
**TERMS OF REFERENCE FOR E-COMMERCE WEB SITE DEVELOPMENT TO
PROMOTE ART/CULTURE RELATED PRODUCTS, DEVELOPED BY AN
EXPERT IN THE FIELD (WEB DEVELOPING, SOFTWARE DEVELOPING,
ADVERTISING, MARKETING AND PROMOTION)**

of the Accelerating Higher Education Expansion and Development Operation (AHEAD)

1. BACKGROUND

The development of the higher education sector is of central importance to enable Sri Lanka to make the transition from a Lower-Middle Income Country (LMIC) to an Upper Middle-Income Country (UMIC). Recognizing this, the Government of Sri Lanka (GoSL) and the World Bank have agreed to support the higher education sector through a Bank Funded Accelerating Higher Education Expansion and Development (AHEAD) operation.

2. STRENGTHEN UNIVERSITY BUSINESS LINKAGES (UBL) IN STATE UNIVERSITIES

The University Grant Commission at its 943rd meeting held on 23rd June 2016 decided to instruct all Universities/ Higher Educational Institutions to re-organize and strengthen the University Business Linkage as prescribed below and submitted to the University Grant Commission for information and approval.

3. PROJECT TYPE/TITLE OF RESEARCH

E-COMMERCE WEB SITE DEVELOPMENT TO PROMOTE ART/CULTURE RELATED PRODUCTS, DEVELOPED BY AN EXPERT IN THE FIELD (WEB DEVELOPING, SOFTWARE DEVELOPING, ADVERTISING, MARKETING AND PROMOTION)

3. KEY TASKS

This task adheres to achieving the following objectives,

NO	Action Item	Description	Timeline
01	Requirement Analysis	Requirement gathering from stakeholders	1 week
02	UX/UI designing, system architecture designing	Design user interfaces of the website and admin panel. Design other infrastructure related to commerce website. Including stakeholder validation for the UX/UI design	2 weeks
03	E-commerce website and backend development	Implement/integrate a web-based e-commerce platform with the ability to buy/sell tangible/intangible products through web (online)/phone/in-person for third party buyers and sellers Content - Home, Products, Customer registration, Supplier registration and Contact us pages and Sharable links will be included with the necessary requirements. Including user friendly content update, user management, and administration capability.	2 weeks
04	Payment gateway	Integrate a payment gateway to make online payments using credit/debit cards.	1 week
05	Alternative payment system	Bank payment slips can be uploaded as proof for Payment	
06	Administrator Functionalities	Facilitate UBL designated administrators to maintain user/resource profiles, expert product reviews and multi-media content galleries etc. Facilitate automatic and administrator based to review of buyers/sellers based on performance ratings and feedback.	1 week
07	Report generation and promotion	Basic accounting and payment distribution report Generation including periodic reports based on the requirements of the university Standard buyer/seller performance dashboards including delivery tracking where possible. Platform usage reports using Google Analytics Integration Generate image-based promotional materials to publish on social media websites and basic SEO capabilities.	
08	Functional Testing	Unit Testing, Integration Testing, System Testing Interface Testing, User training and acceptance testing.	1 week
09	Non-functional Testing	Performance (load, scalability) Testing, Security Testing and validation to be done via an acceptable independent third party with documentary evidence.	1 weeks
10	System Deployment	Deploy system in a suitable cloud environment with acceptable backup and failover mechanism and system signoff	1 week
Note: This may include any other activity/activities which is useful and necessary for e-commerce website process and development.			

4. REMUNERATION

Payments will be made upon submission of the completion report/ certificate or recommendation below mentioned task sheet. (Payment will be made on 3 stages. After completing 1stage 1st payment will be received)

Task	Amount (LKR)	Percentage (%)
01. Requirement Analysis		
02. UX/UI designing, system architecture designing		
03. E-commerce website development		
04, 05. Payment gateway & Alternative payment system		
06, 07. Administrator Functionalities & Report generation and promotion		
08. Functional Testing		
09. Non-Functional Testing		
10. System Development		
Total		

1 stage
2 stage
3 stage

The payments are under the AHEAD/RA3/UBL/VPA/OVAA25

5. REQUIRED QUALIFICATIONS & EXPERIENCE

- The individual involved in this project must possess a BSc (Hons) in Engineering with specialization in Computer Science Computer Engineering Software Engineering or related higher education qualifications.
- Requires working experience in a related field on similar e- commerce projects. (Minimum 3 years)

6. METHOD OF APPOINTMENT

- An Invitation for proposals will be posted and an individual will be hired according to IC-C with an agreement.
- A comparison of CVs will be conducted to select a candidate to carry out the task.
- Proposals are called in 02 envelope system under national shopping method. The technical proposal and the financial proposal should be in separate envelopes in one cover.
- Two stage evaluation will be conducted to select a suitable service provider. The envelope containing the technical proposal is evaluated first. The substantial responsiveness of the bid is checked at this stage and non-responsive bids will be rejected. Substantially, the financial proposal of the responsive bids will be opened in their presence and the lowest evaluated price is selected.
- The agreement will be valid for the tasks mentioned above from the given time span and may be changed with agreement from both parties during the period of the relevant TOR.

7. REQUIRED PROFESSIONAL COMPETENCIES

- ability to carry out the key tasks effectively and efficiently
- ability to interact with senior academic and administrative staff in the university and the UBL office.
- ability to function effectively in a team environment inspiring trust and cooperation of other stakeholders of the project
- ability to work efficiently, and to meet deadlines
- strong communication, negotiating skills and good interpersonal relations
- ability to speak, read and write fluent English, and assist in the production of project reports in English.
- Computer literate

8. REPORTING OBLIGATIONS

- The individuals will be reporting to UBL Director

9. OUTPUT/ OUTCOME

- The recommended focal areas for the development of University Business Linkages Universities are as follows.
 1. Developing practice and business oriented student's projects
 2. Organizing trainings and coaching activities for businesses
 3. Implementing (technical) consulting services for businesses
 4. Implementing an IP Policy at University
 5. Promoting the creation of University Spin – offs
 6. Promoting research cooperation between business and the university
 7. Promoting strategic alliances with the private sector in order to develop research infrastructures and capacities at University
- Expected outcome of the E-Commerce Website to University of the Visual and Performing Arts (UVPA)/ Customers/ Suppliers as follows.
 1. UVPA will be able to develop a path to sell products to foreign countries for entrepreneurs.
 2. UVPA will gain financial income from each purchase of a product
 3. Customers will get high standard/ quality/ certified product.
 4. Suppliers will earn financial income with increase of sales.