Annex A.1.1 – Technical Proposal (Narrative Section)

Title: Digitalization of Training Materials and Development of E-learning Modules

Instructions to Bidders

This annex must complement Annex A.1 – Technical Bid Form (Excel).

The narrative proposal should provide a clear and detailed description of the bidder’s understanding, proposed methodology, and approach for delivering the services described in the Terms of Reference (ToR).

The narrative should **not exceed 7 pages** (excluding annexes such as CVs).

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# Understanding of the Assignment

Describe your understanding of the assignment and its objectives.

* Outline the purpose of digitalizing the existing training materials into interactive e-learning modules.
* Reflect your understanding of the project’s scope, context, and intended users (facilitators, mentors, and target households).
* Explain the key challenges and opportunities you foresee in implementing the assignment.

# Methodology and Approach

Explain how you will carry out the assignment and achieve the objectives.

This section should include:

* The step-by-step process you will use to digitalize and adapt the materials (from content analysis to design, production, and final delivery).
* Your approach to instructional design and adult learning principles, ensuring user engagement and accessibility.
* Description of tools, software, and platforms to be used (e.g., Articulate 360, Moodle, Adobe Captivate, or other systems).
* Integration of interactive elements (quizzes, animations, certificates, etc.) and alignment with DRC learning standards.
* Approach to iterative feedback and coordination with DRC project team.

# Proposed Work Plan and Timeline

Provide a detailed work plan showing phases, key milestones, deliverables, and timeline.

* Include an indicative schedule (e.g., in table or Gantt chart format).
* Identify the duration of each phase (Inception, Design, Development, Testing, Finalization).
* Show how deliverables correspond to the timeline (e.g., submission of modules, pilot testing, revisions).

# Team Composition and Roles

Briefly describe the team structure and the roles/responsibilities of key personnel.

* Link the expertise of each member to specific tasks (e.g., Multimedia Developer – video production and editing; Instructional Designer – learning flow and interactivity).
* Mention coordination arrangements and lines of communication with DRC.
* Summarize how the team ensures timely and high-quality delivery.

# Quality Assurance and Feedback Process

Describe the mechanisms to ensure quality and compliance with DRC expectations.

* Explain your process for internal quality control and review.
* Indicate how feedback from DRC and subject-matter experts will be incorporated.
* Describe testing procedures to ensure functionality, accessibility, and user experience prior to final submission.

# Risk Management and Mitigation Measures

Identify potential risks that might affect the timeline or quality (e.g., technical constraints, data transfer delays, review cycles) and describe your mitigation measures.

* Provide a short table summarizing each risk, its likelihood, and mitigation strategy.

# Added Value / Innovation

If applicable, describe any innovative approaches or value-added elements your team proposes.

* Examples: gamified learning, micro-learning format, accessibility enhancement (mobile-friendly interface, subtitles, multilingual options), or sustainability features.

# Annexes (if applicable)

Attach relevant supporting materials, such as:

* Gantt Chart or Work Plan
* Samples or screenshots of similar digitalized learning products
* Short bios of key team members

Signature

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Authorized Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature & Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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