

Terms of Reference

Project Title: Design and Development of an Online Course on “Behaviour Design”

1. Project Overview:

ACCESS is a national livelihoods support organization, with focus on incubating innovations for sustainable livelihoods of the poor. With support from DFID (Govt. of UK), ACCESS was established in March 2006 as a professional new generation agency to contribute to and support poverty reduction in India. ACCESS works to accelerate collaboration and drive narratives that impact economic inclusion and create well-being among vulnerable communities across markets.

Access Development Services (ADS) is seeking a qualified consultant to design and develop an online course on the “Behaviour Design”. The focus of this course (toolkit) is to increase capability of broader industry on deepening their understanding around customer centricity and how that can be achieved by appreciating behaviours that can contribute to design and development of new products and services for customers. The toolkit is targeted at people working in financial sector space that are in product development, customer engagement roles. The objective of this toolkit is to ensure that financial sector takes a more robust approach in designing services that can lead to improved outcomes like resilience, etc. ADS has collated extensive material through secondary research on Behaviour design and product innovations. ADS is inviting an individual consultant to join the team and lead the overall development and organization of this toolkit which can also be delivered online. The toolkit will be self-paced, interactive, and delivered through a learning management system (LMS).

2. Objectives

The project seeks to:

- Develop a high-quality, interactive online toolkit on “Behaviour Design”
- Make the courses accessible to learners of all levels
- Use a variety of pedagogical tools to engage learners and promote learning
- Evaluate the effectiveness of the courses and make necessary improvements

3. Course Content:

The course will be divided into different modules and each module will include the following:

- Learning objectives
- Introduction
- Content
- Assessments
- Summary

The consultant is free to plan the delivery and engagement model by carefully understanding the needs of audience.

4. Consultant Responsibilities:

The consultant will be responsible for the following:

- Conduct a thorough needs analysis to identify the target audience, their learning preferences, and their educational needs.
- Develop clear learning objectives and outcomes that align with the identified needs and goals. Design a structured curriculum that covers the necessary topics and concepts.
- Use a pedagogical approach, instructional design principles, Learning theories and methodologies, and Assessment strategies and feedback mechanisms
- Create instructional materials, including text-based content, multimedia elements (such as videos, images, and audio), and interactive components.
- Suggest appropriate digital platforms and technologies to deliver the course content effectively.
- Implement interactive learning activities like quizzes, discussions, and assignments, to foster engagement and knowledge application.
- Ensure the course content complies with accessibility standards and is usable by learners with diverse abilities.
- Incorporate formative and summative assessment methods to evaluate the learners' progress and provide timely feedback.
- Develop guidelines and resources to support learners throughout the course, including instructions for accessing materials and troubleshooting technical issues.
- Collaborate with subject matter experts and stakeholders to review and refine the course content.
- To facilitate the online set-up the consultant will be provided access to tech team.

5. Consultant Qualifications:

The consultant must have the following qualifications:

- Master's degree in education, instructional design, or a related field
- 5+ years of experience in area of instructional design and building people centric skill tools
- Experience with a learning management system (LMS)
- Strong writing and communication skills
- Ability to work independently and as part of a team

6. Consultant Remuneration:

A lump sum amount will be provided to the consultant. It is a home-based assignment and no other cost will be reimbursed. The consultant may have to visit the office of ADS for the final presentation. In that case, the conveyance to and from the office will be reimbursed.

7. Timeline:

The consultant will have 45 days to complete the project.

8. Submission:

The consultant must submit the following materials:

- Course outline
- Course content
- Assessments
- Marketing materials
- Technical support plan
- Timeline and Milestones
 - a. Project timeline with key milestones
 - b. Task allocation and responsibilities
 - c. Deadlines for deliverables and iterations
- Financial proposal with detailed budget and resources
 - a. Cost estimation for course design and development
 - b. Resource requirements (human, technological, etc.)
 - c. Consideration of external support or outsourcing options

Please submit your proposal no later than **26th May 2023**. Should you have any questions or require further clarification, please don't hesitate to contact us at i3access@accessdev.org.