

## **EXPRESSION OF INTEREST (EOI)**

INVITATION FOR SELECTION OF AGENCIES TO CREATE 2D, 3D ANIMATION VIDEOS AND DIGITAL CONTENT FOR TRADES OF INDUSTRIAL TRAINING INSTITUTE (ITI) UNDER CTS SCHEME, MSDE, GOVERNMENT OF INDIA



# **National Instructional Media Institute**

### **Issued By**

National Instructional Media Institute  
Ministry of Skill Development & Entrepreneurship  
Government of India  
CTI Campus, Guindy Industrial Estate, Guindy, Chennai – 600032  
<https://nimi.gov.in/index.htm>  
Date of Issue: 01/11/2021

## Disclaimer

All information contained in this document, subsequently provided/ clarified are in good interest and faith. This is not an agreement and is not an offer or invitation to enter into an agreement of any kind with any party. NIMI reserves the right to cancel this document, and/or invite afresh proposals with or without amendments to this document without liability or any obligation for such document, and without assigning any reason. NIMI reserves the right to take final decision regarding award of contract.

Submission of proposal under EOI mode doesn't guarantee evaluation or allocation of work. Under no circumstances will the NIMI be held responsible or liable in any way for any claims, damages, losses, expenses, costs or liabilities whatsoever (including, without limitation, any direct or indirect damages for loss of profits, business interruption or loss of information) resulting or arising directly or indirectly by application or non – application to this EOI.

**EXPRESSION OF INTEREST (EOI)** for invitation for selection of agencies to create 2D, 3D animation Videos and Digital Content for trades of Industrial Training Institute (ITI) under CTS scheme, MSDE, Government of India

## 1. Introduction

National Instructional Media Institute (NIMI) was set up in the name of Central Instructional Media Institute (CIMI) in Chennai in December 1986 by the Government of India as a Subordinate Office under Directorate General of Employment and Training (DGE&T) with the assistance from Government of Germany through GTZ (German Agency for Technical Co- operation) as the executing agency.

After the approval of the Cabinet for the Grant of Autonomous status to CIMI, the Institute was registered as a society on 1st April 1999 under the Tamil Nadu Societies Registration Act 1975. Since then, it is functioning as an Autonomous Institute under the Govt. of India, Ministry of Skill Development & Entrepreneurship (MSDE), Directorate General of Training (DGT), New Delhi.

As per the recommendation of the Governing Council in its 5th Meeting held on 29.06.2003 under the Chairmanship of the Hon'ble Union Labor Minister, the institute was renamed as National Instructional Media Institute (NIMI) to reflect its National Character.

### 1.1 Objective

NIMI has been functioning as a Nodal Agency to develop Instructional Materials, e-content, Question Banks, Train media developers and trainers, enable translation of books into Hindi and other regional languages, network with other vocational stakeholders, create resource centers for vocational courses, promote research in the field of development of instructional materials and offer consultancy services.

NIMI envisages to scale global benchmarks in vocational education as a Nodal Organization for curricula, instructional media packages and Test Item development for vocational courses in the country.

NIMI proposes to accelerate vocational training in the country through systemic curriculum development, production, dissemination of instructional media packages and training on instructional media by closely interacting with the State / UT Govts., Industries, ITIs and Organizations involved in Vocational Training.

An excellent learning approach, blended learning refers to a combination of offline (traditional learning methodologies, face-to-face learning) and online learning strategies (online quizzes, discussion boards, and other resources) in perfect synchronization with each other.

Leveraging technology, educational software, and new learning tools, educators across the world are increasingly blending in-class and online learning strategies giving rise to this interesting model known as Blended Learning.

Also known as mixed or hybrid learning, this learning approach can be put to use in various forms. While some organizations prefer to use blended learning as the primary teaching method within the course curriculum, others use this technique only at specific instances.

The focus of the blended learning model is to give learners more freedom in the way that they learn and engage in their education.

## 1.2 Definition of Terms

1.2.1 **“Bidder”** means any firm offering the solution(s), service(s) and /or materials required in the EOI. The word Bidder when used in the pre award period shall be synonymous with Bidder, and when used after award of the Contract shall mean the Service Provider (SP) with whom NIMI signs the agreement for providing its services.

1.2.2 **“Contract”** is used synonymously with Agreement

1.2.3 **“Document”** means any embodiment of any text or image however recorded and includes any data, text, images, sound, voice, codes, databases or any other electronic documents as per IT Act 2000.

1.2.4 **“Intellectual Property Rights”** means any patent, copyright, trademark, trade name, service marks, brands, proprietary information whether arising before or after the execution of this contract and the right to ownership and registration of these rights.

1.2.5 **“NIMI”** refers to National Instructional Media Institute

1.2.6 **“NIMI's Representative / Project Coordinator”** means the person or the persons appointed by the designated authority from time to time to act on its behalf for overall coordination, supervision and project management.

1.2.7 **“SP”** means Service Provider which has to provide services to NIMI as per the scope of work of in this EOI.

1.2.8 **“Scope of Work”** means all Goods and Services, and any other deliverables as required to be provided by the SP under this EOI.

1.2.9 **“SP's Team”** means Agency's team, who has to provide Goods & Services to the designated authority under the scope of this EOI. This definition shall also include any and/or all of the employees/ individuals engaged either directly or indirectly by SP.

1.2.10 **“Timelines”** means the project milestones for performance of the Scope of Work and delivery of the Services as described in the EOI.

1.2.11 **“Technically Qualified/ Technical Qualification”** is synonymous to eligible bidders who have been shortlisted through this EOI and qualified to participate in the subsequent RFP process

### 1.3 Bidding Data Sheet:

S. No	Particulars	Details
1	Document ID	NIMI/MS/T-11017/MM/2021/
2	Release date	01 November, 2021
3	Selection Method	<b>2 Stage –</b> <b>1. Prequalification –</b> Meeting minimum eligibility criteria as per prequalification evaluation matrix set forth in the 'Expression of Interest' or EoI <b>2. Technical and Financial Evaluation -</b> Tender will be awarded to the pre-qualified Bidder from those shortlisted in the EoI stage through an RFP. Bidder with the highest composite score based on the QCBS Evaluation Method (70:30), participating in RFP will be awarded the contract.
4	Name of the tender inviting authority	Director, NIMI, Chennai CTI Campus, Guindy Industrial Estate, Guindy Chennai 600032 Email: Chennai
5	EOI issued by	National Instructional Media Institute (NIMI)
6	Availability of EOI	EOI can be downloaded from <a href="http://www.nimi.gov.in">www.nimi.gov.in</a>
7	Last Date of Submission of the EOI	Proposals must be submitted on or before 22/11/2021 5:00 PM
8	Bid Validity Period	120 days from the date of opening of the EOI

## 2. Pre-qualification Criteria and Evaluation Matrix:

Following criteria prescribed as the Pre-Qualification Criteria/ Evaluation Matrix for bidder interested in undertaking the project shall be applicable. The bidder shall fulfill all the following preconditions and must also submit documentary evidence in support of fulfillment of these conditions while submitting the EOI response. Claims without documentary evidence will not be considered.

Besides the mandatory criteria certain evaluative criteria have been defines basis which each bidder Eol shall be evaluated and ranked in order of highest to lowest.

S.No.	Basic Requirements	Specific Requirements	Documents to be submitted along with EOI	Marks Allocation	obligate
1.	Legal Entity	The bidder must be an Indian firm/ agency/ organization and must be legally registered under appropriate authority in India. The firm must be registered under GST Act 2017.	i. Copy of Certificate of Incorporation and Copy of Memorandum of Associations (MOA), Articles of Association (AOA) ii. GST Registration Copy iii. PAN Card copy	5 Marks	Mandated
2.	Turnover	The bidder should have minimum annual average turnover of INR 50 Lakh exclusively from e-learning / digital content development and related work during the last three financial years (i.e. 2018-2019, 2019-20 and 2020-21).	i. Certificate from the Chartered Accountant (refer Section 7, Form- A for submission formats) ii. Copies of audited balance sheet, profit & loss accounts for last three consecutive financial years (i.e. 2017-18, 2018-19 and 2019-20)	5 Marks	Mandated
3.	Financial Strength	Bidder should have <b>positive Net Worth for the last three financial years</b> (i.e.2017-18, 2018-19 and 2019-20).	Certificate from the Chartered Accountant for Positive Net Worth	5 Marks	Mandated
4.	Infrastructure	The bidder should have registered office in India.	i. Registration Certificate of the registered office from authorities or relevant Govt. department.	5 Marks	Mandated

S.No.	Basic Requirements	Specific Requirements	Documents to be submitted along with EOI	Marks Allocation	obligate
			ii. Organizational Contact Details of the applicant		
5.	Non-Blacklisting	The Bidder should not be blacklisted by any law and order agency, with any of the Government (Central or State), PSU or Public-private Partnership (PPP).	Self-Declaration Letter duly signed by authorized signatory on company letter head and notarized as per format given in Section 7, Form-D of this EOI	5 Marks	Mandated
6.	Experience Overall	The bidder must have minimum 5 years of experience in making Video, Concept Creation Visual Storyboard, Artwork Voiceover for English, Hindi, Location shoot direction including interviews, DOP, Camera Equipment, Lighting, Motion graphics, VFX Film editing, Buying of Royalty, Free Stock Footage, Images if any.	i. Experience certificate/ letter from engaging body/Contract Document clearly indicating total experience in years ii. Summary of assignments listed shall be provided in enclosed format along with supporting such as Contract, Letter of Engagement, Letter of Completion/ Acknowledgement or equivalent	10 Marks	Mandated
7.	In-House Production Facilities	The agency must have in-house production facilities for production and editing of contents in all forms including video in high definitions, research based technical content etc.	Picture or video samples of your in-house facility in a CD/DVD/USB	5 Marks	Mandated
8.	Experience in development of Videos	Bidder should have capabilities to develop any kind of videos (Shoot based, 2D animation, 3D animation, stock images/videos based etc.) with voice along with	Work Sample in CD/DVD/USB  Firm should submit video content in Engineering and non-Engineering subjects	20 Marks  Engineering content – 10 Marks	Mandated

S.No.	Basic Requirements	Specific Requirements	Documents to be submitted along with EOI	Marks Allocation	obligate
		music including but not limited to original music; for various requirements applicable to product ads, tutorials, launch videos, occasion based videos, digital content video, etc. depending on the need and requirement raised by the Bank. Marks will be given on criteria like Storyline Graphics/voice over/Music/Presentation and Overall Impact		Non - Engineering content – 10 Marks Dubbed into regional Language – 5 Marks	
9.	Experience of working with government Organizations	The bidder should have minimum 3 years of relevant experience with Government Organizations.	Declaration by Authorized Signatory along with the Work order showing the date of award along with current contact details of the client	5 Marks	Mandated
10.	Employees on Payroll	Bidder should possess the requisite human resource capabilities. i.e. minimum <b>50 professionals</b> working in the area of video production/quality assurance/Implementation operations	Letter form HR head Mentioning the total number of employees (Regular/Contractual) along with the names of employees.	5 Marks	Mandated
11	Certification	ISO or CMMI Certification Relevant to the assignment	Copy of such certificates clearly indicating the validity	5 Marks	Mandated
			Total	100	

### 3. Evaluation Criteria for Selection of Firm:

#### 3.1. General Instructions on Bid Submission

- 3.1.1. The EOI shall be submitted in a single sealed envelope superscripted with “Expression of Interest (EOI) for selection of agencies to create 2D motion graphic, 3D animation Videos and Digital Content for trades of Industrial Training Institute (ITI) under CTS scheme, MSDE, Government of India” and bidder name. This envelope should contain EOI proposal and one soft copy of the same in the form of CD/USB
- 3.1.2. EOI proposal shall consist of supporting proofs and documents as defined in Section 2 - Pre-Qualification Criteria and Evaluation Matrix



- 3.1.3. Bidder shall submit all the required documents as mentioned in the annexures including various templates as provided in Section 5 – Annexure I of this EoI document
- 3.1.4. Envelope should indicate clearly the name, address, telephone number, and Email ID of the bidder
- 3.1.5. The EOI proposal submitted by bidder should be a complete document and should be bound as a volume. The document should be page numbered, must contain the list of contents with page numbers and shall be signed by the Authorized Representative of the bidder
- 3.1.6. EOI document submitted by the bidder should be concise and contain only relevant information as required
- 3.1.7. The entire proposal shall be strictly as per the format specified in this Invitation for Expression of Interest and any deviation may result in the rejection of the EOI proposal
- 3.1.8. Any proposal received by NIMI after the submission deadline shall be rejected and returned unopened to the Bidder. NIMI shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained
- 3.1.9. NIMI will shortlist bidders as per Section 2 - Pre-Qualification Criteria and Evaluation Matrix of this EoI document.

### **3.2. Evaluation Process**

- 3.2.1. NIMI shall evaluate the responses to the EOI and all supporting documents/ documentary evidence for adherence to this EOI's requirements and capabilities to identify the proposal providing the best value. Inability to submit requisite supporting documents/ documentary evidence, may lead to rejection of the EOI Proposal.
- 3.2.2. The NIMI may seek additional documents or clarifications as and when required from the bidders
- 3.2.3. The NIMI will select based on the submittals or, at its discretion, and may ask bidders to provide a demo prior to selection or Request for Proposal (RFP) process
- 3.2.4. Each of the responses shall be evaluated to validate compliance of the applicant according to the Pre-Qualification Criteria, forms and the supporting documents specified in this document
- 3.2.5. The decision of the NIMI in the evaluation of responses to the Expression of Interest shall be final
- 3.2.6. NIMI intends to select the service provided basis RFP process following the EoI. Only shortlisted bidders from EoI process shall qualify to participate in the RFP process.
- 3.2.7. NIMI intends to conduct the subsequent RFP process based on QCBS methodology (70:30) with 70% weightage to technical proposal and 30% to financial proposal. Please note that NIMI reserves the right to alter the selection methodology for subsequent RFP process.

### **3.3. Notification of Shortlisted Bidders**

3.3.1. NIMI shall notify the shortlisted bidders on its website ([www.nimi.gov.in](http://www.nimi.gov.in))

3.3.2. Only Shortlisted bidders will be issued the RFP.

## **4. Terms of Reference**

### **4.1 Objective**

NIMI has been functioning as a Nodal Agency to develop Instructional Materials, e-content, Question Banks, Train media developers and trainers, enable translation of books into Hindi and other regional languages, network with other vocational stakeholders, create resource centers for vocational courses, promote research in the field of development of instructional materials and offer consultancy services.

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The focus of the blended learning model is to give learners more freedom in the way that they learn and engage in their education.

### **4.2 Scope of Work**

1. Production of e-Learning Videos (2D Motion Graphic, 3D animation, real time shooting) in English, Hindi in digital format of 6-8 minutes' duration.
2. Resolution of the videos are of the following format: -
  - i) FHD Format: 1920x1080
  - ii) 4K: 3840x2160
3. The Agencies/ Bidders must quote production charges including all charges for the following:
  - i) Pre-production, shooting and editing, postproduction recording music and professional voiceover.

- ii) The Bidder's production team will be totally responsible for required infrastructure to shoot the video besides, processing, hiring of camera & lights, other equipment, studio hiring, site selection and procuring all the necessary permission for shoot, catering, transportation, etc. in case of outdoor shooting.
- iii) Agency/Bidder will be responsible for hiring the crew including Project Manager/Art Director, Videographer, animator etc.
- iv) Agency/Bidder will be responsible to meet the post-production charges such as: Studio hire for editing charges, Motion graphics Animation charges, Music composition and voiceover charges (English and Hindi) and any other related charges.
- v) Story Boarding & Script: The bidder shall prepare the e learning video, based on the content to be discussed and provided by NIMI.
- vi) Visual Storyboard & Artwork, Voiceover for English & Hindi, DOP, Camera Equipment, Lighting, Motion graphics, VFX, Film editing and Buying of Royalty, Free Stock Footage, Images if any.
- vii) On approval of story board, the rough cut of the entire video including animations to be approved by NIMI and any changes advised to be incorporated accordingly. Creating 2D character and 3D character models once character design finalizes.
- viii) Video must be well lighted and sharp images should be there. The shoot site should be clean, and objects shown in the video should be presentable. Re video shoot may be required if the videos made by the bidder is found unsatisfactory to NIMI.
- ix) Animation: The e learning video shall include 2D/3D/ Panoramic / Bird's eye view of NIMI content for blended learning activities.
- x) Editing: Editing is to be done in digital non-linear set up with graphics and animation workstation in addition to music and narration. Use of special effects shall be done in the video wherever required. Re-editing may be required if the editing made by the bidder is found unsatisfactory to NIMI. The listed scope of work is indicative only and the bidder may discuss further details with NIMI for developing the video.
- xi) Inspection: The bidder shall arrange for inspection of the job by the competent authorities of NIMI on every stage of work as detailed made at any time during the process of development of the Video, if felt necessary by the competent authorities of NIMI. Any defect pointed out/ modification suggested during such inspections must be promptly rectified/ incorporated to ensure desired quality of work. It would be mandatory on the part of the bidder to arrange inspection and obtain approval at every stage of the work, failing which action shall be taken as will be deemed fit by NIMI. The decision of NIMI in this regard shall be final and binding on the bidder.
- xii) The bidder must submit all source file created for e-learning material to NIMI.
- xiii) Uploading: Final output is to be in .MP4 format and published as HTML in the Bharatskills portal.
- xiv) Any issue after uploading must be addressed by bidder.
- xv) The bidder shall agree to carry out any additional assignment/tasks during the assignment period as per instruction of NIMI, the remuneration and change request will be arrived upon by mutual agreement of the scope of work

#### **4.3 Validity of Bids**

The validity of the EoI shall be 4 months from the day of opening of EoI responses.

## **6.5. Copyright**

The developed video will be the sole property of NIMI. The bidder under no circumstances will sell, lease, use, lend or donate the videos, wholly or partly, to any other client.

The e-learning content developed by bidder should not violate any copy right. If violated the bidder will be solely responsible for legal action.

## **7.6. Payment Schedule**

The payment to selected bidder/ SP shall be made after uploading of the videos and duly validated by NIMI.

<b>S. No.</b>	<b>Stages</b>	<b>Payment option</b>
1.	Storyboard approval	20%
2.	Rough cut approval	20%
3.	Final submission of source file and uploading	30%
4.	On successful operation in portal	30%

**7. Annexure - I**

**Form A**

<b>S. No</b>	<b>Years</b>	<b>Turnover Details (in INR)</b>
A	2018-19	
B	2019-20	
C	2020-21	
Average Annual Turnover (A+B+C) / 3		

**Form B:**

<b>S. No.</b>	<b>Name of the Assignment</b>	<b>Name of the Client/engaging body</b>	<b>Name and Address/Tele phone No./email of officer to whom reference may be made</b>	<b>Brief description of services provided</b>	<b>Start Date and End Date</b>	<b>Duration of the Assignment</b>	<b>Value of Services Provided (in INR lakhs)</b>

Signature of the applicant

Full name of Applicant and Designation

Place, Date

**Form C**

<b>S. No.</b>	<b>Organizational Contact Details</b>	
1	Name of Organization	
2	Primary areas of business	
3	Address of offices in (i) National Capital Region of Delhi (ii) All other State/UT's	
4	Contact person with telephone no. and Email ID	

**Signature of the applicant**

**Full name of Applicant and Designation**

**Place, Date**

Form D

**SELF-DECLARATION  
NON-BLACKLISTING**

To,  
NIMI

Dear Sir,

In response to the “**Expression of Interest (EOI) for selection of agencies to create 2D, 3D animation Videos and Digital Content for trades of Industrial Training Institute (ITI) under CTS scheme, MSDE, Government of India)**”, I/We hereby declare that presently our company/firm (Name of the agency/ firm/ organization) is having unblemished record and is neither blacklisted nor debarred by any PSU or Any Regulatory Body or Government of India or State Government or any of its agencies for any reasons whatsoever.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, our proposal to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Name of the Bidder  
Organization

—Authorized Signatory

Seal of the