Terms of Reference for hiring of consulting firm to establish Digital Content Lab at Directorate of Professional Development (DPD) Peshawar and Online Training Resource Centers at Regional Professional Development Centers (RPDCs) across KP.

1. Background and Introduction

The World Bank's Khyber Pakhtunkhwa Human Capital Investment Project (KPHCIP), in collaboration with Government of Khyber Pakhtunkhwa (GoKP), intends to improve the availability, utilization, and quality of primary healthcare and elementary education services in selected districts of KP. The project has three key components:

1. Improving the delivery of quality primary healthcare services
2. Improving availability and quality of education services
3. Strengthening community engagement and accountability

Component 2, with its focus on education, aims to:

(i)   improve access to elementary and secondary education,
(ii)   enhance the quality of teaching and learning in elementary and secondary education,
(iii)   strengthen contract management and support to implementation.

To improve the quality of teaching and learning, a key sub-component of Component 2 will support to the Directorate of Professional Development (DPD), which is responsible for providing induction and continuous professional development (CPD) of teachers and education managers. The DPD operates as an attached department of the GoKP's Elementary and Secondary Education Department (E&SED). It is estimated that DPD will have to deliver at least 1.5 million-man days of training each year under revised CPD. Furthermore, DPD will be required to deliver Induction training to thousands of teachers, Education Managers and school leaders in the near future at DPD and its Regional Professional Development Centers (RPDCs). In the context of DPD, Digital learning is a quick customized solution to a complex problem with multiple well-established benefits. It is a fast, cost-effective solution in the long term and responsive to extenuating circumstances. Using digital content, DPD will reduce its training cost from 718.54 per teacher to PKR 497.84 per teacher. (KESP TA Project closure report)

The scale of the teaching workforce places a significant strain on the existing physical infrastructure in DPD and RPDCs. Closures due to COVID19 have accentuated the need to shift to a hybrid learning model that is heavily reliant on the use of technology in the training regime of DPD. In light of this, DPD wants to adapt a three-pronged training approach having synchronous, asynchronous and blended content. For this, a substantial amount of digital content needs to be developed in-house within the digital content development lab, which is

to be established at DPD under this assignment. Furthermore, the digital content development lab at DPD will be linked with the 25 RPDCs for remote connectivity that will provide DPD with the platform to train teachers, school leaders and education managers remotely in their respective districts.

Thus, this assignment will serve as a steppingstone towards realization of GoKP`s vision of digitalization and availability of digital content to be used in teacher professional development activities as well as in the classrooms at school level. The digital lab facility will be used for imparting a variety of capacity building programs like school leaders training, training of education managers and the DPD's flagship CPD and Teacher Induction Program (TIP). The content to be developed will be aligned with the academic calendar and training cycle of teachers in DPD and the digital content lab will be a one-stop solution to DPD's digital training needs. Furthermore, the technical human resource will be provided under this assignment who besides establishing the digital content development facility and establishing linkages with that of the RPDCs will also build capacity of existing DPD human resource in conjunction with developing the digital content.

2. Overall Objective of the interventions:

The KPHCIP is going to provide technical assistance to DPD and RPDCs in the use of modern technologies to address some of the most challenging problems to improve teachers' professional knowledge and student learning outcomes. The objectives of this intervention include:

- Improve teachers' professional knowledge and skills through digital learning.
- Improve teaching and learning within classrooms by introducing high quality and standardized training materials for teacher training programs through ICT.
- Increase access of teachers to high quality digital contents for professional development at his/her own pace and time.
- Develop a synchronous teaching system for provision of a digital classroom environment enabling a strong interactive relationship between DPD's Lead Master Trainers, Master Trainers and Teachers.
- To enhance effective utilization of resources (financial, logistics, time etc.) through online training delivery system.
- Development of linkages between DPD and RPDCs to reach the maximum number of teachers.

3. Scope of Work for the Selected Firm under this Assignment:

Developing Online Training Mechanism and system for DPD through establishment of Digital content lab and Online Training Resource Centers and creating vertical linkages with district level training centers (i.e., RPDCs) so that teachers and education managers can be provided

training virtually in their respective districts, making the model cost effective, efficient and responsive to DPD's changing needs.

Under this assignment the firm will be required:

- To define the scope of civil works/refurbishments, list of equipment and furniture along with detailed cost and drawings for setting up the Digital content lab at DPD and online training centers at the RPDCs (list attached).
- To supervise the establishment of a Digital Content lab at DPD and online training rooms / resource centers at 25 RPDCs and integrate them with the Digital Content lab at DPD.
- To develop learning management system and Android App to support online and remote training programs.
- To develop digital content for teachers and education managers training programs including but not limited to induction program, CPD, ECE, school leaders and Education managers professional development.
- To build capacity of the DPD/RPDCs/E&SED staff in digital content development and operation of the online training facilities at the DPD/RPDCs. Besides the firm will also train the EMIS, E&SED in effective operation and maintenance of the LMS/Android App.

4. **Key tasks and responsibilities to be completed by the firm are as follows.**

Milestone-I: Submission of Inception Report

Responsibilities:

- Conduct assignment kick off meetings with PMU, DPD, EMIS and E&SED.

Deliverable of Milestone-I:

- Produce a comprehensive inception report with clear methodology and implementation plan with timelines for the assignment execution.

Milestone-II Review of the existing training facilities and materials

Responsibilities:

- Conduct a detailed review/assessment of existing facilities and **infrastructures** of DPD and 25 RPDCs and to propose infrastructural/refurbishment needs for the establishment of Digital content lab at DPD and online training rooms/ resource centers at the RPDCs.

- Assess the DPD and RPDCs for the **IT related needs and other relevant equipment** and networking required for the setting up the digital content lab at DPD and online training resource centers in parallel to the assessment for infrastructural assessment.
- Assess the DPD and RPDCs for the suitable **furniture needs** required for the setting up of the digital content lab at DPD and online training resource centers in parallel to the assessment for infrastructural and IT related assessment.
- Review/assess the available training contents developed by DPD. This will include but not limited to existing training contents and App/dashboards for CPD, teacher induction program, ECE, school leadership/SQMI etc., conduct field visits to the DPD and RPDCs, and undertake conversation and consultation with stakeholders as part of the initial research/assessment.
- Based on this review the firm will design a state-of-the-art digital content Lab and online training resource centers at the RPDCs along with an implementation plan. Part of this milestone, the firm will develop and provide detailed civil works scope for the digital content development facility and the resource centers at the RPDCs including but not limited to the drawings, designs, bill of quantities (BoQs), detailed cost estimates, list of equipment and furniture required for the Digital content development facility along with detailed requirements for networking and online linkages of the digital content development facility with that of the RPDCs.

Note: The PMU will undertake civil works/refurbishments required for setting up the Digital content development facility at the DPD and the online training resource centers at RPDCs. The PMU will also procure and install equipment and provide furniture as per the approved specifications for setting up the digital studio and online training resource centers at the RPDCs. The PMU will undertake the setting up networking installation and establishing remote connectivity of the DPD with those of the RPDCs to ensure the facility is set up as per the design with the technical assistance/support of the proposed firm.

Deliverable of Milestone-II

The consulting firm will submit a complete design of the Digital Content Lab and Online Training resource centers at RPDCs with complete details of Specifications/BOQs, Engineering Drawing, estimated cost of civil works/refurbishments, list of all required equipment, software and furniture and their respective cost.

Milestone-III: Digitization and Finalization of Training Contents/modules

The consulting firm will work in close coordination with DPD's academic wing to identify key areas for the development of academic videos. Once the areas are identified, a minimum of 200 videos (Duration 15-35 minutes) are to be developed under the consultancy contract covering a wide array of thematic areas, including but not limited to, Continuous Professional

Development (CPD), Teacher Induction Program (TIP), Leadership and Management, School Leadership Model, and Early Childhood Education (ECE). The firm will ensure that all the digitized training contents are available to the users on online and offline platforms.

Responsibilities:

Working with DPD and PMU (Taking input on existing training content), the firm is expected to map the existing training content into a series of modules to be viewed digitally. This will include a complete breakdown of training modules including scripts and audio-visual boards of training modules. The Digitized training contents would require a mix of voiceovers, info graphics, live recordings, simulations and animated videos (50 % of the total videos).

- Based on review and approval of the finalized training content and plans for digitization, The firm will be required to develop a training content of 20-25 videos (with total 200 videos over the life of the project) for DPD/RPDCs staff in a phased manner. The topics of videos will be finalized in collaboration with DPD and PMU KPHCIP.

- Based on DPD and PMU feedback on the Digitized training content a phase wise approach for implementation of digitized content will be followed.

Deliverable of Milestone-III

- Training and digitization plan which will include a detailed breakdown of the modules including scripts and audio-visual boards.
- A set of 20-25 (with total 200 over the life of the project) completed digitized training including training modules and supporting content that will be deployed and made available to the teachers/trainees using the android app, web portal and LMS.

Milestone-IV: Development of online training resources/platform for DPD:

The Digital content lab is proposed to support the following three types of programs i-e Synchronous Programs, Asynchronous Programs, and Blended (Rotation Model, Flex and Enriched Virtual Model) as per the concept note which offered through a Learning Management System (LMS) or E-Learning (Moodle based) which could function in both online and offline modes. Server space (If required) for hosting the LMS should be acquired through the GoKP data Centre. The Development of user friendly customized and independent android application integrated with e-learning platforms whereby the training modules will be uploaded and made available for the training of staff. The product should be optimized taking the technical limitations (i.e. internet connectivity and lower -end smartphone devices) into consideration.

Responsibilities: The consulting firm will be required to develop web-based LMS/ Moodle platform and android application. For this purpose, the firm is required to:

- The consulting firm will review the existing portals of CPD and Induction Programme etc. in order to develop an integrated portal/platform with one dashboard having different features.
- Submit the layout and wireframes of the LMS/ Moodle and android app and share with DPD, EMIS of E&SED and PMU for review till the Clearance report/approval from the EMIS section of E&SED." The ESED EMIS will oversee the LMS/Android App development, debugging, training, and handover.
- Develop a user manual (pdf and a short vide tutorial) to help user and navigation of the app and web platform.
- Based on the feedback from EMIS, DPD/PMU, develop LMS/ Moodle web portal and android app which logins for the required users (i.e. DPD/RPDCs staff, trainers and trainees etc.) and admin log in for the DPD & EMIS.
- Based on the approved wireframes the firm will be required to (after development) conduct a test run of the app in at least four Project districts with maximum user log in, documents feedback from the users and make adjustment as needed based on users' feedback.
- Finalize the development and make the app live/ available for users

Deliverable of Milestone-IV.

- Design, Layout and wireframes of Moodle/LMS and android App.
- Report on pilot test run activity.
- Finalized web portal and android app with users' logins, all the training contents materials rolled out.
- User manuals (in form of Pdf and introductory videos) on the usage of platform.

Milestone-V: Hosting and debugging Support

Responsibilities:

- The firm team will be required to provide debugging support to DPD and EMIS to resolve any issues/bugs encountered during the usage of the LMS/ Android application. The support will be deployed at the time of rollout of the online platforms.
- The firm will also develop an integrated feedback mechanism to allow users to provide feedback/reviews/remarks to the DPD/RPDCs for improvement of the content/LMS/Resource centers.
- The firm will develop and share periodic reports that will include but not limited to complain resolution rate, number of users of the platform etc.
- The firm team will be required to host the training materials on the selected platforms till the end of the consultancy contract. The technical staff of DPD/RPDCs and EMIS (to be trained by the firm) will provide the same support after end of the assignment.

Deliverable for Milestone-V:

- Monthly Report on the Hosting and Debugging support (to provide technical support/after sale service).
- Hosting of Digital platform till the end of consultancy contract.

Milestone-VI: Training & Development:

For sustainability, the consulting firm will be responsible to involve and train the staff of DPD and RPDCs during the establishment of Digital Content Lab at DPD and Online Training Resource Centers at the RPDCs from day one. The firm will also be responsible to build the capacity of DPD and RPDCs' staff during the material/content, videos development and finalization and uploading them on the DPD's official website and online training platforms. This will build the capacity of DPD/RPDCs staff to manage and operate online training resource centers and maintain the troubleshooting and can fix the bugs if any.

Deliverable for Milestone-VI:

The final deliverable will include the handover of all source codes, admin passwords, and related documentation for the LMS/Android App to the EMIS, E&SED. This will prevent dependency on the firm for future editing, updating, and operational needs of the LMS/Android App post-project completion.

The firm is expected to review, enhance and update the existing training content from time to time when required in collaboration with DPD and PMU.

2.   Responsibility of DPD and RPDCs:

Following will be the obligations on part of DPD and RPDCs:

- Provision of space/building for the establishment of Digital Content Lab at DPD and Online Training Resource Centers at the RPDCs.
- Identification, notification and availability of DPD/RPDCs staff to be involved and trained in the content development and finalization.
- Facilitate the consulting team in the identification of thematic areas (subject and/or training wise) for the development of academic videos aligned with Single National Curriculum.
- Ensure that all the IT equipment and fixed assets at the DPD and RDPCs are recoded in the stock register.
- Ensure access to the firm team to review existing training materials, portals and other contents.
- Facilitate the firm team in day-to-day activities, facilitate their visits to the DPD/RPDCs where and when required.
- Ensure the effective utilization of the digital content in all the training programs.

- Facilitate the firm to successfully complete the assignment within stipulated time period.
- Maintenance and upgradation of the Digital Content Development Facility at the DPD and Online Training Resource Centers at the RPDCs.
- Ensure the sustainability of the Lab and online Training resource centers as per sustainability plan in the approved concept note.

E. The firm may like to consider the following technical/key staff besides others as required:

- Architecture and Civil Engineer
- Digital Education Studio Head
- Manager Learning Management System/Software Engineer.
- Manager Interactive Content Wing
- Manager Production Wing
- Digital content specialist
- Instructional designers/Academic Content Experts
- Visual Audio Designers
- Web Developer
- Animation Specialist
- Videographers/Cameraman
- Video Editors/Non-Linear Editors (LNEs)
- Directorial/Recording Experts

Note: Based on the TORs and deliverables the firm may consider any other expert/technical support to achieve the deliverables.

F. Eligibility of the Firm:

Essential requirements are mentioned below:

- The firm should be registered in Pakistan having registration with the relevant authority and with that of the taxation authorities.
- This assignment requires a combination of skills from communications, ICT and educational services provider firms. Interested firms may like to enter into joint ventures or sub consultants' association to meet the expertise requirements.
- The firm/firms should have at least 05 years' experience and having completed at least two (02) assignments in setting up of Digital Content Lab, Online/Virtual Education facilities and online Capacity Building platforms/ Learning Management Systems, Android Apps and Development of Digital Training Contents. Additional experience in the development of digital content in the education sector will be given preference. The firm/firms may be asked to submit completion and client satisfaction certificates.
- Have a strong financial structure (having appropriate HR for Accounts, properly maintained books of accounts and accounting system) and have resilience to cope with risk factors.

- Having a well-established office and human resources available in Pakistan.
- The firm should provide a list of required experts/technical team who will be executing this assignment in the case the contract is awarded.
- Undertaking on legal stamp paper that the firm is not backlisted by any organization or involved in any illegal activities in the past.

G. Point of Contact and Reporting:

The firm's Team Lead will be the main point of contact with the PMU for the entire duration of the work. The Team Lead will be responsible for overall management of the project. The Team Lead will also be responsible for alerting PMU to any problems during implementation of the whole cycle of project/assignment and recommending how best they can be addressed.

The firm's Team Lead will be reporting directly to the Project Director, PMU KP-HCIP overall, while for day-to-day correspondence on the technical issues, the firm's Team Lead will report to the Education Specialist of PMU KP-HCIP.

H. Duration of the contract:

The contract is expected to run from June 15, 2025, to June 30, 2026.

DELIVERABLES:

S. No	Deliverables	Estimated Duration to Complete	Payment in Percentage
1	Produce a comprehensive inception report with clear methodology and implementation plan with timelines for the assignment execution.	Within 30 days of Signing of the contract	5 %
2	**Milestone-II:** Submit a complete design of the Digital Content lab and Online Training resource centers at RPDCs with complete details of Specifications/BOQs, Engineering Drawing, estimated cost of civil works/refurbishments, list of equipment, software and furniture and their respective cost (Package wise)	Within 90 days of Signing of the contract	20 %

3	**Milestone-III: Digitization and Finalization of Training Contents/modules.**	Within 210 days of Signing of the contract	20%
	Sub activities: • Training and digitization plan which will include a detailed breakdown of the modules including scripts and audio-visual boards • A set of 20-25 completed digitized training content including training modules and supporting content that will be deployed and made available to the teachers using the android app and web portal.		
4	**Milestone-IV: Development of online training resources/platform for DPD Development of web-based LMS/ Moodle platform and android application.**	Within 270 days of Signing of the contract	20%
	• Design, Layout and wireframes of Moodle/LMS and android App. • Report on pilot test run activity. • Finalized web portal and android app with users' logins, all the training contents materials rolled out. • User manuals (in form of Pdf and introductory videos) on the usage of platform.		
5	**Milestone-V: Hosting and Debugging Support**	Within 300 days of Signing of the contract	15%

	Sub activities:		
	• Report on the Hosting and Debugging Support (to be provide technical support/ after sale service) • Hosting of Digital platform till May 2025.		
6	**Milestone-VI: Training & Development:**	Within 330 days of Signing of the contract	20%
	Training Completion Report		
Total			**100 %**