

► Request for Quotation¹ for the Procurement of Services

RFQ Y4F/MAH/EGY/2024

Maharati Mobile Application – Technical
Upgrade and User Experience Optimization

**Responses to be received by 13 Jun 2024, 23:59, Cairo Local
Time**

DISCLAIMER

By responding to this tender, you consent to the processing of your personal data, including any future update, by the ILO for the purpose of this tender. The ILO applies a data protection policy in conformity with international standards. Should you require further information on your personal data, please contact pcrt@ilo.org indicating “Personal Data Protection – RFQ No. xx/20xx” in the subject.

¹ The term ‘quotation’ refers to any offer, bid or proposal submitted to the ILO in response to this solicitation.

Subject: Maharati Mobile Application – Technical Upgrade and User Experience Optimization

Reference: RFQ Y4F/MAH/EGY/2024

Date: **27 May 2024**

Dear Sir/Madam,

The International Labour Office (ILO) is pleased to invite your company to submit a quotation for the performance of the services described in Annex I.

When preparing your quotation, please bear in mind that any and all services provided to the ILO are subject to the [Terms and Conditions Applicable to ILO Contracts](#). Please return your completed offer to the ILO together with the Certification form (Annex II) duly signed by an authorized legal representative of your company.

The conditions set out in the [Terms and Conditions Applicable to ILO Contracts](#), as well as any other conditions contained in or enclosed with this letter, will become part of any contract concluded with the successful bidder. If your offer is accepted, you will receive a formal Purchase Order.

Your Bid must be received by the ILO no later than **13 Jun 2024, 23:59, Cairo Local Time**. Late bids will be rejected.

Failure to comply with the requirements of this RFQ and its Annexes may render a bid ineligible for consideration.

We look forward to receiving your Proposal.

Yours sincerely,



Eric Oechslin
Director of the Decent Work Team for North Africa
Country Director for Egypt and Eritrea

► SUBMISSION OF YOUR OFFER

1. SUBMISSION METHOD

For this request, offers may be submitted by **email**. You must submit your offer strictly in compliance with the procedures described below.

2. REQUIRED DOCUMENTATION

In order to be eligible for consideration, submissions must include:

- Annex II, Certification to be submitted;
- Annex III, Offer Submission Form, including Appendix A (detailed breakdown).

3. VALIDATION AND SUBMISSION

The above documents are to be signed by the legal representative, stamped with the official seal of your company, and submitted on or before **13 Jun 2024, 23:59, Cairo Local Time** to the following address:

proc-y4f@ilo.org

4. PARTIAL OFFERS

Kindly note that one single contract for the totality of the assignment will be given preference; however, it will be possible to consider a partial offer and/or a split of contracts.

The ILO reserves the right to disqualify proposals that are not in compliance with the above instructions.

5. CLARIFICATIONS

Bidders requiring any clarification on technical, commercial or legal aspects of the RFQ documents may submit their queries to proc-y4f@ilo.org by 03 June 2024.

6. SUBMISSION DEADLINE

Offers received after the deadline specified in Paragraph 3 above will not be considered. The ILO reserves the right to extend the deadline for the submission of offers. In such an event, the ILO will inform all potential bidders in writing of the terms and duration of the extension.

7. ANNEXES

To enable you to prepare and submit your quotation, please find enclosed the following:

- Terms of Reference (Annex I);
- Certification to be submitted by a Bidder (Annex II);
- Offer submission form and Appendix A (Annex III).

8. TERMS AND CONDITIONS APPLICABLE TO ILO CONTRACTS

Terms and Conditions applicable to ILO contracts are available at:

https://www.ilo.org/wcmsp5/groups/public/---ed_mas/---inter/documents/legaldocument/wcms_768752.pdf

► Terms of Reference

Background

The last decade has witnessed numerous changes and challenges in the MENA region. Conflicts in Syria, Iraq, Libya, and Yemen, as well as the political unrest in some areas of East Africa, continue to force refugees and asylum seekers to migrate to countries like Egypt, where many refugees and migrants have been living for years in protracted displacement including large numbers of children, adolescents, and youth. Over the years they have been subject to vulnerabilities, social protection issues, and labour market integration challenges. Their challenges include barriers to residency and secure stay, difficulties to access work permits, access to education and training, and access to employment services.

On the other hand, Egyptian youth are facing socio-economic challenges within the Egyptian market with a good portion of the young people aspiring for migration and seeking better socio-economic opportunities in foreign markets.

This can be attributed to the structural and cyclical challenges in the labour market with key impediments including gender disparities in accessing the labour market, lack of job creation, and a weak business environment. Unemployment has been a growing challenge facing Egyptian youth, with specific intensity among females.

The Covid-19 Pandemic has added to the labour market's lack of equilibrium where employers and employment opportunities were limited to scaled-up competencies, leaving the vulnerable portion of the society under the mercy of low-wage, non-secured and short-term jobs.

Youth for Future

The objective of the project is to improve the livelihood opportunities and strengthen the socio-economic resilience of young migrants, refugees, and Egyptian youth in host communities through improved policy frameworks, employability skills, career prospects, and inclusive youth centers. Jointly implementing the project, the ILO and UNICEF, are using a three-pronged approach that combines skills development and career guidance services at the individual (micro) level with capacity development of key stakeholders at the institutional (meso) level and policy engagement and awareness-raising on the national (macro) level. All activities are conducted in coordination with social partners, with the tripartite structures in consideration.

Maharati Application

Building on the Job Search Clubs (JSC), a methodology developed by the ILO to engage youth in job search activities, the Youth for Future Project developed the Maharati mobile application. The overarching goal is to enhance the efficiency and accessibility of the job market for users. Maharati includes a number of features to help job seekers increase their employability, foster the knowledge they gained in the JSC and be better prepared to navigate entering the labour market. Maharati provides a user-friendly experience, through several functions, that help young people be well prepared for job hunting. It incorporates the JSC taught materials, such as CV writing, skills awareness, marketing oneself, as well as a virtual reality mock interview. Maharati can be accessed on different stores through the following link: [Maharati](#).

Scope of Assignment and Objectives

The primary objective of this assignment is to hire a service provider to upgrade Maharati application's features. This upgrade aims to provide users with a more streamlined and user-friendly experience, fostering positive interactions and improved access to the job market.

SPECIFIC OBJECTIVES

The upgrade of the application is to include the following technical updates²:

- 1. Accessibility Upgrade:**

Upgrade all features of the application to be accessible to everyone, including those with visual and hearing impairments, by implementing features that enhance overall accessibility. This will include the already existing features as well as the new features that will be developed as part of this assignment.

² The Y4Future Team may decide to drop one of the features if identified as not feasible, before entering the development phase.

2. Enhanced skills assessment and user Matching:

Improve the app's features to align with users' job search criteria, experiences, and preferences. This includes refining the in-app skills assessments and develop matching algorithms for job vacancies and relevant courses based on users' profiles and interests.

3. User Experience and Ease of navigation:

Upgrade user experience and ease of navigation within the app, minimizing glitches and technical issues faced by users. Additionally, ensure features are accessible offline whenever possible.

4. Job Opportunities:

Upgrade the Job Opportunities feature within the Maharati app to include displaying jobs from different partners, job portals and platforms. This should include features enabling users to search for and filter jobs using different criteria, including but not limited to geographical location, sector/ job group, educational requirements, etc...

5. Promoting Ongoing Relevant Courses:

Integrate a section promoting web/app developer courses, ensuring users have easy access to enroll in courses that align with their career goals.

6. Networking Platform:

Adding a platform to connect job seekers with each other and allow them to exchange useful tips and tricks for accessing the labour market, in addition to job or training opportunities.

7. Adding Notifications Alert:

Implement a feature enabling users to receive timely notifications about new updates within the application and job vacancy openings.

8. Updating and Adding Content on Labour Relevant Laws:

Enhance the application by incorporating interactive content on labour laws and employees' rights at work to keep users informed and engaged.

9. Backend development:

Upgrade the application's existing backend portal to produce dashboards offering insights to feed into analytical reports on user's profiles, usage of different features and recommendations for future development.

10. Upgrade other features in the application as requested, this includes: content development, designs, and features.

ASSIGNMENT'S SCOPE OF WORK AND KEY ACTIVITIES

To reach the objectives above the service provider should carry out the following activities:

Phase 1: Inception and Assessment

- 1.1. Conduct an assessment of the existing Maharati App and similar digital tools or mobile applications focusing on: ILO developed tools, Arabic tools, local tools and major global tools.
- 1.2. Highlight lessons learnt from the assessment to improve the development of the mobile app and guide the development of the new features.
- 1.3. Gain an understanding of obstacles faced by job seekers in the current user interface and any challenges in navigation and functionality.
- 1.4. Discuss features and options of the app with the Youth for Future (Y4F) Project's team and participants of the Job Search Clubs (JSC).
- 1.5. Submit an inception and assessment report summarizing the results of the assessment and the final list of features that will be developed. The inception report should also include a detailed workplan and timeline for the remaining phases of the assignment.

Phase 2: User Experience (UX) Design

- 2.1. Create and present alternative UX designs and implement the design agreed-upon with the Y4F team.
- 2.2. Design a mock-up of the new mobile app features and consult the Y4F team.
- 2.3. Suggest utilization of technology to make some features of the app more interactive (e.g. virtual or augmented realities).
- 2.4. Utilize video, audio and interactive material and methods to give users tips and hints.

Phase 3: App Development

- 3.1. Develop the new features as specified above and as agreed-upon with the Y4F team.
- 3.2. Conduct regular meetings with the Y4F team to present updates, seek feedback from the team and integrate all comments and feedback accordingly.
- 3.3. Develop and provide a fully functional comprehensive iteration of the app in Arabic and in English. This would entail full development of the codes and full integration of all features.
- 3.4. Submit a brief report presenting the steps undertaken and the newly added features developed.

Phase 4: Piloting and Final App Development

- 4.1. Pilot the newly added features with 40 users and integrate feedback or any functionality issues encountered.
- 4.2. Integrate the piloting results and findings from the users, making any necessary alterations or developments in the app.
- 4.3. Develop and provide a final version of the Maharati app and newly added features in English and Arabic.
- 4.4. Recommend further developments for the app to include additional features.
- 4.5. Submit a brief report including results of the piloting and promotional strategy for the app bearing in mind the ILO's social media strategy.

In all the above-mentioned activities, the consultant will consult with the project team.

The Mobile App should:

1. Run-on IOS and Android operating systems in portrait and landscape mode
2. Generate reports to admins on the acquired feedback
3. Include additional interactive tools
4. Provide a sufficient set of data with the installation of the app to provide basic features offline
5. Have an open-source code, that will be handed over to the ILO and for which the ILO has all rights
6. Be eligible to have more features integrated at a later stage
8. The mobile app and all newly developed features should be available in English and Arabic (with preparedness to add any other language upon Y4F team's request)

The service provider must follow the ILO Communication and Branding guidelines in the design and production of all features and materials.

The service provider will be responsible for the direct expenses of all of the above activities and tactics and those will be included in the financial quotation. The service provider will also take into account in their pricing all logistics and expenses related to local travel and accommodations.

Assignment Deliverables

Phase	Key Deliverables	Summary of Key Activities
1	Inception and Assessment Report	<p>1.1. Conduct an assessment of the existing Maharati App and similar digital tools or mobile applications focusing on: ILO developed tools, Arabic tools, local tools and major global tools.</p> <p>1.2. Highlight lessons learnt from the assessment to improve the development of the mobile app and guide the development of the new features.</p> <p>1.3. Gain an understanding of obstacles faced by job seekers in the current user interface and any challenges in navigation and functionality.</p> <p>1.4. Discuss features and options of the app with the Youth for Future (Y4F) Project's team and participants of the Job Search Clubs (JSC).</p>

		1.5. Submit an inception and assessment report summarizing the results of the assessment and the final list of features that will be developed. The inception report should also include a detailed workplan and timeline for the remaining phases of the assignment.
2	UX Designs	2.1. Create and present alternative UX designs and implement the design agreed-upon with the Y4F team. 2.2. Design a mock-up of the new mobile app features and consult the Y4F team. 2.3. Suggest utilization of technology to make some features of the app more interactive (e.g. virtual or augmented realities). 2.4. Utilize video, audio and interactive material and methods to give users tips and hints.
3	App Development Report	3.1. Develop the new features as specified above and as agreed-upon with the Y4F team. 3.2. Conduct regular meetings with the Y4F team to present updates, seek feedback from the team and integrate all comments and feedback accordingly. 3.3. Develop and provide a fully functional comprehensive iteration of the app in Arabic and in English. This would entail full development of the codes and full integration of all features. 3.4. Submit a brief report presenting the steps undertaken and the newly added features developed.
4	Piloting and final App Development Report	4.1. Pilot the newly added features with 40 users and integrate feedback or any functionality issues encountered. 4.2. Integrate the piloting results and findings from the users, making any necessary alterations or developments in the app. 4.3. Develop and provide a final version of the Maharati app and newly added features in English and Arabic. 4.4. Recommend further developments for the app to include additional features. 4.5. Submit a brief report including results of the piloting and promotional strategy for the app bearing in mind the ILO's social media strategy.

Management and Other Arrangements

Partners and Counterparts

ILO and UNICEF

Required Expertise

The consultancy company is expected to possess the following qualifications:

1. A minimum of 5 years of experience in conducting similar assignments
2. A proven record developing multi-purpose, user-friendly mobile as well as web applications.
3. A proven record in UI/UX design
4. Solid understanding of the Maharati app, its logic and code
5. Experience in working with development partners
6. Strong Expertise in IT and backend systems.
7. A proven ability to develop and test content and features in Arabic and English.

Expected Duration

All assignment's deliverables are expected to be delivered to the satisfaction of the ILO by 31-01-2025.

Supervision and Logistical Arrangements

The service provider will perform their assignment under the supervision of the Y4Future Project Team. The ILO will facilitate any required: technical and methodological information, technical documents and project information, and partners meetings to help the service provider achieve their expected deliverables.

Payment Arrangements

The ILO will disburse the contract amount in several instalments based on the below table, and upon the satisfaction of the ILO, as follows:

Key Deliverables	Instalments
1: Inception and Assessment	25 percent of the total contract
2: UX Designs	25 percent of the total contract
2: App Development	25 percent of the total contract
3: Piloting and final App Development	25 percent of the total contract
Total	100%

Submission of Applications

For Service Providers:

Interested service providers should submit the following documents:

- Technical proposal including:
 - Organizational capacity statement,
 - Legal registration documents,
 - A detailed workplan,
 - CVs of key staff involved in the project.
 - Presentation of previous work experience in similar assignments, and a
- Financial proposal.

Interested applicants should submit their technical and financial proposal as well as other supporting documents outlined above via email to proc-y4f@ilo.org, citing "Maharati Application- Technical Upgrade and User Experience Optimization" as a subject, no later than **13 June 2024**.

Evaluation Criteria

All submitted proposals will be evaluated against the following criteria:

Technical Proposal:

- Previous experience in mobile app development (20%)
- Portfolio that reflects expertise in UX design (20%)
- Quality of technical proposal and relevance to the assignment and TOR's requirements (20%)
- Previous experience working with development partners (10%)

Financial Proposal:

- The Overall Cost. (10%)
- The budget is realistic. (10%)
- The breakdown of the budget and costing per budget line. (10%)

Proposal Content	Percentage
Technical Proposal	70 %
Financial Proposal	30 %
Total	100%

► ILO Vendor Selection Procedure: Certification

The International Labour Organization, represented by the International Labour Office (ILO), expects its Vendors and their Personnel to support and respect the protection of internationally proclaimed human rights and to observe the highest ethical standards in any of their supply chains, throughout the selection process and the performance of the contract.

The Vendor hereby certifies that it is **NOT** in one or more of the following situations:

1. bankrupt or the subject of insolvency or winding-up proceedings, subject to administration by a liquidator or by a court, in an arrangement with creditors, or that its business activities are suspended or in any analogous situation arising from a similar procedure under national law and regulations;
2. in breach of its obligations relating to the payment of taxes and social security benefits to the extent required by law or a regulatory body;
3. guilty of professional misconduct, by having violated applicable laws or regulations, or ethical standards of the profession to which it may belong, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes wrongful intent or gross negligence, including, in particular, any of the following:
 - (a) fraudulently or negligently misrepresenting information required for the verification of the absence of grounds for exclusion or the fulfilment of eligibility or selection criteria or in the implementation of the legal commitment;
 - (b) entering into agreements with any other interested companies, competitor or potential competitor with a view to restricting competition with respect to the current selection process;
 - (c) attempting to influence the decision-making process of the ILO, to obtain confidential information that may confer upon it undue advantages in the current selection process or to negligently provide misleading information that may have a material influence on the ILO decisions concerning exclusion, selection or award;
4. engaged in conduct or behaviour that constitute Proscribed Practices or Prohibited Conduct as defined in paragraph **12.3.** of the Terms and Conditions applicable to ILO Contracts ¹ with respect to the ILO, another entity of the United Nations System or multilateral development finance institutions;
5. participant, either active or passive, in a criminal organization or in money laundering;
6. the subject of any sanctions ², nor identified as ineligible by any government, supranational organization (e.g., European Union), another entity of the United Nations System or multilateral development finance institution;
7. provided resources received under any contract with the ILO, another entity of the United Nations System or multilateral development finance institutions to individuals, groups, undertakings or entities associated with terrorism in particular those named on the United Nations Security Council Consolidated List, as may be amended;
8. employed children as defined in paragraph **12.2.5.** of the Terms and Conditions applicable to ILO Contracts or committed offences concerning trafficking in human beings³;
9. shown significant or persistent deficiencies in the performance of a substantive requirement under a prior contract with the ILO, which led to early termination of that prior contract, damages, etc.;
10. misrepresented information supplied that is required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria, withheld such information or failed to submit the supporting documents requested in the current selection process;

¹ https://www.ilo.org/wcmsp5/groups/public/---ed_mas/---inter/documents/legaldocument/wcms_768752.pdf

² See in particular the United Nations Security Council Consolidated List, available at <https://www.un.org/securitycouncil/content/un-sc-consolidated-list>.

³ As defined in Article 3(a) of the Protocol to Prevent, Suppress and Punish Trafficking in Persons Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime, adopted and opened for signature, ratification and accession by General Assembly resolution 55/25 of 15 November 2000, available at : <https://www.ohchr.org/en/professionalinterest/pages/protocoltraffickinginpersons.aspx>.

11. committed financial irregularity; or

12. created a shell company or is a shell company for the purpose of responding to the current selection process.

The Vendor understands that it may be excluded by the ILO from participation in the current selection process in the event of any misrepresentation in relation to the above certification and that the ILO will reserve the right to cancel or terminate with immediate effect and without compensation any proposal of or contract arising from this selection process.

The undersigned certifies/y to be duly authorized to sign this certification on behalf of the Vendor.

For the Vendor

Name:

Title:

In

Signed on

Contact details

**International Labour Organization
Egypt Office**

Email: proc-y4f@ilo.org

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► Offer submission form (to be completed by the bidder)

Reference: Add RFQ number and description

Closing Date: Date, time, time zone

Bidder Name: Fill in Bidder's name and address

For the supply of services:

Having examined this Request for Quotation including its Annexes, and having examined all conditions and factors that might in any way affect its cost or time of performance, we, the undersigned, offer to execute and complete the Services in full acceptance of, and in accordance with, the Terms and Conditions Applicable to ILO Contracts for Services for the following Total Contract Price, net of any direct taxes or customs duties and other import taxes:

Task	Description	Lump Sum in EGP (Excluding VAT)
1	Click or tap here to enter text.	Click or tap here to enter text.
2	Click or tap here to enter text.	Click or tap here to enter text.
3	Click or tap here to enter text.	Click or tap here to enter text.
4	Click or tap here to enter text.	Click or tap here to enter text.
5	Click or tap here to enter text.	Click or tap here to enter text.
Total		Click or tap here to enter text.

Attached to this Offer Submission Form is **Appendix A**, containing the proposed detailed cost breakdown for each of the above tasks.

Additional Services

Compensation for any additional services to this RFQ shall be calculated based on the rates below:

Position (title)	Based at contractor's Office	Based at the ILO
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Comments	Click or tap here to enter text.	Click or tap here to enter text.

Name: Click or tap here to enter text.

COMPANY STAMP

Position: Click or tap here to enter text.

Tel/Fax: Click or tap here to enter text.

E-mail: Click or tap here to enter text.

Date: Click or tap to enter a date.

Signature: Click or tap here to enter text.

Appendix A

The bidder is to provide in this document the proposed detailed cost breakdown for each of the tasks.

All individual activities and sub-activities should be specified and their respective cost quoted.

Further details or clarifications regarding the time-and-material costs quoted in the previous page, if any, should be indicated here.

Click or tap here to enter text.