Terms of Reference

Developing an Android Application and Web Portal for online Digital Data Management and Managing Training Material for Field Staff and Training Record Keeping and Developing Farmers’ Response Centre

1. Project Background

WWF-Pakistan is implementing Better Cotton Project in 10 districts of Punjab and Sindh Provinces. The project’s focus is building the capacity of over 225000 farmers for implementing the Better Cotton Standard System. Besides supporting the farmers in the Better Cotton Production, WWF-Pakistan also focuses on Decent Work issues and Women Empowerment and improving the position of disadvantaged people of the society.

Crop record keeping at farmer’s level is also focused in the project implementation. But manual data collection and management on a large scale is time consuming process and sometimes causes errors in data management. It is also difficult to analyze the data in a short time. The digitalization of data and record through mobile/computer application is effective way to improve data efficacy and tool for time saving. This can be easily managed through the application. Moreover, training material for farmers and farmers’ training record keeping takes place for all the farmers. It is expected that through the use of application farmers’ crop data, training record and reports will be digitized and field staff and farmers could access the training material online. The application would also serve as Response center for cotton growers.

2. Objectives

The main objectives of the consultancy are:

- Developing Android Application & Web Portal for maintaining farmers’ records online for Android phones and make it available for Apple devices
- Availability of Farmers’ Training material Online
- Online Training Record Keeping and Documentation by Field Staff
- Serve as Farmers’ Response Centre for information regarding cotton crop
3. Scope of Work

The development of the Android Application & Web Portal is expected to serve for online Digital Data Management of farmers’ crop and Managing Training Material for Field Staff and Training Record Keeping and Serving as Farmers’ Response Centre. Initially, during first year the application would be implemented at six smallholder Producer Units and 12 Medium Farm Producer Units, with access to over 24000 farmers and 100 field staff spread in 7 districts of Punjab and 3 districts of Sindh. Initially, field facilitators will use the application to capture the farmer data and manage the crop lifecycle. They will have access to training material and they will be able to enter crop/farmer data in the digital application.

4. Specific Tasks

The consultancy would cover the following aspects:

- Farmers’ and farm Data Profiling (Farmer List on specified template)
- Workers’ Data Profiling (Workers’ List on specified template)
- Field Staff activity tracking along with picture uploading and check-in - marking their farm visit
- Training Record Keeping
- Access to digital training material including PDF, Pics and Videos.
- Providing local weather information to farmers
- Replacing Farmer Field Book to Digital System
- Replacing all components of Learning Group Files to Digital System
- Serve as Farmers’ Response Center for information regarding cotton crop
- Project team will be enabled in compiling Result Indicator Data and Reports through digital application
- Monitoring activities are supported by the application through tracking of field staff
- Training plans with schedules
- All the plans and policies of the Producer Units are available in online system
- Provide post implementation support and maintenance of the system after launching
- Compliance and monitoring of the application
- Approvals will be sought for design and layout simplicity for the end user, Administration panel, Search and filters from IT Department of WWF-Pakistan.
• The bug fixes will be the responsibility of the developers and they will be giving us support for bug fixes and updates for at least two years.
• License and hosting costs need to be the responsibility of the consultant.

5. Expected Deliverables

• Develop an Android Application and Web Portal for online Digital Data Management of farmers and their cotton crop
• Managing Training Material for field staff, farmers and Training Record Keeping
• Developing Farmers’ Response Center
• Capacity building of project staff for the use of android application
• Follow-up of training and removing any hitch ups encountered by staff during use of application
• Submit output-based progress report for different activities and final report by the end of assignment
• Sharing of testing application login before launching
• Ensure proper working of the application throughout the season
• Make necessary changes in application during implementation if required
• Ensuring data analysis / reporting through application at the end of cotton season

6. Duration

The consultancy will be undertaken over a period of 7 months starting from September 2022 and concluding in March 2023.

7. Responsibilities of WWF-Pakistan’s Better Cotton Team

• Facilitate access to field staff and farmers
• Logistic support for training of field staff
• Ensure that the field staff is equipped with Android Phones
• Follow up with Consultant/Consultant Firm and field teams
• Provide feedback to Consultant/Consultant Firm regarding use of application

8. Confidentiality and Data Security
• Data hosting server will be only in Pakistan.

• All the information of farmers and field staff will be confidential. ‘Confidential Information’ means all data and information relating to the product Information Provider as well as all data and information relating to the farmers and field staff.

• The Consultant/Consultant Firm will not share any information related to this consultancy with any other organization.

• The Consultant/Consultant Firm will follow Confidentiality and Data Security policy of WWF-Pakistan and BCI.

• The adaptation of the software according to the user feedback.

9. Required Qualifications/Skills of Consultant/Consultant Firm

• The Consultant/Consultant Firm must have adequate technical manpower with University Degree in IT to carry out the assignment and complete it on time

• Proven capacity to develop Android Application and Web Portal for online Digital Data Management and Managing Training Material

• Proven capacity to conduct training sessions related to use of Android Application

• Ability to plan, prioritize and produce quality results on time

• Adhere to WWF’s values, which are: Courage, Integrity, Respect and Collaboration
Process of Submission of Proposal

1. Interested firm should submit the below mentioned documents in a two separate sealed envelopes (one envelope should have detailed technical proposal only and the second envelope should have financial proposal only with clear titles on each envelope specifying their nature) addressed to Internal Audit Department WWF-Pakistan and deliver it by August 22, 2022 to [Ferozepur Rd, WWF-Pakistan office inside Ali Institute of Education premises, Block M Block P Gulberg III, Lahore, Punjab] by (Deadline August 22, 2022).

   a) Technical proposal
      a. Detailed workplan
      b. Expression of interest
      c. Company’s profile/brochure
      d. Detailed methodology
      e. Team’s resume(s) along with their role in this assignment
      f. Company’s prior experience in the similar capacity
      g. Acknowledgement Letter and Warranties (i.e., Firm is not proscribed, banned or restricted by any governmental department to work in the site areas as mentioned in the TORs)
      h. Letter of Declaration regarding validity and authenticity of information provided in proposal

   b) Financial proposal
      a. Detailed financial proposal which should be inclusive of all applicable taxes and out of pocket expenses in Pakistani Rupees (PKR). The financial proposal should follow a breakdown structure i.e., specifying cost(s) to each head and subhead and remuneration as per man days
      b. Company’s registration certificate
      c. NTN detail(s) iv. Any legal or technical certification required for the task
      d. Audited Financial Statements (if available)
      e. Agreements signed in the similar capacity
      f. Any other document which can support your proposal
Criteria of Evaluation

Applicant’s proposal shall be evaluated based on Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per following criteria against a maximum score of 100 points.

- Technical Proposal 70%
- Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

- Qualifications (maximum 30 points)
- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

Note: Financial proposal shared via email shall be rejected. However, Firms can share only their technical proposal via email. Late/ incomplete submissions will not be accepted. Only three (03) top ranked firms will be included in the comparative process.