SOUTH ASIA REGIONAL INITIATIVE FOR ENERGY INTEGRATION WEBSITE

www.sari-energy.org

SCOPE OF WORK: PHASE II

Integrated Research and Action for Development

B-44, Shivalik, Malviya Nagar, New Delhi – 110017
Website: www.sari-energy.org

REQUEST FOR QUOTE (RFQ)

Date: 04th March, 2014

Activity: Website maintenance and newsmailer generation for SARI/EI website (www.sari-energy.org)

Country: India

Notice/Contract No.: IRADe/SARI/EI/01/14

Funding Agency: United States Agency for International Development (USAID)

IRADe is inviting prospective organizations through this Request for Quote (RFQ) to submit their quote for conducting the Website maintenance and newsmailer generation for SARI/EI website (www.sari-energy.org). This is an activity under the United States Agency for International Development (USAID)-Funded South Asian Regional Initiative for Energy Integration through IRADe.

Quotes are due on March 20, 2014 by 5.00pm India time. Please forward your quote in hard copy to the following address to our office at B-44, Shivalik Road, Malviya Nagar, New Delhi-110016. For further details or clarifications please contact:

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I BACKGROUND

As the erstwhile SARI/Energy program has transited to its next phase "South Asia Regional Initiative for Energy Integration (SARI/EI)", this new phase which has regional energy integration as its project goal has been designed to build upon SARI/Energy's successful initiatives of the past to move South Asian countries towards increased regional energy security and will exclusively focus on Cross-Border Energy Trade (CBET) and energy market development.

Integrated Research and Action for Development (IRADe), through a competitive process, has been selected by U.S. Agency for International Development (USAID) for the implementation of the program. During the five year program, IRADe and USAID will work together to promote integration of energy systems and enhance Cross-Border Energy Trade (CBET) among the participating South Asian countries.

II OVERVIEW

Current status of the Program Website:
The Cooperative Grant Agreement of United States Energy Association (USEA) with SARI/Energy for Phase III came to an end in 2012 and so did the administration of the program website.

- The implementing partner of Phase IV-IRADe has successfully transferred the website through the following two step process:

(a) File/folder structure transfer and

(b) DNS Reassignment/Domain transfer.

- Though, currently, the license on the domain name of the program website is valid through 2015, at which time Site License with the leasing agent Network Solutions, LLC will need to be renewed again.

- The website errors detected have been rectified for us to even update, upload and manage the information being displayed on the same.

- The program website has a Content Management System(CMS) which allows publishing, editing, modifying content from a central interface and has the flexibility for designated staff to add, remove and update content without extensive knowledge of Web development languages or technical structure. This is an added advantage to help manage workflow in a collaborative environment. Though currently the website has only few sections under the Content Management System.

- SARI/EI website has been successfully re-branded as per the Branding Strategy and Marking Plan for the Cooperative Agreement No. AID-386-A-12-00006 approved by USAID. The website adheres to all the USAID policy directives and required procedures on branding and marking.

- Re-Branding activity phase has been followed by monthly maintenance activity. Apart from successfully updating the website, monthly maintenance activity also included website optimization ,traffic analysis & site performance monitoring, audit and testing of the website including code reviews, functionality-to requirements verification, GUI usability, design, performance/security/stability testing, upgrading site software, patches and plug-ins, monthly backups depending on the requirement to ensure data security & continuity, etc.

III SCOPE OF WORK

(A) WEBSITE MANAGEMENT OF STATIC PAGES: Content and images of static pages requires updation.

(B) WEBSITE MANAGEMENT THROUGH ADMINISTRATION TOOL/INTERFACE: Each of these sections allows the web administrator to manage the information being displayed on the main website www.sari-energy.org. However, most of the sections are static in nature.

- **Media Coverage Management**

The media coverage section on website involves activities related to News/Articles, Press Releases and Press conferences. In concurrence with USAID, activities during the management process are:
1. Upload of associated or press release files
2. Information update through Administration Tool
(a) News & Articles
(b) Press Releases

- **Contact Details Management**

The contact details management section on website involves activities related to USAID contacts and implementing partner's contacts. Activities during the management process are:
1. Manage USAID contacts
2. Implementing partners

- **Resources Management**

The resources section on website involves activities related to resources data. Activities during the management process are:
a) Project report updates
b) Training Courses Updates
c) Resource Category Updates

d) Other Energy Resources-Publications & Miscellaneous Reports: Add, Edit & Delete
◄ **Useful Regional Energy Links Updates**

Useful links are resources displayed in Resources section of the website that involve alphabet-wise and country-wise listing of various website links. Currently the public page for "Useful Links" is not linked to the database. This page is simply updated by HTML code. Although it is an ASP page, it functions like HTML.

◄ **Events**

Activities related to **Events** during the management process are:
1. Upload Agenda
3. Identify TBD events
4. Information update through Admin Tool
(a) Event Updates: Add, Edit & Delete

◄ **Presentations**

Activities related to **presentations** during the management process are:
a) Identify PPT sequence
b) PPT to Image conversion
c) Image Resizing
d) Upload Images/PPT
e) Information update through Admin Tool: Add, Edit and Delete presentations

(C) NEWS MAILER GENERATION:

News Mailer Creation on the technical front would involve search, extraction and consolidation of data relevant to program's objectives. It will be updated periodically to provide a central point of access to information and resources globally.

The News Mailer Process requires three activities to be done on a regular basis which are as follows:
1. Regional News Update
2. Change Subscriber related information, if required
3. Generate the news mailer and send it: Mailer Creation involves
a. Generating the mailer:
b. Previewing it for testing links
c. Send: Test mailer to test email addresses
d. Send: Actual mailer to subscribers

Though the News Mailers Generation is an integral part of the administration interface but since the inception of the SARI/E program, USEA has maintained the mailing list as an external file. To send the Daily News Roundup and other communications to the subscribers, they have always used a program called Mail Chimp (www.mailchimp.com). Distribution Mechanism can be built into the Website by providing a subscription form. The email Ids of the subscribers can be stored in the database and the final mailer can be send to the subscribed users.

SARI/EI Target Audiences for News Mailer Creation:

Primary Audience:

Governments, ministries/departments of Power & Energy, regulatory commissions, planning authorities, other policy making bodies of each South Asian country, Load Despatch Centres, Power exchanges, Power Generation companies, Transmission & Distribution utilities, Power equipment manufacturers & suppliers, trade & industry associations, SAARC, civil societies, regional forums & network associations, and any other organization/agency affiliated to the power sector across the participating nations.

Secondary Audience:

The secondary audience includes Public and Private sector players, Research & Development organizations, financial institutions & Multilateral Development Banks (MDB), Educational institutions, energy professionals, researchers and consultants in the power sector.

(D) GENERAL MAINTENANCE ACTIVITIES:

- Optimize web pages and graphics for speed & performance: Pages and features compatible with limited bandwidth access by the public.
- Traffic analysis & site performance monitoring
- Provide audit and testing of the website including code reviews, functionality-to-requirements verification, GUI usability and W3C standards compliance testing and performance/security/stability testing.
- Upgrading site software, patches and plug-ins
- Support services that are aimed at ensuring stable and uninterrupted operation of the system
- Monthly, weekly or daily backups depending on the requirement to ensure data security & continuity.

SARI/EI Website has been categorized in the following 2 components:

- **Website Maintenance**: Monthly Ongoing activity

- **News Mailer Generation**: Monthly Ongoing activity

Section wise maintenance activities are listed with their respective timeframe in Annexure I.

SECTION	ACTIVITIES	TIMEFRAME
Who We Are	SARI/EI Latest Brochure needs to be uploaded.	One Time Activity
What We Do	Annual and Quarterly reports to be added.	Annual Reports: Once Annually Quarterly Reports: Once Quarterly
Countries	Content & images of all the South Asian countries needs to be updated.	As and when required. (Probably, once Country papers are finalized.)
Achievements	Latest success stories under achievements can be added.	Event Specific
Events	Recent events (agenda's, presentations and images from the events) needs to be updated periodically. Currently website is up to date with respect to events. Events from January onwards needs to be updated.	Monthly Activity
Media	In concurrence with USAID, New News articles and Press releases can be added.	As and when required.
Business opportunities	Updating the current business opportunities.	Currently this page has no information.
Library	Periodic updation to provide a central point of access to information and resources globally.	Quarterly Activity
Energy Links	Updation of the Useful Regional energy links.	Monthly Activity
Images & Design Aspects	The images which are part of the page title can be replaced with new images which are more relevant to the page. Design aspects to be worked out for sub-pages.	One Time Activity
News Mailer Generation Process	Search, extraction and consolidation of data relevant to program's objectives.	Monthly Activity