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EXPRESSION OF INTEREST – PROVISION OF E LEARNING CONTENT DEVELOPMENT AND CAPACITY DEVELOPMENT

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1.0 Introduction

Safaricom Ltd (the company) continually seeks to partner with various competent suppliers (local and international) for the supply of goods and provision of services to enable it meet its current and future needs and obligations.

This Request for Proposals (RFP) is intended to lead to the identification of duly registered and reputable firm(s) with the capacity to provide e Learning content development as well as knowledge transfer to build internal capacity to create the same.

In a bid to inculcate the 70:20:10 learning principles, Safaricom launched a new eLearning platform in August 2017. While the platform hosts a great variety of content, there is need for Safaricom to develop local content for its staff. The proposed eLearning content will be made up of text, static graphics or images, flash based interactions, 3D animations and gamification techniques. Voiceover and narration are also to be incorporated as appropriate to accommodate the company’s overall Diversity and Inclusion populace. The overall look and feel of the design and quality should look attractive and reflect the Safaricom professional image and branding. The content needs to be in either SCORM or AICC format and must be created in a way that ensures widespread access and compatibility for our staff.

Currently, the e Learning Platform is administered by the Talent, Acquisition and Capability (T&C) team and this implies that the incumbents need to be subject matter experts in the administration of the system as well as in creation of e learning content. This requires the team to go through a knowledge transfer session that will be facilitated by the vendor. The vendor must also provide the software to be used for this exercise, and should provide the training at a venue agreeable to the Safaricom team. The facilitator must be knowledgeable on the generation and incorporation of flash based interactions, 3 D animation and gamification techniques.

The services to be offered include:

- Development of Content made up of text, static graphics or images, flash based interactions, video, 3D animations and gamification techniques. Voiceover and narration are also to be incorporated as appropriate.
- Development of Courseware in read only mode. However there should be an option for download for specific material as will be guided by the T&C team
- Training in E-content development that includes incorporation of text, static graphics or images, flash based interactions, 3D animations, gamification, voiceover and narration.
- Provision of relevant software that will be used for training as well as future content development.
- The courseware should have assessments where primary purpose will be to enforce learning. The assessment questions will be randomized and will be scored by the section. Pass percentage to be determined based on the threshold defined in the section. The administrator should be able to modify the threshold.
2.0 Aims and Objectives

To provide interactive, customized e learning content development which will promote self-directed learning for our staff. The provider will also build internal capacity for the Talent, Acquisition and Capability team. The training should also empower the trainees in content development as well as management of the developed courses.

The EOI proposal/ response should contain the following information:

- **Legal Certification & Registration by relevant regulatory authorities** – i.e. Certificate of incorporation, Single Business Permit, Tax Compliance Certificate, Memorandum and Articles of Association for the Company, VAT Certificate Of Registration, Official search report Form CR12, Form of Annual Return of A Company Having a Share Capital, Registration by relevant body/institution as an approved training institution, Registration by the National Industrial Training Authority, Certificate of Cover for Professional Indemnity.

- **Company organogram and CVs of resource persons** including copies of educational qualifications, certificates of registration by relevant authorities and competency to offer QA trainings (stating areas of expertise). Note - emphasis will be placed on the calibre of trainers provided.

- **Demonstrate capacity to undertake the above listed services** – a demo of customized content created by the firm that includes a majority of the techniques indicated (text, static graphics or images, flash based interactions, video, 3D animations and gamification techniques)

- **Provision of recent client referrals/ referral letters** where similar services have been carried out and number of staff trained providing contact address, scope of works and duration.

- **Details of the Bidder’s physical premises and contact details.**

3.0 Next Steps

- Institutions that show an interest to participate in the provision of the above mentioned service shall be prequalified for the provision of this service in their area(s) of expertise, subject to the provision of required documentation and demonstrated ability to deliver the trainings.

- The shortlisted institutions will be exposed to RFPs for Provision of E Learning Content Development and capability transfer training in their area(s) of expertise.

- Only those institutions that meet the minimum evaluation and prequalification criteria will be considered for further discussion on service provision.
4.0 Responses

Please submit your responses by 5.00 pm (EAT) on Friday, 8\textsuperscript{th} December 2017 to sowuor@safaricom.co.ke;Jmurungi@safaricom.co.ke;

5.0 Note

Safaricom Limited reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged into, other than for the purpose of informing the bidders of the outcome of the process.