



Call for Expression of Interest (EoI)

for

Development of a Digital Training Module on Integrated Management of Acute Malnutrition (IMAM) based on IMAM Training Guideline 2081

1. Background

POSHAN Project is part of the broader Mother Child Wellbeing Initiative, funded by LDSC. The project is jointly implemented by CARE Nepal and iDE Nepal and aims to improve maternal and child nutrition outcomes through integrated interventions across health, food, market, WASH, women's empowerment, governance and SBCC sectors. .

The Family Welfare Division (FWD), Department of Health Services, has recently revised the Integrated Management of Acute Malnutrition (IMAM) Guideline and Training Package to align with current evidence, national priorities, and programmatic requirements. To ensure effective dissemination and capacity building among health workers and relevant stakeholders, there is a need to develop an interactive and competency-based digital learning package that facilitates of self-paced learning and standardized training delivery across Nepal.

The POSHAN Project / CARE Nepal supports to FWD in developing a digital IMAM training module that can be deployed through an online Learning Management System (LMS). The proposed digital module will transform the revised IMAM training materials into an engaging e-learning course incorporating multimedia content, practical exercises, competency assessments, learner tracking, and digital certification.

2. Objectives

Overall Objective

To develop a high-quality, standardized, interactive, and competency-based digital IMAM training module based on the revised national IMAM guideline and training package, 2081.

Specific Objectives

- Review the revised IMAM Guideline, facilitator guide, participant book, training materials, job aids, case studies, and supporting documents approved by FWD.
- Design a learner-centered digital training architecture suitable for self-paced learning.
- Develop multimedia-based digital learning content that maintains technical accuracy and aligns with national protocols.
- Integrate competency-based assessments, interactive exercises, and case-based learning approaches. Develop an online assessment and certification mechanism for course participants.

- Conduct testing, validation, and refinement of the digital learning module before deployment.

3. Scope of Work

CARE Nepal invites applications from qualified firms or organizations with proven expertise in technicality of IMAM package, instructional design, digital learning development, health sector training, multimedia production, and Learning Management Systems (LMS). The consultant should work closely with FWD, Nutrition Section and CARE Nepal while developing the digital learning platform on IMAM.

Expected Services Include (but are not limited to):

- Review existing IMAM guidelines, training manuals, job aids, reporting formats, algorithms, and reference materials approved by FWD.
- Conduct content analysis and competency mapping of IMAM learning materials.
- Develop a comprehensive digital learning architecture, including modules, learning objectives, assessments, certification processes, and learner tracking mechanisms.
- Convert approved technical content into engaging digital learning materials suitable for self-paced learning.
- Develop multimedia resources including narrated presentations, animations, videos, illustrations, infographics, and interactive exercises.
- Develop competency-based assessments, quizzes, case studies, and practical decision-making exercises.
- Configure digital certification and learner progress tracking functionalities compatible with the designated LMS.
- Conduct technical testing, usability testing, content validation, and user acceptance testing.
- Finalize and deploy the Digital IMAM Training Module upon approval from FWD and CARE Nepal.

4. Target Audience

Primary Audience

Those health workers (Community health workers, doctors, nurses, paramedics, nutrition professionals, public health professionals) who are involved directly in managing acute malnutrition interventions. Possible staff from government health systems are

- Medical Officers
- Health Assistants

- Auxiliary Health Workers
- Nutrition Focal Persons
- Health Facility In-charges
- Provincial and Local Government Health Staff involved in IMAM services

Secondary Audience

- Program Managers
- Supervisors and Monitors
- Trainers and Mentors
- Development Partners and Technical Agencies supporting nutrition

Intended Users of the Digital Module

- Family Welfare Division (FWD)
- Provincial Health Directorates
- Local Governments
- Training Institutions
- CARE Nepal, its Partner Organizations and other development partners

5. Deliverables

The selected consultant/firm will be expected to submit:

- Inception Report with methodology, workplan, stakeholder engagement strategy, and technical development approach.
- Content and Competency Mapping Report.
- Digital Learning Architecture and Instructional Design Package.
- Prototype Digital IMAM Training Module for review and approval.
- Draft Digital IMAM Training Module with multimedia and assessment components.
- Testing and Quality Assurance Report.
- Final Digital IMAM Training Module ready for LMS deployment (Both English and Nepali language).
- Complete package of source files, multimedia resources, assessment, technical documentation, user guides, along with tutorials.

- Deployment support and handover report.

6. Timeline

The total expected period to complete the assignment is approximately **18-20 weeks** from contract signing.

Activity	Duration
Review of IMAM materials and consultations with FWD and associated government officials	2 weeks
Content and competency mapping	1 week
Instructional design and packages finalization	2 weeks
Prototype development and review	2 weeks
Full digital content development	5 weeks
Assessment and certification development	2 weeks
Testing and validation	2 weeks
Revision, deployment, handover & roll out of training packages	2-4 weeks

Expected timeline for completing the assignment and submitting the final deliverables: September 2026 to March 2026.

7. Required Qualifications

Firm Qualifications

- Registered company/firm in Nepal.
- Valid VAT registration certificate.
- Latest Tax clearance certificate.
- Demonstrated experience in digital learning or e-learning development.
- Proven experience of working with government health programs and development partners.
- Experience in nutrition, maternal and child health, public health, or IMAM-related programs.

Proposed Team Composition

A multidisciplinary team should include:

- Team Leader/Instructional Design Expert
- Nutrition/IMAM Subject Matter Expert
- E-learning and LMS Specialist
- Multimedia and Graphic Design Specialist
- Assessment and Learning Specialist (optional but preferred)

Minimum Experience

- At least 7-10 years of relevant experience in digital learning and training module development.
- Proven track record in developing competency-based learning systems.
- Experience in LMS deployment, learner tracking, and digital certification.
- Strong portfolio of completed e-learning products.

8. Submission Requirements

Interested firms/organizations should submit:

- Cover Letter
- Organization Profile
- Technical Proposal (maximum 10 pages)
- Financial Proposal with detailed budget breakdown (separate file)
- CVs of Key Personnel
- At least three examples/links of similar digital learning products
- References/sample from previous assignments
- Updated legal documents of the organization
- Registered company/firm in Nepal.
- Valid VAT registration certificate.
- Latest Tax clearance certificate.

9. Evaluation Criteria: The evaluation will be conducted in four stages, with a total score of 100 marks as follows:

Stage 1: Technical Evaluation - 70 Marks

- Methodology (Impact, Business and System)

- Team composition and expertise
- Demonstrated understanding of the assignment
- Clear workplan with Timeline
- Organizational experiences and demonstration of any relevant prior works if any

Stage 2: In-Person Meeting and Discussion — 10 Marks

- Formal meeting with the top three (3) shortlisted consultancy firms
- Presentation of approach and clarifications on proposed methodology

Stage 3: Financial Evaluation — 20 Marks

- 5 marks – Legal compliance
- 15 marks – Quality and clarity of the financial proposal

Stage 4: Consolidation of Scores and Final Ranking

- Combined scoring from all stages
- Ranking of consultancy firms
- Recommendation for award of contract

Note: A consultancy firm must obtain a minimum of 80% of the total technical evaluation score to be considered eligible for the further interview stage.

10. Ownership and Confidentiality

- All data, analysis, databases, reports, tools, photographs and other materials generated under this consultancy will remain the property of CARE Nepal, unless otherwise agreed in writing.
- The consultant shall maintain confidentiality of all project and respondent information and shall not publish or share project data without prior written approval.

11. Submission Deadline:

The application should be submitted with reference to “Digital Training Module on Integrated Management of Acute Malnutrition (IMAM)–POSHAN Project” to NPL.CareNepal@care.org by 6 September 2026

Annex: I

While preparing the training module strictly follow the updated IMAM training guideline as attached below or refer to the updated government guideline to be provided by FWD:

<https://fwd.gov.np/nutrition/article/imam-guideline-2081>