



Expression of Interest (EOI) Document

for

Development of 3D Animation

(Multimedia Content of Topics)

for

CTS trades

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सत्यमेव जयते

1. TEXT OF ADVERTISEMENT NATIONAL INSTRUCTIONAL MEDIA INSTITUTE

(AN AUTONOMOUS INSTITUTION)

Directorate General of Training

Government of India - Ministry of Skill Development and Entrepreneurship

Post Box No.3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai - 600 032.

OFFICE : 044-2250 0657, 044-2250 0248 DIRECTOR 044-2250 0256 FAX : 044-2250 0791

E-mail : chennai-nimi@nic.in



INVITATION FOR EXPRESSION OF INTEREST

National Instructional Media Institute, Ministry of Skill Development & Entrepreneurship, invites Expression of Interest (EOI) from reputed firms/ companies /Joint Ventures / NGOs / Govt. /Semi Govt. agencies in India having experience in development of 3D Animation content on technical topics in India **“To develop 3D animated study material (which includes 3D Modeling, animation and voice narration Content of Topics)”** for three trades under Craftsman Training Scheme. The EOI document containing details of eligibility criteria, submission requirement and brief objective & scope of work etc. can be obtained from the website www.nimi.gov.in/tender. Further details/hard copies may be obtained from **The Executive Director, National Instructional Media Institute, Ministry of Skill Development & Entrepreneurship, CTI Campus, Guindy Chennai-600032. Telephone No: 044-22500256 & email: chennai-nimi@nic.in.** The eligible organizations may submit their responses in sealed envelopes in prescribed format to **The Executive Director, National Instructional Media Institute, Ministry of Skill Development & Entrepreneurship, CTI Campus, Guindy, Chennai - 600032 within 21 days** from the date of publication of the advertisement in the newspaper/ print media.

2. LETTER OF INVITATION

Letter No: NIMI/MS/B-30016/ADMIN/2016
National Instructional Media Institute
Government of India
Ministry of Skill Development & Entrepreneurship

Chennai , 22nd June 2016

To

Dear Sir/Madam,

National Instructional Media Institute, Ministry of Skill Development & Entrepreneurship, Government of India invites Expression of Interest (EOI) from reputed “firms / companies /Joint Ventures / NGOs / Govt./Semi Govt. agencies having experience in development of 3D animated study material content on technical topics”. The EOI document containing details of eligibility criteria, submission requirement and brief objective and scope of work etc. is enclosed. The EOI document is also available on the website www.nimi.gov.in/tender.

You may submit your responses in sealed envelopes on prescribed format to the undersigned within 21 days from the date of publication of the advertisement in the newspaper/print media.

Yours sincerely,

Executive Director
National Instructional Media Institute
Ministry of Skill Development & Entrepreneurship
CTI Campus, Guindy, Chennai – 600032
Telephone No.– 044- 22500256
Email – chennai-nimi@nic.in

Encl: EOI document

3. BRIEF OBJECTIVE AND SCOPE OF WORK

3.1 Introduction

The Craftsman Training Scheme was introduced by government of India in 1950 to ensure a steady flow of skill workers in different trades for the domestic Industries to raise quantitatively and qualitatively the Industrial production by systematic training and to reduce unemployment among the educated youth by providing them employable training to nurture a technical skill and to cultivate industrial attitude in the minds of younger generation. The scheme being most important in the field of vocational training has been harnessing the industry by supplying skilled workforce.

In order to make the course curriculum more interactive and easy to grasp, Directorate General of Training has proposed to developed 3D animated content in the form of 3D Animation of critical topics of all trades in this CTS scheme. To begin with Directorate General of Training plans to develop the same in three important sectors namely Electrician, Fitter and Welder.

3.2 Project Objectives & Scope of Work

The objective of the project is to provide animated model development in 3D to ensure better understanding of critical topics of the trade.

Work Descriptions –

The following subjects will be covered with about 20 topics of all the following Trades–

1. Electrician
2. Fitter
3. Welder
 - Topics will be based on 3D- Animation, Video, Audio.
 - Duration of lesson – Every topic will be of 2.25 mins. Approx. including 3D Animation, Video and Audio.

Work Plan –

1. Subject experts will prepare the storyboard (script)
2. Content visualizer and subject matter expert of DGT/NIMI/CSTARI will finalize the lesson by the prior discussion with the technical team of the firm.

3. Video and audio recording will be based on the requirement of the content only.
4. Technical team is responsible of finalizing the 3D animation by editing in three stages.
5. In case if any changes in the content is required technical team will do the necessary modification/ correction agreeable to the firm.

3.3 Technical Requirement

Technical Specification Requirements:

1. Designing Document and Storyboard: The Content is to be converted into a design document and storyboard and should have the best educational approach suitable to the Vocational Education & Training.
2. E-Content should be provided along with Custom made Interactive Graphics& Applet with 3D Animations, simulations to visualize and illustrate theoretical and practical aspects of the curriculum as per the NCVT syllabus of the trade.
3. Relevant videos if any to be provided in Html 5 format. All voice over files should be in MP3 format with professional accent. The lessons to be archived should be in downloadable PDF format.
4. Operating System: The developed e-Content should be optimized and should be 100% compatible to run under three operating systems such as Windows / Linux / Mac OS.
5. Minimum Hardware Compatibility: The content must run on a PC with a Pentium 4 processor, 1 GB RAM, 500 MB spare hard disk space
6. Browser Compatibility: The content must run and display equally well in Internet Explorer 6/7/8, Firefox, Chrome and Safari.
7. Monitor Display - Content viewing should be compatible with minimum of 800X600 screen resolutions. Content colors should be optimized for 32 bit color.
8. Bandwidth Optimization: E - Content for Internet delivery with rich media assets such as audio, animation should be optimized for fast loading, streaming and non-jerky display. Any e-Content with jerky performance and which is not optimized would be rejected

FORMAT-1

APPLICANT'S EXPRESSION OF INTEREST

To

The Executive Director,
National Instructional Media Institute,
Ministry of Skill Development & Entrepreneurship,
CTI Campus, Guindy
Chennai – 600032

Subject: Submission of Expression of Interest for **“3 D Animation Development”**

Dear Sir,

In response to the Invitation for Expressions of Interest (EOI) published on for **“3D animated study material”** we would like to Express Interest to carry out the **“3D Animation Development includes mobile devices across Android, IOS and Windows platform”**. As instructed, we attach 02 sets of the following documents in separately sealed envelopes and one soft copy:

1. Organizational Contact Details (Format-2)
2. Experience in 3D animated study material (Format-3)
3. Experience of key personnel (Format-4)
4. Financial strength of the organization (Format-5)
5. Additional information (Format-6)
6. Declaration (Format-7)

Sincerely Yours,
Signature of the applicant

[Full name of applicant]

Stamp

Date: xxxxxxxx

Encl: as above

Note: This is to be furnished on the letter head of the organization.

FORMAT-2

Organizational Contact Details

Name of Organization :	
Address :	
Contact Person :	
Telephone :	
Fax :	
Email :	

Signature of the applicant

Full name of the applicant

Stamp

Date

FORMAT-3

Experience in Related Fields

Overview of the past experience of the Organization in **3D Animation and other Services**

S.No.	Item	Number of Years
1.	Experience of studies/work done 3D animated study material*	
2.	Experience in carrying out studies/work in related sectors	
3.	Experience in related studies/work carried out in India	

*Experience in 3D animated study material firm alone will be considered

Pl attach relevant documents in support of above

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT -4

Experience of Key Personnel

Overview of the qualification and past experience of the key personnel

Name :

Designation:

Date of Birth :

Qualifications

S.No.	Item	Number of Years
1.	Experience of studies/work done 3D animated study material	
2.	Experience in carrying out studies/work in related sectors	
3.	Experience in related studies/work carried out in India	

Note: Information regarding a maximum of five key personnel may be provided. Separate sheet may be used for each individual. Each individual will be evaluated separately and then average of the all (maximum 5) personnel will be taken for final evaluation.

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT-5

Financial Strength of the Firm/ Company

1. Turnover figure for last three years
2. Net profit figure for last three years

S.No.	Years	Turnover (in Lakhs of Rs)	Net profit (in Lakhs of Rs)
1.	2013-14		
2.	2014-15		
3.	2015-16		

Note: Please attach auditor's certificate in support of your claim.

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT-6

Additional Information

1. List all attachments related to the previous sections.

S.No.	Description	No. of pages (From- to)

2. Additional information to support the eligibility.(Not more than 2 pages).

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT-7

Declaration

We hereby confirm that we are interested in competing for the development of **“3D animated study material ”**and all the information provided herewith is genuine and accurate to the best of our knowledge.

Authorized Person’s Signature:

Name and Designation:

Date of Signature:

Note: This declaration is to be furnished on the letter head of the organization.

5. General Instructions

5.1 Nature of job

Ministry of Skill Development & Entrepreneurship would like to develop 3D Animation models, video, narration for critical topics for the trade of Fitter, Electrician & welder under craftsman Training Scheme. The content should be compatible with operating systems such as Windows/ Linux/ Mac OS. 3D content for critical topics should be exclusively developed as per the scope of work, and technical specification requirements. The 3D content developed should also comply with the best instructional design and pedagogical approach suitable with the Craftsman Training Scheme.

5.2 Submission requirement

5.2.1 The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy

- 1: Applicant's Expression of Interest as per Format-1
- 2: Organizational Contact Details as per Format-2
- 3: Experience in Related Fields as per Format-3
- 4: Experience of Key Personnel as per Format-4
- 5: Financial strength of the company as per Format-5
- 6: Additional information as per Format-6
- 7: Declaration as per Format-7

5.2.2 Last date of submission by 4.00 PM on. 12th July 2016

5.2.3 The EOI is to be submitted to

The Executive Director,
National Instructional Media Institute,
Ministry of Skill Development & Entrepreneurship
CTI Campus, Guindy, Chennai - 600032
Telephone No. – 044- 22500256
Email – chennai-nimi@nic.in

Note: The firms who have the real experience in 3D animated study material development only should apply.

6. PRE-QUALIFICATION CRITERIA

Ministry of Skill Development & Entrepreneurship committee for 3D Animation development comprising of Directorate General of Training- New Delhi, CSTARI- Kolkata & NIMI- Chennai shall evaluate the consultants for short listing, inter-alia based on their past experience of handling similar types of projects, strength of their man power and financial strength of the firm. The employer will assign scores to the response of each consultant based on weightage assigned to each of the criteria as detailed below:

S.No.	Criteria	weight age / Sub_weight age	Max. marks
1	Past Experience of the firm in 3D animated study material	60%	60
1.1	Number of years experience	20%	12
1.2	Past experience of studies/work of similar nature	50%	30
1.3	Past experience in carrying out studies/work in related sectors Studies/work carried out in India	20%	12
1.4	In government of the firm with any Govt./ PSU/ Autonomous in 3D animated study material	10%	06
2	Experience of Key Personnel on 3D animated study material	25%	25
2.1	Number of projects carried out in last 5 years	30%	7.5
2.2	Experience in related sectors.	70%	17.5
3.	Financial strength of the Consultant	15%	15
3.1	Turnover figure for last three years	50%	7.5
3.2	Net profit figure for last three years	50%	7.5
	TOTAL	100%	100

The Ministry of Skill Development & Entrepreneurship shall short list all the consultants who secure the minimum 50 marks.