TERMS OF REFERENCE
(TOR) KAM'S E-LEARNING
PLATFORM

Background:

The Kenya Association of Manufacturers (KAM) is a dynamic, vibrant, credible, and respected Business Membership Organization serving as the representative value-add manufacturing industries in Kenya and serve as a common voice for manufacturing and other value add sectors in Kenya. The Association provides an essential link for co-operation, dialogue and understanding with Government, promote trade and investment, uphold standards, and represent views and concerns of its members to the relevant authorities. KAM's vision is to Create prosperity for the nation through industrialization while its mission is to promote global competitiveness, sustainable local manufacturing and exports.

Assignment's Objective:

The objective of this engagement is to select a reputable organization that will assist KAM develop and install an e-learning platform to deliver highly interactive online/virtual training programs for KAM to enhance increased training accessibility and improved cost-efficiency.

The platform should be user-friendly, scalable, and capable of supporting a wide range of training content, delivery formats, a post-course evaluation and certification for learners to complete once they finish the training.

Scope of Work:

Platform Selection and Implementation:

- Based on evaluation of KAM's specific requirements and budget develop a suitable fully functional cloud-based e-learning platform customized to KAM's specified requirements ensuring seamless integration with existing systems.

- Provide comprehensive training and support to KAM's staff on platform usage and administration.

Course Development and Hosting:

- Collaborate with KAM's training team to develop and upload training courses onto the platform.

- Ensure that the platform can accommodate various content formats, including videos, presentations, session quizzes/exercises, and interactive exercises.

- Provide technical support for course development and maintenance.

Learner Management and Tracking:

- Manage learner enrolment and registration.

- Track learner progress, completion rates, and performance metrics.

- Enable online/digital evaluation, approval and certification

- Generate regular reports and analytics on platform usage, learner engagement and course effectiveness.

Fully Virtual Classroom Functionality:

- Provide an interactive virtual classroom environment with features such as live streaming, video conferencing, group breakout sessions, chat, and screen sharing.

- Provide through the platform an effective real-time interaction between trainers and learners.

Technical Support and Maintenance:

- Provide ongoing technical support and maintenance to relevant KAM staff on the e- learning platform.

- Ensure platform uptime and reliability.

- Address any technical issues or bugs promptly.

- Develop the platform's security structures and updates.

Key Requirements

- **User-Friendly Interface:** The platform should be intuitive and easy to navigate for both learners and trainers.

- **Scalability:** The platform should scale to accommodate a growing number of learners and courses.

- **Customizability:** The platform should allow for customization of branding, course layouts, and reporting features.

- **Integration Capabilities:** The platform should integrate seamlessly with KAM's existing systems (e.g., HRIS, LMS) and include compatibility with the Mobile phone (Android and IOS).

- **Security and Privacy:** The platform should adhere to strict security and privacy standards to protect learner data.

- **Accessibility:** The platform should be accessible to learners with disabilities.

- **Platform Capabilities:** The platform should enable administering of quizzes and end of program exam and certification i.e. to move from stage/level to another and upon completion of the course program respectively.

Proposal Submission:

Interested firms/individual consultants are invited to submit their proposals, including:

a) Profile of the firm/individual consultant highlighting capacity and relevant experience in delivering similar platforms.

b)   Details of similar service previously executed. Provide at least three testimonials (professional references) from at least three Organizations to whom you have offered professional services to within the last 3 years.

c)   The proposed platform features

d)   Valid Business Registration certification of respective country

e)   PIN Certificate or Equivalent of respective country

f)   CR-12 Certificate of respective country

g)   Valid Tax Compliance certificate of respective country

h)   Testimonials from at least ONE organization that you have already installed a similar e-learning platform

i)   Financial proposal indicating proposed fee and any additional associated costs if any.

Timeline:

The e-learning platform is scheduled to be in place before end of June 2025 (4 months period). Submissions will be evaluated on a Rolling basis and the final **Deadline** for any submission is **Friday, 28th March, 2025**.

Contact Information:

For any inquiries and submission of the proposal, please contact us through email: procurement@kam.co.ke

Evaluation Criteria:

Proposals will undergo a thorough evaluation process based on the following criteria:

- **Relevance of Capacity, Experience and Qualifications:** The extent to which the consultant(s) demonstrates relevant experience and qualifications in developing and installation of a similar e-platform.

- **Capacity to Deliver:** The ability and resources of the firm/consultant(s) to successfully execute the assignment within the specified timeframe and with expected quality.

- **Methodology and Approach:** The suitability, customization and features of the e-learning platform and approach in meeting the objectives of installing the platform.

- **Timeliness:** The proposed timeline for assignment delivery, ensuring it aligns with specified requirements.

- **Customization:** Demonstrated capacity to customize the e-learning platform to align with current industry trends within the sector.

- **Statutory Certification:** Possession of all specified statutory certifications required to deliver this assignment.

- **Financial Proposal:** The financial proposal's competitiveness and alignment with the budget for the development and installation of the e-learning platform.

KAM retains the right to accept or reject any proposal received, and such decisions will not require detailed explanations.