About Oxfam India

Oxfam is marking its sixty-fourth year in India in 2016. Oxfam India, an independent Indian organization (with Indian staff and an Indian board) is a member of a global confederation of 17 Oxfams. The Oxfams are rights-based organizations that fight poverty and injustice by linking grassroots programming (through partner NGOs) to local, national and global advocacy and policy-making. All of Oxfam’s work is framed by our commitment to five broad rights-based aims:
- the right to a sustainable livelihood,
- the right to basic social services,
- the right to life and security,
- the right to be heard
- the right to equality: gender and diversity.

Oxfam India's vision is to create a more equal, just, and sustainable world. The overarching vision of Oxfam India is “the right to life with dignity for all”. Oxfam India will fulfill its vision by empowering the poor and marginalized to demand their rights, engaging the non-poor to become active and supportive citizens, advocating for an effective and accountable state. and making markets work for poor and marginalized people.

For more information on Oxfam India, please visit www.oxfamindia.org.

We have three websites and one app (available for Android and iOS) and a subsite for the maintenance. The following are the URLs.

- https://www.oxfamindia.org
- https://trailwalker.oxfamindia.org/
- http://www.responsiblebiz.org/
- https://itunes.apple.com/in/app/trailwalker/id981467026
- https://www.oxfamindia.org/ar2015

An essential part of the communications team’s work will be to support Oxfam’s strategic priorities for 2015-2020. The communications team will provide significant support to the organisation for the following themes:

1. Humanitarian/DRR, including conflicts and peace building
2. Reduce violence against women by addressing root causes of violence (within the family)
3. Education - increased access to free, public and quality elementary education, including early childhood care and education, for poor and marginalized people
4. Health - increased access to free, public, quality primary healthcare for poor & marginalized people, with special focus on maternal health

5. Youth and active citizenship

6. Urban poverty

7. Sustainable agriculture – ensuring increased access to land, agriculture inputs, technology, market and investments for resilient livelihoods for more small holder farmers, especially women

8. Climate change

About the Project

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https://play.google.com/store/apps/details?id=com.trailwalker.app&hl=en,
https://itunes.apple.com/in/app/trailwalker/id981467026,
https://www.oxfamindia.org/ar2015

The maintenance phase includes various modules such as online payment gateway integration and on-page SEO.

The design of all these websites is constantly evolving. It is analyzed every month according to user behavior, and changes are made accordingly.

To maintain the freshness of the site content, editing, updating and deleting is very important.

We also conduct campaigns on a regular basis, and create new page designs as required.

All digital marketing codes are placed on the website to capture leads, and data is analysed using tools like Google Webmaster, Adwords and Analytics.

All three websites are made using different CMS. Oxfam India’s website uses Drupal, Trailwalker India’s website uses Yee and IRBF’s website is made using a custom CMS (PHP.) The Subsite
https://www.oxfamindia.org/ar2015 was made in html and php. We also have two versions of the Trailwalker App

https://play.google.com/store/apps/details?id=com.trailwalker.app&hl=en,
https://itunes.apple.com/in/app/trailwalker/id981467026,

During any campaign or humanitarian crisis, the whole team works together, and we expect the agency to push their own limits as well. As Trailwalker is an event, it’s website is a dynamic website which supports 300 days’ engagement for a three-day event. For one month preceding the event, we require dedicated resources for this (November and January).

The Android and iOS apps are made to boost engagement with the Trailwalker community, and to offer them a good user experience at the event.

Maintenance also includes managing backup-restore, hosting and security of data. The websites have been revamped and currently use Drupal and Yee. They were redesigned keeping the following parameters in mind.

1. Appearance
   • Oxfam colour patterns included for consistency and freshness
   • Font size of text is easy to read on mobile
   • More focus on images and videos
   • Improved quality of images

2. Content
   • Short and organised copy
   • Update content regularly – one new story a day
   • Provide downloadable and digital versions of presentations, reports etc. for users who can’t stay long.

3. Functionality
   • All the forms and modules in the website are working in order and loading fast.

4. Website Usability
   • Simplicity
   • Fast-loading pages
   • Minimal scroll
• Consistent layout
• Prominent, logical navigation
• Cross-platform/browser compatibility
• Screen Resolution 1024 x 768 pixels

5. Search Engine Optimization (SEO)
• Use important keywords frequently and appropriately in our content
• Adding metatags and description in our content.
• Using alt text on images to describe them

Purpose of the Assignment

The website is now at a stage where the functionalities are developed to upload content regularly. The base has been set up, and it is now in a phase of polishing and refining. We need a maintenance contract to improve the website, make it more secure, user friendly, and fully functional (bug free.) It should be updated keeping in mind CMS standards, SEO parameters and online marketing.

Deliverables Against the Procurement

Websites (Applicable for all three websites, the app and the subsite)

Iterations/Maintenance
• Mobile first in all the existing and new modules. The design should be compatible with mobiles and cross-browser testing should be done thoroughly so that the design is consistent.
• Good understanding of the content. Adding, editing/updating and deleting the content according to the requirements.
• Website and app flow should be easy to understand based on the users’ input.
• Support of third party tools and applications such as Crazy Egg, integrating Google Trends in EXL, Google Analytics, Google Adwords code, Google Maps etc.
• Support on social media integrations, such as LinkedIn button for job posts, adding social media widgets
• Providing support on backend data migration and syncing with our system (DSS.) e.g. all tables like transactions, Contact Us, campaigns, e-newsletter subscribers etc. will be transferred to CRM.
• Integrating custom fields in different content types used in the website, e.g. news, blogs etc.
• User backend based on different roles e.g. certain modules shown to specific users, role creation in the CMS based on responsibility index in the organization.
• Updating existing modules which also includes updates of Drupal’s updated version. Updates to the website required due to incompatibilities with new browsers and new browser versions.
• Adding new modules which can reduce complexity of work after thorough testing.
• UX/UI changes based on the user journey following latest technologies and languages like Ajax to provide a better user experience.
• Security of data that goes in the CMS and CRM/DMS.
• All the form management changes existing on the websites.
• SEO homepage e.g. 404 errors, redirects, remove duplicate contents and bad links from the website.
• Finding and implementing ways so that same content can go in multiple blocks or views. E.g. a feature story about health can be directly added to the health page. This way, we can decrease content duplication and the extra work in uploading the same content in multiple places.
• Making suggestions to encourage the visitor to spend more time on the site and to return frequently.
• Enhancement of existing module such as the campaign module, image gallery, blog, jobs page, policy page, MEL, Agents of Change, procurement, project/partner module, Voice newsletter etc. based on the interests of the user/supporter. In the user journey, the aim will be to convert the supporter to a donor.
• Updating donation amount when it is rejected on website but successful at the bank’s end.
• Handle downtime during maintenance and restore the website when something goes wrong in the server.
• New web page and email templates based on the existing design, which also includes the e-newsletter and mailer template.
• HTMLization of up to 150 emailers connecting the relevant websites. During any event or humanitarian crisis, the frequency of preparing the emailers increases, so the design and development teams of the vendor must be prepared.
• Handling payment gateway issues, if they are related to the website’s form flow.
• Consultation, guidance, and training on the use of the website and content management system.
• Graphic designs for the website banners
• Website and app speed and performance improvement. Removing all the bugs, error messages.
• Making the donation flow easy to use on mobile phones as well as on the app.
• Data extraction and insertion from the backend for all three websites. Backend data interphase for the IRBF website. Every year, the index on IRBF changes and a backend is made to input that data from MS Excel to show on the front-end using various filters.
• Data backup, management / SSL certificates and domain names to be taken care of
• Improvement of the donation form e.g. enabling donors to create their own profiles and make donations using their unique donor IDs.
• Constant monitoring of malware and hacks.
• Dashboard for Google Analytics, data visualization support.
• Updating the user manual on a regular basis.
• Upgrading the app with new features.
• Query handling/ changes made and backend info to the Trailwalker servicing team within 24 hours as part of the TOR, and a penalty if not done

**Timeline**

This contract will be valid for one year from April 1, 2016 to March 31, 2017 inclusive of both days.
Response Time

The response time should not exceed 24 hours. There should be no more than two emails for reminders, and the final escalation chain should be properly addressed.

Resolution Time

Working Hours: Monday to Friday, 10:00 a.m. to 6:00 p.m.

Payment Terms and Allocation of Resource Time

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Woman/Man Hours for New Requirements

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Client Content

Client content, including all pre-existing trademarks and copyright material, shall remain the sole property of Client, and the Client shall be the sole owner of all rights in connection therewith. The Client hereby grants the Contractor a non-exclusive, non-transferable license to use, reproduce, and modify the Client content solely in connection with the Contractor’s performance of the Contractor’s Services and the production of the Deliverables. The source code and database of the website will be property of the Client after the completion of the project.