

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

Ministry of Fisheries, Marine Resources, and Agriculture

Male', Republic of Maldives



Ministry of Fisheries, Marine Resources, and Agriculture

Expression of Interest

(by the consulting firm in response to the REOI
issued by the procuring entity)

for

Consultancy Service for Development of Maldives Agribusiness
Programme Website

Ref No: MAP/CS/2022/07-02

Submission date

Foreword

This document has been prepared by Project Implementation Unit of Ministry of Fisheries, Marine Resources and Agriculture and is based on the 1st edition of the IFAD-issued standard procurement document for expression of interest available at www.ifad.org/project-procurement. This bidding document is to be used for the procurement of services using Quality Cost Based Selection in projects financed by IFAD.

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Form EOI-1

EOI Submission Form

[Location, date]

[Authorized official]

Re: Consultancy Service for Development of Maldives Agribusiness Programme Website

Ref: MAP/CS/2022/07-02

We, the undersigned, declare that:

1. We are expressing our interest in providing the consulting services for the above-mentioned assignment and have no reservations to the REOI, the instructions to the consultants and any addenda thereto.
2. Our expression of interest is open for acceptance for a period of ninety (90) days.
3. Our firm, its associates, including any subcontractors or suppliers for any part of the contract, have not been declared ineligible by the Fund and have not been subject to sanctions or debarments under the laws or official regulations of the client's country or not been subject to a debarment recognized under the Agreement for Mutual Enforcement of Debarment Decisions (the "Cross-Debarment Agreement")⁵, beyond those declared in paragraph 9 of this EOI submission form.
4. We acknowledge and accept the IFAD Revised Policy on Preventing Fraud and Corruption in its Activities and Operations. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any prohibited practices as provided in ITC Clause 6. Further, we acknowledge and understand our obligation to report to anticorruption@ifad.org any allegation of prohibited practice that comes to our attention during the selection process or the contract execution.
5. No attempt has been made or will be made by us to induce any other consultant to submit or not to submit an EOI for the purpose of restricting competition.
6. We acknowledge and accept the IFAD Policy on Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any sexual

⁵ The Cross-Debarment Agreement was entered into by the World Bank Group, the Inter-American Development Bank, the African Development Bank, the Asian Development Bank and the European Bank for Reconstruction and Development, additional information may be located at: <http://crossdebarment.org/>.

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

harassment, sexual exploitation or abuse. Further, we acknowledge and understand our obligation to report to ethicsoffice@ifad.org any allegation of sexual harassment, sexual exploitation and abuse that comes to our attention during the selection process or the contract execution.

- The following commissions, gratuities, or fees have been paid or are to be paid with respect to the selection process: *[Insert complete name of each recipient, its full address, the reason for which each commission or gratuity was paid and the amount and currency of each such commission or gratuity.]*

Name of Recipient	Address	Reason	Amount	Currency

(If none has been paid or is to be paid, indicate “none.”)

- We declare that neither our consulting firm nor any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners have any actual, potential or perceived conflict of interest as defined in ITC Clause 5 regarding this selection process or the execution of the contract. *[insert if needed: “other than the following:” and provide a detailed account of the actual, potential or perceived conflict].* We understand that we have an ongoing disclosure obligation on such actual, potential or perceived conflicts of interest and shall promptly inform the client and the Fund, should any such actual, potential or perceived conflicts of interest arise at any stage of the procurement process or contract execution.
- The following criminal convictions, administrative sanctions (including debarments) and/or temporary suspensions have been imposed on our consulting firm and/or any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners:

Nature of the measure (i.e., criminal conviction, administrative sanction or	Imposed by	Name of party convicted, sanctioned or suspended (and relationship to	Grounds for the measure (i.e., fraud in procurement or corruption in	Date and time (duration) of measure

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

temporary suspension)		the consultant)		contract execution)	

If no criminal convictions, administrative sanctions or temporary suspensions have been imposed, indicate “none”.

10. We acknowledge and understand that we shall promptly inform the client about any material change regarding the information provided in this EOI submission form.
11. We further understand that the failure to properly disclose any of information in connection with this EOI submission form may lead to appropriate actions, including our disqualification as consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations.
12. We understand that you are not bound to accept any EOI that you may receive.

[Authorized signatory]

[Name and title of signatory]

[Name and address of firm]

Form EOI-2 **Organization of the Consultant**

Re: Consultancy Service for Development of Maldives Agribusiness Programme Website

Ref: MAP/CS/2022/07-02

[Provide a brief description of the background and organization of your firm/entity and of each associated firm for this assignment. Include the organization chart of your firm/entity. The EOI must demonstrate that the consultant has the organizational capability and to carry out the assignment. The qualifications document shall further demonstrate that the consultant has the capacity to field and provide experienced replacement personnel on short notice. Key staff CVs are not required at the shortlisting stage.]

Name of the firm	
Date of establishment	
Country of registration	
Full address of the firm	
Focal point: name, position, contact information (telephone, email):	Name:
	Tel:
	Email:
Number of branches in the country	
Country(ies) of operations with number of branches in each country	
Number of full-time employees	
Number of part-time employees	
Field(s) of expertise of the firm	
Number of professional staff with experience related directly to the assignment	
Subsidiary and associated companies (wherever applicable):	

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

(details in the following format to be provided for all associates) – (i) Name of the company (ii) Nature of business (iii) Address of the company (iv) Website of the company (v) Brief description of company (maximum of 120 words)	
Any other information that the consultant would like to add:	

Maximum 10 pages

Form EOI-3

Experience of the Consultant

Re: Consultancy Service for Development of Maldives Agribusiness Programme Website

Ref: MAP/CS/2022/07-02

[Using the format below, provide information on each relevant assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under the preliminary terms of reference included in this EOI. The EOI must demonstrate that the consultant has a proven track record of successful experience in executing projects similar in substance, complexity, value, duration, and volume of services sought in this procurement.]

Maximum 20 pages

Assignment name:	Approx. value of the contract (in MVR):
Country: Location within country:	Duration of assignment (months):
Name of client:	Total No. of staff-months of the assignment:
Address, and contact details (including email address(es)):	Approx. value of the services provided by your firm under the contract (in MVR):
Start date (month/year): Completion date (month/year):	No. of professional staff-months provided by associated consultants:
Name of associated consultants, if any:	Name of proposed senior professional staff of your firm involved and functions performed (indicate most significant profiles such as project director/coordinator, team leader):
Narrative description of project:	

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

Description of actual services provided by your staff within the assignment:

Name of Firm: _____

ANNEX 1

PRELIMINARY TERMS OF REFERENCE

Re: Consultancy Service for Development of Maldives Agribusiness Programme Website

1. Client

The client for this assignment is Project Implementation Unit (PIU) under Ministry of Fisheries, Marine Resources and Agriculture (MoFMRA).

2. Country background

In the Maldives, basic agricultural information concerning land utilisation, area planted, crop production and yield statistics and livestock numbers and production etc. are lacking. This lack of reliable agricultural statistics has made planning, policy analysis and formulation of development projects very difficult for the Ministry, NGOs and donor agencies.

Up until 2006, island administrative officials were required to mainly collect coconut production and other agriculture-related information from their local farmers, generally through farm visits and adhoc interviews. This information was then forwarded through their Atoll Office to the Ministry of Fisheries, Marine Resources & Agriculture (MoFMRA). However, this process of collecting agricultural data was discontinued around 2007 due to high non-response from many island councils and atoll offices and also questions over the collection processes adopted by island officials and subsequent concerns with the quality of information provided.

Currently MoFMRA's agricultural data activity is primarily limited to the collection of volumes and wholesale prices of commodities (mainly fruit and vegetables and fish) arriving by boat to supply the market in Malé, the Maldives' Capital. Retail prices of these commodities at the Malé market are also collected. These collections are undertaken over two hours (10am – 12 noon) per weekday (Sunday to Thursday).

There are varying estimates as to what proportion of the nation's total crop production is traded through this market, with estimates ranging from 25% to 65%, however there are no national production data available upon which to verify this proportion.

Fisheries data have been collected continuously since 1959, with current reporting of tuna and other off-shore species catches via logbooks completed by fishing boat operators. The response

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

rate is generally high as renewal of fishing licenses is conditional upon compliance in submitting logbooks when required.

Data collection of reef fisheries remains problematic, as the reef fishers are not obliged to report their catches. Whilst the total catch of reef fisheries is low compared to the tuna fisheries, it has a substantial value for the local economy. Reef catches, particularly at the household or subsistence level are not collected.

No agricultural or fishery census has been conducted in the Maldives and it would appear that no nationwide or large-scale sample survey of agricultural and/or fishing households has been conducted, at least in the past decade.

There is a clearly identified need to introduce some form of regular and sustainable statistical system in the Maldives to produce the type and quality of agricultural and fisheries information needed to guide evidence-based decision making. The timely availability of accurate and relevant agricultural data and business statistics is critical to the formulation of policies and strategies as well as the monitoring and evaluation of sector performance.

The challenge for the Maldives, the Ministry of Fisheries, Marine Resources & Agriculture and National Bureau of Statistics (NBS), as with a number of other Asian and Pacific Island nations, is to find the necessary resources, both financial and human, to enable it to deliver and maintain a regular and sustainable agricultural and fisheries statistics system into the future, including regular data collection activities. Financial resources, including an adequate budget to both introduce and sustain such a statistical system will be critical, including the provision of adequate statistical and support staffing in both MoFMRA and NBS, with appropriate administrative funds to support field activities.

Hence thought FAO global strategy for develop an in-depth country assessment (IdCA) of the agricultural and rural statistics system in the Maldives was commenced in September 2015.

The IdCA identified several areas of agricultural and fisheries statistics in the country which required technical assistance and support. A country proposal for short-term technical assistance was prepared. The priority activities identified included: (i) development of a Master Sample frame for agricultural statistics; (ii) developing country capacity in the design and development of an agricultural survey and associated collection strategies, including the adoption of CAPI and mobile technologies; (iii) capacity building to undertake analysis of fisheries data and produce analytical reports; and (iv) reviewing and strengthening the Malé Market produce data collection, assessing production and market arrival trends and identifying collection improvements.

Agriculture makes a considerable contribution to the rural economies and sustainability of rural livelihood. Although the Agriculture contributes to 1.2 % of the GDP and its contribution to the

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

overall GDP has increased over the last decade (SYB, 2019), the contribution to the rural community is immense with the provision of food security. It has created good market chain from the households to the island, atolls and to the capital.

By 2019 there were 7100 farmers registered with MoFMRA. Most commonly sold local produce traded in Male' market includes coconut, banana, papaya and cucumber (SYB, 2020). However, farmers and agriculture sector as a whole face many challenges in carrying out farming across the country.

Farmers lack the necessary technical skills to carry out sustainable agriculture and progress to value added-production. There is lack of appropriate infrastructure for agricultural value chains (such as storage, transportation, market, etc), lack of farmers' organisations and lack of opportunities for women lead agricultural productivity. The Strategic Action Plan (SAP 2019-2023) of the government addresses these challenges and aims to achieve these targets through several policy interventions.

In the Maldives, basic agricultural information concerning land utilisation, area planted, crop production and yield statistics and livestock numbers and production etc. are lacking. This lack of reliable agricultural statistics has made planning, policy analysis and formulation of development projects very difficult for the Ministry, NGOs and donor agencies.

3. Background on project

The Government of Maldives (GoM) through the Ministry of Fisheries, Marine Resources and Agriculture (MoFMRA) is initiating the implementation of the Maldives Agribusiness Programme (MAP) with financing from International Fund for Agriculture Development (IFAD). The Project Implementation Unit (PIU) set-up within the MoFMRA will manage the Program in accordance with the guidelines provided by the design report, implementation manual and under the guidance of the project steering committee and IFAD supervision missions.

The main aim of MAP is to enable small farmers in the Program area to sustainably enhance their production levels, increase income, secure food and nutrition for their household demands and deliver produce to connected markets.

The Programme will be of nation-wide scale, covering all regional and sub-regional hubs, clusters and islands where agriculture is undertaken by small farmers. The main Programme hubs for Programme activities are in region 1-3 are Haa Alif Hoarafushi for region 1. Haa Dhaalu Vaikaradhoo for region 2, and Shaviyani Milandhoo for region 3. Each of these hubs will serve 8, 9 and 9 inhabited agriculture islands respectively. Specifically, under different technical components:

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

- Component 1 of Enabling policy, institutions and services will be nationwide in scope covering all 19 atolls, 21 regions covering 188 inhabited islands of these 98 are inhabited where agriculture is practiced on around 800 registered hectares. Also belonging to the Programme area are 50 uninhabited islands leased for commercial agricultural purposes, with a total of 956 hectares of land of which 24 islands are actively doing agriculture on 582 hectares of land.
- Component 2 of Climate smart production will initially focus on region 1-3, covering 3 atolls and 40 inhabited islands. Of these, 26 are inhabited agriculture islands with 280 hectares of registered land cultivated by 2,150 registered farmers, and 85 hectares cultivated by 645 non-registered farmers. Within this production area there are 6 active commercial islands cultivating a total of 250 hectares.
- Component 3 of Market connection will initially focus on regions 1-3 during the first two years and then expand to regions 4-7 and eventually cover the whole country.

4. Background of the assignment

It is a requirement of the project to develop a fully functional and user-friendly website. The main role website will play in information dissemination to farmers as well as keeping all stakeholders of the project well informed about the project activities. The website is envisaged by the project as something which will help farmers resolve their difficulties faced during the different crop circles which will include readily available information as well as online technical support through the project and technical team.

5. Overall objectives

The programmer's goal is to sustainably increase the incomes, food security and nutrition status of small farmer households.

The development objective is to strengthen and enable the environment for sustainable and climate-resilient agriculture. This objective will be achieved through policy refinement, strengthened institutions and services, enhanced agricultural technologies and better access to financing and markets for small farmer households.

6. Objectives of the assignment

The Project Implementation Unit wishes to contract a Consultant to develop MAP website.

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

The main objective of the assignment is to develop and implement a clearly structured, responsive, professional looking website as per the MAP needs.

7. Scope of work

- 7.1. The selected Consultant is responsible for the coding, innovative design and layout of the website. The Consultant is expected to build the MAP website from Concept all the way to completion from the bottom up, fashioning everything from the home page to site layout and function.
- 7.2. The Responsibilities of the Consultant include:
 - 7.2.1. Write well designed, testable, efficient code by using best software development practices
 - 7.2.2. Create website layout/user interface by using standard HTML/CSS practices
 - 7.2.3. Integrate data from various back-end services and databases
 - 7.2.4. Gather and refine specifications and requirements based on technical needs
 - 7.2.5. Be responsible for maintaining, expanding, and scaling the site
 - 7.2.6. Stay plugged into emerging technologies/industry trends and apply them into operations and activities
 - 7.2.7. All aspects and content of the website shall be managed through a Content Management System (CMS), without code manipulation.
- 7.3. The following features are required in the website;
 - 7.3.1. Should allow multiple levels of users. An Administrator shall have the authority to grant access to a particular user to a particular aspect of the website (for example news, announcements, media, etc.) when needed without the same user having access to other aspects;
 - 7.3.2. Date stamp should be available for all postings;
 - 7.3.3. Home page should have an attractive banner;
 - 7.3.4. Display a link to all direct stakeholder websites such as fishagri, Agronet, etc;
 - 7.3.5. Logo display for special events with URL;
 - 7.3.6. Multiple countdown timers should be available and displayed only when required;
 - 7.3.7. News posts (related gallery, event main photo, video, documents and other related items should appear with the related post);
 - 7.3.8. Photo gallery (preferably hosted on same hosting) and video gallery (preferably with a video service such as YouTube);

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

- 7.3.9. Photos should be automatically optimized for relevant purposes. High resolution photos should be downloadable;
- 7.3.10. Announcements, standards, job vacancies, publications, newsletters, Circulars, Reports, statistics, and other project documents should be uploadable in various formats (html, PDF, Microsoft Word, etc.). Where relevant, such uploads should be indicated as “New”, “Expired”, etc. item or post until a specific period;
- 7.3.11. All aspects and areas of the website should be searchable;
- 7.3.12. Should contain links to MAP social media accounts. RSS feed required;
- 7.3.13. Visitors should be able to share posts from the website on social media;
- 7.3.14. Should have a polling option when required;
- 7.3.15. Should be able to publish statistical data and information related to MAP and Project Islands;
- 7.3.16. Should contain provision/module to create application forms for different aspects of MAP objectives, with different types of data fields, and ability to submit them online.
- 7.3.17. Should have provision to submit attachments. Submitted application form data are required to be exportable to Microsoft Excel if required;
- 7.3.18. Should contain profile pages for management, committees and organization chart;
- 7.3.19. Should contain provision to publish procurement related information and awards;
- 7.3.20. Should be Mobile Friendly
- 7.3.21. Should be Multilingual
- 7.3.22. Should publish the website in collaboration with the Ministry;
- 7.4. Website structure should be roughly as follows;
 - 7.4.1. Home: Project Components, Upcoming Events, Project Islands (Highlights)
 - 7.4.2. About
 - 7.4.3. Media: Announcements, Information, Gallery, News, Events
 - 7.4.4. Resources: Procurements, Reports, Jobs, Download, Registration - Farmer Registration (IFF), Vendor Registration
 - 7.4.5. Project Islands: Region 1 - Statistics of each island / Region 2 - Statistics of each island / Region 3 - Statistics of each island
 - 7.4.6. Downloads: Forms, Tenders, Jobs, Information, Announcements
 - 7.4.7. Contact
 - 7.4.8. FAQ

- 7.5. Website should have a map of Maldives;
 - 7.5.1. Project islands should be visible when clicked on each atoll
 - 7.5.2. Island data should be visible when clicked on each island
 - 7.5.3. Maldives map should have view change option which should show Agriculture progress on each island and farming data.

8. Schedule of deliverables

- 8.1. The Consultant is expected to do a thorough requirement analysis for MAP website and provide a work Plan for its development within 5 days from Contract signing. The completed website should be handed over to MAP within 45 days.
- 8.2. The Consultant is expected to provide a Design Template for the website within 20 days, and obtain approval from MAP before proceeding.
- 8.3. On approval of Design Template by MAP, development shall commence immediately;
- 8.4. Weekly progress meetings shall be conducted with the focal point appointed by MAP after commencement of development.
- 8.5. User testing shall be carried out in collaboration with the focal point appointed by MAP after development.
- 8.6. At the time of website handover, the Consultant shall submit to MAP;
 - 8.6.1. A clear and commented uncompiled source code;
 - 8.6.2. SQL Schema
 - 8.6.3. Full detailed technical documentation with class diagrams;
 - 8.6.4. A User Guide with screenshots.
 - 8.6.5. The Consultant shall conduct a training session for users.
 - 8.6.6. Provide maintenance for a period of 12 months and during the period, the party must integrate future internal portals to the website via secure API.

Deliverable	Duration	Output
Workplan	5 days	Workplan
Requirement Analysis	10 days	
Design mock-up / Template	20 days	Design Template
Final Submission	10 days	Final website
Total	45 Days	

9. Consultant’s qualifications and experience

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

Qualifications and skills

Bachelor's Degree in software engineering / web development and other relevant fields.

Basic knowledge of Search Engine Optimization process

General professional experience

Adequate knowledge of relational database systems, Object Oriented Programming, and web application development

Specific professional experience

Proven 3-5 years of work experience in website development

Proven ability to deliver high quality websites according to specified technical requirements and under tight schedules

A solid understanding of how web applications work including security, session management, and best development practices

10. Project coordination

- 10.1. Consultant shall operate under the overall guidance and supervision of the PIU Director, direct technical guidance and supervision of the Chief Technical Advisor of project, operational support and direct supervision from the National team, technical guidance from IFAD, in close collaboration with MoFMRA and in consultation with the relevant national stakeholders.

11. Services and facilities to be provided by client

- 11.1. Full cooperation in facilitating the Services
- 11.2. Assistance required on the client's part in obtaining relevant permissions from authorities (if necessary) to carry out the Services.
- 11.3. Available relevant data and information requested by the Consultant that are deemed by client to be useful to planning and carrying out the Services.

12. Services and facilities to be provided by the consultant

- 12.1. The Consultant shall carry out all the Services using own material, labour and equipment. And the logistics of labour, equipment and tools shall be arranged by the Consultant.
- 12.2. The Consultant shall ensure that their personnel always carry themselves in good behavior and maintain a cordial friendly atmosphere with other personnel including employees of MoFMRA, MAP, Island Councils and other organizations.

Maldives Agribusiness Programme

Consultancy Service for Development of Maldives Agribusiness Programme Website (Ref no: MAP/CS/2022/07-02)

- 12.3. The Consultant shall provide professional, objective, and impartial advice, at all times holding the client's interest's paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work. The Consultant has an obligation to disclose to the client any situation of actual or potential conflict that impacts its capacity to serve the best interest of the client.

ANNEX 1

Qualification and Evaluation Criteria

Item	Criteria	Points
For specific experience, evidence shall include successful experience in the execution of at least 2 projects of a similar nature and scope of works during the last 10 years .		
A.	General experience	20
i	General experience: Firm has been in existence for 5 years	20
B.	Specific experience	80
i	Experience in designing & Publishing Websites (5 projects for Maximum Points) (reference letters should be submitted as proof)	40
ii	Experience in setting up other web related services (reference letters should be submitted as proof)	20
iii	Track record of successful completion of similar Projects (reference letters should be submitted as proof)	20
	Total Points	100
	Minimum points required to pass	70 points