



Government of the People's Republic of Bangladesh
Ministry of Education
Selection of Consulting Firm for e-Learning Campaign under Secondary Education
Sector Investment Program (SESIP)

Request for Expression of Interest (REOI)
for
Short listing of National Firms for e-Learning Campaign (SD-11)

Memo No. DSHE/SESIP/SPSU/2-284/e-Learning Campaign/2016/03

Date: 26.01.2017

1. The Directorate of Secondary and Higher Education (DSHE) has been allocated public funds from the Government of the People's Republic of Bangladesh (GOB) and the Asian Development Bank (ADB) towards the cost of Secondary Education Sector Investment Program (SESIP) and, intends to apply part of the proceeds of these funds under the ADB Loan No.3047-BAN, Tranche-1, to eligible payments to the selected Consulting Firm under the consultancy services for the program for which this REOI is issued.
2. SESIP supports secondary education in Bangladesh over 10 years, using a multi tranche financing facility (2013–2022). SESIP will support the implementation of key reforms envisaged in the National Education Policy (NEP), 2010 in a phased manner. The MOE has approved a 10-year Secondary Education Sector Road Map for implementation of the NEP. SESIP will also adopt a sector-wide approach that supports a government-led common secondary education program framework with enhanced harmonization of ADB and other development partner's assistance. The Ministry of Education (MOE) is the executing agency and the Directorate of Secondary and Higher Education (DSHE) is the implementing agency.
3. "Improved Relevance and Quality of Curriculum", E-learning modules will be developed for six core subjects (Bangla, English, Mathematics, Science, Bangladesh Global Studies and ICT) to support ICT Learning Centers (ILCs) that will be piloted in 640 schools for 6,400 teachers. A total of 6,400 teachers and 1,900 head teachers/madrasah supers will be trained on e-learning, 5,000 of them on the use of ICT for pedagogy. Overseas training for e-learning capacity development will also be provided under SESIP.
4. Other relevant e-learning activities have been completed or are being implemented by SESIP's GD-4 contract (ILC infrastructure), Second Teaching Quality Improvement in Secondary Education (TQI II), Secondary Education Quality and Access Enhancement Project (SEQAEP), British Council, English in Action, Primary Education Development Program (PEDP) II and III, Access to Information (A2I) and BRAC Education Program to mention a few. Consultation with TQI II is especially important as they are planning to develop e-learning materials for Grade 6 on 16 subjects and also for Grades 9 and 10.
5. NCTB is the main co-implementing partner to work closely together with. Also the DSHE Training Wing and local entities like TTCs are important partners when it comes to training and continuous professional development of teacher trainers, teachers and administrators in the field.
6. The purpose of this Service Package SD-11, under Tranche 1 financing, is to initiate a campaign to make the broad public more aware of the latest e-learning plans and developments. The campaign will be referred to as the "e-learning campaign", to be planned, developed, and implemented during 2017-2018.
7. The period of the assignment is (12) months subject to the extension of existing loan closing date (31 December 2017) under Time-based Contract in two phases comprising of 40 person-months

of time-inputs of national expertise as detailed in **TOR**. The location of the assignment will be in Dhaka with occasional field visits. The Ministry of Education (MOE), GOB will be the Executing Agency (EA) and DSHE under MOE, GOB will be the Implementing Agency (IA).

8. DSHE now invites eligible national Consulting Firms to submit EOI for Consultancy Services for SESIP for '**e-Learning Campaign (SD-11)**' under the financing agreement between ADB and the GOB. Eligible national Consulting Firms should submit their EOIs through ADB's consultant management system at <http://cms.adb.org>. The Firms must prepare and submit their EOIs in a standard form, "**Template for Expression of Interest (Consulting Firms)**", which can be obtained by downloading from the ADB website <https://www.adb.org/site/business-opportunities/operational-procurement/consulting/documents#loans>
 9. The scope of work and detailed Terms of Reference (TOR) can also be obtained by contacting the office of the **Joint Program Director, SESIP** during regular office hours or can be downloaded from SESIP's website (<http://www.sesip.gov.bd>).
 10. A group of consulting firms may form an association to express interest together and, have their qualifications and experience considered jointly. Associations may take the form of joint ventures or sub-consultancies.
 11. The short listing will follow the "Guidelines on The Use of Consultants by Asian Development Bank and Its Borrowers, March 2013" including revisions, if any. The Consultant will be selected using Quality and Cost Based Selection (QCBS) Method. The EOI from the consulting firm will be rejected if it or its associated firm has been debarred by the GOB or the ADB.
 12. The eligibility of the firm is described below. The firm/organization should preferably have:
 - I. 5 years-experience on designing (a) digital content, (b) mobile app and web solutions;
 - II. Expertise on digital content development including education sector;
 - III. Expertise to design and implement web/mobile based connectivity solutions for use in the education sector;
 - IV. Experience on designing web based fast-track technical support platform with ticketing system for ensuring quick solutions of technical problems to the computer labs;
 - V. Proven experience on designing and implementing real-time monitoring dashboard for tracking the performance of an initiative;
 - VI. Expertise on mobile app and web solutions development;
 - VII. In-house pedagogy and experience on training on basic ICT literacy and core skills on digital literacy, and;
 - VIII. Experience on designing business models to propose initiative for sustainable solutions.
- In addition to eligibility criteria and others as appropriate, short listing will be carried out by the following major criteria as in the ADB EOI Template for Consulting Firms:
- Technical Competence
 - Geographical Experience
 - Management Competence
13. The EOI must be submitted as stated under **Para 8** above by **11:59 PM (Manila Time) on 02 March 2017**.
 14. The Procuring Entity reserves the right to accept or reject any or all the EOIs without assigning any reason thereof.


(Md. Abu Sayed SK., Addl. Secretary)

Joint Program Director

Secondary Education Sector Investment Program

(Shikkha Bhaban, Block 2, 5th Floor)

16, Abdul Gani Road, Dhaka-1000, Bangladesh.

Telephone No. : +88-02-9553712

Fax No. +88-02-9586785 e-mail: jpd.sesip@gmail.com or shiponkd@hotmail.com