

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

1. BACKGROUND AND JUSTIFICATION:

The world is facing a learning crisis that has been exacerbated by COVID-19. Millions of children and young people are not developing the skills they need to break out of poverty. However, the growth of technology and the increasingly broad range of actors providing online learning means that we can deliver learning opportunities anywhere, at any time.

Yet, more than half of the world's children and young people are on the wrong side of the digital divide, limiting access to the same opportunities as their connected peers. This has worsened since the outbreak of COVID-19, which has resulted in immeasurable losses in learning and projected future earnings for children and adolescents. In South Asia, only 12 % of children aged 3 to 17 years have internet access at home, *i.e., approximately 450 million school-age children with no access to the internet at home*. The digital divide is even more pronounced for girls. According to GSMA, South Asia has the widest mobile gender gap at a staggering 41%.

Although many countries pivoted to developing digital learning materials and using digital solutions following the outbreak of COVID-19, many students, especially the most marginalized, continue to struggle to access quality digital learning. Lack of infrastructure, connectivity, resources, and digital literacy contribute to the learning gap, which significantly affects the most under-resourced communities and students.

Digital transformation in education is a key priority at the UNICEF Regional Office of South Asia. ROSA is supporting the development, implementation and scale-up of digital learning solutions that are accessible, sustainable, work in low connectivity settings, and have high quality, localized content. Keeping in line with this regional priority, it is imperative to invest in the **development of free, effective, and age-appropriate learning content**. This includes building open educational resources (OERs) and a comprehensive suite of learning content that is **aligned with (or complements) national curricula, is adaptable to different modes of education delivery, and caters to diversity in terms of gender, culture, language, and disability**.

At present, there is a growing need for the following resources:

- a) **digital learning content**- high quality educational content that covers or supplements content taught in classrooms and can be made available on diverse Learning Management Systems/digital educational platforms and educational mobile apps; and
- b) **edutainment materials**- high quality content developed in various modalities such as educational games, videos, cartoons, and interactive audio files that can be used for both education and entertainment purposes.

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

2. OBJECTIVE:

To respond to this demand, UNICEF Regional Office of South Asia (ROSA) seeks to establish non-exclusive Long-Term Arrangements for Services (LTA) with several organizations/companies that offer digital educational content development services and have a team of experts with proven experience, credibility and identifiable skill sets. Service providers will be called upon at short notice for identification, selection, adaptation, and creation of digital learning and edutainment materials, technical assistance, advice, capacity building, evaluation, and/or other support services to strengthen new and existing digital learning solutions in support of UNICEF's digital transformation in education plans. This agreement will service the SAR region, which includes the following countries: India, Bangladesh, Pakistan, Nepal, Afghanistan, Sri Lanka, Bhutan, and Maldives.

This LTA includes, but not limited to, identification, selection, adaptation, creation, evaluation, and capacity building for implementation of digital learning and edutainment content. Educational content to be worked upon for this agreement can be broadly categorized as 1) **digital learning content** which can take the form of e-learning courses, interactive digital activities, digitized textbooks, PDFs, PPTs, Epubs, videos, digital assessments, etc., and 2) **edutainment materials** which can include educational games, videos, cartoons, and interactive audio files, etc.

3. SCOPE OF WORK:

The scope of activities is intended to be broad in nature to cover various thematic areas and contexts within the digital transformation in education agenda and cater to the various needs of SAR countries. This will provide flexibility to potential service providers to determine how their available skill sets and institutional infrastructure can best address the desired services and results expected by UNICEF, and propose their bids accordingly. UNICEF aims to provide a general description of services expected to be performed under this LTA and facilitate the preparation of proposals by interested service providers, as bids can be submitted directly responding to the requirements of one or more service areas. **Concrete deliverables, outputs and timeframes will be defined by UNICEF country offices through binding institutional contracts created under the LTA. Payment schedules will be deliverable-based, depending on the specific assignments.**

The main service areas and potential related activities UNICEF puts forward for the current LTA can be described under the following categories:

1. Category 1: Digital Learning/Edutainment Content Review, Selection, Adaptation and Development

- Analyse and assess digital learning and edutainment materials, use cases, reach, accessibility and programme effectiveness;

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

-
- Map existing content available/utilized by programmes to specific country/provincial curricula, with an assessment of their relevance and suitability;
 - Make recommendations on digital learning/edutainment content that can be utilized by UNICEF ROSA office, country offices, government counterparts, and other key stakeholders;
 - Adapt and/or create digital learning and/or edutainment content for use in SAR countries, in collaboration with UNICEF and/or relevant stakeholders;
 - Develop quality standards/frameworks for digital learning content;
 - Ensure recommended existing content and new developed content is suitable for low tech, low connectivity, and low resource contexts (when necessary)

2. **Category 2: Technical capacity building/training and support**

- Identify capacity gaps to create, implement, disseminate, or use digital learning/edutainment content, and develop capacity building plans, as required;
- Provide training for teachers, facilitators, school leaders, government stakeholders, parents, and community members to effectively utilize digital learning/edutainment content;
- Identify ongoing training and support needs and provide regular follow-up coaching sessions as required.

3. **Category 3: Impact evaluation, monitoring, research, documentation and communication**

- Conduct research and/or support data generation using a range of quantitative, qualitative, participatory and other relevant methodologies;
- Monitor and evaluate the quality and effectiveness of digital learning/edutainment content;
- Develop impact evaluations plans and conduct impact evaluations;
- Document lessons learned from selected digital learning programmes utilizing digital learning/edutainment content, with a focus on local and cultural relevance and responsiveness to gender, lack of resources, and disability;

4. **Category 4: Strategic planning and guidance including design/strategy/policy advice**

- Identify priorities and goals and develop strategies for digital learning/edutainment content development and implementation.
- Identify appropriate digital learning models utilizing digital learning content and edutainment materials in low-cost, low connectivity, low resource, and hard to reach areas;
- Develop feasibility studies/plans and support the scale-up of digital learning solutions;
- Advise and train UNICEF staff, government counterparts, and policy makers on strengthening of the digital learning agenda.
-

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

4. METHODOLOGY:

LTA will be awarded to all qualified bidders.

- Concern country office of UNICEF will share ToR for specific assignment. LTA holders shall have to share their methodology along with proposal to complete the assignment within given timeframe.
- The contractor(s) will be required to complete activities as per the services requested within the categories which could include but are not limited to: selection, development, and adaptation of digital learning content, mapping and evaluation of available digital learning content, identifying gaps in high-quality digital content according to regional and country needs, data analysis, evidence generation, presentation and communication to various stakeholders including government, conducting trainings and workshops for capacity building, closely liaising with country/regional office to develop human centered design plans for implementation and scale.
- Service providers will also be required to provide reports to UNICEF ROSA and/or specific Country Offices during the assignments by given deadlines for submission. Examples of potential types of reports include inception report; progress reports and meeting minutes; mission reports; technical reports; training and presentation materials; workshop/training evaluation reports, etc.

5. ACTIVITIES, TASKS, AND EXPECTED TIMELINE DETAILED ACTIVITIES

The detailed activities and timeline shall be mentioned in assignment specific ToR which will be issued by concern UNICEF Office later as mentioned above.

6. DURATION:

The LTA will be valid for 2 years with the possibility of extension for 1 year, upon completion of satisfactory services, favorable reviews by contracting offices, continued need for services by UNICEF, and market review conducted to ensure competitive pricing. Multiple LTAs can be awarded to ensure accessibility for all UNICEF ROSA countries and projects, given the diversity of contexts, languages and initiatives in UNICEF.

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

7. WORKING LOCATIONS:

The services required in this LTA can be rendered remotely. Some travel within South Asia Region might be required for activities such as strategic planning and presentation of data, capacity building, monitoring and evaluation, and/or other support services.

8. DELIVERABLES:

On each specific occasion the LTA holder is engaged, the contractor(s) will be expected to undertake assignments related to digital learning content covering the following broad scope of activities:

- Content review, selection, adaptation, and development
- Capacity building/support on the use and dissemination of digital learning content
- Impact evaluation, monitoring, research, documentation, communication
- Strategic planning and guidance, including but not limited to design, strategy, policy, sustainability and scale

The deliverables will be decided by the office engaging the LTA holder, according to their services needs related to digital learning content and edutainment, within the scope of this TOR.

9. CONTRACT SUPERVISION:

The contract will be supervised by the Digital Learning/Education focal point of the requesting office- either country office or regional office

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

10. QUALIFICATIONS AND EXPERIENCE REQUIRED:

While it is anticipated that the specific composition of the teams will vary depending on the nature, complexity and scale of the tasks described in the specific ToR, service providers are requested to include CVs of experts to work in teams to deliver services within each service area. Further, technical experts to be engaged in particular areas of service are required to have the following knowledge and skills:

- An advanced university degree (Master's or Doctorate) in Education, Instructional Design, Educational Technology, teacher training, or a related field
- Educational degree/expertise should match the type of services offered by the provider; for e.g. for impact evaluation: a degree in data analysis or evaluation; for digital content development: a degree in instructional design/Ed Tech.
- Demonstrated experience and expertise in designing and developing digital educational content, educational program management and implementation, pedagogical knowledge, educational training and workshop design and delivery, educational research, monitoring, and evaluation, (lead team member should have more than 8 years of relevant experience); Experience should match the expertise of the services offered by the provider
- Experience working with an equity lens and using human-centered design for content creation, programming, implementation, research, and/or advocacy;
- Proven track record of success working in the area of digital learning/edutainment with a wide range of stakeholders, including UN institutions, governments, philanthropic foundations, private partners, international and local NGOs or civil societies;
- Demonstrated experience developing and delivering training materials, including effectively following up for measuring and ensuring success;
- Ability to clearly communicate with various stakeholders including government partners, in multicultural contexts and to express concisely and clearly ideas and concepts in written and oral form;
- Excellent knowledge of written and spoken English; Knowledge of other SAR languages such as Hindi, Nepali, Urdu, Sinhala, Bengali, Dari, Pashto, or Bangla will be considered an asset;
- Other qualifications/ experience as relevant to the areas of service identified in this ToR and the expertise/niche offered by the provider.

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

11. APPLICATION AND EVALUATION PROCESS:

In making the final decision, UNICEF considers both technical and financial aspects. The Evaluation Team first reviews the technical aspects of the offer, followed by review of the financial offers of the technically compliant vendors. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offers the best value for money will be recommended for award of the contract.

Each valid proposal will be assessed by an evaluation panel first on its technical merits and subsequently on its price. The weight allocated to the technical proposal is 70 % (i.e. 70 out of 100 points). To be further considered for the financial evaluation a minimum score of 49 points is required.

Only proposals with a score of 49 or more points in the technical evaluation will be financially evaluated (i.e. the financial proposal will be opened). For further details and the distribution of points kindly refer to section 14. Evaluation Weighting Criteria.

The weight allocated to the financial proposal is 30 % as per the following: the maximum number of 30 points will be allotted to the lowest technically compliant proposal. All other price proposals will receive points in inverse proportion to the lowest price. Commercial proposals should be submitted on an all-inclusive basis for providing the contracted deliverables as described in the TOR.

The proposal(s) obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

The Technical Proposal should include but not be limited to the following:

- **Methodology**
Detailed Methodology / approach to requirement detailing how to meet or exceed UNICEF requirements for this assignment
- **Company Profile**
Ensure to include information related to the experience of the company as required (Copy of the company registration)

Regional profile Expertise and experience in the local contexts of the countries in South Asia will be given preference along with breadth and depth of past projects in the region and track record of the activities.

-
- **References**
Details of similar assignments undertaken in last *three* years including the following information:

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

-
- Title of Project
 - Year and duration of project
 - Scope of Project
 - Outcome of Project
 - Reference / Contact persons
- **Work Plan**
Proposed work plan showing detailed sequence and timeline for each activity and person days of each proposed team member
 - **Team Composition**
Title and role of each team member. It is estimated a team of 3-5 core members and additional ten as sort term members for field mobilization and data collection, if required.
 - **CV's**
CV of each team member (including qualifications and experience)
Ensure to include information related to the qualifications and experience of each proposed team member as required.
 - **Any project dependencies or assumptions**

The Financial Proposal should include but not be limited to the following:

Bidders are expected to submit a financial proposal as per attached template to complete the task. Please mention rates by considering the following:

- **Resource costs**
Daily rate of each experts
- **Conference or workshop costs (if any)**
Indicate nature and breakdown if possible
- **Travel Costs**
All travel costs should be included as per actual.
A breakdown of the travel costs should be provided in the financial proposal for specific assignment. Please note that i) travel costs shall be calculated based on economy class fare regardless of the length of travel and ii) costs for accommodation, meals, and incidentals.

DSA will be provided as per UN's rate
- **Any other costs (if any)**
Indicate nature and breakdown
- Full marks are allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price.

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

Bidders are requested to provide a detailed cost proposal – Financial Proposal, factoring in all cost implications for the required services. A special discount or lower rates can be offered for this specific assignment, if applicable.

12. EVALUATION WEIGHTING CRITERIA:

The ratio between the technical and financial criteria depends on the relative importance of one component to the other.

Cumulative Analysis will be used to evaluate and award proposals. The evaluation criteria associated with this TOR is split between technical and financial as follows:

Administrative check/pre-screening

Weightage for Technical Proposal = 70 %

Weightage for Financial Proposal = 30 %

Total Score = 100%

UNICEF will make multiple awards to bidder(s) who submitted technically compliant proposals. The awards will be made starting from the lowest-priced proposal per service area per country. The overall number of awards per service area may vary from on several criteria, including the needs of each country, prices offered per service area and what provided the best value for money, and is in the best interests of UNICEF.

A. Administrative check/pre-screening

1. Submission of Proposal (Technical & financial) in two separate file/ attachment. And to assure that **Vendors have not including any financial price in their technical proposal.**
2. Legal Company Registration / Business Registration
3. Declaration Form (pg 3 -5 in the bid form) filled in.
4. Power of Attorney to submit proposal-Specially for JV firm
5. Vendor Registration form (for new vendor)
6. Financial Audit Report for last 2 years.

B. Technical Proposal:

The technical proposal should address all aspects and criteria outlined in this Request for Proposal.

The Technical Proposals will be evaluated against the following:		
REF	CATEGORY	POINTS
1	Overall response:	Pass/Fail

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

	<ul style="list-style-type: none"> Completeness of response- mandatory (failure of submitting required documentation mentioned in the ToR lead to incompleteness) Overall concord between RFP requirements and proposal 	
2	Institutional Capacity (Company/key personnel/Individual Consultant): <ul style="list-style-type: none"> Company's Profile and Capacity Range and depth of experience (matching with the ToR requirements is must) Samples of previous work (supplementing Request for Proposal is mandatory. Please attach the relevant samples with RFP) References (of the agencies and personnel to be given clearly) Key personnel: relevant experience and qualifications of the proposed team for the assignment Regional Experience <ul style="list-style-type: none"> Breadth and depth of the past projects in the region and track record of the activities Appropriateness of the organizational set-up and network in the region Appropriateness of key staff profile and experience in the region 	5 15 5 5 10 10
3	Proposed methodology and approach: <ul style="list-style-type: none"> Detailed proposal with main tasks, including sound methodology to achieve key output 	20
Total Technical		70
Only proposals which receive a minimum of 49 points (70% of technical scores) will be considered further.		

C. Financial Proposal

The proposers should ensure that all pricing information is provided in accordance with format provided with this Solicitation. The financial evaluation will be conducted for each service country. The price to be used for the financial evaluation will be the average cost of various skillsets per service area/per region. The proposals will be ranked from the lowest to the highest based on the average cost per service area/per region.

TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

The total number of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions which obtain the threshold points in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price, e.g.:

$$\text{Score for price proposal X} = \frac{\text{Max. Score for price proposal} * \text{Price of lowest priced proposal}}{\text{Price of proposal}}$$

Instructions for Financial Quote (Proposal)

Please prepare table of expected costing, below is an example of a price tables

Ref. No.	Personnel and functional levels desired	Description of function	All inclusive Rates/per Day/in USD SENIOR (more than 10 years experience)	All inclusive Rates/per Day/in USD MID (5-10 years experience)	All inclusive Rates/per Day/in USD JUNIOR (less than 5 years experience)
1	Senior project manager/senior technical expert (optional as required on an ad hoc basis)	Leads team and represents institution; provides overall strategic direction and quality assurance; bears overall responsibility for project			
2	Project manager/technical specialist	Oversees and guides the work; provides technical and managerial inputs for the project;			
3	Project officer	Provides essential technical support to the project			
	Reimbursable Cost				
	Travel cost (as per actual)				



TERMS OF REFERENCE

Establishment of a Regional Long-Term Arrangement for Services (LTA) for the provision of high-quality educational digital learning content

	Other Reimbursable cost, please mention				
--	---	--	--	--	--

Answer sheet				
Long Term Arrangement for Provision of high-quality educational digital learning content				
Name of Institution				
Principal Address and contacts	Address: Telephone: E-mail: Website: Contact Person:			
Addresses of other offices (if any) <i>If your institution has additional offices, please list them on a separate sheet in the offer</i>	Address:	Address:	Address:	Address:
Are you applying in partnership with another institution?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	If "Yes", please provide name:	
Service Areas for which offers submitted (check all that apply)	Service Area 1 <input type="checkbox"/>	Service Area 2 <input type="checkbox"/>	Service Area 3 <input type="checkbox"/>	Service Area 4 <input type="checkbox"/>

Languages in which service can be provided <i>(check all that apply and please others if relevant)</i>	<input type="checkbox"/> English		Geographic coverage Country (check all that apply)	<input type="checkbox"/> Afghanistan	
	<input type="checkbox"/> Hindi			<input type="checkbox"/> Bhutan	
	<input type="checkbox"/> Urdu			<input type="checkbox"/> Bangladesh	
	<input type="checkbox"/> Nepali			<input type="checkbox"/> India	
	<input type="checkbox"/> Bangla			<input type="checkbox"/> Maldives	
	<input type="checkbox"/> Pashto			<input type="checkbox"/> Nepal	
	<input type="checkbox"/> Sinhala			<input type="checkbox"/> Pakistan	
	<input type="checkbox"/> Other regional language			<input type="checkbox"/> Sri Lanka	
Does your institution maintain a roster of experts?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	If yes, how many?	<input type="checkbox"/> < 20	
				<input type="checkbox"/> 20 – 50	
				<input type="checkbox"/> > 50	
Does your institution have experience in working in emergency contexts	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Does your institution have the capacity to work in emergency contexts?	<input type="checkbox"/> Yes	
				<input type="checkbox"/> No	
Name and title of authorizing officer	Name:		Signature and Date:		
	Title:				

United Nations Children's Fund
UN House, Pulchowk,
PO Box 1187
Lalitpur, Nepal

Telephone 977-1-4290000
Email: kathmandu@unicef.org
www.unicef.org/nepal



United Nations Children's Fund
UN House, Pulchowk,
PO Box 1187
Lalitpur, Nepal

Telephone 977-1-4290000
Email: kathmandu@unicef.org
www.unicef.org/nepal

