



Sesame Workshop Bangladesh

TERMS OF REFERENCE (TOR)

Title of the Consultancy

Hiring an agency for Sisimpur eLearning Platform, Instructional Design and Mobile Applications Development

Project

USAID's Early Childhood Development Mass Media Activity, *Sisimpur*

Release Date: December 05, 2019

Agency briefing session: December 11, 2019 at 3:30 PM

Submission Deadline: December 16, 2019 by 11:59 PM

1. Background

Sesame Workshop Bangladesh (SWB), the country office of Sesame Workshop, produces Sisimpur, the local version of world-famous kids' television program Sesame Street in Bangladesh. Sisimpur has been made possible in Bangladesh with the generous support from USAID. The TV show has been airing since 2005 with a view to making early childhood education delightful and enjoyable for Bangladeshi kids. This program has been developed to address the educational needs of kids between the ages of 3 and 8. Along with the kids, parents, caregivers and teachers are involved in Sisimpur through different school and community-based intervention. SWB undertakes different school and community-based interventions to reinforce the messages aired through TV program. It develops and distributes school based educational materials, trains teachers, monitors classroom activities and provides technical assistance for using them in the classroom along with community engagement and outreach programs. Since its inception, Sisimpur has been a tremendous success in Bangladesh and within a very short time, it became the most famous television program for kids as well as their caregivers. Further information can be found at www.Sisimpur.org.bd and www.sesameworkshop.org

Sisimpur is implementing the USAID'S Early Childhood Development Mass Media Activity, Sisimpur project since 2005. Under the project, Sisimpur in collaboration with Ministry of Primary and Mass Education (MOPME), Directorate of Primary Education (DPE) and USAID has been working in 146 schools, developing and piloting 40 storybooks. The project also targets to develop an interactive eLearning platform to reach audiences under the project and to distribute and promote to wider audiences. E-learning materials will be developed to also reinforce the messages in Sisimpur's television episodes and align with MOPME's sector program for early grade reading.

2. Objective

Produce eLearning materials for the Sisimpur Bangladesh to reach the digital audience.

3. Audience

- Children across the country between age group 3-8 years of age. These children are mostly pre-school and early grade primary students.
- These children will be assisted by parents/ teachers/ caregivers/ facilitators in accessing the platform/ contents.

4. Scopes

The design & development scope will be limited to the scope of work as identified in the TOR. The scope of work can be categorized with the following tasks:

1. Conduct a scoping analysis of potential eLearning materials both for web based (browser independent) and mobile platforms (both Android and iOS) for the Sisimpur Bangladesh target audience.
2. Prepare the precise System Requirement Specification (SRS) for designing and developing a Sisimpur eLearning platform and provide concrete development plan in the SRS, which should

include context diagram of the proposed system, Sequence Diagram, Use case Diagram, and Process Flow Diagram.

3. Develop an integrated solution for both web-based and mobile phone-based platforms. This would include hosting the solution with existing Sisimpur Bangladesh website as well as Google Play store and/or Apple store. The platform should be linked with Sisimpur YouTube channel, social media and linked with other relevant plug-ins.
4. Develop eLearning materials (video, games, e-book/talking book, artwork/ interactive works and parents' guide) for the platform.
5. Develop a system for real time monitoring of the user and usage.
6. The system should have offline and online synchronization.
7. There will be a Dashboard for managing the contents as well as presenting dynamic data in reports in tabular and graphic presentations.
8. The platform should have accessibility compliance as per W3C to support learning for the differently abled persons.
9. There should be provision to integrate payment gateway integration in the system for the paid courses of Sisimpur.
10. Vendor Company will ensure system to be tested at module integration and load level. All necessary security test at application level architecture needs to be followed and conducted by the vendor.

Support & Maintenance Requirement

- Provide 18 months support & maintenance service of the Sisimpur e-learning platform from the date of completion of the deliverables. Support & Maintenance will cover fixing all bugs and system errors as and when identified by the system users.
- Vendor shall take or advice server maintenance engineer to take timely backup of the entire database to meet up the challenge of system recovery, in case of any disaster or missing data.
- The vendor's team will work at their office premises, but in case of special requirement, they may work at the client's premises or any client designated location.
- Assign a Project Manager who will work closely with the clients designated official to ensure proper delivery of any assignment during the support and maintenance phase.
- The concerned company cannot assign the programmers to other project till completion of the assignment and will ensure the continuity of the scheduled work by other programmer in case of his/her absence.
- The hired and assigned IT personals for support & maintenance must be regular employees of the vendor company.

5. Desired Solution

Based on the above explanation, scope, and background, Sisimpur Bangladesh is soliciting competitive proposals from qualified organizations to develop and implement the Sisimpur eLearning platform. We are seeking solution architects and developers who are interested in partnering for a long-term commercial venture in eLearning training starting out with a non-profit funded pilot phase.

The firm should have experience in developing mobile and web applications for various industries and successfully rolling them out. Specific roles and responsibilities include but are not limited to converting training materials into web and mobile content; designing, developing, and implementing web and mobile; end-user training; and ongoing support and maintenance of applications.

Note: The following high-level requirements articulate our vision for the application, but are subject to change throughout the project's anticipated design and pilot phases. Minimum features and functionality are listed to guide the scope of the project, but are not considered all-inclusive.

5.1. Instructional Design

We have existing technical content and a team of subject matter experts to ensure quality and relevance of the content. The designers will facilitate content scoping and analysis of the target learner profiles to establish a healthy blend of face to face interaction and online training. They will be able to advise on the best presentation of the content in various formats such as animations, videos, infographics and then design storyboards, guides, tools, assessments, templates for face to face presentations, online learner experience and downloadable implementation tools. Working closely with Sisimpur staff and technical experts, this content should be parsed into bite-sized learning modules formatted for consumption on web and mobile applications in an engaging way.

5.2. Blended Learning Platform Core Features

The eLearning platform should align with the following 4 focus areas:

- **Self-Paced Learning:** We envision a situation where learning is self-paced, and the staff do not have to leave the factory floor to acquire learning. The learners would be able to charter their own learning journey once the learning material is available on accessible platforms so that they can interact with it at their convenience and apply it on their day to day job.
- **Social Learning and Community:** Social learning is a key feature where the reduction of face to face interaction is replaced by dynamic chat platforms which allow learners to share experiences, upload photos and videos of their knowledge application as well as troubleshoot on issues within a community of practice.
- **Analytics and Monitoring:** The platform should allow for intelligent analytics and customized reporting at the back end as well as the ability to push communication through email, short message service and social media. Administrators and instructors should be able to monitor learner journeys through tools, alerts, and reporting.
- **Recruitment, Engagement, and Incentives:** Ideally the same platform should enable recruitment of learners through a rigorous selection process to target the right participants and enable payment through credit card or mobile money on the same platform. The platform should be developed in a manner which is engaging for end users and creates incentives for continual learning (intuitive UI/UX, accomplishment levels, gamification, etc.)

6. Implementation Support Required

We require the firm's technical support from design to full implementation, including in-person instructional design support and ongoing application maintenance.

6.1. Functional Roles and Responsibilities

- The project's scope extends well beyond the development of web and mobile applications and requires a firm capable of designing and mobilizing around a rapid timeframe to carry out a complex project involving business process optimization, user interface and user experience design, software development, user training, research, the development and implementation of a sustainability plan, and the development and production of lessons learned. The selected firm should be able to lead and take ownership of the design, development, implementation, testing, deployment, maintenance, and handoff phases of a technology development project. Key tasks should at a minimum include the following:
 - The development of a detailed work plan clearly showing the information gathering, planning, design, development, testing, delivery, and handoff phases for the application(s).
 - Finalize and document requirements for the app after user testing and design validation.
 - Work with our team of content experts to develop course blueprints / storyboarding and digital content incorporating best aspects of face-to-face training into an online / digital environment.
 - Compile and digitize the technical course content into bite-sized chunks accessible in various platforms.
 - Develop web and mobile applications to be used primarily by Sisimpur target audiences. Where relevant, apps should work offline and may need to interface with other third-party platforms, such as payment and SMS gateways. The platform should be available on both mobile Android smartphones, Android tablets, and an (online) web application.
 - Develop a cloud hosted database(s) that will be used to collect, store, and report on real time analysis of the data from the platform. Data from the offline components of the platform should sync to the cloud environment seamlessly when connectivity is available.
 - Pilot testing / debugging to ensure the platform and system meets business and performance requirements specified during the requirements gathering process.
 - Sisimpur in the process of publicly distributing the apps through relevant apps stores.
 - Develop a training manual(s) for the platform and provide training on the use of the above systems to relevant Sisimpur staff, partners and other key stakeholders.
 - Ongoing research which results in the development of industry relevant lessons learned for distribution among partners and stakeholders.

Note: The firm is expected to spend time to work closely with the Sisimpur team and other key stakeholders. It is expected that the technology development portion of this project can be completed remotely once requirements are finalized at each stage of the project.

6.2. Deliverables

Physical deliverables, beyond the tasks provided above, shall include the following:

- Inception Report including the-
 - a. Draft and finalized requirements document based on user design validation and testing
 - b. Software Requirement Specification: SRS
- An Android mobile application based on the features and functionality specified as part of the requirements document.
- A web application supporting the mobile application, analytics, reporting, training content management, and user management.
- Develop multimedia contents for the eLearning platform.
- A training / user manual for the platform.
- A lesson learned report.
- API Specification of the Sisimpur e-learning platform.
- Software Deployment on Live Server.
- User Manual.
- Knowledge transfer through workshop/Training.
- Source code & database.
- Project Completion report including upcoming challenges if any.
- Provide 18 months Support & Maintenance Service.

6.3. Project Timeline:

Duration of this contract is 24 calendar months. To be effective from the date of signing the contract.

Activity	Time
Phase 1: Development	
Conduct background scoping and research work and finalizing the system requirements	10 days
Development of Sisimpur e-learning platform including interactive features, mobile app, dashboard, communication, payment supports etc. to incorporate client requirement as per approved SRS	45 Days
1st level feedback, correction and incorporation	5 Days
Testing, debugging, update	10 Days
Release eLearning Materials (First 5 sets as agreed)	30 Days
2nd Level feedback, correction and incorporation	5 Days
Testing, debugging, update	10 Days
Release eLearning Materials (Second 5 sets as agreed)	30 Days
3rd Level feedback, correction and incorporation	5 Days
Testing, debugging, update	10 Days
Knowledge transfer through workshop/training	5 Days
Delivery of the final version of the system along with all required documentation including source code, user manual and technical documentation (SRS Final Version)	15 Days
Sub-Total	6 Months

Phase 2: Support	
Provide required and necessary support & maintenance	18 Months
Total	24 Months

7. SELECTION CRITERIA

The Sisimpur team will review all submitted proposals to identify the proposal and partner company providing the best value based on the following criteria:

- 7.1. Technical and functional capabilities of the design, development, and implementation approach. (40%)
- 7.2. Experience with similar projects rolling out technology solutions in Bangladesh with low bandwidth challenges. (20%)
- 7.3. Project understanding, responsiveness, and vision for the project. (10%)
- 7.4. The Financial Proposal/budget will be evaluated for the top 3 proposal succeeded in the Technical round. And will be weighted for 30%.

Sisimpur is not bound to issue the work-order to the lowest bidder, but may enter into negotiation with higher price bidder.

8. Firm Qualifications

A qualified firm must have:

- A minimum of 3 years of experience in eLearning content development for the Android and web application platforms, including expert knowledge of and experience in managing the full lifecycle of technology development projects.
- An ability to design the structure of databases and platforms which are secure and scalable.
- Experience working with local and international organizations and clients of a similar discipline to Sisimpur, with an emphasis on organizations focused on education and child development. Experience working with both public and private sector partners is strongly preferred.
- Expertise and experience in User Interface / User Experience (UI/UX) design for teacher/parents/facilitator for the 3-8 years children in Bangladesh.
- Experience in training project personnel, stakeholders, and end users in the use of applications and database management.
- Professional ability to handle sensitive information related to organizations and individuals, including a demonstrated ability to respect the confidentiality of such information while working with Sisimpur.
- Proven ability to ensure robust Information security procedures and principles pertaining to relevant data protection and confidentiality aspects (including appropriate data backups), in accordance with Sisimpur IT standards and procedures, as well as local laws in the country of the application's operations.
- Proven ability to mobilize teams which work effectively with others, including multicultural teams with varying levels of technical competency and understanding.

- Ability to work under pressure and commit to deadlines along expedited project schedules with rapidly evolving timelines, where tasks must be carefully coordinated in parallel.
- Verbal and written fluency in Bangla and English.
- Expertise in technology research and the ability to develop industry relevant lessons learned and lessons learned reports for distribution among partners and key stakeholders. Ability to write industry facing reports and conference papers for the distribution of lessons learned.
- Must submit valid Trade License, TIN & VAT Certificates.
- Firm must demonstrate its management capacity (website link/brochures and other documents describing similar assignments, experience, availability of appropriate professional staff and experience among applicant's staff, resources to carry out the assignment).
- Firm should demonstrate its logistical capability (well-equipped office space at Dhaka with necessary facilities).
- Must submit last 2 (Two) year's financial audit reports.
- List (Name, designation, years of experience, number of projects, expertise) of IT personals who can be engaged to perform the assigned task.
- Multiple Companies having technical and legal competency for developing such Product can bid jointly but they must have legal agreement among them where one company needs to be master. Master company needs to fulfil all conditions mentioned in thisToR.
- Joint-venture agreement needs to have clear identification about each responsibility matrix along with IPR.

9. Team Requirements:

The firm should ensure at-least following team members and their details should be attached while submitting the proposal.

- Team leader/ Project Manager
- Software engineer
- Quality Assurance (QA) engineer
- UX Designer
- Support Engineer

10.Special Note:

- Sisimpur will preserve full rights to be confirmed security clearance of the personnel [if necessary] who will be working for this assignment through proper agency.
- Contractor may need to sign separate non-disclosure agreement with Sisimpur considering data/information sensitivity.
- Intellectual Property Right will strictly be controlled under regular state law for IPR protection.

11.Support/Assistance to be provided by Sisimpur:

1. Training venue will be provided.
2. System design supports.
3. Coordination in hosting the platform.

12.Proposal Contents:

Proposals must contain the following:

- **Cover Letter:** Include contact information (phone and email address), for the team's designated contact person who can receive and distribute RFP information on behalf of the team.
- **Firm Qualifications & Experience:** Provide firm description and qualifications to address the scope of this assignment, including client references for past projects.
- **Project Understanding and Approach:** Provide a brief description of your understanding and approach to the project.
- **Technical Approach and Support Overview:** Describe vendor support during and after implementation, including a detailed plan for sustainability and support provided long-term.
- **Cost Proposal:** Provide a breakdown of cost as per deliverable. The cost proposal must include all design, production, testing and software necessary for the development and long-term support for the application(s). For each deliverable, costs should be broken out indicating one-time setup costs, implementation costs, travel, seat licenses and other fees, and integration costs.

Note: The cost to be quoted for should be inclusive of all applicable Taxes and VAT;

13.Terms and Conditions:

- The Request for Proposal is not and shall not be considered an offer by Sisimpur.
- All responses must be received on or before the date and time indicated above. All late responses will be rejected.
- All unresponsive responses will be rejected.
- All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent or required by RFP.
- All awards will be subject to Sisimpur contractual terms and conditions and contingent on the availability of donor funding.
- Sisimpur reserves the right to accept or reject any proposal or cancel the solicitation process at any time and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
- Sisimpur reserves the right to accept all or part of the proposal when award is provided.
- All information provided by Sisimpur Bangladesh in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. Sisimpur is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.

- Sisimpur reserves the right to require any bidder to enter into a nondisclosure agreement.
- The bidders are solely obligated to pay for any costs of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of Sisimpur, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
- Bidders are required to identify and disclose any actual or potential Conflict of Interest.

14. Deadline:

- The proposal should be submitted by **December 16, 2019 (before 11.59 PM)**
- An 'Ask your question' session (agency briefing) will be organized at Sesame Workshop Bangladesh (SWB) office on **December 11, 2019 at 03:30PM.**
- Questions regarding this RFP may be addressed to Apurba.Shikder@sesame.org. All questions must be received no later than **COB December 10, 2019**. Responses to all questions received will be shared to all interested parties during Agency briefing session.
- The contract will be awarded to the selected provider and the provider will be contacted in writing by **December 22, 2019**.
- The assignment will begin on **December 23, 2019** and last until **June 23, 2020**. The first version of the application must be completed in time for pilot testing with a live app by **March 23, 2020**.

Please note that late submissions will not be considered at all and any form of Canvassing is prohibited and could lead to automatic disqualification.

15. Point of Contact:

Name: Apurba Shikder

Designation: Deputy Manager- Program

Phone: +8801919466828

Email: Apurba.Shikder@sesame.org

16. How to submit the proposal:

Submit proposal via email to Mr. Mozammel Khokon at Mozammel.Khokon@sesame.org

Email subject line should be the following-

For proposal Submission –**Proposal for“Sisimpur eLearning Platform, Instructional Design and Mobile Applications Development”**

SWB Office Address

Police Plaza Concord (8th Floor)
Tower-1, Unit-G, Gulshan-1, Dhaka-1212, Bangladesh
Telephone: +880-2-55045158-59

Sisimpur eLearning Platform Scoping Analysis

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.

Sisimpur Contents

Sisimpur is the country's largest content platform with over 4,000 segments of television content for the children. The Sisimpur contents are popular in television media. Showing only in standalone platform, Sisimpur contents lack interaction, engagement and empowerment. The experts suggest that the eLearning content should:

1. Begin to work with existing content and stories.
2. Focus on making existing content more interactive, engaging and empowering to the children of 3-8 years old.
3. eLearning content should further segregate the content according to age-specific needs.

Understanding the country digital contexts

Considering the growth of digital community over the last decade, Sisimpur should:

1. Develop and deploy an inclusive platform that can have plug & play options.
2. Sisimpur eLearning platform usage options are Web/CD based in classrooms/learning center setting and mobile/tablet based in individual (home environment) setting.
3. The platform would be both web based and app based. Besides, this should be available through social media, especially Facebook.
4. The platform would be inclusive so that it can have contents: Video, eBook/ Audio book, Printable book and guide, Game, challenges and celebration, Artwork and Suggested practical applications
5. System should have options for both online and offline synchronization. Contents to be accessible even offline and should sync while device is connected.

eLearning scopes

The content scopes for eLearning platform should:

1. Be age specific with guidelines for parents, caregivers, teachers, facilitators etc.
2. Follow the Early Learning Development Standard (ELDS) standards.
3. Possible content areas include: Math literacy, introducing numbers, counting, Alphabet (both Bangla and English), Elements at home and nature, Rhymes and Music, Family, friends and relationship, Environment & climate change, Geography (nation, population, culture, etc.), Health and Hygiene, Financial; literacy and savings, Family members role and introduction of gender relations, Empathy on disability, Accident and road signs, First aid and primary health etc.
4. Contents should be segregated according to the needs of the age of the children. Following table proposes learning need for each age group:

Age Group	Learning Stage	Learning Examples
Defiant Age (3-4 Years Old)	Pre-logical/ Logical Thinking	Scribbles, Chaos of shapes, Consciousness of shapes, Listening to music, Speaking words & sentences, Knowing vowels, Differentiation & separation, Seriality, Numbers
Tooth Transition (5-6 Years Old)	Preparation of Reflective Thinking	Shapes, Human body & forms, Top-bottom, Knowing consonant, drawing, Listening to stories, Reading starts, Math word problems, Environment and Plant
Rubicon Age (7-8 Years Old up to 9)	Reflective Thinking	Composite texts & sentence, Spelling, Grammatical rules, Time & Money, Weight, measure & Lengths, Fraction, Health (First Aid), Social Issues (Road Sign, Disability)

Capacity and training needs:

1. Capacity building and training needs are for two groups (a) Sisimpur staff and (b) Outreach stakeholders including parents, teachers, etc.
2. Sisimpur should include team member (it could be outsourced) to maintain the technology platform, upgrade with new versions, bug fixing etc. There is a need for continuous recommendations on age specific contents among the content team.
3. There should be detailed guideline for parents/teachers on the use of contents.

Monitor the performance and progresses:

1. The system should have incentives and recognitions like giving STARTs and LEVEL-UP while children use the platform.
2. Monitoring system should include:
 - o Content Indicator:
 - Are the content satisfying? (Rank)
 - How do you feel that contents are easy to understand? (Rank easy to difficulty)
 - What have you/your ward learned? (Multiple Choice)
 - Which character do you like most? (Multiple Choice)

- Can you do the individual assessment? (Yes/No)
 - Was the Parent/Teacher guide helpful? (Yes/No)
- Platform Indicators
 - Which platform are used? (Computer. Mobile, Tablet etc.)
 - Do you use Online OR offline?
 - How much time you needed to load the content? (<30 Seconds, <1 Minute, >1 Minute)
- User Indicator
 - What is your child's age? (3-4 Y / 5-6 Y / 7-8 Y / >8Y)
 - Where do you live? (Rural School/ Rural Home/ Rural Community Center/ Urban School/ Urban Home/ Urban Club)
 - What you parents do? (Both Parent Service/ Only Father Service/ Only Mother Service)
- Content usage pattern according to age group.
- Contents usage pattern according to geographical differences.
- Content usage pattern according to devices (mobile, tab, computer etc.)
- Documentations of call-to-action after watching/playing with certain contents

Language:

1. The contents should be in Bangla
2. The eBook can be in both Bangla and English

Suggested Content Types

1. **Video:** Subject Wise videos. Existing videos should be connected with Sisimpur YouTube channel.
2. **Games:** Reinforcement of learning using the video contents. Each game will have several steps. Successful completion of one step will be the key to open the next step. Participants will get rewards (certain amount of reward will make them eligible to win story book or game CD).
- **eBook:** Illustrative story book with voice. The voice will be synchronized with words and highlights.
- **Artwork:** Using simple paint (level of difficulty will increase) about the character or subject. Artwork will have several steps. Successful completion of one step will be the key to open-up next step.
- **Print:** Print will have two options. Printing the story book (BW/Color) or artwork layout for practicing pencil/crayon works.
- **Parent Guide:** Parents will learn what was taught. And some practical guidelines on how to relate with real life situations at home and away.
