

Request for Proposal – Selection of an Agency for developing an E-Learning Webpage on BRLF's Website

Published Date: 16th October 2023

Last Date for Submitting Proposals: 31st October 2023

1. About BRLF:

The Government of India set up Bharat Rural Livelihoods Foundation (BRLF) as an independent society under the Ministry of Rural Development. BRLF was established to upscale civil society action in partnership with the central and state governments to ensure better implementation and outreach of government schemes and programs in collaboration with civil society organizations.

The principal objective of BRLF is to empower rural India, improving the lives of vulnerable communities, especially the indigenous tribes, in coordination with CSOs, the Government of India, and governments of various states. BRLF aims to channelize better funds allocated by governments, banks, corporate and other philanthropic foundations for various public programs and ensure proper grassroots implementation to generate the best results.

Working in collaboration with civil society organizations with a local presence, BRLF ensures that the desired results are produced through the right strategies and efforts. BRLF supports a variety of projects across the breadth of the country, particularly in the states of Odisha, Jharkhand, West Bengal, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, and Gujarat that form Central India.

For more information, visit <https://www.brlf.in/>

2. Context and Purpose of Engagement:

BRLF seeks to develop a comprehensive E-Learning Platform to provide users with access to high-quality, interactive, and engaging e-learning modules on various topics. The primary purpose of this engagement is to create a user-friendly, robust, and efficient online learning portal that enables users to access educational content, track their progress, and acquire valuable knowledge and skills.

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3. Scope of Work and Key Deliverables

The detailed scope of work is as follows:

Creation of a new webpage as an E-Learning Platform on BRLF's Website (www.brlf.in):

- Design and develop a user-friendly E-Learning Platform with a seamless and easy interface for a smooth learning experience.
- Provide a secure user registration and login system with password protection.
- Upload different modules for various subjects, each featuring multimedia content (videos, documents) and ensure their smooth access and functionality.

User Progress Tracking and Assessment:

- Develop a comprehensive tracking system that records user progress, including completed modules and performance in assessments.
- Assessment will be done through Multiple Choice Questions after completing a chapter of the module.
- Enable users to view their own learning history and achievements.
- Upon completing the module, a certificate will be awarded to the users, which should be generated automatically. The BRLF team will develop the template for it.

Support and Maintenance:

- Provide maintenance and support to ensure the E-Learning Platform's functionality and performance.
- Offer timely assistance to any issues related to platform access and content.
- Provide regular reports and insights to assess the platform's effectiveness and areas for improvement.

Timeline and Milestones:

Establish a clear project timeline with well-defined milestones for platform development and launch.

4. Budget

Budgets should reflect pricing that indicates costs for each aspect, as outlined above. Please provide separate budget line items for additional elements (if any). Since BRLF is a non-profit, we ask the agencies only to apply if you are able to work on tight financial budgets. BRLF will not pay any amount exceeding the submitted budget.

5. Proposal Guidelines and Requirements

Please include the following information in your proposal in any format you wish. The proposal should address each of the following topics:

- Proposals should be submitted in English. Include a cover letter introducing your agency and expressing your interest in the contract.
- Highlight your agency's qualifications and experience relevant to creating E-Learning platforms/webpages.
- Clearly outline how your agency plans to fulfil the scope of work
- Provide information about your agency's technical expertise and capabilities. Highlight any relevant certifications, qualifications, or partnerships, years of experience, organisational capacity, offices across India, range of services provided, list of clients – past and current, the experience of working with similar NGOs, etc. Please include the name and qualifications of the project manager working on this engagement.
- Include a portfolio of previous similar projects.

- Present a detailed budget that includes all costs associated with this project. Clearly state your pricing structure, payment terms, and any additional fees.
- References: Three client references with phone and email information

6. Essential Qualification of the Agency:

The Consultant/Agency must have, at a minimum, the following qualifications:

- The agency should have been in existence in India for more than five years
- The Agency should have developed E-learning platforms (websites or webpages) for at least five different companies on a retainer basis in the last five financial years (preferably to any national development organisation/non-profit).
- A strong understanding of E-Learning Platforms with user progress tracking and assessment.
- Proficiency in content management systems like WordPress or similar platforms for efficient website updates and maintenance.
- A portfolio showcasing successful similar projects
- A team of professionals with expertise in website development, content management systems (CMS), E-Learning Platforms and web hosting.
- A successful track record of managing similar projects.
- The Agency should have sound knowledge of the civil society sector.
- No conflict of interest with BRLF and not have been blacklisted for any reason by any Public- Sector Unit or government body.
- The consultant/agency is mandated under FCRA law to accept payments from foreign sources.

7. Evaluation Criteria & Process Expectations

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

#	Evaluation Parameters	Total Score
A. TECHNICAL PROPOSAL		
1	Suitability of the Proposal – The proposed solution meets the critical deliverables, plan, need and criteria outlined in the RFP	25
2	Proposed Plan – The proposed plan has enough scope for delivering the results as mentioned in section 5	15
3	Prior Experience and Personnel – Agency has completed similar projects and has the qualifications necessary to undertake this project. The overall capabilities, experience, and diversity of the candidate agency’s personnel.	15
4	Ability to Deliver – Overall ability of the Agency to successfully produce and design the IEC materials requested within the necessary time frame.	15

B. FINANCIAL PROPOSAL		
5	Value and Cost – The best value for money, including the highest quality services in response to the requirements, is within the desired timeline at a competitive rate and budget.	30

A Consultant Evaluation Committee would evaluate the technical and financial proposals. The score assigned for the technical proposal is 70, and the financial proposal is 30. The Agency which scores the highest weighted score on the combined technical and financial bid would be considered the lowest responsive bidder substantially for the contract.

Shortlisted consultants at the technical proposal stage may be invited to present before the Consultant Evaluation Committee.

Please submit the following documents with your technical proposal:

- (i) Profile of agency.
- (ii) CV of key staff in case of partnership firm/CV of the individual consultant as the case may be deployed for the assignment.
- (iii) Similar assignments have been undertaken in the past 3 years.
- (iv) Financial budget highlighting line-wise cost
- (v) A note on approach and methodology for undertaking the assignment along with deliverables and timeline – please read the Scope of Work for more details.

Please submit your technical and financial proposals by 31st October 2023, to Mr. Jitendra Singh at jitendra@brlf.in. Alternatively, your proposal can also be submitted in hard copy at BRLF's Office on the 2nd Floor, C-32, Neeti Bagh, New Delhi-110049. Your hard copy technical and financial proposal needs to be put in two separate envelopes with a cover envelope containing both proposals. Subject line: **"Developing an E-Learning Webpage on BRLF's Website"**.