

Terms of Reference (ToR)

Content Development (Graphics, Multimedia and Audio-Visual Content) for MOOC Platform

1. Background

Ain o Salish Kendra (ASK) is a leading human rights and legal aid organization in Bangladesh, committed to promoting and protecting the rights of marginalized and vulnerable communities. To strengthen its capacity-building initiatives, ASK intends to establish an online learning platform that enables large-scale participation in human rights education, training sessions and knowledge assessments.

The proposed online platform will follow a Massive Open Online Courses (MOOC) model tailored to ASK's organizational training needs. Unlike conventional academic courses, the platform will prioritize practical learning modules, self-paced participation, community-based awareness and assessment tools designed.

2. Objective

The primary objective of this assignment is to convert ASK's existing training lecture sheets, manuals and text-based learning materials into engaging, learner-friendly digital formats suitable for online delivery through the MOOC platform.

This includes transforming lecture content into structured video lessons and interactive slide-based learning modules that enhance understanding, participation and knowledge retention.

3. Scope of Work

The selected Instructional Designer / E-Learning Content Developer will be responsible for the following tasks:

- Review and analyze ASK's existing training lecture sheets, manuals and text-based materials.
- Develop instructional design structures aligned with adult learning and human rights education methodologies.
- Convert lecture content into:
 - Scripted video lesson formats.
 - Human Interactive slide presentations.
 - Visual learning aids and storytelling-based learning flow.
- Prepare storyboards and learning sequences for each training module.
- Design learner-friendly slide layouts incorporating graphics, icons and infographics where necessary.
- Produce or support the production of:

- Human Interactive Video lecture classes.
 - Human Voice-over ready scripts (Bangla and/or English as required).
- Integrate interactive learning components such as:
 - Knowledge checks,
 - Reflection questions,
 - Case-based learning scenarios,
 - Module summaries.
- Ensure accessibility and usability for diverse learners including community-level participants.
- Coordinate with ASK program and technical teams for content validation.

4. Deliverables

The consultant/service provider shall deliver:

1. Instructional design framework/template for ASK MOOC training modules.
2. Storyboards for each lecture module.
3. Interactive slide presentations ready for LMS/MOOC upload.
4. Video-ready lecture scripts and visual learning materials.
5. Final video slide lessons (as agreed).
6. Editable source files (PowerPoint, design assets, scripts, etc.).

5. Duration of Assignment

The assignment duration will be determined based on the number of training modules and learning materials to be developed, tentatively estimated at one month from the date of contract signing.

6. Required Qualifications and Experience

The consultant or firm should demonstrate:

- Proven experience in Instructional Design or E-Learning Content Development.
- Experience developing MOOC or LMS-based training content.
- Strong understanding of adult learning methodologies.

- Experience working with NGOs, human rights organizations, or development sector training programs (preferred).
- Skills in video slide production, presentation design and multimedia learning tools.

7. Reporting and Coordination

The consultant will work closely with ASK's designated focal person or project team and submit deliverables for review and approval according to an agreed timeline.

8. Payment Modality

- The payment will be made by A/C Payee cheque and the payment will be made in Four instalments, with 25% payable upon signing the Work Order, 25% upon submission draft deliverables, 25% upon acceptance of the draft deliverables & others and the remaining 25% upon submission and acceptance of the final delivery by ASK.
- All payments will be made via bank transfer or account payee.
- All quoted prices will be inclusive of VAT and applicable taxes which will deduct at source as per Govt. Rules.

9. Evaluation Criteria

Proposals will be evaluated based on:

- Technical expertise and relevant experience.
- Proposed methodology and innovation.
- Cost-effectiveness.
- Delivery timeline.

Child Protection Policy & protection policy on Sexual Harassment

The consultant(s) shall strictly adhere to ASK's Code of Conduct and protection policies. Any violation or failure to comply with these policies shall constitute a material breach of the consultancy agreement and may lead to its immediate termination. The selected consultant(s) will receive an orientation on the relevant policies and are required to sign an acknowledgment form confirming their understanding and commitment to full compliance.

Disclaimers

ASK reserves the right to accept or reject any or all proposals/applications without providing any reason. In addition, ASK reserves the right to reject any proposal/application if there is evidence

of involvement or linkage with terrorism, money laundering, or any other activities prohibited under Bangladesh Bank regulations.

Discloser of information

The consultant(s) shall treat all information obtained in the course of performing this contract as strictly confidential. This obligation shall remain in effect during and after the term of the contract. The consultant(s) shall not disclose, use, or permit the use of any such information for any purpose other than the performance of this contract without the prior written consent of Ain o Salish Kendra (ASK). Any breach of this confidentiality obligation may result in legal action and termination of the contract.

Copyright and Ownership of Assignment

Ain o Salish Kendra (ASK) shall retain full copyright, ownership, and intellectual property rights over all information, findings, reports, and final deliverables produced under this consultancy. The consultant(s) shall not use, reproduce, publish, or share any part of the work without the prior written consent of ASK.

Terrorism and Money Laundering Compliance

ASK reserves the right to reject any proposal/application without providing any reason if there is evidence of involvement in terrorism, money laundering, or any activities prohibited under Bangladesh Bank regulations.

Apply Procedure

Call for Proposals

Ain o Salish Kendra (ASK) invites proposals from firms, agencies or individual. Submissions should include:

- Technical proposal & Financial proposal
- Organizational profile or CV(s) of key experts.
- Samples of previous similar work
- CVs highlighting relevant assignments and their roles.
- Organizational/firm certificates, TIN, BIN and VAT registration, etc. and supporting documents for previous relevant work.

Submission Instructions:

Technical and financial proposals must be submitted separately with a cover letter addressed to:
Advisor, Ain o Salish Kendra, 2/16, Block-B, Lalmatia, Dhaka-1207, Bangladesh

Proposals must reach the ASK office **and/or be sent via email to admin@askbd.org** by **09 April, 2026** on or before 4.30PM.