

Request for Proposal (RFP) for Kashf Foundation New Website Development

1. Overview of Kashf Foundation

Institutional Background

Kashf is registered as a Non-Banking Micro Finance Company which is regulated by the Securities and Exchange Commission of Pakistan. Kashf was set up in 1996 as the first specialized microfinance institution of Pakistan and began operations as a Grameen replicator. Since then Kashf has successfully carved out a distinct and unique niche for itself in the microfinance sector at home and abroad by offering a suite of innovative and transformative products and services to low-income households especially women. Kashf currently works in 75 districts in Pakistan through a network of 422 branches. A majority of these branches are in Punjab, followed by Sindh and Khyber Pakhtoonkhwa.

Kashf's Model

Kashf offers appraisal backed individual lending to its clients along with other non-financial services to have a transformative impact at the household level. Kashf believes in creating an enabling environment for women micro-entrepreneurs and is committed to creating products and services driven by client needs and demands which leverage on lessons from successful models from across the world. Kashf's main spheres of intervention include (1) Financial Services, (2) Insurance and Safety Nets, (3) Capacity Building Trainings, and (4) Social Advocacy Interventions.

2. Project Objective

The new website should be user-friendly, visually appealing, and aligned with modern web development standards. It should provide a seamless experience across all devices and support Kashf's brand identity while focusing on impact storytelling, data visualization, and community engagement.

3. Website Purpose and Vision

The envisioned website will serve as a tool for strategic communication and engagement for Kashf Foundation's partners, donors, investors, development sector collaborators and the broader public interested in women's economic empowerment. The platform will function as a dynamic and transparent window into the organization's work, impact and values. Through compelling storytelling content, interactive features and clear data visualization, the website will reflect Kashf's mission, amplify its credibility, and foster deeper connection and collaboration with its stakeholders. It is act as Kashf's digital presence, but also as a narrative and credibility hub that showcases Kashf's journey, learnings, and the transformative impact it continues to have across Pakistan.

4. Problems and Challenges Statement

The existing Kashf website has critical limitations that must be addressed. Proposals must demonstrate solutions for the following issues:

Content Management Issues

- **Homepage lacks visual variety** - insufficient integration of videos, images, and interactive content formats
- **Poor data presentation** - limited options for displaying quantitative/qualitative information through charts, infographics, and dashboards
- **Disorganized publications section** - no separate pages for RFPs, annual reports, and different document types
- **Limited text styling** - press releases and blogs lack formatting variety and layout flexibility

Technical Requirements

- **Outdated security protocols** - requires comprehensive security updates and data protection measures
- **Poor performance** - slow loading times, limited mobile responsiveness, and SEO deficiencies
- **Missing analytics** - insufficient performance tracking and user engagement reporting

User Experience Gaps

- **Complex navigation** - difficult content discovery and user journey issues
- **Limited search functionality** - absence of advanced filtering and search options
- **Poor integration** - inadequate social media and third-party tool connectivity
- **Scalability constraints** - platform cannot accommodate future growth needs

Successful proposals must provide specific technical solutions and implementation strategies for each identified challenge.

5. Scope of Work

The selected agency will be responsible for:

- **Website Design and Development:**
 - Clean, modern, and minimalist design inspired by the Gates Foundation's website.
 - Focus on visual hierarchy, strategic white space, and brand consistency.
 - Integration of high-resolution images, impactful hero sections, and infographics.
 - Use of Kashf's brand colors (maroons, yellows, and beige) in a professional and subtle manner.
- **Responsive Design:**
 - Ensure the website is fully responsive on all devices (desktops, tablets, smartphones).

- Implement mobile-first design principles to prioritize mobile usability.
- **Content Management System (CMS):**
 - Utilize a CMS like WordPress or Drupal to enable easy content updates by non-technical staff.
 - Ensure intuitive page creation, blog management, and media uploads.
- **User Experience (UX) & Navigation:**
 - Simple and intuitive top navigation bar with categories like “About Us,” “Programs,” “Impact,” “News & Stories,” and “Get Involved.”
 - Clear dropdown menus for easy access to resources and specific programs.
 - Robust search functionality with relevant results for articles, reports, and news.
 - Prominent Calls to Action (CTAs) for donations, engagement, and learning opportunities.
- **Visuals & Multimedia Integration:**
 - Authentic images showcasing Kashf’s beneficiaries and community impact.
 - Infographics to visually represent key metrics (loan distribution, beneficiaries reached).
 - Integration of short videos for storytelling, workshops, and interviews.
- **Interactive Features:**
 - Impact tracker for real-time metrics (loans disbursed, beneficiaries served, initiatives launched).
 - Blog or case study section to highlight success stories and program updates.
- **Accessibility Compliance:**
 - Ensure adherence to Web Content Accessibility Guidelines (WCAG).
 - Provide text alternatives for images and ensure all functionality is available from a keyboard.
- **Multilingual Support:**
 - Provide content in multiple languages (e.g., Urdu and English) through a multilingual plugin or separate language pages.
- **Search Engine Optimization (SEO):**
 - Implement best practices for SEO, including meta tags, clean URLs, alt text for images, and fast page load times.
- **Security Measures:**
 - SSL encryption for secure data transmission.
 - Regular backups and security updates.
 - Use of security plugins to protect against cyber threats.
 - Compliance with Pakistan’s Personal Data Protection Bill, including a clear privacy policy.
- **Social Media Integration:**
 - Embed social media feeds and provide share buttons for easy content sharing.
 - Display Kashf’s latest social media posts on relevant website sections.
 - Performance Optimization:

- Optimize images, leverage browser caching, and minimize HTTP requests for fast load times.
- **Analytics Integration:**
 - Integration with Google Analytics to monitor website traffic, user behavior, and key metrics.
 - Provide Kashf's team with access to analytics dashboards for insights and improvements.
- **Backend Management:**
 - Ensure user-friendly backend functionality for content management.
 - Train Kashf's staff on updating content, posting news, and managing media.

6. Reference Points

- Grameen Bank: <https://grameenbank.org.bd/>
- BRAC: <https://www.brac.net/>
- Gates Foundation: <https://www.gatesfoundation.org>

7. Deliverables

The final deliverables for the project will include:

- i. Fully functional website with all requested features and integrations.
- ii. Admin panel with CMS access for Kashf staff.
- iii. Training session(s) for Kashf's team on website management.
- iv. Documentation on website structure, CMS usage, and security protocols.
- v. Analytics dashboard with access and training.

8. Project Timeline

The website should be completed by October 15th. Key milestones include:

Milestone	Timeline
Vendor Selection: Identify and onboard the vendor, and provide branding guidelines.	September 15, 2025
Development & Review: Review the developed webpage design, provide feedback, and refine as needed.	September 16- October 05, 2025
Beta Testing & Refinement: Test all website functionalities, fix bugs, and finalize the website for launch.	October 06-10, 2025
Training session(s) for Kashf team	October 10-15, 2025
Website Launch: Officially launch the website with internal and external communication efforts.	October 15, 2025

9. Proposal Submission Requirements

All proposals should include:

- **Company Information:**

- Company profile and relevant experience in website development.
- Examples of similar projects, particularly for NGOs or foundations.
- **Technical Approach:**
 - Detailed plan for meeting the scope of work and technical specifications.
 - Proposed CMS and any third-party tools/plugins to be used
- **Design Approach:**
 - A prototype needs to be developed to showcase how the company envisions Kashf's new website will look like
 - Concepts or inspiration for the aesthetic and layout.
 - Approach to brand consistency and use of Kashf's color scheme.
- **Project Timeline:**
 - Proposed timeline for completing the project, with key milestones.
- **Pricing:**
 - Itemized breakdown of costs for design, development, training, and support.
 - Any ongoing maintenance or support fees (if applicable).
- **Team:**
 - Introduction to key team members involved in the project, including roles and experience.
- **References:**
 - At least two client references for similar website development projects.

10. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Understanding of Kashf's mission and vision.
- Creativity and alignment with Kashf's branding
- Technical expertise and proposed CMS solution
- Prototype of the website
- Previous experience with NGOs or mission-driven organizations.
- Project timeline and adherence to deadlines.
- Cost-effectiveness and transparency of pricing

11. Submission Instructions

Please submit all proposals via email to amna.kausar@kashf.org by **September 12, 2025**. For any questions or clarifications, contact amna.kausar@kashf.org.