



Call for Request for Proposal

For the Development of E-Learning Platform

Project Title:

Youth Engagement and Resilience initiative (YERI)

**HRDN (Human Resource Development Network)
Islamabad**

December 30,2024

CALL FOR PROPOSAL: E-Learning Platform Development

COUNTRY: Pakistan

PROJECT NAME: Youth Engagement and Resilience Initiative Project -HRDN

ASSIGNMENT TITLE: Hiring of Consultancy Firm for E-Learning Platform Development

The Human Resource Development Network (HRDN), established in 1999 and officially registered in 2002 under the Societies Registration Act XXI of 1860, is now registered as HRD Network under the Companies Ordinance 1984 since 2017. Conceived by HRD professionals, HRDN serves as a platform to enhance individual and institutional capacities, promote sustainable development, enable cross-learning, and advocate for evidence-based policy through networking and piloting innovative models.

With a membership base of over 950 individual professionals and 200+ national and international organizations, HRDN has emerged as a leading development sector network and think tank in Pakistan. Its extensive reach, facilitated by its member organizations, spans diverse thematic areas and regions across the country.

HRDN boasts a rich resource pool of over 300 experts from varied backgrounds, offering capacity-building support to organizations and individuals. The Network has successfully piloted and implemented numerous development initiatives independently and in collaboration with partners. These efforts cover areas such as youth workforce development, education, governance, transparency, capacity building, peace advocacy, women and labor rights, economic empowerment, WASH, disaster resilience, and emergency relief. Key partners include USAID, UNDP, UNICEF, UNESCO, UNOPS, and others.

Human Resource Development-HRDN is pleased to announce an opportunity for qualified firms to submit proposals for the design, development, and delivery of an **E-Learning Platform Development** under our project “**Youth Engagement and Resilience Initiative**” funded by **UNODC** aimed at empowering youth. This project focuses on promoting digital literacy, countering radicalization, and fostering peace and resilience within communities.

Project Background: The project focuses on creating an e-learning platform aimed at empowering youth by promoting digital literacy, countering radicalization, and fostering peace and resilience within their communities. This initiative will result in the development of a user-friendly e-learning mobile application and interactive e-learning modules that align with the project objectives and ensure accessibility and engagement.

Objective: The objective is to design, develop, and deliver a functional e-learning mobile application, along with customized e-learning modules. These resources will facilitate interactive learning and engaging user experiences, enhancing the capacity of youth champions and learners.

Scope of Work:

1. E-Learning Mobile Application Development:

- **Platform:** Android Studio
- **UI/UX Design:** User-friendly and accessible interface designed to cater to diverse literacy levels.
- **Key Features:**
 - **User Registration and Profile Management:**
 - Simple and intuitive registration process.
 - Profile customization and management.
 - Secure login and password recovery options.
 - **Interactive Dashboards:**
 - Learner dashboard with course progress, achievements, and upcoming modules.
 - Administrator dashboard for managing users, content, and analytics.
 - **Offline Access:**
 - Downloadable content to enable learning without internet connectivity.
 - Automatic synchronization when reconnected.
 - **Multimedia Integration:**
 - Text and Images, and interactive quizzes.
 - **Progress Tracking:**
 - Visual progress bars and completion.
 - **Report/Feedback:**
 - A simple screen where:
 - An option to launch camera or pick image from gallery.
 - A description box.
 - There will be a horizontal tag list, from where user can select a tag.
 - A submit button, to submit feedback.
 - **Notifications and Alerts:**
 - Push notifications when new content is added.
 - **Supported Language:**
 - App will be in Urdu only.

2. Application Development Breakdown:

- **Frontend Development:**
 - Develop intuitive UI for seamless navigation.
 - Ensure responsive design for various screen sizes.
- **Backend Development:**
 - Create robust architecture to manage users, content, and performance.
 - Integrate APIs for content synchronization and user management.
- **Database Management:**

- Develop a secure and scalable database to store user data, progress, and multimedia content.
- **Security Integration:**
 - Implement encryption protocols and secure login measures.
 - Regular data backups and privacy controls.
- **Testing and Debugging:**
 - Conduct extensive testing to ensure smooth functionality across devices.
 - Resolve bugs and ensure high performance before launch.

3. **Development of E-Learning Modules:**

- **Modules:** 8-10 interactive modules covering:
 - Digital literacy skills.
 - Countering radicalization and promoting peace.
 - Counter-Narrative Development.
 - Ethical Reporting in the Digital Age.
 - The Role of Education in CVE (Countering Violent Extremism).
 - Leadership and advocacy training.
 - Community engagement strategies.
- **Multimedia Integration:** Infographics and Text.
- **Interactive Elements:** Quizzes.
- **Compatibility:** Ensure module compatibility with the application.

4. **Campaign Development and Execution:**

- Targeted social media campaigns on HRDN platforms and the website to raise awareness and promote counter-narratives in selected districts. The campaign will include creating engaging content, scheduling posts, and using analytics to track reach and engagement.
- HRDN will collaborate with 1-2 social media influencers to amplify the campaign's reach and engagement. These influencers will support the promotion of the mobile app and related educational content, helping to increase awareness and attract a broader audience to the project.

5. **Training and Support:**

- Conduct training sessions for project staff and administrators.
- Provide user manuals and training resources for content management.
- Offer post-launch technical support for six months.

6. **Testing and Quality Assurance:**

- Rigorous testing to identify and resolve bugs.
- Ensure compatibility across various devices and operating systems.

7. Data Security and Privacy:

- Implement security measures to protect user data and ensure content privacy.

8. Deliverables:

1. Project inception report outlining timelines and milestones.
2. Fully functional e-learning mobile application.
3. 8-10 interactive e-learning modules.
4. User manual and training resources.
5. Comprehensive testing report and resolved issues documentation.
6. Six months of post-launch technical support.

9. Eligibility Criteria:

- Proven experience in mobile app development and e-learning content creation.
- Expertise in UI/UX design for diverse user groups.
- Experience with multilingual and multimedia app development.
- Background in community-focused educational projects (youth empowerment or peace-building).
- Strong portfolio demonstrating similar projects.

10. Duration:

- Project completion within 2 months from contract signing.

11. Submission Requirements:

1. Technical proposal detailing methodology, team composition, and work plan.
2. Financial proposal with cost breakdown.
3. Relevant past work examples.
4. Timeline with milestones and deliverables.

12. Evaluation Criteria:

- Technical expertise (40%).
- Relevant experience and portfolio (30%).
- Financial competitiveness (20%).
- Proposed timeline (10%).

The selected firm will collaborate with the project team to ensure the delivery of sustainable, impactful e-learning tools for youth development.

A Consulting firm will be selected in accordance with the procedures set out in the HRDN procurement rules.

Sealed Request for Proposal (RFP) must be delivered to the address below, clearly mentioning the title of the assignment “Hiring of Consultancy Firm for **E-Learning Platform Development**”, no later than 1600 hrs on 10th January 2025.

Request for Proposal must be delivered in written form to the address below :

**Human Resource Development Network-HRDN
#7, Sunrise Avenue, Main Park Road,
Near COMSATS University
Islamabad Pakistan**

Contact Details:

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