

## **Scope of Work for the Development of a Microsite on the Population Foundation of India's website**

### **About Population Foundation of India**

Founded in 1970 by the late JRD Tata, Population Foundation of India is a leading NGO in the fields of population dynamics, gender equity, and sexual and reproductive health (SRH). It addresses population issues within the context of empowering women, men, and young people, enabling them to make informed decisions about their fertility, health, and well-being. The organization's approaches include strategic engagement with policymakers, media, and other key stakeholders; knowledge generation and dissemination; leveraging technology; scaling up pilot projects; and social and behavior change communication. Population Foundation of India also collaborates closely with and provides technical support to both national and state governments, as well as other NGOs.

### **About the Microsite**

Population Foundation of India is facilitating strategic engagement at national level to build awareness and engagement on family planning (FP) and Sexual and reproductive health (SRH), and enhancing the visibility of FP & SRH issues among key stakeholders, including the media.

The dedicated Family Planning/Sexual and Reproductive Health (FP/SRH) microsite is a convenient and centralized platform, offering the latest data, trends, and information related to FP/SRH for various stakeholders, including researchers, policymakers, media outlets, public health professionals, and more. The platform plays a vital role in promoting evidence-based decision-making, aiding in informed policy making, and supporting the effective implementation of interventions. A centralized resource such as this is instrumental in advancing the field of FP/SRH and enhancing the health and well-being of communities worldwide.

The current family planning resource bank microsite, embedded within Population Foundation of India's website, presents indicators like fertility rate, unmet needs etc. based on the on National Family Health Survey (NFHS) conducted by the Ministry of Health and Family Welfare. These indicators are drawn from NFHS-3, 4, and 5. Other resources such as articles, press releases are available on the microsite too.

Population Foundation of India proposes to update the current version of the microsite(<https://fprb.populationfoundation.in/>). The proposed update aims to enhance the microsite with deeper data analysis and improve its user-experience. The new microsite would present a comprehensive SRH scenario by incorporating relevant indicators pertaining to gender, education etc. placing FP/SRH in larger sustainable development context. The information would be updated regularly with the latest data and information on family

planning, population and SRH. The microsite would contain resources in various forms such as fact-sheets, briefs, infographics, animations, videos and graphs.

### **Scope of Work**

Population Foundation of India is seeking to engage an agency for the enhancement of the microsite, hosted within the organization's main website.

The agency is expected to have the know-how to create visuals/infographics derived from the content and data points provided by the organization.

The scope of this assignment includes:

- District-level data mapping display for each state: in addition to the existing state-level data mapping
- Power BI report integration
- GPT Integration with the ability to search and respond to user queries utilizing existing documents, reports etc. (in English and preferably in hindi too)
- Accessibility widget: opportunity to personalize the website according to the users ability and needs, add language toggle in the UI
- Updates section of the home page to be moved to a new page
- Introduction to be moved to a new separate page
- Main menu restructuring
- Create user roles in the Content Management System (CMS) by setting of permissions for different types of users – admin, editor

The agency will be responsible:

- To incorporate above changes in the existing code base in both languages
- To maintain coding standards such that the website is W3C compliant
- To re-install the microsite on the organisation's existing AWS
- To install an SSL certificate on the website
- To maintain the website's sub-directory
- To ensure that the website is device (mobile) friendly
- To ensure the latest security standards
- To test the website before deployment for browser compatibility, optimal performance, security, SEO and mobile friendliness
- To handover CMS to Communications team along with support for uploading content, relevant documentation, login details and backup details.

**Final Deliverables:**

- Final version of the project to be hosted on the given domain, server
- Source code of the project
- Open files of all icons, graphics, and multimedia used in the project
- Technical document with details about frameworks, packages used, and a step-by-step guide for the server deployment and content management through the admin dashboard.

**Timeline**

45 working days (from the signing of the contract)

**Requirement to Apply**

Submit the technical proposal along with company profile and team profile in one file and Financial proposal in separate file. Financial proposal must contain breakup of the costs. Both files should be sent in one email to [ma.jose@populationfoundation.in](mailto:ma.jose@populationfoundation.in). Last date for submission of proposals is 15 May, 2024.

For any concerns/questions before the submission of the proposal, please reach out to [rizwan.shaikh@populationfoundation.in](mailto:rizwan.shaikh@populationfoundation.in) before the last date.

Shortlisted agencies will be notified for a presentation of the technical proposal and discussion.