

TERMS OF REFERENCE

DIGITALITERACY INITIATIVE PROJECT

Activity Title: Digital Entrepreneurship Course for students in Technical and Vocational Education Training

Assignment Duration: January 2024 – November 2026

Reporting to: Latdaphone Vongkhamheng, DLI Project Manager

Location: Vientiane Capital

1. Project Overview

Technology continues to become more ingrained in daily life, the importance of digital literacy skills is becoming increasingly apparent whether for communication, finding employment, and receiving comprehensive education. In Lao PDR, jobs increasingly require training in information and communication technology (ICT), this results in acquiring necessary ICT skills in young people to perform jobs requiring these skills when they finish schools. However, ICT knowledge and digital literacy activities are not sufficiently supported yet in educational institutes, especially in primary and secondary schools.

To support digital literacy education in Laos, the project called 'Digital Literacy Initiative (DLI)' is designed to promote the increase of ICT activities on secondary education level and technical and vocational education level. The DLI will be implemented in three provinces – Khammouan province, Xiengkhuang province, and Oudomxai province. These three provinces were selected as the project aims to support and give opportunities to youth in non-urban provinces to learn the basis of computer programming in a team setting. This promotes the increase of creative and critical thinking, collaboration, and basic ICT skills among youth which are fundamental competencies and skills that adopt and apply in employment and further education in the future.

2. Project Objectives

The project aims to support the education sector in Laos through strengthening ICT skills for upper secondary school students through computer coding lessons and basic programming introduced as an additional creative activity for students. Introducing digital entrepreneurship courses for diploma students in Technical and Vocational Education and Training colleges (TVET students) to develop their own digital businesses ideas.

The activity directly targets at students in upper secondary schools and Technical and vocational colleges (TVET) in 3 target provinces: Khammouane province, Xiengkhuang province and Oudomxai province with estimated total number of 3,150 students who will receive benefits from the project (2,700 students from upper secondary schools and 450 technical college schools) that currently study at target schools.

3. Scope of the Assignment

The service provider will have to develop the set-up of the Digital Entrepreneurship trainer team to provide Training of Trainers (ToT) for target teachers and students in the target TVETs. The scope of work are as follows:

Scope	Tasks of the Service Provider
(1) Developing Digital Entrepreneurship module for TVET students	<ul style="list-style-type: none"> • Develop Digital Entrepreneurship module for TVET students. This includes: <ol style="list-style-type: none"> 1. Teacher’s guide (Lao and English version) 2. Student’s handout (Lao and English version)
(2) Organizing trainings of teachers (ToT) and Refreshment training for TVET teachers	<ul style="list-style-type: none"> • Designing training model, materials and organizing Digital Entrepreneurship training for TVET teachers in 3 target provinces: <ol style="list-style-type: none"> 1. ToT for TVET teachers 2. Refreshment training for TVET teachers
(3) Organizing trainings for TVET students with collaboration with TVETs	<ul style="list-style-type: none"> • Designing training model, materials for TVET students and organizing Digital Entrepreneurship training to TVET students, collaborate with TVET’s teachers. <ol style="list-style-type: none"> 1. Training preparation with TVET teachers 2. Digital Entrepreneurship trainings for TVET students

More detailed information on purpose, format and content of the different activities can be found in the annex “Content of Activity”.

4. Service of the Assignment

The selected service provider will closely cooperate and consult with the DLI project manager and technical staff in order to design and develop the concept, modules, training and guidance materials and may use of available project materials. The service provider will further provide - in close coordination with the project - the technical sessions for TVET teachers as well as preparation training for target TVET students.

The detail activities shall be reviewed and discussed with the project and feedback from the project used by the service provider to finalize the deliverables. The materials and guidelines have to be approved and handed over to the project team in Lao and English version in soft copy.

The service provider will provide their services within the Scope of Assignment outlined above.

5. Deliverables / Expected outputs.

The following deliverables are required from the assignment in line with the scope of assignment outlined under point 3 above:

No.	Deliverable	No. Working day (Maximum)	Deadline
1	Basic concept outline (skeleton) of materials and guidelines (<i>ToT and student support</i>) for Digital Entrepreneurship covering: <ol style="list-style-type: none"> 1. Introduction of Digital Entrepreneurship 2. Digital Entrepreneurship for start-up 3. Business in digital way 4. Apply social media and networking for business visibility and increase revenue. 	2 days	Until Mar 2024
2	First draft of materials and guidelines (<i>ToT and student training</i>) based on SC input on basic concept outline	5 days	Until Apr 2024
3	Final draft of materials and guidelines (<i>ToT and student training</i>) based on SC input on first draft (include Lao and Eng version)	7 days	Until 17th May 2024
4	ToT for TVET teachers at 3 target technical colleges in 3 provinces.		
	<ul style="list-style-type: none"> • 1 x ToT for TVET teachers at the technical college, Xiengkhuang (at least 10 TVET teachers/ToT) 	1 days	Jun 2024
	<ul style="list-style-type: none"> • 1 x ToT for TVET teachers at the technical college, Oudomxai (at least 10 TVET teachers/ToT) 	1 days	Jul 2024
	<ul style="list-style-type: none"> • 1 x ToT for TVET teachers at the technical college, Khammuan (at least 10 TVET teachers/ToT) 	1 days	Aug 2024
5	Student trainings collaborated with TVET teachers at 3 target provinces. (2 classes/training; 25 students/class).		
	<ul style="list-style-type: none"> • 5 x Digital Entrepreneurship training for TVET students at the technical colleges, Xiengkhuang. 	15 days (3 days/training)	Oct 2024 – Oct 2026 <i>(See Duration of assignment for the detail)</i>
	<ul style="list-style-type: none"> • 5 x Digital Entrepreneurship training for TVET students at the technical colleges, Oudomxai. 	15 days (3 days/training)	
	<ul style="list-style-type: none"> • 5 x Digital Entrepreneurship training for TVET students at the technical colleges, Khammuan. 	15 days (3 days/training)	
6	Refreshment ToT for TVET teachers at 3 target technical colleges in 3 provinces		
	<ul style="list-style-type: none"> • 1 x Refreshment ToT for TVET teachers at the technical college, Xiengkhuang (at least 10 TVET teachers/ToT) 	1 days	Jun 2026
	<ul style="list-style-type: none"> • 1 x Refreshment ToT for TVET teachers at the technical college, Oudomxai (at least 10 TVET teachers/ToT) 	1 days	July 2026
	<ul style="list-style-type: none"> • 1 x Refreshment ToT for TVET teachers at the technical college, Khammaun (at least 10 TVET teachers/ToT) 	1 days	Aug 2026
TOTAL		65 days	

** All documents and materials developed from this assignment are under Swisscontact's ownership*

** If any change occurs with the deliverables; the project team will give the notification in advance.*

6. Duration of assignment

The timeline for the assignment is as follows:

No.	Deliverable	Jan		Feb		Mar		April		May		Jun		July		Aug		Sept		Oct		Nov		Dec				
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3
2024																												
1	Basic concept outline (skeleton) of materials and guidelines																											
2	First draft of material and guidelines																											
3	Final draft of material and guidelines																											
4	ToT for TVET teachers at 3 target provinces																											
	1 x ToT for TVET teachers, Xiengkhuang province																											
	1 x ToT for TVET teachers, Oudomxai province																											
	1 x ToT for TVET teachers, Khammaun province																											
5	Student trainings collaborated with TVET teachers at 3 target provinces																											
	1 x Digital Entrepreneurship training, Xiengkhuang province																											
	1 x Digital Entrepreneurship training, Oudomxai province																											
	1x Digital Entrepreneurship training, Khammuan province																											
2025																												
	2x Digital Entrepreneurship training, Xiengkhuang province																											
	2 x Digital Entrepreneurship training, Oudomxai province																											
	2 x Digital Entrepreneurship training, Khammuan province																											
2026																												
	2x Digital Entrepreneurship training, Xiengkhuang province																											
	2 x Digital Entrepreneurship training, Oudomxai province																											
	2 x Digital Entrepreneurship training, Khammuan province																											
6	Refreshment ToT for TVET teachers at 3 target technical colleges																											
	1 x Refreshment ToT for TVET teachers, Xiengkhuang province																											
	1 x Refreshment ToT for TVET teachers, Oudomxai province																											
	1 x Refreshment ToT for TVET teachers, Khammaun province																											

* Any change occurs with the timeline; the project team will give the notification in advance.

7. Eligible applicants

Eligible are applicants (consortium/organization/company) with an appropriate setup technical team that fully equipped with physical facilities and competent team members to operate and lead the above – described tasks. The service provider must be knowledgeable about supporting individuals to set up businesses and apply technology into businesses.

8. Tentative Responsibility

The service provider and Swisscontact have responsibility under this assignment as follows:

- **Swisscontact:**

The DLI project has responsibilities as follow:

- Clarification of the ToR
- Timely review of submitted documents, materials and tools (deliverables)
- Time allocation for progress briefings, feedback, additional information
- Arrange venues, travelling and other expendables for trainings.

- **The service provider:**

The service provider has responsibility as follows:

- Provide technical knowledge and services as tasks mentioned in the ‘Scope of Work’;
- Provide competent technical team to operate this assignment;
- Manage the technical team to complete the assignment and produce the quality of work;
- Ensure the quality of assignments.

9. Proposal Content

The short proposal should cover the main points as below:

No.	Content
1	Background/Introduction
2	Description of the understanding of the applicant of the task at hand including feedback and suggestions to proposed TOR, its scope, deliverables, timeline (Gantt-chart) and milestones.
3	Organizational profile of the applicant and track record of earlier similar experience
4	Set up of the career supporting expert team, its members' qualification and relevant track record and their role in the guideline and training.
5	Budget proposal (breakdown) including: <ul style="list-style-type: none"> • Professional fee for developing modules/materials/guidance (daily fee) • Trainings/workshop delivery fee (fee per training)

10. Budget and remuneration

The service provider will be hired by Swisscontact according to Swisscontact standards and regulations as specified in a separate contract with workplan and budget.

11. Clause for full confidentiality

During the whole assignment full confidentiality needs to be respected by the agency, no information received during the assignment can go beyond Swisscontact staff, unless agreed upon beforehand in writing.

12. Submission of Proposal

Further inquiries or clarification needed on this Term of Reference as well as submitted proposal shall be sent to Swisscontact's Procurement Unit Email: la.procurement@swisscontract.org latest by Thursday, **8th March 2024**.

Annex A:

No.	Lessons	Unit	No.	Key Contents	Purpose	Formate	Time	Day
I	Introduction to the "Basics of Digital Entrepreneurship"	Unit 1: What is Digital Entrepreneurship and its importance for business?	1	Concept & Importance of Digital Entrepreneurship	Learners understand about the concept of Digital Entrepreneurship and its importance to business	Theory	1 hr & 30 mn	1st Day
		Unit 2: What you need to become a Digital Entrepreneur?	1	Self-assessment skills of digital entrepreneur	Learners can evaluate their skills what they have and need to improve for digital entrepreneurship	Practice		
			2	SWOT to identify weakness & strengths to be a digital entrepreneur		Example + Practice		
			3	Introduce basic skills and how to build up or improve skills for digital entrepreneurship and how to build and improve skills to become digital entrepreneurship	Learners know the key skills and how to build up and develop key skills for becoming a digital entrepreneur	Theory		
		Unit 3: Communication and business netiquette in Digital Entrepreneurship	1	Concept of business communication and how to be effective within digital entrepreneurship	Learners understand and know how to communicate effectively in business aspect.	Theory		
			2	Learn about basics rules of (digital) business netiquette.	Learners could improve his/her behaviors in business aspects.	Theory		
II	Digital Entrepreneurship for start-up.	Unit 1: Make use of the digital as a start -up.	1	Business ideas generation related to study fields of TVETs students that can apply digital entrepreneurship such as IT, Cookery, Agriculture, Car repairing, Mechanician and Electrician	Learners can brainstorm their possible business	Example + practices	1 hr & 30 mn	2nd Day
			2	Develop a business plan based on Learners' business idea	Learners know how and use digital tools to do business plan	Practice		
		Unit 2: Promoting your business	1	Create a business presentation for investors	Learners understand basic skills and know practical tools for business presentation	Example + Practice	1 hr & 30 mn	
			2	Create your digital promotional materials	Learners know basic digital tools that use for design and create business promotional materials	Example + Practice		
III	Make your business digital	Unit 1: Why and how to make your business digital?	1	Why does a business have to go digital and how to do it?	Learners understand the importance of "Go digital" and how to apply knowledge into a concrete business situation	Theory	1 hr	
		Unit 2: Reduce costs & increase effectiveness	2	Benefits of go digital - cost saving on key factors of business such as marketing cost, resource		Theory		
IV	Apply social media & networking to increase visibility & revenue	Unit 1: Key Social Media channels for business	1	Usage, pro & con of main social media channels for business	Learner can apply knowledge to choose the most appropriate business channel for his/her purpose	Theory	1 hr & 30 mn	3rd day
		Unit 2: Management of social media	1	Understand how to apply key social media platform in business	Learners can apply the knowledge and use at least one social media platform for a real/imagined business situation	Example + Practice		
		Unit 3: Measure your social media result	1	Basic methods for measuring the social media results	Learners can access, read and interpret user statistics on social media channel - at least one channel	Example + Practice		