

NEED ASSESSMENT AHAN WEBSITE/PORTAL

TERMS OF REFERENCE

Background

The AHAN - Aik Hunar Aik Nagar (One village one product, Pakistan) initiative of Government of Pakistan being implemented through Small & Medium Enterprise Development Authority (SMEDA) envisages enabling the rural businesses to access a range of business development services, including appropriate technologies and financial capital. The direct benefits are expected to flow from increased employment and income earning opportunities in the rural areas, particularly for wage earners, women and poor producer groups with potential to engage in a higher level of commercial activity. It is expected that through these measures there will be increased value-addition in the products sold, improved commercial linkages between rural Micro and Small Enterprises (MSEs) and the larger urban business. Increased demand for goods and services will add to overall benefits.

Considering the innovative nature of the project and to build basis for new Rural Enterprise Modernization Company (REMC), AHAN requires consultancies in different areas. Specialist inputs are required to introduce new technology through the project and will also be used to conduct capacity building and trainings for staff and enterprise alike.

AHAN desires to develop a web portal which should reflect AHAN's initiatives for rural enterprise modernization. This web portal shall provide updates & progress made so far in different projects / clusters. AHAN web portal shall act as a bridge between the craftsperson, artisans and their potential clients/ buyers. To assess the actual information needed for the AHAN web portal, AHAN desires to hire services of a software house/web portal developer so that proposed website contains all necessary information and links to relevant MSE web portals.

1. The functions of AHAN's web portal can broadly be classified as:

A web portal where;

- MSE's can interact with other MSE's around the globe to look for synergies and ideas to improve their businesses;
- The local and international trade leads can be provided;
- MSE's can be updated in line with government policies, rules, regulations, and laws;
- E-business and E-Commerce could be introduced in handicrafts and other sectors of Pakistan;
- Information on markets could be provided to general users with ease;

- User can browse case studies of similar problems and projects initiated in Pakistan and other parts of the world;
- Unique platform can be provided for trade using Internet across the globe;
- An investor or a foreign trader may have access to information on new and unexplored domestic markets;
- An opportunity for distance learning (e-learning) and Training for small entrepreneurs;
- Communications channels for trade could be enhanced, within the country and outside.
- All-relevant information relating to handicraft industry/MSEs could be provided to users. The information may includes, but not limited to, financing information, trade fair information, business opportunities, import export, rebate information, overseas trade organization, certification information etc;
- A web portal by which should support multi lingual context. The portal should currently support URDU and English and extendible for other languages in future.

2. Services Available on AHAN Web Portal:

The proposed AHAN Web Portal may, but not limited to, provide following services:

- B2B (Business to Business) Services
- E-Marketing
- Information on markets
- Trade Leads
- Product Catalogues
- Company Directories
- E-Business in Pakistan
- E-Banking in Pakistan
- Handicrafts Industry (all sub-sectors)
- Financing information
- Credit Information
- Types of Business loans
- Procedure for getting loan
- Loan Forms
- Procedure of Writing loan proposal
- Procedure of review loan proposal
- Relevant government Rules & Regulations
- Rules, regulations and policies (Sector Specific)
- Benefits, Tax Holidays
- Trade fair information
- Trade fair calendar
- Business Opportunities
- Pre-feasibilities

- Imports / Export Information
- Import / Export Directories
- Import / Export Procedures
- List of local trade & industry associations
- List of banks, agencies etc.
- Overseas Trade Organizations & associations
- Business Management
- General Administrative forms
- Checklists for meeting various standards of operations
- Sample Letters
- Training & Development
- Raw Material Sourcing Information
- Business Tips
- Sales / Marketing / Exports
- Legal / Tax
- Business Operations
- Human Resource Management
- Advertising
- Business Articles
- Starting a business
- Operating a business
- Legal Issues / Internal Laws and Many more.

The Website/Portal is to be designed in such a manner that it may:

- Accommodates necessary information from Project area, transportation system, official people in charge of administration, data on community and professional groups including their products, problems, etc. with highlights on One Tambon One Product (OTOP) Project, including additional information on tourism, hotels etc.
- be user-friendly, attractive and which will act as a resource centre for public use;
- Promote local AHAN products and to facilitate the buy-and-sell procedure encouraging local communities to improve their products.
- Ensure that internet technology is brought to the users at rural/village level.
- Help, encourage and promote tourism in Pakistan down to village level. Thus more income will be distributed to rural people.
- Help rural people to exchange information, ideas, and to improve communication across various stakeholders.
- Contain facilities of online help, tutorials, user's manual etc.

3. User Characteristics:

The audience of AHAN Web Portal will be the general user and administrator.

The general users (individual/corporate groups/associations) include users from Micro, Small and Medium Enterprises across the globe. A range of efficiency levels of computer literacy can be an issue amongst users, thus the system should offer maximum functionalities with highly friendly user interface.

The administrator will use the system for various administrative duties such as managing information, services, users, support system, updating etc.

4. Systems Requirements:

The following systems are required to support the functioning of AHAN Portal. The requirements and design of these systems may be presented through separate documents for each:

- i) Document Management System
- ii) Project Management System
- iii) Content Management System
- iv) Marketing Management System
- v) Customer Relationship Management System

5. Key Responsibilities/Deliverables Of The Consulting Firm:

The consultancy firm has to submit following deliverables:

1. Detailed Work Plan containing the methodology adopted to carry out the assignment within the first week.
2. A Software Requirement Specification (SRS) covering above functions, services and systems.