Scope of Work
Designing, Developing, Hosting and Maintaining the Official Website of the Family Health Bureau, Ministry of Health
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Terms of Reference for
Development of the Family Health Bureau website

Introduction

National Reproductive, Maternal, Newborn, Child, Adolescent and Youth Health programme (RMNCAH) has evolved in Sri Lanka over many decades. The programme's origin dates back to 1926, when the first field-based health unit was established in Kalutara. Currently, the RMNCAH programme has reached almost all families in the country, forming a well-organized healthcare system with 354 Medical Officers of Health (MOH) regions. The programme delivers evidence-based intervention packages throughout the life cycle across the health systems.

Family Health Bureau

Family Health Bureau (FHB) is the national focal point in the Ministry of Health responsible for planning, implementing, monitoring, and evaluating the RMNCAH programme. FHB is accountable for policy planning, implantation and monitoring of the national programme and provides technical guidance for provincial health care systems to implement and monitor the RMNCAH programme in the country. In addition, FHB advocates for the Ministry of Health on matters related to policy, finance, infrastructure and other resource requirements relevant to the RMNCAH programme. Monitoring and evaluating of the RMNCAH programme also come under the purview of FHB. FHB has several units headed by Consultant Community Physicians (Public Health specialists) to address the different components of the RMNCAH programme. Each unit possesses a separate staff responsible for advocacy, policy and strategic analysis, programme development, technical guidance, evaluation and supervision related to the respective programme components.

The Monitoring and Evaluation Unit of the Family Health Bureau is responsible for maintaining the official website in which Family Health Bureau showcases all the information relevant to the national RMNCAH programme. It has access to the eRHMIS, the national electronic
reproductive health management information system, and all circulars, guidelines and publications. (Contact M&E Unit- for further details - 0112692743)

Justification
The official website of the Family Health Bureau provides all relevant information on the national RMNCAH programme and is referred by many international and national agencies.

The official website of the Family Health Bureau is the primary source that provides all relevant information on the national RMNCAH programme and is referred by many international and national agencies for information.

This is the leading platform for providing updated information on

- National policies, strategies, guidelines, programme reviews, MOH circulars and other essential documents
- National RMNCAH programme-specific goals & targets to guide the provincial and district health teams
- Current progress on different RMNCAH programmes about intervention coverage; progress towards SDG goals – essential information to the government, non-government, and developmental partners
- Main point of archiving of family health annual reports; programme RHMIS formats; other publications
- Dissemination point for RMNCAH-related operational research conducted by the FHB, MOH
- Entry point to the dedicated learning management system (E-Bridge) targeting public health teams used to build capacities on various elements of the RMNCAH programme
- Entry point for many crucial web-based surveillance systems and other programme-specific websites that provide clients with updated and credible health-related information.
- Current website can be reached from the below link.

The current website is developed on an outdated Joomla platform, and many users find it difficult to reach updated information on the site. Also, the features on the current website are not the latest. Hence, this hinders sharing the newest information effectively. The issues about the outdated website were felt badly during the COVID-19 pandemic, and many stakeholders and the regional health staff found it hard to reach the necessary information on time. Under the current economic crisis in Sri Lanka, FHB must provide real-time information especially relevant to morbidity, mortality and health status, including maternal mortalities and morbidities, child mortalities and morbidities, fertility and nutrition status of pregnant women, adolescents and under five years.

Therefore, it was decided to design and develop a new website with the latest technology to improve usability and information access. The current website is only developed in English. To better use the information and comply with the Government's tri-lingual policy, a new website should be designed and developed in all official languages (Sinhala, Tamil and English).

Objectives

1. To design, develop, host and maintain (for one year) a user-friendly website aligned with the requirements of the M&E Unit which will enhance the communication with stakeholders and provide up-to-date information in all three languages.

2. Provide content management facility across the entire website using an open-source Content Management System (CMS), using Joomla version 4.2.2. or WordPress 6.0 or a higher stable version. WordPress is preferred. Should use page builder app

3. Develop a dynamic dashboard to display relevant FHB information

4. Provide support on maintenance and updating the website through content management tools for up to 1 year.

5. Assistance for developing content with high-resolution photographs.

General considerations
Adherence to the following guidelines while developing the website
National eHealth Guidelines and Standards (NeGS) and all other applicable national and international laws and guidelines.

- Adherence to Web 2.0 concepts, open standards and Service Oriented Architecture (SOA) principles.
- Adherence to Lanka Interoperability Framework (LIFe)

Scope of Service

a. Study the main functions of the FHB (M&E) to understand its functions.

b. Brainstorm with the members of FHB (M&E) to identify the requirements of the new website and the content management platform, information clustering and information to be written, and services to be provided by the website to develop a new structure (to be verified through a cycle of prototypes) for the website.

Design the website to facilitate content management requirements through a Content Management System (CMS) to add information and services incrementally as and when those become available across the website. Should use page builder app for development.

c. The theme framework shall be designed using responsive web design methodology and techniques to adapt cross-browser and different devices such as desktops, tablets and smartphones.

d. Content gathering, organising content logically and coordinating the content gathering process should be carried out with the FHB(M&E) team. Development should be done using a professional CMS theme. Initially should provide a few base professional themes for the website for the FHB(M&E) team to decide on.

e. Direct, lead and manage the web development team that may comprise Content Collectors, Graphic Designers, Photographers (if required), Web Developers, Database Developers Integrators etc.

f. Develop a website by incorporating necessary text, graphics, animations, sounds, video clips, forms, databases, downloadable documents, plugging etc.
The scripting languages should be compatible with all browsers and the hosting server platform.

g. The FHB(M&E) website layout should be agreed upon by the FHB(M&E) team. The developer is free to deviate from the initial layout to develop a better website. This is to ensure a familiar look and feel. The overall site style and look and feel the need to go with the context of the FHB(M&E), preserving its esteemed image.

h. The current website of FHB can be accessed at https://fhb.health.gov.lk/. All pages from the old site should also be represented on the new site.

i. International standards shown by the M&E Unit and approved by the D/MCH.

j. Web developer is responsible for obtaining high-quality culturally and socially acceptable photographs relevant to Sri Lanka.

k. The website shall have the following pages as a baseline for the new

  - Welcome page (Which should consist of language selection buttons and links to the sites where visitors can download Sinhala and Tamil Unicode fonts).

  - Dashboard, which displays the current statistics

The dashboard should be fluid, and FHB(M&E) should be able to update quickly. It should be developed with the inputs from FHB. It needs to display information up to the district level and by period. It should be interactive, dynamic and attractive. Using google data studio with google sheets would be an added advantage.

Example websites

  -
• **Home page** will contain the following information
  
  o Main Banner
  
  o Breadcrumbs
  
  o Main Menu
  
  o High-quality interactive slide show
  
  o Welcome Note/short description about FHB
  
  o Upcoming programs of FHB
  
  o Should display important statistics
  
  o News and ongoing events/ announcement column.
  
  o Important Links - Provide direct links to related websites.
  
  o Footer
    
    Hit Counters
    
    Last Update date
  

• **About Us**

  The following information shall be made available.
  
  o Overview - Vision statement, Mission statement and objectives
  
  o Brief history of the organisation
  
  o Message of Deputy Director General/Medical Services 1
  
  o Key officials of the FHB(M&E)
  
  o Organisation Structure

• **Functions**

  This Page shall consist of the functions of the FHB

• **Technical units**
This Page shall contain the services offered directly through the FHB and indirect services provided by the technical units of the FHB.

A separate page for each unit at FHB should be accommodated to publish their content.

Content includes text, media files, documents files and data visualisations.

- **Programmes**
  This Page shall contain programs conducted by FHB(M&E) which can be updated regularly according to the program schedule. Further recent programs should be displayed on the home page, and all other past or future programs should be listed in this section for easy navigation.

- **Publications / Resources**
  This page should contain all related publications with a view/download facility.

- This page will contain guidelines, circulars and other material for healthcare professionals and institutions
- Most of the content will be PDF documents, but the page should accommodate any other media type.

- **News and Events**
  This page shall contain Latest News, Events and Press Releases published by FHB.

- **Gallery**
  There shall be two sections for the image gallery and video gallery, along with easy navigation, including general descriptions of the albums.

- **Contact Us**
  The following information shall be made available.
  
  o Inquiry
    
    o Postal address.
    
    o General Telephone numbers, Fax Numbers and email addresses.
    
    o Inquiry / Feedback form.
    
    o A map which shows the location of the FHB(M&E).
- Contact Details
  - Contact person’s names, telephone numbers/fax numbers, and email addresses.

- Site Map
  This page shall contain links to all pages and sections of the FHB(M&E) Website.

The website should also carry the following features besides the above structure.

**General Features**

- Date of Last Update on the web page.
- Provide facility to publish news and events information of FHB(M&E) and archive them when required.
- The total number of pages will depend upon the requirements of the FHB(M&E). A web page shall contain at least 300 words.

**Tools: Updating, Finding, Receiving, and Viewing Information**

- Updating: Use a Content Management System (CMS) to provide content management support for all pages and parts of the website
- The content management system should be capable of activating/deactivating features/functions outlined in selected areas and articles of the website.

**Finding:** Ability to search for information in all three languages, including a minimum of the following
- Be used to find and view all documentation and information available on the website.
- Ability to search words, words or phrases, etc
- Support pagination
Alerting Services: Ability to provide alerting services, such as RSS, email and other appropriate technologies that enable subscribed members to be informed about FHB(M&E) activities.

Communication: Dialog with Citizens

- A feedback utility allows the public to send comments and ask questions about FHB(M&E) via the Contact Us form.
- Ability to integrate social media tools such as Facebook, Twitter, Google Plus, etc., when required.
- Secure user login facility for authorised users.

b. Design: Usability, Accessibility, and Language

- The website should be in all three languages enabling users to switch from one language to another while browsing through pages.
- Websites should be designed with simplicity to allow for the quickest loading on multiple browsers.
- The website should be responsive even to view on mobile devices.
- Website should be compatible with commonly available browsers.
- The website should be Unicode compatible.
- Ability to Navigate content in a smooth, user-friendly and sensible manner.
- The CMS should support the LAMP (Linux, Apache, MySQL and PHP) environment.
- Website developers should adhere to the highest standards conforming to World Wide Web (W3C) standards and the latest version of ICTA web standards for government organisations.
- Website should be updated with stable CMS within the maintenance period.
Security

- The web developer should implement all standard security measures and specifically adhere to the security measures proposed by the Sri Lanka Computer Emergency Response Team (SLCERT) for ensuring the security of the websites where the Website should be immune to exploitations such as SQL Injection; Cross-site. Scripting (XSS); Session/URL poisoning etc. (https://www.cert.gov.lk/2?lang=en&id=4). (Follow the ‘Technical guide for web application security issued by SLCERT)

- Security and privacy of all personal data contained in the user accounts should be ensured using modern data encryption methods and security features such as two-factor authentication.

- The website developer should use the HTTPS protocol and be equipped with an SSL certificate for the period of maintenance.

- Up-to-date backup of the website should be maintained to recover from intrusions and accidental data losses.

- An audit trail should be maintained to monitor users’ activities; It should keep a detailed record of the addition, modification, and deletion of website data by each user, date, time, and location.

- A detailed record of website use by external viewers should be maintained: Hit counter; Number of page loads; Number of hits received; Pages accessed by the user; Visitor's location-based information etc.

- Confidential information exchanged between FHB and vendors should not be disclosed to any third party. All information is considered confidential unless stated otherwise.

- Website developer should provide personal identification details of all the employees with access to the FHB’s website.

- Web developer should be responsible for obtaining SLCERT certification. Conduct a Vulnerability Assessment and Penetration Tests (VAPTs) by Sri Lanka CERT before website launch, recommended intervals and after modifications

Monitoring and Auditing
The website should include a tool(s) (non-proprietary) that can generate statistics about users who publish, update, or delete any content on the website.

The website should include statistic generating tool(s) which can create statistics: Hit counter; Number of page loads; Number of hits received; Pages accessed by the user; Visitor’s location-based information etc.

Archiving - Ability to archive content/documents and also to search archived documents

Hosting / Availability

- The web developer should bear the cost of website hosting space during the development of the website.

- Hosting service should be included in the cost. The hosting service should have at least 2 GB storage space and 120 GB bandwidth for two (2) years.

- Developer should provide technical support to host the website on a web server provided by FHB(M&E) if required.

- Provide all necessary support when moving the website from one hosting space to another without additional cost.

- The deployment should be catered to High Availability options, depending on the user requirements. (24*7 and the downtime limitations, etc.)

Ownership of the websites

- The website developer should provide soft copies of all source codes, databases, Content Management Tools, graphics (source file) FHB(M&E) Team.

- The intellectual property rights relating to the graphics, photos (captured by the photographers), text, artwork, design, sound recordings, software, database, and any other components developed for this project by the consultant shall be the property of FHB(M&E).
- Any proprietary software components belonging to the web developers shall be licensed to FHB(M&E) for perpetual use. The consultant shall require appropriate arrangements to make available the source code of the said proprietary software to the client in the event of either bankruptcy or winding of the merger of the consultant company.

- Vendor should impose the copyright and disclaimer notices specified by the Purchaser.

- All confidential information exchanged during the assignment should be treated as non-disclosable content.

Outputs and deliverables

The total duration of the project’s development phase is 12 weeks (3 months). The work schedule for the website development follows.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Due date</th>
<th>Deliverable</th>
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<tbody>
<tr>
<td>1. The Signing of the agreement /award of the job and kick-off meeting</td>
<td>Commencement date +1 week</td>
<td>-</td>
</tr>
<tr>
<td>2. Understand FHB(M&amp;E) functions and requirement</td>
<td>Commencement Date + 1 week</td>
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<tr>
<td>3. Content Collection /Coordination of content collection</td>
<td>Commencement Date + 2 weeks</td>
<td>Gathered information.</td>
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<tr>
<td>4. Development of initial prototype and present the structure to the Review Team and the feedback</td>
<td>Commencement Date + 3 weeks</td>
<td>Proposed prototype</td>
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<td>5.</td>
<td>Finalising the content for the website</td>
<td>Commencement Date + 4 weeks</td>
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<td>7.</td>
<td>Get approval for the English version</td>
<td>Commencement date +6 weeks</td>
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<tr>
<td>9.</td>
<td>Get approval for the Sinhala version.</td>
<td>Commencement date + 8 weeks</td>
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<tr>
<td>10.</td>
<td>Complete full functional Tamil version added.</td>
<td>Commencement date + 8 weeks</td>
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<tr>
<td>11.</td>
<td>Get approval for the Tamil version.</td>
<td>Commencement date + 9 weeks</td>
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<tr>
<td>12.</td>
<td>Fixing Security issues</td>
<td>Commencement date + 9 weeks</td>
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<tr>
<td>13.</td>
<td>Training and sign-off</td>
<td>Commencement date +10 weeks</td>
</tr>
</tbody>
</table>

**Clients' inputs**

c. FHB(M&E) Team will provide the following facilities to the development team.
   - Provide content for the FHB(M&E) website in one language.
   - Arranging meetings with necessary parties within FHB(M&E).
Translation fees
The developer of the website should bear translation fees (does not include hosted content)

Training of FHB staff
Provide Training for FHB(M&E) Team. The training should cover the,

- Introduction to the CMS used
- Introduction to the Content Management methodology.
- Content uploading procedure (text, image, attachments, videos, Audio, Classified).
- Common mistakes/errors in content management.

Maintenance of website

- Manage and maintain the website for One year (001 year) from the agreement’s signing date.
- Updates requested by the FHB(M&E) team should be uploaded within 24 hours of receiving the information.
- Detailed user guide on Content Management systems should be provided with user training for the relevant officers of the FHB(M&E).
- Provide Help Desk support to users in updates and contents management for one (01) year from the signoff date.
- Any upgrading to the Content Management Framework should sort out all other issues related to the upgrade, such as content alignment, security, etc
- Attend all types of Corrective maintenance (Bug fixing and installing security patches). If a user discovers any error/failure on the website, a web developer should respond and rectify it immediately. Meantime to Response (MTR) should not exceed one hour, and the Mean Time to Resolution shouldn't exceed 24 hours from the informed time. Notifying errors/failures should be possible through email, telephone, fax or letter format.
- Adhere to the following requirements without additional cost.
  a. Documentation and technical support
  b. Add new content (text, photos) to the existing webpage
c. Adding, Removing and Updating hyperlinks.
d. Insert new menu items into the existing menus.
e. Include hit counters, last modified dates etc.
f. Uploading new pages to the server.
g. Minor modifications to the webpage banners
h. Support generating statistics on the website.
i. Provide technical support to FHB(M&E) to change the server location where the website is already hosted.
j. Adding new pages should be done according to the predefined cost breakdown, which is based on unit cost.

Procedure for reviewing the output

FHB(M&E)/WHO nominated review team will review the product before releasing the payments.

<table>
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<tr>
<th>Timeframe</th>
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<tr>
<td>Tentative time frame</td>
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<tr>
<td>Tasks</td>
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<tr>
<td></td>
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<tr>
<td>Call for bid, selection of vendor and agreement.</td>
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<tr>
<td>Website development</td>
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<tr>
<td>Hosting the website and uploading the file to a storage server</td>
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<tr>
<td>Training for FHB staff</td>
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<tr>
<td>Payment to the vendor</td>
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<tr>
<td>Maintenance of the website by the vendor</td>
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<tr>
<td>Migration of website into FHB server and refresher training</td>
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</table>
Selection process

Mandatory:

1. Developer shall prove that they have a solid technical background and operational strength to undertake and take this work forward without hindrances with a competent full-time workforce/consultant in the team. Vendors will have to submit the CV of each expert working with the company mentioning their positions. Evidence should be submitted with the proposal.

2. Must have 05 or more years of general experience in ICT business in Sri Lanka. Evidence should be submitted with the proposal.

3. Must have at least 03 years of proven track record in similar IT Solution Development & deployment under a structured framework (preferably that works on the public cloud). Evidence should be submitted with the proposal.

Desirable

- previous experience in work with the Ministry of Health or Government agencies.
- previous experience in work with the UN agencies.

.............................................................
Activity Manager
Dr MN Bananąuriya
NPO - RMNCAH