



Sesame workshop Bangladesh

Looking for an Individual Consultant for E-Learning Materials Landscaping on SISIMPUR.

Terms of Reference (ToR) for a consultancy opportunity with Sesame Workshop Bangladesh on landscaping development of e-learning materials for the beloved educational children's series, Sisimpur.

Purpose of Engagement: The ICT landscape in Bangladesh has radically transformed over the last one and half decades. The country has witnessed an exponential growth in mobile penetration, internet connectivity, and the use of ICT in education. To continue our efforts of Sisimpur in helping kids grow smarter, stronger, and kinder, Sesame Workshop Bangladesh, the proud producer of Sisimpur, aims to develop e-learning content for children. Sesame Workshop Bangladesh will hire a digital expert as a consultant to suggest innovative ideas, effective technology, and relevant platforms for the e-learning materials pertinent to our audience within the scope of the project. The consultant will also manage the development, production, and timely delivery of the deliverables from the ultimate vendor.

1 BACKGROUND

Sesame Workshop Bangladesh (SWB), the Bangladesh branch of Sesame Workshop New York, has been proudly producing the popular children's television series "*Sisimpur*" and has been making significant differences in the lives of young children in Bangladesh since 2005. In addition to the television series, Sesame Workshop Bangladesh has reached classrooms and communities in many rural areas in Bangladesh through different outreach interventions. With all its past achievements Sesame Workshop Bangladesh has reached at a stage where the future promises enormous opportunities to realize its global vision of helping kids grow smarter, stronger, and kinder. Sesame Workshop Bangladesh has been producing Sisimpur under generous funding from USAID.

2 SCOPE OF WORK

Sesame Workshop was awarded a contract from USAID to produce a variety of educational content including 10 e-learning materials. Sesame Workshop Bangladesh seeks to: leverage existing digital platforms and emerging technology available across various socio-economic groups, identify cutting edge solutions to education, and explore interactive experiences like virtual reality (VR), augmented reality (AR), mixed reality (MR) and artificial intelligence (AI) for young audiences. Specifically, the responsibilities of the consultant will be:

- To provide detailed information on the digital and mobile platforms, content, network, and capacity in Bangladesh.
- Identify and connect Sesame Workshop Bangladesh with field experts, digital content makers, and relevant resources.
- Facilitate the coordination of two group meetings with field experts, digital content makers, and other participants.
- Submit follow up reports capturing the notes, discussions, outcomes and next steps from the group meetings.
- Recommend, inform, and finalize the draft scope of work for the e-learning materials.
- Identify appropriate vendors to develop and produce e-learning materials that meet the funder expectations, Sesame Workshop Bangladesh procurement standards, educational objectives, budget and project criteria.
- Write the ToR/SCOPE OF WORK documents for vendors.
- Closely work with the vendors/producers of e-learning materials, supervise the development and ensure timely delivery.
- Document progress for institutional memory.

- Regularly monitor the development and creation of the outsourced work.
- Build digital knowledge and capacity at Sesame Workshop Bangladesh.
- Ensure timely and quality deliverables from vendors within scope of the project.

3 DELIVERABLES

The consultant will be delivering the following things-

- Deliverable 01: Conduct minimum two group meetings with ICT experts and prepare two strategic notes with the outcome of the meetings
- Deliverable 02: a note as institutional memory for identifying right vendor with a list of potential vendors with strategic directions
- Deliverable 03: ToR/SCOPE OF WORK documents (the number to be decided mutually) for vendors specified for different e-learning materials
- Deliverable 04: three progress monitoring reports
- Deliverable 05: three capacity building initiatives in the form of training/workshop at SWB about the entire process (the success indicators will be decided mutually)
- Deliverable 06: hand-over e-learning materials from vendors to SWB in time with agreed upon quality, budget, and criteria.

4 KEY TERMS

1. Individual consultant shall submit a proposal (following [evaluation criteria](#)) for the SWB's review;
2. Individual consultant shall disclose any potential "Conflict of Interest" (if applies) before any work/engagement is made.
3. Individual consultant shall maintain the timeline sharply (in case of any change, it is advised to have prior approval); and
4. Individual consultant shall maintain confidentiality of the Sisimpur brand, IP and copyright

5 TIMELINE AND PAYMENT RATE

Timeline: The consultant will come under a one-year contract period with a maximum 40 days of engagement starting from July 4th week'2019 to June 04th week'2020. The monthly work distribution should be proposed by the consultant.

Payment Rate: Expected a per-day rate proposed by the consultant

6 PROPOSAL STRUCTURE & EVALUATION CRITERIAS

Proposals will be evaluated based on the following criteria:

Section	Weightage
Chapter 01: Understanding of the Sisimpur brand, project and objectives	20%
Chapter 02: Digital knowledge, experience, reputation and proven success in creating digital, online, and/or mobile content for for children ages 3-8, or for rural communities and schools	20%
Chapter 03: The landscaping of the proposal for Sisimpur E-Learning content Development (the Proposal)	40%
Chapter 04: Consultancy fees based on the matrix (<i>Consultancy day calculation</i>) below	20%

Consultancy day calculation matrix:

SL no.	Deliverables	# of days	Daily fee	Timeline
01	Deliverable 01: two group meetings with ICT expert and two strategic notes			

02	Deliverable 02: a note as institutional memory for identifying right vendor with a list of potential vendors			
03	Deliverable 03: ToR/SCOPE OF WORK documents (the number to be decided mutually) for vendors			
04	Deliverable 04: three progress monitoring reports			
05	Deliverable 05: three capacity building initiatives in the form of training/workshop at SWB about the entire process (the success indicators will be decided mutually)			
06	Deliverable 06: hand-over e-learning materials from vendors to SWB in time with agreed upon quality, budget, and criteria.			

7 POINT OF CONTACT

Name: Mozammel Haque Khokon

Designation: Manager – Administration

Email: mozammel.khokon@sesame.org

Sesame Workshop Bangladesh

Police Plaza Concord (8th floor), Tower 1, Unit G, Gulshan-1, Dhaka-1212, Bangladesh

Tel: +880-2-55045158/55045159 Cell: +88 01713-456026 | +88- 01974560141

Email: mozammel.khokon@sesame.org

8 HOW TO SUBMIT THE PROPOSAL

Submit proposal via email to Mr. Mozammel Khokon at mozammel.khokon@sesame.org . For any clarification question on the scope of work, please contact with Apurba Shikder, Email-apurba.shikder@sesame.org Cell: +8801919466828

Submission Deadline

Deadline to submit the proposal is July 17, 2019.