

## Terms of Reference (ToR)

### Development of a Citizen-Led Accountability Platform: Reform Tracker Website

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The Centre for Policy Dialogue (CPD), the Secretariat of Citizen's Platform for SDGs, Bangladesh, is a leading policy-influencing think tank in the country. CPD is inviting proposals from established and qualified vendors for the design, development, and maintenance of a citizen-led accountability platform — a dynamic website dedicated to tracking and assessing reform initiatives in Bangladesh. The platform will be developed under a subdomain of [www.bdplatform4sdgs.net](http://www.bdplatform4sdgs.net).

#### What is Reform Tracker?

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An online platform designed to systematically track, monitor, document, and disseminate information on reform-related developments across sectors. It not only tracks progress but also captures the pace and effectiveness of reform execution. In addition, it will incorporate stakeholder perspectives—ranging from civil society voices to expert opinions—enabling users to understand not only the status of reforms but also the broader discourse shaping their direction. Hence, it will function as a dynamic repository where reform-related policies, legislative actions, institutional changes, and implementation milestones are regularly updated. By curating diverse perspectives, expert analyses, and citizen feedback, the tracker would enhance transparency in reform processes, strengthen accountability of decision-makers, and provide an evidence-based assessment of the impact of reforms on citizens and institutions. The aim is to make reforms more transparent, accessible, and easier for the public to engage with.

#### Core Functions of the Reform Tracker Website

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The proposed platform will:

- Track reform related recommendations with details on required actions, responsible authorities, and timelines.
- Display the real-time implementation status of reforms for easy verification.
- Serve as a repository for reform-related information with robust search, filtering, and archiving functions.
- Visualise progress through dashboards, charts, and maps presented in accessible formats, as applicable.
- Provide a structured submission form for users to share agendas, ideas, or evidence by uploading documents, subject to an approval process.

*All functions must be developed with full accessibility in mind to ensure usability by persons with disabilities (PwDs). The platform is required to comply with WCAG 2.1 AA standards.*

#### Scope of Work

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The selected firm will be responsible for implementing all components of the Reform Tracker website in **close collaboration with CPD, the Secretariat of Citizen's Platform for SDGs, Bangladesh. The assignment will be carried out in a three-way collaboration between CPD, the tracking team, and the web development team**, ensuring alignment between the platform's technical development, content inputs, and tracking methodology. The areas of work are outlined below and may include, but are not limited to:

## 1. Platform Planning & Architecture

- Propose a comprehensive technical framework that ensures scalability, security, and sustainability.
- Configure the website to run on CPD's existing hosting provider (Hostinger) and optimise server resources for performance.
- Ensure compliance with SSL/TLS, data encryption, GDPR-equivalent practices, and other security standards appropriate for a public accountability platform.

For reference you may check [anti-fake news lawfare](#) by GIGA and [health reform tracker](#) by European Observatory on Health Systems and Policies

## 2. Data Structuring & Integration

- Build systems to accommodate multiple data types (text, visuals, documents) with flexibility for future expansion.
- Ensure robust cataloguing, filtering, and tracking features, aligned with CPD's provided inputs.

## 3. UI/UX Design & Website Development

- Deliver a modern, responsive, and user-friendly UI/UX design for the entire system.
- Develop the platform using **WordPress CMS**, in line with CPD's existing practice.
- Ensure bilingual (Bangla-English) functionality and compliance with WCAG 2.1 AA accessibility standards.
- Provide tools for visualising reform progress (dashboards, charts, maps, or equivalent).
- Ensure intuitive navigation, advanced search, and filtering options for diverse stakeholders.

## 4. Content Management & Updating

- Configure WordPress CMS for CPD staff to manage and update content independently.
- Provide role-based access controls, advanced search, and moderation tools.
- Support CPD by uploading and periodically updating content (text, visuals, data) in coordination with CPD's focal person.
- Maintain consistency in formatting, categorisation, and bilingual presentation.

## 5. Public Engagement Features

- Provide structured submission forms for citizens to share agendas, ideas, or evidence by uploading documents.
- Build an approval workflow within the CMS admin panel so administrators can review and approve submissions before publication.
- Suggest secure methods for moderation and integration with social media platforms.

## 6. Testing & Quality Assurance

- Conduct milestone-wise testing to ensure security, accessibility, and usability across devices.
- Demonstrate compliance with WCAG 2.1 AA standards and ensure usability for persons with disabilities (PwDs).
- Submit a milestone-based completion plan and timeline as part of the proposal.

## 7. Maintenance & Support (up to Dec 2026)

- Provide periodic technical support, system updates, bug fixes, content updates, and security monitoring until December 2026, under a Service Level Agreement (SLA) with clearly defined response times and resolution standards.
- Periodic maintenance and SLA compliance reports, detailing updates, fixes, security monitoring, and user engagement trends, with recommendations for improvements. Submit periodic reports on system performance, security, and user engagement.

## 8. Capacity Building

- Train designated CPD staff to manage the platform independently (including WordPress CMS and moderation workflows).
- Deliver user manuals, documentation, and technical guidelines for smooth operation.

## Deliverables

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The selected firm will be expected to provide, at a minimum, the following deliverables:

### 1. Inception Report & Workplan

- Detailed technical approach, milestone-based timeline, resource allocation, and a plan for coordination with CPD and the tracking team to ensure smooth collaboration.

### 2. Platform Design Prototypes

- Wireframes and mock-ups for website layout, dashboards, submission forms, and user journey.
- Options to be reviewed and approved by CPD before development begins.

### 3. Beta Version of the Reform Tracker

- A functional test version of the website with core features enabled (*developed in WordPress and configured on Hostinger*).
- Shared with CPD for pilot testing, accessibility checks, and revisions.

### 4. Final Launch-Ready Platform

- Fully functional, responsive, and bilingual Reform Tracker website under *bdplatform4sdgs.net*.
- Includes WordPress CMS, Hostinger hosting configuration, accessibility compliance (WCAG 2.1 AA), dashboards, submission form with approval workflow, and search/filter features.

### 5. Content Integration

- Upload and formatting of initial content provided by CPD at the time of launch.
- Ensure all reform-related data and documents available up to launch date are reflected.

### 6. Training & Documentation

- Training sessions for designated CPD staff on WordPress CMS use, content updating, and moderation workflows.
- User manuals, technical documentation, and security guidelines.

### 7. Maintenance & Support Reports

- Quarterly reports detailing system updates, bug fixes, security patches, and platform usage analytics.
- PMC and SLA compliance reports, with recommendations for improvements based on user engagement.

### 8. Security & Accessibility Compliance Reports

- Security compliance checklist/report covering SSL/TLS, encryption, and GDPR-equivalent practices.
- Accessibility compliance report confirming conformance with WCAG 2.1 AA standards.

## 9. Final Handover Package (Dec 2026)

- Complete technical documentation, source code, WordPress admin credentials, and Hostinger hosting credentials.
- Knowledge transfer to CPD for long-term sustainability.

Activities	Milestones/ Timeline
Inception Report, Work Plan and Design Finalisation	Within 05 working days of contract signing
Beta Version of the Website	Within 07 working days after design finalisation
Content Integration and Final Launch-Ready Platform	Within 18 working days; launch no later than <b>18 November 2025</b>
Training of CPD Officials on CMS	02 working days after final launch
Periodic Maintenance, Updates, and SLA-Based Support	From <b>Nov 2025 – Dec 2026</b> , with periodic reports submitted quarterly

*The above schedule provides the indicative timeframe, which will be finalised in consultation with CPD during inception.*

## Required Documents

Interested firms must submit the following documents as part of their proposals:

### 1. Technical Proposal

- Proposed approach and methodology for developing the Reform Tracker website.
- Preliminary workplan and timeline
- Description of tools, technologies, and platforms to be used.
- Accessibility compliance approach (with reference to WCAG 2.1 AA).
- Security compliance approach (e.g., SSL/TLS, data encryption, GDPR-equivalent practices).
- Strategy for long-term sustainability and maintenance.

### 2. Organisational Profile

- Legal registration documents of the firm.
- Relevant experience in developing dynamic, interactive websites (preferably with dashboards, trackers, or participatory features).
- Demonstrated expertise with WordPress CMS and experience hosting on Hostinger (or comparable shared hosting environments).
- Experience in working with NGOs, think tanks, or policy organisations is an advantage.

### 3. Team Composition

- Profiles of key personnel assigned to this project (including project manager, WordPress developer, UI/UX designer, data visualisation specialist, and security/compliance expert).
- CVs or short bios outlining qualifications and relevant experience.

### 4. Portfolio

- Samples of at least 2 relevant projects delivered in the past 3-5 years.
- URLs and/or screenshots of comparable platforms.
- Contact details of at least two previous clients for similar assignments.

## 5. Financial Proposal

- Detailed cost breakdown by activity/component, aligned with the scope of work.
- Pricing for website development, content integration, and ongoing support/maintenance until December 2026.
- Maintenance and troubleshooting costs should also be indicated on an hourly basis.
- Draft PMC (Periodic Maintenance Contract) including tasks to be covered.
- Draft SLA (Service Level Agreement) specifying response times and resolution standards.
- All costs must include applicable taxes and VAT.

### Evaluation Criteria

Areas	Marks
Technical proposal	50
Organisational Profile, Team Composition , and Portfolio and Reference	10
Financial Proposal	40
<b>Total</b>	<b>100</b>

### Proposal Submission Guidelines and Contact Information

- Proposals must be submitted in **three separate PDF** documents to ensure anonymity during the evaluation process:
  - ✓ Document 1 – Company Profile: Includes organisational profile, team composition, portfolio, and references of previous clients.
  - ✓ Document 2 – Technical Proposal: Outlines the firm’s understanding, approach, methodology, and timeline. The timeline must align with the final launch date of the Reform Tracker. To maintain anonymity, the company name, logo, or any identifying information must not appear in the technical proposal.
  - ✓ Document 3 – Financial Proposal: Provides a detailed cost breakdown for website development, content integration, and ongoing maintenance/support until December 2026. Costs for maintenance and troubleshooting should also be indicated on an hourly basis.
- Proposals must be submitted by email only in PDF format. If additional files (e.g., large design samples or supporting documents) are required, these may be shared via a secure Google Drive link.
- The email subject line should state: *“Submission of Proposal – Development of Reform Tracker Website”*.
- Proposals must be submitted no later than 3:00 PM on 25 September 2025 to: [procurement@cpd.org.bd](mailto:procurement@cpd.org.bd)
- For any queries regarding this ToR, please contact:  
*Mr Md. Rifat Bin Aowlad*  
Dialogue Associate, CPD  
Contact: +8801676393977  
Email: [rifat@cpd.org.bd](mailto:rifat@cpd.org.bd)

*Any proposal submitted through other means may result in disqualification. Late submissions will not be considered.*

## Selection Process

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The selection will follow a **two-stage evaluation** process:

1. **Shortlisting Stage** (shortlisted firms will be contacted via email on 30 September 2025)
  - Initial assessment based on submitted documents.
  - Criteria will include:
    - Relevance of organisational experience.
    - Technical soundness of proposed approach.
    - Strength of team composition.
    - Quality of past work (portfolio).
    - Alignment of budget with scope of work.
2. **Presentation Stage** (shortlisted firms are required to present their ideas to the programme team on 5 October 2025)
  - Shortlisted firms will be invited to present their proposed activities, platform outlook, and technical solutions.
  - The presentation will allow CPD to assess innovation, feasibility, and understanding of project needs.
3. **Final Selection** (The final selection will be announced on 8 October 2025)
  - Based on combined scores of technical proposal, presentation, and financial proposal.
  - Preference will be given to firms demonstrating innovative solutions, strong accessibility compliance, and cost-effectiveness.

## Finance-related special notes

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- All payments for the selected vendor will be made through Account Payee Cheque in favour of the selected vendor.
- CPD will deduct TDS from the billed amount as per Section 52A, Income Tax Ordinance 1984.
- Selected vendor will need to provide CPD Mushak-6.3 with the bill at 15% rate, as per Statutory Regulatory Order (SRO) 235.
- In case the selected vendor is unable to provide Mushak-6.3, CPD will deduct 15% VAT from the billed amount.
- CPD will deduct VAT from the billed amount as per the government rule.
- The selected vendor will need to produce original invoices for each delivery made under each Purchase Order within this contract period.