1. Background and introduction

The project “Improving Migration Management in the Silk Routes Countries” (hereinafter referred to as “the Project”) is funded by the European Union and implemented since August 2017 by the International Centre for Migration Policy Development ICMPD. It aims to maximize the development potential of migration and mobility within the Silk Routes region and towards major migrant receiving countries as well as to establish comprehensive regional responses to migration and mobility with full respect to human rights and protection of migrants.

The specific objectives of the Project are essentially to strengthen the regional policy dialogue based on shared and clear understanding of migration and mobility between the Silk Routes countries and European counterparts; to improve migration governance and mobility; and to operationalise the policy dialogue on migration, mainly undertaken in the framework of the so-called Budapest Process.

The Project also has a “flagship component” with two initiatives that are related to community awareness, information campaigns and publication of knowledge materials to help migrants, especially labour migrants, become aware of and better informed about various matters on migration in different stages. These stages are:

a) pre-migration or pre-employment or while a person is in the process of knowing more about his/her options in the origin country and preparing or deciding to live or work or overseas, herein referred to as PEOS for brevity

b) pre-departure where the migrant workers are about to depart for work abroad, having complied with the general requirements such as getting their passport stamped by the government (for Pakistan) or having SMART card issued (for Bangladesh), herein referred to as PDOS, and

c) post-arrival where migrant workers start to adjust to new working and living conditions in the job site, herein referred to as PAOS.

The two initiatives are the Migrant Resource Centres (MRCs) and the Migrants’ Rights Protection (MIGRA.P). MRCs are physical structures established within or under the supervision of a government ministry dealing with migration in the Silk Routes countries. Staffed with a Coordinator and Counsellors, the MRCs conduct awareness raising and information campaigns to sensitise potential migrants and the public to help ensure they make informed decisions about migration, promote safe, regular and orderly migration, and raise public understanding on the dangers and consequences of irregular migration, smuggling of migrants and trafficking in persons. In countries where pre-departure processes are more institutionalised such as Bangladesh and Pakistan, the MRCs conduct pre-departure session
or training which is a requirement before a migrant worker is allowed to leave his/her origin
country for work overseas.

The MRCs also develop various kinds of audio-visual products, printed materials and other
forms of knowledge products for this purpose such as country-specific information for major
destination countries of migrant workers, visa regimes, and videos on various migration-
related topics.

MIGRAP has specific activities depending on the migration context of the Silk Routes
countries such as developing the pre-departure system for labour migration for Afghanistan and
expanding the labour migration laws and rules of Iraq. MIGRAP also develops various
knowledge materials to better prepare migrants for the journey and employment abroad in
order to protect them and prepare them in times of crisis, distress, calamities and other
incidents through pre-departure and post-arrival orientation offered by government authorities
and other stakeholders.

For these purposes, MIGRAP developed 10 country specific training modules catering to the
various stages of migration, suited to the country situation and needs. These training modules
will be available as printed products as well as on an online platform to provide migrants
(potential or about to depart, and to some extent, returning) and other interested individuals
the flexibility to avail and use these modules at their own pace, time and location.

This Call for Proposals describes the services required of interested service
providers/suppliers with the capacity, relevant experiences and interest to develop and deliver
such online training modules as described in more details below.

2. About the modules

- There are ten country specific modules covering the various stages of migration:
  - Afghanistan: pre-employment, pre-departure and post-arrival (3)
  - Bangladesh: pre-employment, pre-departure and post-arrival (3)
  - Iraq: post-arrival (1)
  - Pakistan: pre-employment, pre-departure and post-arrival (3)

An example of the modules is included as Annex I for reference (pre-employment
orientation for Afghanistan). On the average, the content of the modules is 60% the
same for a certain stage of migration (e.g. PEOS). The remaining 40% are the country
specific information.

- The possible users/participants of the modules are:
  - Pre-employment: potential migrants, students, vocational trainees, youth,
    public in general
  - Pre-departure: prospective migrants, people in the process of applying for work
    abroad or those in the process of completing the requirements for work abroad
  - Post-arrival: newly-arrived migrants, families of migrants, returning migrants
• The modules have printed and online versions. The printed version is more comprehensive which could be used by trainers, MRC officers, government officials, and potential or departing migrants. The online version is more instructional in content and flow and will be more applicable for potential and departing migrants (and to some extent, returning migrants and migrant workers).

• The printed versions will be available both in English and the national languages of the countries: Afghanistan (Dari), Bangladesh (Bengali), Iraq (Arabic) and Pakistan (Urdu). The online versions will only be developed and made available in the respective national language.

• The contents deal with country rules and regulations, recruitment processes, pre-departure and post-arrival requirements, costs of migration, culture and language, labour situation and requirements, dealing with and adjusting to new working and living conditions, options for skills development, migration and development particularly use of remittances, etc.

• Each module has an average of five lessons/chapters. Each lesson or chapter can be taken in an average of 15 minutes. This is dependent, however, on the time, pacing and connectivity of the user.

• The expected number of participants on a daily average is 30 (either simultaneously or one at a time) during the first six months of the online module implementation and this will increase to maximum of 100 after the initial phase. This will again depend on the country context (Bangladesh and Pakistan will have more participants while for Afghanistan and Iraq, the number is lesser).

• Each module has lessons, exercises, quizzes and instructions. The online version shall contain features such as videos, music, graphics, icons, illustrations, presentations, flowcharts or animations as applicable.

• The online version shall incorporate some of the videos, animations, icons, presentations, illustrations and other graphics that were developed by the MRCs. They will be made available to the selected supplier of this CfP.

• The online version shall have the capacity to check (i.e. automatically track and document) the correctness of the user’s answers to the quizzes or exercises. If the user successfully passes the quizzes and completes the modules, the online version shall have the capacity to automatically generate a digital certificate of completion.

• The user can take the chapters/lessons at his/her own pace and time but not more than 10 days for each module. The user can choose which module to avail. Each module is independent from the others. If he/she chooses to avail of the three modules in his/her national language, the modules can be taken in whatever order or sequence. However, the ideal sequence is to take the modules in this order: pre-employment, pre-departure and post-arrival.
• The online version is a stand-alone learning tool that will not require other interventions such as further teaching, live tutorials, question and answer, one-on-one mentoring, live webinar, etc. It does not envisage to have a blended learning modality where there are interventions from an instructor or facilitator. The modules can and shall be completed through the online platform by itself.

• The online version should be accessible through different tools such as computer, laptop, tablet and mobile phone with the latter as the most convenient form of use by the potential migrants. Preferably, the suggested software solution as well as the design of the module will utilise the least amount of internet bandwidth and computer/tablet/mobile capacity.

• The online version shall have simple functionalities and design, color-coding/assignments, usage of icons and signage as may be appropriate. The modules shall not be complicated and should be appealing, engaging and at the same time self-explanatory.

• The architecture, IT platform or software solution of the online modules will have the ability to store and generate data and reports from applicants/users/trainees.

• Depending on the software solution to be identified, the online modules could be hosted either on the existing e-learning platform recommended and justified by the supplier or independently through the MRC websites.

3. Tasks

The main tasks of the supplier is to develop the online or electronic learning tool, platform or modality of the current printed version of the modules, with the features as detailed in item 2 of this CFP and to make the online versions fully functional and operational. The supplier shall define the architecture of the online modules that also has the ability to store and generate data, reports and analytics from applicants/users/trainees and the modules.

3.1 Software solutions and other technical specifications

The supplier shall identify and propose the most appropriate software solution for the online modules as part of the supplier’s technical proposal. In addition to a cost overview, the supplier shall provide justifications and reasons for suggesting a specific software solution, which could be already existing proprietary software, software developed exclusively and owned by the supplier (in-house) or through the use of existing open source software solutions.

The software solution suggested by the supplier should be explained and accompanied by a detailed cost overview in terms of setup, operation, maintenance and hosting.

3.2 Required services

The implementation of the described tasks and the development of the final deliverable will include the following services (non-exhaustive list):

a) Advisory to ICMPD on how to best develop, package, design, implement and monitor the online modules
b) Collaboration with artists, graphic designers, translators, and other experts required (if these kinds of expertise are not available internally within the supplier)

c) Design of limited animations, infographics and lay-out  
d) Voice recording for selected parts of the online modules if needed, in several languages as described in item 2 of this CfP  
e) User-centered design and testing  
f) Data generation and dashboard, including cloud-based data storage and analytics  
g) E-learning administration  
h) Hosting of the online modules and all generated data. The supplier needs to guarantee that all online modules and related data can be relatively easily and rapidly transferred to a different server at a later stage. Proposals should include costs for hosting for one year.

3.3 Timeline  
The tentative schedule for this assignment is as follows:

- Call for Proposals disseminated  
  20 May 2020  
- Deadline for questions on the CfP to be submitted by Potential suppliers  
  10 June 2020  
- ICMPD response to questions submitted by Potential suppliers, sent to all suppliers  
  19 June 2020  
- Final version of the content of all modules available  
  end of June 2020  
- Translation into languages  
  end of July 2020  
- Deadline for submission of proposals  
  10 July 2020  
- Signing of contract for developing and designing online modules, and start of the work  
  not later than 15 August 2020  
- Full functionality and operation of the modules  
  not later than 30 November 2020

4. Deliverables  
This CfP requests interested service providers to develop and ensure the following deliverables:

- The fully functional and operational online modules as described above  
- At least one year of hosting of cloud-based storage of data derived from the implementation of the modules that has the capacity to generate reports and analytics such as profile of participants and number of hits per module/lessons  
- The instruction/users manual for the IT infrastructure and architecture of the online platform  
- At least one training for ICMPD project implementation team on the administration, maintenance and simple solutions or remedial actions for any IT-related issue or problem in the modules’ full functionality

ICMPD has the option to approve the offered proposal and contract the service supplier as a whole (complete package and costs) or in parts (e.g. limit the number of modules for online
platform depending on the costs) without any deviations in the offered price per component/service item.

5. Reporting lines
On a bi-weekly basis, the supplier shall report to the ICMPD Silk Routes project implementation team on the progress, updates, issues and challenges if available, and recommended actions to address them.

6. Qualifications and Experience
The interested supplier should provide both a technical and a financial proposal (RFQ form further below) for the services described above. Technical proposals shall be convincing and should include elements, which provide information about its qualifications and experiences such as CVs of the involved experts, and a detailed list of reference projects.

7. Duration and location
The location of the supplier (individual or agency) is flexible. Should the COVID19 pandemic impose any restrictions to travel or specific activities required, the provider might consider alternative methods with prior consultation and further approval from ICMPD.

Target timeframe: The duration of this assignment is estimated for a maximum of four months from August to November 2020 with the workdays provided to be distributed appropriately over this period.

8. Submission of offers
The supplier shall submit an offer in English containing the following:

8.1 Understanding of the assignment
This part should summarise the most important aspects of the assignment as perceived by the supplier.

8.2 Approach and methodology
In this part, the supplier should explain the way in which it propose to perform the described tasks. This entails a clear description of the methodology that the supplier proposes to use, including a rough working plan explaining the way in which it propose to perform the assignment, in line with all relevant specifications of the call. It should include a description of the tasks, an indicative work schedule and an indication of the resources that will be used to carry out the different tasks.

8.3 CVs
This part must include the curriculum vitae of the staff members and experts who will actually perform the tasks of this assignment. In particular, it must be demonstrated that they have the necessary skills to perform all tasks as well as the qualifications outlined in the ToR. The CVs should be no longer than three pages. In addition to the individual CVs, the supplier will also submit a maximum two-page narrative background information about the organisation/company/individual. In particular, the supplier must demonstrate the necessary skills and qualifications to perform the tasks, as the best examples of already completed similar work.
8.4 Budget
In the budget proposal, the supplier will submit a quote that covers the whole package of ten modules (total) as well as the budget cost for each module. The supplier will confirm that ICMPD may accept and make use of the offered proposal as a whole package or in parts for contracting without any deviations in the offered price per component/service item. The supplier will provide a detailed breakdown for each main type of services such as:

- Development of the detailed concept and methodology;
- Development of the design, architecture and infrastructure of the online modules based on the approved methodology (e.g. one year of hosting of cloud-based storage, if applicable; other related costs);
- Actual production of the e-learning module (including graphics, icons, pictures, animations, infographics, embedding voice recordings);
- Testing and maintenance (debugging, trouble shooting, etc.) and training of the staff who will administer the e-learning modules;
- Production of the instruction/users manual for the IT infrastructure and architecture of the online platform,
- Delivering at least one training for ICMPD project implementation team on the administration, maintenance and simple solutions or remedial actions for any IT-related issue or problem in the modules’ full functionality; and
- Other costs like (additional HR costs, service fees, consultancy and external expertise, etc.)

As a rule, the HR costs should be included in the price for the main types of services unless there is a need for some external expertise, managerial and other costs that should be separated and duly justified.

The budget available for all the services described in the ToR is limited to 30,000 euros. Proposals with a budget higher than 30,000 Euro will automatically be rejected.

A budget template is provided as Annex II.

8.5 Request for Quotations
The supplier must fill in the Request for Quotation form (available below) with the offer. The form must be signed and dated.

9. Deadline, evaluation of proposals and additional information
Suppliers interested in this assignment must submit an offer not later than 10 July 2020, close of business, to the following e-mail address: Golda.Roma@icmpd.org and Roman.Makukha@icmpd.org.

Any question or clarification on the CfP need to be submitted by the potential suppliers on or before 10 June 2020 through the abovementioned email addresses. ICMPD will send a one-time response to all questions and clarifications, and will be sent to the potential suppliers on or before 19 June 2020.
Offers must be signed by the supplier or his duly authorised representative.

The contract will be awarded according to the following criteria:

- Clarity and presentation of the proposal = 20%
- Appropriateness of qualifications and related experiences (reference projects) = 15%
- Proposed methodology = 25%
- Price offered = 40%

The contract will be awarded to the supplier with the highest points where a maximum of 60 points out of 100 will be given to the technical proposal and 40 points to the financial proposal (60-40).

The successful supplier will be informed of the result on or before 31 July 2020. The assignment is expected to commence in August 2020. Other suppliers will be informed by 15 August 2020 if their offer has been rejected.

REQUEST FOR QUOTATIONS
Developing online training modules on migration in the Silk Routes

To:

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<th>Company name:</th>
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<td>Contact person:</td>
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Reference: Call for Proposals for online training modules on migration in the Silk Routes

Services to be procured: Graphic design, animation and online training development

Deadline for submission: 30 June 2020.

ICMPD hereby invites you to submit your quotations for the following services as per conditions stipulated below and in the preceding Terms of Reference.

Services: Development of online training modules on migration in the Silk Routes
Conditions
All prices should be inclusive of VAT and all other applicable taxes.

Please specify:

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<th>Validity of quotation</th>
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<td>Cancellation Policy</td>
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<td>Payments Conditions</td>
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<td>General conditions</td>
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Other comments:

Vendor’s declaration:

By submitting this offer the undersigned authorised representative confirms to be free of any conflicting interests and to adhere to ethical behaviour and anti-corruption practices.

Signature/Name

Position/Organisation

Date
**Submission of offers:** The offer should be sent in English, signed by the authorised representative, dated and stamped. If sent by e-mail, please scan the signed offer. Submit your offer by returning the filled form together with your technical proposal to: golda.roma@icmpd.org and roman.makukha@icmpd.org.

- Ms. Golda Myra Roma, Project Manager
- Mr. Roman Makukha, Project Officer

**Vendor's declaration:**
By submitting this offer, the undersigned authorised representative confirms to be free of any conflicting interests and to adhere to ethical behaviour and anti-corruption practices.

Signature

Name

Date

**Annex I:** Sample module for pre-employment orientation for Afghanistan

**Annex II:** Sample Excel budget template