TERMS OF REFERENCE FOR HANDINHAND EA ONLINE LEARNING MANAGEMENT SYSTEM (LMS) FOR HIHEA

Ref No: HIH EA/07-2025/PROG	
Project Title: Custom Development and Deployment of a Tailored Online Learning Management System (LMS) for HIHEA	
Evaluation type: External/Firm	
Task Duration : 3 Months	

1. Organization Background

Hand in Hand Eastern Africa (HiH EA) is registered in Kenya as a Non-Governmental Organization (NGO) with a mandate to operate within the Eastern Africa region. It is a member of the Hand in Hand Global Network which comprises affiliated organizations that mutually pursue the shared goal of poverty alleviation while supporting poorer communities to create sustainable enterprises and jobs. The organization strives to work with marginalized communities in the areas of economic and social empowerment using a participatory approach aimed at helping people fight poverty and vulnerability. The Hand in Hand (HiH) enterprise and job creation approach is based on a philosophy of self-help, providing training, skills, and support to enable poor people, particularly women and youth, to create and develop enterprises. This provides for a higher level of income for them and their families, which in turn contributes to improved housing and overall improved livelihoods. HiH EA has so far mobilized, trained and is training over 350,000 members (80% women, 40% youth) who have created over 300,000 enterprises and over 450,000 jobs

The key objectives of this assignment are to:

a. Design and develop a fully functional LMS tailored to HiH EA's training needs.
b. Digitize selected training content into engaging and interactive e-learning formats.
c. Enable access and usability in offline or limited-connectivity environments.
d. Provide reporting tools for learner progress and content performance.
e. Train HiH- EA staff and provide post-deployment technical support.

2. Scope of Work

The selected firm will carry out the following tasks:

a) LMS System Design & Development
    i. Build a responsive, mobile-first LMS platform.
    ii. Implement course and user management features.
    iii. Role-based access (Admin, Trainer, Learner).
    iv. Support for SCORM/xAPI, PDFs, videos, audio, and animated learning modules.
    v. Develop gamified elements: badges, quizzes, and leaderboards.
b) Blended & Offline Learning Capabilities
    i. Enable self-paced and instructor-led learning.

      ii.   Support downloading of training content for offline use.

      iii.   Allow community-based access (e.g., via digital hubs or projectors).

c)   Social & Interactive Features

      i.   Discussion boards, Q&A tools, group assignments.

      ii.   Integration with tools like WhatsApp, Zoom, and Google Meet.

d)   Hosting & Infrastructure

      i.   Recommend suitable cloud or local hosting (AWS, GCP, DigitalOcean, local).

      ii.   Ensure scalability, data protection compliance (GDPR, Kenya Data Protection Act).

      iii.   Include MFA, SSO, and IP whitelisting for security.

e)   Analytics, Monitoring & Certification

      i.   Implement learner tracking dashboards.

      ii.   Generate real-time analytics and reports.

      iii.   Auto-generate digital certificates with branding.

f)   Training & Support

      i.   Train HiH - EA staff and content creators.

      ii.   Provide admin/user manuals and helpdesk documentation.

      iii.   Offer 6 months of post-deployment technical support.

3.1 The following HiH - EA training modules will be digitized:

      i.   Enterprise development

      ii.   Financial management

      iii.   Savings and Resource Mobilization

3. Proposed Deliverables Timeframe

Output	Task	Timeframe	Deliverable
Inception Report	Review training materials and digitalization needs	3 days	Inception report
LMS Design Proposal	Develop LMS implementation roadmap	2 days	LMS design proposal
LMS Platform	Develop and deploy fully functional LMS	15 days	Responsive, scalable LMS
Content Digitization	Convert and upload core modules to LMS	15 days	Multimedia-based training content
Pilot Testing	Test LMS with select users and gather feedback	5 days	Pilot report

Staff Training	Train HiH EA staff and content creators	5 days	Training report
Final Deployment & Support	Launch LMS and provide support mechanisms	15 days	Final LMS & support documentation

4. Technical Requirements of the LMS

1. Mobile compatibility

2. SCORM/xAPI compliance

3. Multimedia support (videos, audio, text, animation)

4. Role-based access and security protocols

5. Interactive tools (quizzes, peer reviews, discussions)

6. Integration capabilities (APIs, conferencing tools)

7. Offline access functionality

8. Real-time reporting and data dashboards

9. Certificate automation

10. Compliance with data privacy laws

5. Firm Qualifications

i. The lead developer has 10 years of experience in developing LMS or similar eLearning platforms.

ii. Proven expertise in SCORM/xAPI, and LMS frameworks (e.g., Moodle, Canvas).

iii. Experience in low-bandwidth or offline-first solutions in Sub-Saharan Africa.

iv. Knowledge of secure system architecture, data protection protocols, and user experience design.

v. Portfolio of similar completed LMS projects.

vi. Strong communication, analytical, and project management skills.

6. Budget and Level of Effort (LOE):

The expression of interest submitted by the firm should clearly state the charging rates in Kenya Shillings (KES), broken down by phases of work (e.g., design, development, content digitization, training, support).

The total estimated level of effort for this assignment is 60 working days over a 3-month implementation period, including assessment, development, testing, training, deployment, and support phases.

7. Compliance and Ethical Standards

Hand in Hand Eastern Africa (HiH EA) is committed to upholding the highest standards of integrity, accountability, and transparency in all its operations, including procurement and contracting processes. All vendors and service providers must adhere to HiH EA's code of conduct and ethical expectations.

8. Submission Requirements

Interested vendors must submit:

1. Company profile and relevant experience
2. Detailed technical and financial proposals
3. Team structure and qualifications
4. Work plan with timeline and milestones
5. Examples of previous LMS deployments
6. At least 3 client references

9. Evaluation Criteria

Criteria	Weight
Technical Proposal & Methodology	30%
Experience with Similar Projects	20%
Cost-Effectiveness & Scalability	20%
Proposed Timeline	10%
LMS Animation & Offline Delivery Capabilities	10%
References and Demos	10%

10. Performance Measurement

      i.   **Timeliness**: All milestones were delivered on schedule.

     ii.   **Quality**: LMS meets requirements and is well-tested.

   iii.   **User Feedback**: Positive pilot results from BROs and youth.

   iv.   **Technical Competence**: Secure, scalable architecture.

    v.   **Compliance**: No ethical breaches; adherence to HiH EA policies.

   vi.   **Support & Training**: Effective training, clear documentation, and reliable post-launch support.

11. Compliance and Ethical Standards

      i.   Vendors must comply with HiH EA's anti-corruption and safeguarding policies.

     ii.   Ethical standards and confidentiality must be upheld throughout the engagement.

   iii.   Report corruption via HiH EA's toll-free line: 0800721347.

12. Submission Deadline

Proposals must be submitted electronically by 5th June 2025 to: **procurement@handinhandea.org**