



International Pole & Line Foundation Open Invitations for Proposals

Operations, Maintenance, and Management of the eDhumashi e-commerce Platform

IPNLF

LOCATION: MALDIVES

CONTRACT DURATION: TWO-YEAR CONTRACT

APPLY: PLEASE SEND YOUR PROPOSAL TO INFO@EDHUMASHI.MV

CLOSING DATE: 30TH SEPTEMBER 2024

TERMS OF REFERENCE

Background

The eDhumashi platform, developed by the International Pole and Line Foundation (IPNLF) with the support of UNDP, is an e-commerce solution with the potential to significantly empower women in the Maldives, particularly those in the fisheries sector. It connects local producers—primarily women and small businesses—with broader markets, facilitating their financial independence and inspiring a sense of community empowerment.

The platform offers suppliers a unique set of tools to create business profiles, manage product listings, handle inventory, track sales, and communicate with consumers. eDhumashi operates in both English and Dhivehi, providing mobile apps (eStore and Supplier) and a desktop version. Its key features, including direct payments, online transactions, credit history building, and support for marketing, branding, and storytelling, set it apart and strengthen the fisheries value chain.

IPNLF seeks a competent service provider to manage the operations, maintenance, and development of eDhumashi for two years, starting in November 2024. The selected service provider will prioritise maintaining platform functionality and enhancing the platform's capabilities to achieve strategic goals for community empowerment.

The following conditions apply:

- The applicant must be a company or business registered locally (Maldives).
 - UNDP owns the platform's intellectual property rights.
 - The platform will operate on a not-for-profit basis, allowing only nominal fees for cost recovery.
 - The selected service provider will get complete access to the source code and all associated credentials.
 - Any additional enhancements to the platform must be pre-approved from the
 - International Pole and Line Foundation.
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SCOPE OF SERVICE

- 1.** Ensure the smooth operation of eDhumashi's mobile applications (eStore and Supplier), desktop eStore, and corporate website for both Android and iOS.
- 2.** Manage hosting services to ensure secure, cloud-based operations with regular monitoring and optimisation.
- 3.** Troubleshoot technical issues and manage payment gateways and backend databases.
- 4.** Emergency support in case of system downtime or major issues.
- 5.** Perform regular system updates, bug fixes, and enhancements to improve functionality.
- 6.** Implement basic data analytics to monitor platform performance, user engagement, and sales.
- 7.** Availability for building limited additional features as needed.
- 8.** Ensure the platform remains accessible to all users, maintaining existing content in both Dhivehi and English.
- 9.** Oversee technical aspects of user onboarding and registration.
- 10.** Ensure smooth financial transactions and payment management, including maintaining digital financial records.
- 11.** Ensure regular payments for essential services, such as the iOS App Store, Google Play Store, website hosting, Azure server charges, and any other necessary fees.
- 12.** Respond to user queries, providing technical support and training on platform functionalities.
- 13.** Conduct low-cost or organic social media campaigns on eDhumashi platforms in collaboration with IPNLF to enhance the platform's visibility and attract more users.
- 14.** Explore non-commercial revenue models and collaborations with key stakeholders for potential platform growth.



REQUIREMENTS

Reporting requirements

The selected service provider will be required to:

- Provide monthly reports to the International Pole and Line Foundation (IPNLF) detailing platform performance, progress on key objectives, user metrics, and issues faced.
- Participate in regular review meetings to discuss progress, challenges, and any necessary adjustments to the operational plan.

Summary of qualifications and criteria for evaluation

Interested entities must submit the following as part of their proposal:

1. A comprehensive operational proposal with clear objectives, milestones, and a timeline aligned with the scope of services.
2. A detailed budget and cost breakdown, including service fees and any additional expenses related to platform operations.
3. Company Profile/Portfolio:
 - Proven experience in managing and maintaining online platforms with e-commerce experience is an added advantage.
 - Technical expertise in cloud hosting services, preferably Microsoft Azure.
 - Experience in providing user support, training, and outreach to non-technical users.
 - Demonstrate expertise in social media communications, marketing, and outreach activities.
 - A commitment to community development, empowerment initiatives, and capacity-building projects.

Proposals should be submitted by 30th September 2024 to info@edhumashi.mv

For further inquiries, please contact 7955518.

