**Terms of Reference (ToR) for Website Development of Democratic Budget Movement**

**Assignment Title:** Development of the 'Democratic Budget Movement' Website

**1. Background:** The Democratic Budget Movement (DBM) is a citizens' campaign aimed at ensuring the direct participation of common citizens in the national budget process. The movement seeks to create a comprehensive understanding of the national budget structure, process, and political economy among citizens, taxpayers, and professionals across the country. The website will serve as a primary platform for sharing information, engaging with stakeholders, and promoting the movement's objectives.

**2. Objectives:** The main objectives of the website development assignment are:

* To create a user-friendly, visually appealing, and responsive website.
* To provide a platform for citizens to access information about the national budget and participate in discussions.
* To facilitate the dissemination of campaign materials, news, and updates.
* To integrate tools for feedback and engagement from the public.

**3. Scope of Work:** The selected developer will be responsible for the following tasks:

* **Website Design and Development:** Create a modern, responsive, and visually appealing design that aligns with DBM's mission and values.
* **Content Management System (CMS):** Implement an intuitive CMS that allows non-technical staff to easily update and manage content on the website.
* **User Engagement Tools:** Integrate tools for feedback, discussions, and engagement, such as forums, comment sections, and surveys.
* **Performance Optimization:** Optimize the website for fast loading times and overall performance.
* **Accessibility:** Ensure the website is fully accessible, adhering to relevant accessibility standards.
* **SEO and Analytics:** Implement basic SEO strategies and integrate web analytics tools such as Google Analytics.
* **Training and Documentation:** Provide training to DBM user members/ staff on using the CMS and other tools, along with detailed documentation.
* **Maintenance and Support:** Propose a plan for ongoing website maintenance and support post-launch for three years.

**4. Deliverables:**

* A fully functional and responsive website.
* An intuitive CMS for content management.
* Provide/ upload basic contents (text, image, video clips)
* Integrated user engagement tools.
* Training sessions and documentation for DBM staff.
* A maintenance and support plan.

**5. Technical Requirements:**

* **Domain:** Not required (Available with the client).
* **Website hosting:** Not required (Available with the client).
* **CMS Platform:** The developer should propose a CMS platform (e.g., WordPress) that meets DBM’s needs for ease of use and content management.
* **Responsive Design:** The website must be fully responsive and provide a seamless experience across devices (desktop, tablet, mobile).
* **Security:** Implement security measures to protect the website from potential threats, including data breaches and hacking attempts.
* **Cross-browser Compatibility:** Ensure the website works across all major web browsers (e.g., Chrome, Firefox, Safari, Edge).

**6. Design Requirements:**

* **Branding:** Adhere to DBM’s branding guidelines, using appropriate colors, fonts, and logos.
* **User Experience (UX):** Prioritize a user-centric design that provides an intuitive and engaging experience for visitors.
* **Interface:** Both English and Bangla interface to be added.

**7. Timeline:** The project is expected to be completed within a month from the start date.

**8. Quotation/ Proposal Submission:** Interested web designers/ developers/ firms are requested to submit their proposals, including:

* Brief technical proposal with tentative outline/ site map and a detailed work plan with timeline.
* A financial proposal inclusive of vat/ tax/ SD as per NBR rules.
* Attach:
  + Firm’s experience in brief
  + Shot-bio of web designer, developer, consultants who will specifically work on this assignment- one to two pager
  + Samples of previous work (image/ screen shot, site map, services etc.).
  + Photocopy of updated trade license
  + Photocopy of BIN/ TIN number

**10. DBM website review and approval committee**

* Monower Mostafa, General Secretary
* Sekendar Ali Mina, Joint-Secretary
* Aamanur Rahman, Vice President

**11. Contact Information:** For any queries or further information, please contact:

Sekendar Ali Mina, Executive Director, Safety and Rights Society (Secretariat of DBM),

Sir Syed Road, Mohammadpur, Dhaka

Email: [democraticbudget@gmail.com](mailto:democraticbudget@gmail.com) , Cell:

**Deadline:** Rolling Basis or Open-Ended Solicitation.