risks and develop market for transfer of residual risks of unmitigated natural hazards. This will contribute to enhancing Pakistan's resilience to climatic shocks and other natural threats.

As a financial intermediary, the Government of Pakistan has conferred the contributions to NDRMF as a grant, for further endowment by NDRMF to eligible FIPs, both public and non-public sector entities to implement projects.

#### **Purpose of Developing NDRMF's Website**

As part of awareness and outreach initiative, main emphasis to develop NDRMF website was to provide a platform for interaction and information sharing among all stakeholders including general public, to disseminate information, knowledge and showcase achievements through various organizational activities to stakeholders in humanitarian and development sector. That would increase the company's profile at national and international levels.

#### **Requirement for Redesigning/Redevelopment of NDRMF's Website**

NDRMF has emerged as a well-positioned organization as Pakistan's national investment fund for resilience building against disasters. However, to seek support and cooperation for achieving its key objectives, NDRMF requires building strong partnerships with all stakeholders especially communities on the ground.

The basic purpose to develop NDRMF 's website is to provide prospects for interaction, increased engagement, support in maintaining flow of communication, presenting and showcasing the successful work of funded projects and further building positive perception.

To achieve this purpose, the website is one of the basic communication tools that provide NDRMF's platform, to engage effectively with stakeholders including development partners, government departments/ministries, UN agencies, INGOs, civil society, public & private sector and academia. That should focus on innovative designs by reflecting updated information regarding interventions in key thematic areas as well as project-related ideas to showcase our range of projects related interventions.

#### **The overall objectives are as follows: -**

- To provide a better communications tool to promote and inform users on the organization's activities relative to its core mandate

- To engage website visitors more interactively and dynamically tailor the information and experience to suit the visitor's needs.
- To increase the visibility of the NDRMF among the target audiences
- To comply with the NDRMF requirements in terms of transparency
- To migrate existing website data to a new supported Content Management System platform.
- To provide a solution that adequately renders information for use and consumption by end-users irrespective of their language or computing platform choice.
- To create a clear, streamlined, intuitive and easily accessible information structure

However, the existing NDRMF official website does not serve the above-mentioned requirements.

Henceforth, NDRMF intends to initiate a re-design of its website to make this solution modern, more user friendly, improve its ability to better inform on the activities and act as the primary spearhead for the outreach mandates of the NDRMF's media & communications Unit.

The execution of these objectives is intended to facilitate and support the Communications Plan and outreach efforts which are aimed at better informing our target audiences whilst ensuring compliance with standard legal, technical and transparency obligations.

### **Scope of Assignment included but not limited to following:-**

Considering the contemporary prerequisites, new innovative ideas to project and showcase organizational activities, NDRMF intends to seek and engage a service provider, an individual or a firm to design and develop NDRMF's official website. The website's main functions will be to showcase and disseminate activities and advocacy work to stakeholders in the humanitarian and development field.

Under the guidance of the Media and MIS Department, the service provider will be expected to undertake the following tasks including but not limited to:

1. The new site design must not be a standardized layout, should depict the forthcoming web 3.0 architecture and design with support from the top tier CMS (Content Management System) based platform.
2. Every user interface is required to be extended to external bodies to update their respective contents after approval from NDRMF, may directly be posted on website under respective sections. Same data should be compileable (automatically) and infographically representable on website.
3. Study the business objective for creating the brand new design concept, identity & practical marketing framework.
4. Create new concept identity design, web content structure, user interface design for the brand's innovative website
  - a. To increase the number of visits and visitors (both are important as one visitor could visit more than once)
  - b. To reduce bounce rate
  - c. To increase time on site
  - d. To improve domain authority
  - e. To enhance current SEO rankings for important keywords
5. Creating new web structure & layout
6. Mechanism to create Microsites.
7. Implement the Google analytics, heat-maps, SEO, SMO and rebrand the website
8. Optimized and answers all the aspects of safety & security of web 3.0
9. Do benchmark the (before) current performance & after optimization.
  - a. Number of visits, visitors, and unique visitors
  - b. Bounce rate
  - c. Time on site
  - d. Top-performing keywords in terms of rank, traffic, and lead generation
  - e. Number of inbound linking domains
  - f. Total pages indexed
  - g. Total pages that receive traffic

10. It must be clear, intuitive and facilitate easy access to information.
11. Develop the user-friendly (both on the front and back end) dynamic, interactive and not static design, layout, structure, all including strong visual language, generate dynamic infographic representation and innovative design for the website that can be easily upgraded on regular basis.
12. Develop a visual concept to upgrade NDRMF website.
13. An interface to fully show the strength of program visibility iconographically on the home page.
14. The Service Provider will adjust the concept based on feedback and comments from the Media Department.
15. Produce and suggest ideas to generate content for the website accordingly. **(top priority)**
16. **Provide a solution that renders/displays all the content/documents and information released on the website in a modern, innovative and intuitive manner.**
17. The restructuring includes site mapped page especially Home and Inner/sections wise pages as well
18. Develop/remodel/suggest site map
19. Create responsive/dynamic graphic/content design elements to address all major platforms/devices/browsers
20. NDRMF's Projects are one of the main components of the entire activity, generating advanced concepts to cover various aspects of Projects.(dash boarding and analytics)
21. Aggregate functions that interact with social media platforms
22. A complete bi-directional social media (Twitter, LinkedIn & Facebook) integration is required especially to implement a "blog" function with integrated Twitter and Facebook posting.
23. Integrate effective search functionality into the website
24. Linkages to an easily managed e-mail newsletter as well
25. Way to manage visitors and those interested in receiving updates about NDRMF
26. The website must be fully available for all major browsers (Microsoft Edge, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Apple Safari, etc.
27. The new website must also be automatically available in a version suitable to use on **mobile devices.**
28. Every page must include a print function and, where applicable, an easy PDF function.
29. Submit and present at least 3x design/layout mockups for better understanding from the firm.
30. NDRMF will evaluate the options provided in terms of design, layout and ease of use.
31. This feedback will be provided to the Service Provider to facilitate an interactive process aimed at arriving at a preferred or chosen option.
32. Based on the chosen option, the Service Provider will finalize the design and layout following inputs from NDRMF.
33. NDRMF and the Service Provider will exchange views on the options an unlimited number of times to finalize the design and layout.
34. If the design and layout include images or other material that cannot be provided by NDRMF, the Service Provider will need to provide them without extra charge for the NDRMF.
35. The new design and layout must be implemented on the entire website
36. **Knowledge transfer about web hosting needs, Implement all security protocol & setups and administration rights and controls.**
37. **Train minimum of four NDRMF staff on how to manage the new website and easy to read user guide/training guide**
38. **Develop a clear and accessible user guide and troubleshooting manual for the website.**
39. **Provide regular maintenance and updates of the website for 03 months during which the Service Provider will provide training to NDRMF support staff and system administrators to perform content uploading, system maintenance and administration.**
40. The Service Provider is expected to migrate all the current website content and functions to the redesigned website and must ensure they operate and render correctly on the new website. During the transfer, the Service Provider shall make sure no links are broken, especially external links leading to the main website.

41. The Service Provider will be responsible for the transfer/redeployment of website from the Contractor's servers to the approved server(s) identified for production deployment to ensure uninterrupted service. After the contract term and after the successful transfer of all content to the new web server, certify deletion of all the NDRMF's website-related content from Contractor's servers.
42. The contracted web development company will maintain full backup of the website through the duration of the contract. The backup, code and source files will be delivered in full to a client on the closing of the contract.
43. An approval mechanism is required through which the user department creates content through the already existing mobile app and after approval from the respective authority, can be pushed directly to the relevant section of the website automatically. It is recommended to perform the integration through the web portal or suggest a solution. Do implement Cloudflare & Wordfence for WP

**Required Expertise and Experience: -**

- Experience of web designing/re-designing and development.
- Understanding of End Users needs to match with adequate technical solutions of the above Bid Request.
- Previous experiences in designing user-friendly websites.
- Must have a complete set of expertise level and all domain level expertise in-house, to be proved through profile.
- The service provider must have a specialized team w.r.t requirement gathering and interface design/ graphic designing or any other related discipline.

**Note:**

- Intellectual Property Rights (IPR): All intellectual property rights and the complete website content, as well as all work performed under the contract are exclusive property of the NDRMF.