TERMS OF REFERENCE

BACKGROUND INFORMATION TO THE PROJECT

The IICA-GIZ Business Responsibility Initiative is the bilateral cooperation Project between the Indian Institute of Corporate Affairs (IICA), a think tank and training institute established by the Ministry of Corporate Affairs and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, a federally-owned international cooperation enterprise for sustainable development which operates worldwide. The IICA-GIZ Business Responsibility (BR) Initiative, ("Project" hereafter) began in 2008 with the objective of developing a country specific common understanding of social, economic and environmental responsibilities of business also referred to as Business Responsibility/Responsible Business , and to enable its adoption by businesses. Towards this goal, the Project has assisted the IICA in developing a multi-stakeholder platform for dialogue and consensus building to achieve a uniform and comprehensive understanding of BR. The success of this platform is reflected in the release of The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Businesses (NVGs) on July 8, 2011 by the Ministry of Corporate Affair under the aegis of this Project.

The Project was extended for a period of two years in June 2012 with aim to design and roll out activities that aid effective implementation of the national voluntary guidelines/NVGs. The Project approach for the extended period of two focuses on **awareness generation** on the NVGs/Business Responsibility with multiplier constituencies like financial institutions, business associations, consumer groups, civil society organisations, government agencies, professional institutions, the media and such like. The website should also be the virtual entity of all debates ranging in the space of Business Responsibility as well as CSR, please note our understanding of CSR is that it is a part of the overarching framework of NVGs (Read principle no 8: Businesses should support inclusive growth and equitable development).

Link to the National Voluntary Guidelines:

http://www.mca.gov.in/Ministry/latestnews/National_Voluntary_Guidelines_2011_12jul2011.pdf

1.   **WEB PORTAL –** www.responsiblebusinessindia.org

Towards this end the Project has identified the development of a dedicated website which will act as a resource pool, a knowledge-hub, an online identity interface directing target audiences – businesses, industry-experts, civil society, government bodies - towards the core agenda of this initiative that is to

TERMS OF REFERENCE
encourage and enable business to adopt responsible business conduct. The website therefore should do the following:

PORTAL AS A KNOWLEDGE HUB:

- Serve as a credible knowledge hub on issues of business responsibility in India, highlight good practises, and update regularly with events/news and developments relating to the NVGs. It will provide critical and timely resources to aid the implementation of the NVGs, including CSR.

- As there is a gap in understanding of BR and how it interlinks with an enterprise's business case, the portal will serve as a crucial knowledge interface that demystifies some of these debates and helps intermediaries and businesses promote and implement sustainability.

- Feature NVGs and Annual Business Responsibility Reporting (ABRR) prominently and also discuss its various aspects.

- Serve as a valuable resource for academicians, and institutes on various aspects of the NVGs. The website should have a dedicated knowledge and tools page on the site that sources all research titles relating to the NVGs.

DESSIMINATION

- Bring together stakeholders to collaborate on various initiatives to further the idea of Responsible Business and adoption of NVGs

- Serve as a catalyst to further dialogues on BR issues in India.

- The portal should link seamlessly with the Project's other social media initiatives (Facebook, Linkedin, Twitter, Blog) and engage audiences. Social media is a crucial platform which aggressively advocates on all news and events relating to the project mandate. It keeps our target audiences informed on the trajectory of the project, its various components, forming a veritable mobilising tool.

- Disseminate knowledge on all dimensions of the NVGs and the ABRR and other related topics. The website should feature a tracking system for capturing the impacts and developments prompted by the adoption of NVGs and ABRR

- The portal should be versatile and interactive (polls, surveys, expert forums, tools, grievance redress etc) so that it can sustain audience interest on varied issues of BR including the Companies Act, mandatory reporting on ABRR etc.

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BRANDING

- The website should acknowledge IICA and GIZ in propelling the responsible business agenda under the project 'IICA-GIZ Business Responsibility Initiative'

SUSTAINABILITY OF THE PORTAL

- The website should be based on a self-sustaining model for intermediaries and businesses for guidance and developments related to business responsibility in India. The portal has to outlast the project timeline -- May 2014 (tentative) – therefore, the agency needs to develop a model and propose the business case for it so as to sustain the portal beyond 2014 without any project support.

2. DELIVERABLES:

The following are the enlisted deliverables as in the contract:

a) **Portal development 'Responsible Business India'** keeping in mind that the web interface of the initiative has to be intuitive, with clear and visually-attractive content presentation, and be built on a versatile and robust architecture that enhances user-experience and interaction.
   - **Transform the website's look and feel (User Experience)** leading to better comprehension and communication of the IICA-GIZ BR Initiative project.
   - **Make the portal a robust virtual entity** for dialogues – from providing resource to reporting guidelines on NVGs, the portal should also bring together the CSR aspect of Companies Bill such that it fits as a part of the larger framework of Business Responsibility. To do so the agency would need to devise ways in which it can marry the two without diluting the big picture of economic, social and environmental responsibilities of businesses that is advocated through the adoption of the NVGs.

b) **The portal has to outlast the project timeline -- tentative May 2014** – therefore the agency has to take control of the domain, its content and its day-to-day maintenance and drive forward the initiative. The site has to outlast the project timeline -- tentative May 2014 – therefore the agency has to develop a model and propose the business case for the portal beyond 2014.

c) **Content management**, maintenance and upkeep throughout the contracted period (May 2014, tentative).

d) **Maximise traffic** in the pilot phase and present traffic data through monitoring mechanisms such as Google analytics.

SUGGESTED APPROACH– WEBSITE WORK COMPONENTS:

A. Target Audience and User Profiling

Under this component the following activities will be undertaken:

a) Understand various user groups that the web portal is meant to cater to.

b) Prioritise these groups in terms of business/organisational goals.

c) Identify typical user profiles from these Target Groups.

d) Understand and define the User skills, modes and preferences.

e) Identify Top Goals of the site and means to fulfil them effectively and imaginatively.

f) Comparative study other related sites

B. Site Information Architecture

Under this component the web designer along with the coder will study the Information Architecture (IA) of the website which refers to reviewing how information is organised on the website keeping in mind user expectations and behaviours. This includes navigation and placement of content on each page and section.

The portal will focus on the following under this component:

a)   Identify critical communication, branding and usability needs for the website based on learning   from Component A.

b)   Similarly, identify non-critical but desirable structure, positioning and navigation requirements

c)   Achieve technical flawlessness with regard to data/content presentation and managing macro and micro features of the site.

d)   Test the site.

C. User Experience

User Experience (UX) refers to the site's look and feel, created with the objective of enhancing the intuitiveness, as well as assisting the comprehension and communication of the project. This typically involves surveys and in person interaction with sample audience before the creation of the site.

a) UX Audit of the site to assess current shortcomings.

b) Create a set of design change recommendations based on technical feasibility and available Resources (Content, illustrations, photos etc.).

c) Create visual mock-ups of finalised changes before implementation. Sign-off upon approval.

d) Supervise and test implementation of the visual layout.

3. **ASSIGNMENT DETAILS**

Deliverable	Days	Timelines	Payment
Contract Signing	-	**M1 (Sept)**	**30%**
Develop prototype	**15 (including weekends)**	**M2 (October)**	**40%**
Final Version	**40 (including weekends)**	**M3 November**	**20%**
Final payment: Data on outreach, visibility, website sustainability model etc	**Throughout contract period (6 months approx)**	**M10 (May 2014)**	**10%**

The site setting will progress through the two stages – version 1 and final version. The setting up of the site keeping in mind the components listed above– version 1- should be ready within a span of **15 working days** from the date of contract awarded. During this process regular feedback and consultation with the project team will be required to finalise the site components and the structure for it to make it to the final cut and go live.

The final version of the site should be ready – after feedback and consultations- **in a span of another 40 days. Therefore the total duration of the site setting and it going live is 55 days.**

PROJECT STAFF CONSULTATIONS WITH THE WEBSITE TEAM:

The project staff is based out of New Delhi & Manesar, Haryana therefore, all meetings regarding the site architecture, content and setting up will be done either at the IICA Manesar campus or at the GIZ office, Safdarjung Enclave. However, in case of inability to conduct a face-to-face meeting the project team will work closely with the site developers via email, and Skype/Google Hangout.

4. PAYMENT BREAKDOWN:

The contract is a 10 month engagement wherein the contracted party will be responsible for the following:

- Development of the portal
- Piloting of the portal as a self-sustaining website on responsible business
- Content management and outreach
- General upkeep of the portal throughout the contracted period

PAYMENT SCHEDULE

Payments will be made at the following intervals, keeping in mind the following timelines, under

- **Advance payment** after awarding the contract – 30% of the total amount of the contract
- Following which payments will be made according to the listed criteria:
- **Version 1 of the website** (15 days time) – 40% of the total amount of the contract
- **Version Final of the website** (40 days time) – 20% of the total amount of the contract.
- **Upkeep and maintenance of the portal till the project tenure May 2014** (tentative): 10% of the total amount of the contract.

5. PROPOSAL SUBMISSION GUIDELINE

Kindly send in the following documents for the contract:

A: Technical Proposal comprising of the following:

- Agency profile
- Staff CVs
- Proposal for the portal explaining the TOR deliverables
- Business case for the contracted party for taking on the portal management and outreach beyond the project tenure i.e. May 2014 (tentative). Business case will be a critical factor in the assessment process.

B: Financial Proposal

Please send in your proposals to this email id:

diyab.iica@gmail.com

Also kindly send a hard copy of the proposal to the following address:

Diya Banerjee
Indian Institute of Corporate Affairs
Department: IP & CC, IInd Floor
Ministry of Corporate Affairs
Plot No- P 6, 7, 8, Sector-5, IMT Manesar
Gurgaon, Haryana

DEADLINE:

Proposals must be submitted no later than the following date and time: 25th September 2013 (WEDNESDAY), Midnight IST.