

Terms of Reference (ToR)
For
Developing Digital Learning Content and Learning Management System (LMS)
for Domestic Work Occupational & Life skills Training
June 2024

Assignment: Hire individual consultant/Firm/Organization for Developing Digital Learning Content & Learning Management System (LMS) for Domestic Work Occupation Training
Work Occupational & Life skills Training – Securing Rights Project

Contract Type : Service Contract

Location : Mirpur-2, Dhaka-1216, Bangladesh

Duration : One fifty (150) calendar days, but the date will be finalized after finalizing the hiring process.

1. About UCEP Bangladesh

UCEP Bangladesh, a leading non-governmental organization, founded by New Zealand philanthropist Mr. Lindsey Allan Cheyne in 1972 has been playing significant role in shaping the lives of thousands of underprivileged children and youth across the country since its inception in 1972. With the motto “Help to learn, Skills to Earn”, UCEP Bangladesh provides Life Skills Technical Education, Technical and Vocational Education & Training (TVET), Skills Development and Decent Employment opportunities through its 36 Technical schools, 10 TVET Institutes, 8 technical outreach centers, and 2 polytechnics. Currently, 35,000 students are trained each year.

UCEP Bangladesh has been working in all 08 divisions in Bangladesh through its 08 regions including Dhaka (North & South), Gazipur, Chattogram, Sylhet, Rajshahi, Khulna, Barishal, Patuakhali, Cox’s Bazar. It has a special focus on social inclusion and therefore given priority to women and girls, persons with disabilities and occupational minorities in its all interventions.

2. Project Overview

The Securing Rights of Women Domestic Workers in Bangladesh project (Securing Rights) aims to improve the well-being of women domestic workers — one of the most marginalized labour groups in Bangladesh — by enabling them to access their rights to engage in “decent work”. The six-year project will build on the momentum created by the Government of Bangladesh’s approval of the Domestic Worker Protection and Welfare Policy (2015), which recognizes domestic work as a profession and extends a number of rights and protections to domestic workers, in four key ways. First, the project will provide women domestic workers with access to skills training and official accreditation that lead to formal employment opportunities. Second, it will increase women domestic workers’ awareness of their rights and their ability and empowerment to claim them. Third, it will build the capacity of the Government of Bangladesh and its civil society partners to implement and monitor the Domestic Worker Protection and Welfare Policy; and lastly, through a national awareness campaign, it will help to change attitudes, norms and behaviors’



that foster discrimination and violence against women domestic workers and their families across Bangladeshi society.

The six-year project, funded by **Global Affairs Canada (GAC)** in collaboration with **Oxfam in Canada and Oxfam in Bangladesh**, partners with **UCEP Bangladesh, DSK, KN, HelloTask, BILS, RedOrange, and Campe** for implementation. The initiative aims to directly benefit 16,000 women domestic workers in Dhaka, Bangladesh.

3. Context:

The Securing Rights project aims to enhance the skills of domestic workers by providing them with occupational and life skills training. The Securing Rights project has been implementing the occupational and life skills training since 2019. The training curriculum is accredited by both the National Skills Development Authority (NSDA) and the Bangladesh Technical Education Board (BTEB). However, there is a notable absence of digital learning content and a Learning Management System (LMS) tailored to the needs of domestic workers.

The onset of the COVID-19 pandemic has highlighted the urgency of digitalization in Bangladesh, particularly concerning skill development and training programs. This crisis has underscored the necessity of adapting to remote learning methods and leveraging digital tools. Additionally, the increasing prevalence of smartphones among domestic workers presents a unique opportunity to utilize digital technology for enhancing the effectiveness and sustainability of training initiatives.

In this context, the development of digital learning content and an LMS platform holds significant potential for transforming the way domestic workers access and engage with training materials. By bridging the digital divide and providing accessible, user-friendly digital resources, long-term empowerment and skill development among domestic workers can be fostered. Thus, the development of digital content and an LMS platform and available the national platform like a2i, BTEB/ NSDA represents an opportunity to enhance the effectiveness and sustainability of training programs.

4. Objective:

The primary objective will be as following for Developing Digital Learning Content & Learning Management System (LMS) for Domestic Work Occupation Training.

- Develop digital learning content that are simple to comprehend and accessible to domestic workers with varying levels of literacy and technological proficiency.
- Design and develop an **online Learning Management System (LMS)** platform to navigate, allowing domestic workers to access training materials and track their progress.
- Implement interactive elements and features within the digital learning content and LMS platform to encourage active engagement and meet the competency standards accredited by NSDA & BTEB.



- Collaborate with a2i to ensure the platform is accessible as national materials.
- Offer guidance and training sessions to Trainers on how to effectively use the digital learning content and navigate the LMS platform to maximize their learning outcomes

5. Scope of Work

- Conduct a comprehensive review of the Competency Standard (CS), Curriculum, and Training materials, Assessment Tools related to domestic work occupation under the "Securing Rights" project.
- Develop digital modules for occupational skills training and life skills training, ensuring alignment with the approved Competency Standard (CS).
- Design and develop a user-friendly Learning Management System (LMS) platform tailored to the needs of domestic workers, incorporating features such as interactive modules, progress tracking, and assessment tools.
- Ensure compatibility of digital content and the LMS platform with various devices, particularly smartphones commonly used by domestic workers.
- Provide technical support and training to Trainer and Project management staffs for the effective utilization and maintenance of the LMS platform.
- Collaborate with relevant stakeholders, including UCEP Bangladesh, consortium partners, and government agencies a2i, BTEB/ NSDA, to ensure alignment with national standards and international platform like UNESCO-UNEVOC, ASEAN Qualifications Reference Framework, TESDA, ITC-ILO, EUROPEAN Qualification Framework and access to all.

6. Indicative Methodology:

The consultant will follow methodology below:

- Conduct a robust desk review of existing modules, competency standard, Life & Occupational skills training module of securing rights project on Domestic workers training and the best practices. The desk review will identify the gaps in the existing digital learning content, contextual relevance, and opportunities to create the Digital learning content and LMS platform for domestic workers occupation
- Organize a series of consultation workshops/ meeting with the relevant departments, stakeholders and technical experts like a2i, BTEB/ NSDA and other Training Providers. The workshops will be designed to gather insights, address queries, and validate the outcomes materials.

7. Major Responsibilities of the Consultancy Firm

- Collaborate with relevant departments, stakeholders, and technical experts of a2i, BTEB/NSDA to ensure that the materials meet national standards and are accessible to all
- Collaborate with subject matter experts to develop curriculum outlines and objectives for digital learning content.
- Review national curriculum, project learning materials, session plan, assessment tools
- Create engaging and interactive lesson plans, videos, quizzes, and other learning materials tailored to the identified needs and preferences of domestic workers.

- Select an LMS platform that is user-friendly, accessible, and customizable to accommodate the needs of domestic workers.
- Develop digital learning content/ modules based on the curriculum outlines, utilizing a variety of multimedia formats (e.g., Videos, animations, infographics) to enhance engagement and comprehension.
- Ensure that the content is culturally sensitive, inclusive, and accessible to diverse audiences, including those with disabilities and considering low numeracy and literacy of Domestic Workers.
- Conduct pilot tests of the digital content and LMS platform to gather feedback on usability, clarity, and effectiveness.
- Iterate and refine the content and platform based on the feedback received during the pilot phase.
- Provide training sessions for trainers on how to access and use the digital content and LMS platform effectively.
- To ensure that all content materials are vetted by the Communications department of UCEP Bangladesh to ensure the UCEP brand guidelines & visibility.

8. Key Deliverables and Timeline

The Consultancy firm will submit the following deliverables:

SI	Key Deliverable	Timeline
1	Inception report based on the secondary document review including planning and work strategy	10 Days
2	Relevant stakeholder consultation workshop/ meeting findings	20 Days
3	a. Design of digital learning content and LMS curriculum outlines b. Develop details script considering learning objectives c. Develop lesson plans, quizzes, assessment tools	48 days
4	Develop video content and interactive video content for LMS	60 days
6	Design, develop and prepare LMS platform	10 days
7	Train to relevant staffs on LMS platform	2 Days
Total		150 days

9. Duration

This consultancy is expected to be completed within **150** calendar days after signing the contract. The methodology and work plan will be reviewed and approved by UCEP Bangladesh. Both the draft and final product should be submitted within 10 days of receiving feedback. Follow-up meetings will be held from time to time between the contracted consultant/consulting firm and UCEP Bangladesh.

10. Location

UCEP Head Office, Plot 2&3, Mirpur 2, Dhaka 1216

11. Expertise requirement and qualifications

- Proven experience in developing digital learning content and Learning Management Systems (LMS), particularly in the context of skill development and training.
- Familiarity with the Technical Vocational Education, Competency Standard (CS), curriculum development, and training methodologies.
- Strong technical skills in digital learning content development, including graphic design, video production, animation and interactive media.
- Experience working with marginalized communities, relevant govt agencies, particularly women and domestic workers, in Bangladesh or similar contexts.
- Excellent communication and collaboration skills, with the ability to work effectively with diverse stakeholders.

12. Evaluation Criteria

The consultancy firm will be evaluated based on the following weight: 100 marks.

- Technical Score: 80%
- Financial Score: 20%

12.1 Technical Evaluation Criteria

SI	REQUIREMENTS	Score (%)
A	Overall Proposal Suitability	20%
A.1	Understanding of the assignment and methodology	10%
A.2	Feasibility of the proposed time plan	10%
B	Previous Relevant Work Experience and Awards	30%
B.1	Provide 3 or more client experiences or testimonials (References, size, and scope are most similar to the objectives of the assignment. Include a summary of the work completed for each account. Include reference contact names, telephone numbers and email addresses.)	20%
B.2	Vendor's previous records of performance and service.	10%
C	Technical Expertise and Organizational Experience	30%
C.1	Availability of experts in the proposed team for the Digital Content and LMS including their experience and qualification.	20%
C.2	Years of experience in providing the requested service.	10%
Sub-total		80%

12.2 Financial Evaluation Criterion

Only the technically qualified bidders will be considered for this evaluation and the lowest bidder will be assigned with full/highest marks that is 20% and the subsequent highest bidders will get proportionate lower score out of 20%.

The total score derived from the submitted proposals (technical and financial) will be the final score and converted to the score out of 100. UCEP also reserves the right to cancel or disqualify any proposal without explaining any reason whatsoever.

13. Award of the Contract

UCEP will award the contract to the Proposal (Technical and Financial) which represents best value for money.

UCEP reserves the right to accept or reject any Proposal in whole or in part, to annul the solicitation process and to reject all Proposals at any time before the issue of the purchase order, without thereby incurring any liability to the affected Bidder(s) or any obligation to provide information on the grounds for the UCEP's decision(s).

The award of the contract arising from this ToR will be made at the absolute discretion of the UCEP. The UCEP's decision to award the contract to a preferred Bidder is final and shall not be questioned by any Bidder.

The Contract or the benefit of the Contract shall not be assigned, sub-contracted or otherwise transferred by the successful Bidder in whole or in part, without UCEP's prior written consent, to be given at its sole discretion.

14. Submission of Proposals

Interested consultancy firms are invited to submit their proposals by 24 July 2024. Proposals should include a detailed methodology, work plan, timeline, and a budget estimate.

15. Contact Information

For inquiries or clarifications, please contact:

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16. Additional requirement

Selected candidates should follow the organizational rules and regulations, including all kinds of policy's, such as PSEA, Gender, Child safeguarding, financial policies etc.

17. Special terms and conditions

1. **Confidentiality Statement and Intellectual Property of Data:** The documents prepared under this contract are the property of UCEP Bangladesh. Therefore, the consultant cannot publish these without permission of the UCEP Bangladesh.
2. **Unsatisfactory or incomplete work:** For the assignment, the UCEP Bangladesh Standard Rules and Procedure for external collaboration contract shall be applicable. In event that the service delivered is unsatisfactory or fails to conform to the conditions set out above, the UCEP Bangladesh reserves the right, as appropriate to interrupt it, to request that it be corrected or modified, or to refuse to accept the service.
3. **Insurances:** UCEP Bangladesh accepts no liability in the event of death, injury or illness of the External Collaborator. The External Collaborator attests that he/she is adequately covered by insurance for these risks. In no circumstances shall the External Collaborator be covered by any UCEP Bangladesh insurance, and it is his/her responsibility to take out, at his/her own expense.