

**Request for Proposals**

**Redesign & Development of the GBC Job Portal & AKRSP Website Integration**

1. **Introduction**

The Aga Khan Rural Support Programme (AKRSP) is a non-profit organisation established by Aga Khan Foundation in 1982 to help improve the quality of life of the local communities in Gilgit-Baltistan and Chitral. AKRSP operates across all 10 districts of Gilgit-Baltistan, two districts of Chitral in Khyber Pakhtunkhwa (KPK), and two districts of Sindh. Its main focus areas include Agriculture & Food Security, Climate Resilience, Civil Society, Work & Enterprise, Education, Early Childhood Development (ECD), and Health & Nutrition.

The AKRSP website is the main hub to provide comprehensive information about the organization and its thematic interventions to internal and external audiences. AKRSP, under the project Building Resilience of Civil Society and Youth to COVID-19 In Gilgit-Baltistan and Chitral, has developed a Job Portal (www.gbcjobs.pk), a one-stop, web-based platform to connect job seekers and employers in GBC. The platform will be redesigned and linked to the redesigned website of AKRSP.

AKRSP is seeking proposals from qualified web development firms based on the specifications mentioned below to redesign and develop the two websites and enhance digital experience for youth, AKRSP’s stakeholders, donors, beneficiaries, and the wider development community, offering improved accessibility, interactivity, and engagement.

1. **Key Features**

The new website will include:

• Visually appealing and interactive design that aligns with AKRSP/AKDN’s mission and branding, ensuring a professional and engaging look.

• User-friendly CMS for seamless content updates without requiring technical expertise, enabling staff to easily manage content.

• Mobile responsiveness and cross-device compatibility to ensure accessibility on smartphones, tablets, desktops and any other device.

• Robust security measures, including SSL/TLS encryption, for secure communication to protect against cyber threats and ensure data integrity.

• Optimised performance and SEO-friendly structure to improve visibility in search engines and enhance user experience.

• Integration with social media platforms for seamless content sharing and outreach.

• Linked the redesigned GBC Job Portal (www.gbcjobs.pk ) with AKRSP’s redesigned website ([www.akrsp.org.pk](http://www.akrsp.org.pk)).

• Mail Integration for 20 users with [www.akrsp.org.pk](http://www.akrsp.org.pk).

• Where applicable, accessibility compliance following WCAG (Web Content Accessibility Guidelines) standards to make important information/section accessible to all.

1. **Scope of Work & Proposed Key Features**

The selected vendor will be responsible for:

**Phase 1: Research & Consultation**

• Conducting a needs assessment with AKRSP to understand the requirements of the websites.

**Phase 2: Design & Development**

• Proposing a design concept, layout, and navigation structure for AKRSP main website (www.akrsp.og.pk) and GBC Job Portal (www.gbcjobs.pk) .

• Linking to GBC Youth Portal with the AKRSP website.

• Linking relevant sections of the websites/CMS with the social media pages.

• Developing responsive websites with an improved user interface and multi-language support by using the content provided by AKRSP.

• Migrating and optimising any required existing content while ensuring consistency, relevance, and improved readability.

• Implementing a simple, robust and secure CMS.

• Ensuring accessibility compliance as per WCAG requirements wherever required.

• Providing integrated analytics and reporting tools for performance tracking.

**Phase 3: Testing & Deployment**

• Conducting user testing and feedback collection before the official launch.

• Optimising speed, security, and search engine visibility.

• Providing training sessions for AKRSP staff on CMS usage and content management.

**Phase 4: Post-Launch Support & Maintenance**

• Offering technical support for a specified period.

• Providing a performance evaluation report after the first three months of launch.

• Addressing bugs, security vulnerabilities, and future enhancements.

1. **Deliverables**

The vendor must deliver once the proposal is accepted on the basis of the evaluation and the agreement is signed:

• Detailed project plan with timelines and milestones for two website: AKRSP website (www.akrsp.org.pk) & GBC Job Portal (www.gbcjobs.pk ).

•Final Wireframes and design prototypes for AKRSP’s approval.

• Two fully functional websites with user friendly CMSs.

• User manual and training sessions for AKRSP staff.

• Post-launch support and maintenance plan, outlining service-level agreements.

1. **Eligibility Criteria**

Firms or consultants must meet the following criteria:

• At least five years of proven legal status & proven relevant experiences.

• Proven experience in designing and developing websites for NGOs, development organisations, or similar institutions.

• Having a team of relevant professional including UI/UX Designer, Frontend Developer, Backend Developer, Full-Stack Developer, Graphic Designer, Content Manager / SEO Specialist

• Experience in developing WCAG standards-based websites.

• Expertise in CMS-based website development, security best practices, and accessibility compliance.

• Ability to provide ongoing support, troubleshooting, and feature enhancements.

1. **Proposal Submission Guidelines & Documents**

Interested firms/consultants should submit a proposal including:

• Company registration certificate.

• Company profile and portfolio of similar projects.

• Client references/testimonials from previous projects.

• Team structure, including CVs of key personnel.

• Technical stack, approach and methodology, detailing how they will execute the project.

• Timeline and implementation plan.

• Proposed CMS platform with justification.

• Content migration strategy, explaining how existing content will be transferred and optimised.

• Detailed budget breakdown, specifying all proposed costs.

1. **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

• Technical Proposal (70%)

• Financial Proposal (30%)

1. **Submission Deadline & Contact Information**

Proposals must be submitted by 16th March 2025 via email to [**procurement\_akrsppk@akdn.org**](mailto:procurement_akrsppk@akdn.org)

For any technical inquiries, please contact Zulfiqar Ali Khan, Manager Communications via email [zulfiqar.alikhan@akdn.org](mailto:zulfiqar.alikhan@akdn.org) or call 05811-450349/452480/452679

*Note: AKRSP reserves the right to accept or reject any proposal without assigning any reason. We look forward to receiving innovative proposals to enhance our digital presence.*