

**EXPRESSION OF INTEREST (EOI)
INVITATION FOR EMPANELMENT OF AGENCIES TO CREATE 2D, 3D ANIMATION,
DEMONSTRATIVE VIDEO 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
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Abbreviations

| | |
|--------------|--|
| CTS | Craftsman Training Scheme |
| EOI | Expression of Interest |
| ICT | Information and Communications Technology |
| ISO | International Organization for Standardization |
| IT | Information Technology |
| ITOT | Institute of Training of Trainers |
| LMS | Learning Management System |
| MCQ | Multiple Choice Question |
| MSDE | Ministry of Skill Development & Entrepreneurship |
| NCVET | National Council for Vocational Education and Training |
| NIMI | National Instructional Media Institute |
| NSDC | National Skill Development Corporation |
| NSQC | National Skills Qualifications Committee |
| NSQF | National Skills Qualifications Framework |
| NSTI | National Skill Training Institute |
| PSU | Public sector undertaking |
| EOI | Request for Proposal |
| SCORM | Sharable Content Object Reference Model |
| SME | Subject Matter Expert |

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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. Background

The Craftsman Training Scheme was introduced by the 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 nurture a technical skill and to cultivate industrial attitude in the minds of the younger generation. The scheme being important in the field of vocational training has been harnessing the industry by supplying a skilled workforce.

In order to make the course curriculum more interesting and easier to grasp, NIMI has proposed to develop e-learning content in the form of 2D/3D Animation of critical topics of all trades in this CTS scheme.

1.3. Definition of Terms

- 1.3.1. "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.
- 1.3.2. "Contract" is used synonymously with Agreement.
- 1.3.3. "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.
- 1.3.4. "Effective Date" means the date on which this contract is signed
- 1.3.5. "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.
- 1.3.6. "NIMI" refers to the National Instructional Media Institute.
- 1.3.7. "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.
- 1.3.8. "SP" means Service Provider which has to provide services to NIMI as per the scope of work in this EOI.
- 1.3.9. "Scope of Work" means all Goods and Services, and any other deliverables as required to be provided by the SP under this EOI.
- 1.3.10. "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.
- 1.3.11. "Timelines" means the project milestones for performance of the Scope of Work and delivery of the Services as described in the EOI.
- 1.3.12. "Terms of Reference (ToR)" and "Scope of Work (SoW)" used synonymously to

mean all Goods and Services, and any other deliverable as required to be provided by the selected bidder (SB) under this EOI.

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

1.4. Bidding Data Sheet

| S.no | Particulars | Details |
|------|---|--|
| 1. | Document ID | NIMI/MS/T-11022/MM/2025 |
| 2. | Release date | 26.2.2025 |
| 3. | Selection Method | <ul style="list-style-type: none"> • Prequalification and Technical Evaluation–Meeting minimum eligibility criteria as per prequalification evaluation matrix set forth in the ‘Expression of Interest’ or Eoi. • Further Bidder will be shortlisted based on Technical Evaluation whose already pre-qualified as per prequalification evaluation matrix • If a bidder is not qualified as per pre-qualification evaluation matrix. The bid will be rejected, and the technical bids will not be opened. |
| 4. | Name of the Client/EOI issued by | National Instructional Media Institute (NIMI) |
| 5. | Key Client Personnel | The Executive Director National Instructional Media Institute Ministry of Skill Development and Entrepreneurship Government of India Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai-32 |
| 6. | Availability of EOI | EOI can be downloaded from www.nimi.gov.in |
| 7. | Last Date for Receiving Pre-bid Queries | All bid related queries shall be shared via E-mail on chennai-nimi@nic.in latest by 07.3.2025 Subject of pre-bid query emails should be “Pre-bid Queries– Blended Content Development EOI- <<Name of Bidder>>” |
| 8. | Pre-bid Meeting | Pre-bid Meeting shall be conducted on 12.3.2025 National Instructional Media Institute, Ministry of Skill Development and Entrepreneurship Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai-32 and via VC (Video Conferencing) Link will be shared later @NIMI Websites |
| 9. | Response to pre-bid Queries | NIMI shall respond to pre-bid queries within 3 working days from the Pre-bid Meeting |
| 10. | Last Date of Submission of the Proposal | Proposals must be submitted within 30 days from publishing of the EOI i.e., 15.00 hrs on 27.3.2025. Any proposal received after submission deadline shall be deemed as disqualified and shall be returned |

| | | |
|--|--|----------|
| | | unopened |
|--|--|----------|

| | | |
|-----|----------------------------------|---|
| 11. | Validity of Bids | Bid shall be valid for a period of 180 days from the last date of proposal submission |
| 12. | Opening of Technical Bid | The Technical Bid shall be opened by NIMI within 10 days from the submission last date of submission of proposal. The same shall be done in presence of an internal evaluation committee constituted by NIMI. |
| 13. | Empanelment of Agency | NIMI shall communicate the Bidders those shortlisted within 10 days of opening of bid. Same shall be followed by a subsequent correspondence between bidders |
| 14. | Performance Bank Guarantee(PBGA) | The selected agency(ies) shall submit Performance Bank Guarantee amounting to 10% of the contract value. If the vendor is engaged in multiple contracts with NIMI, a separate performance Bank Guarantee will be required for each content. |

2. INSTRUCTION TO BIDDERS

2.1. General Instructions

- 2.1.1. No Bidder shall submit more than one Bid for the Project. Bid shall be valid for a period of 180 days from the last date of proposal submission.
- 2.1.2. Bidders are advised to study all instructions, forms, terms, requirements, and other information in the EOI documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.
- 2.1.3. Failure to comply with the requirements of this paragraph may render the Proposal noncompliant and the Proposal may be rejected. Bidders must –
 - (a) Include all documentation specified in this EOI
 - (b) Follow the format of this EOI and respond to each element in the order as set out in this EOI
 - (c) Comply with all requirements as set out within this EOI.
- 2.1.4. Consortium/ Joint Venture and Associations are not allowed as a part of this EOI. Any proposal of said nature received by NIMI shall be considered as non-compliant and will not be evaluated or considered by NIMI.
- 2.1.5. Subcontracting is not permitted under this EOI. The bidder shall not do subcontracting of any work whatsoever at any stage under the EOI, including the delivery phase post selection.
- 2.1.6. From the time of bid advertisement to the time of Contract award, if any Bidder wishes to contact the NIMI (or designated officer) on any matter related to the bid, it should do so in writing at the address mentioned in the bidding data sheet.
- 2.1.7. The bidder shall bear all costs associated with the preparation and submission of its Bid, and the NIMI shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

- 2.1.8. Bidders should submit only one Bid including Technical Bid and EMD separately sealed/ attached/ enclosed and named appropriately for identification
- 2.1.9. The bids shall remain valid for the period of 180 days from the date of opening of the technical bid.
- 2.1.10. In exceptional circumstances, prior to the expiration of the bid validity period, NIMI may request bidders to extend the period of validity of their bids. In case of bidder extending the bid, the Bidder granting the request shall also extend the bid security/EMD adequately beyond the deadline of the extended validity period.

2.2. Pre-bid Meeting and Clarifications

- 2.2.1. Pre-bid Meeting shall be conducted on 12.3.2025, 15:00 hrs at National Instructional Media Institute Ministry of Skill Development and Entrepreneurship Post Box No. 3142, CTI Campus, GuindyIndustrialEstate, Guindy, Chennai-32 and via VC (Video Conferences)
- 2.2.2. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach NIMI via. email sent to 07.3.2025,17:00 hrs. The queries should have reference to relevant sections of the EOI wherever applicable.
- 2.2.3. NIMI shall not be responsible for ensuring that the bidders' queries have been received by them. Any requests for clarifications after the indicated date and time may not be entertained by the NIMI.
- 2.2.4. NIMI will endeavor to provide timely response to all queries. However, NIMI makes no representation or warranty as to the completeness or accuracy of any response; neither response nor does NIMI undertake to answer all the queries that have been posed by the bidders. The responses to the queries from all bidders will be distributed to all.
- 2.2.5. At any time prior to the last date for receipt of bids, NIMI may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the EOI Document by a corrigendum.
- 2.2.6. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on the www.nimi.gov.in and emailed to all participants of the pre-bid conference. Any such corrigendum shall be deemed to be incorporated into this EOI.
- 2.2.7. In order to provide prospective Bidders reasonable time for taking the corrigendum into account, NIMI may, at its discretion, extend the last date for the receipt of Proposals.

2.3. Bid Submission

- 2.3.1. The EOI shall be submitted in a single sealed envelope superscripted with "Expression of Interest (EOI) for Blended Learning Content Development" and the bidder's name. This outer envelope should contain Technical Proposal and EMD in two separate envelopes. Also, one soft copy of the Technical Proposal only in the form of DVD/CD/USB/HDD shall be provided in the Technical Proposal Envelope.
- 2.3.2. NIMI will not be held responsible if the submitted technical proposal bid is damaged or unreadable. If the DVD/CD/USB/HDD submitted by the firm is

damaged or unreadable the firm will automatically be disqualified.

- 2.3.3. EOI responses shall be submitted in the following manner –
 - (a) Technical Proposal - (1 Original + Soft Copy of Technical Proposal in CD/USB) in first envelope
 - (b) EMD (1 Original) in the second envelope All the above shall be placed in an outer envelope.
- 2.3.4. Proposals must be submitted within 30 days from publishing of the EOI i.e., latest by 15:00 hrs on 27.3.2025 to The Director, National Instructional Media Institute, Ministry of Skill Development and Entrepreneurship, Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai-32
- 2.3.5. Technical Proposal shall consist of supporting proofs and documents as defined in Section 5 (Annexures) of the EOI. Bidder shall submit all the required documents as per format mentioned in the Section 5 of this EOI document.
- 2.3.6. Conditional bids are liable to be rejected.
- 2.3.7. NIMI shall not be responsible for delay or non-receipt of the documents/bids. Any proposal received after the submission deadline shall be deemed as disqualified and shall be returned unopened.
- 2.3.8. All the pages of the proposal must be sequentially numbered and must contain the list of contents
- 2.3.9. The original proposal/bid shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initiated by the person (or persons) who sign(s) the proposals.
- 2.3.10. All pages of the bid including the duplicate copies, shall be initiated and stamped by the person or persons who is authorized to sign the bid.
- 2.3.11. In case of any discrepancy observed by NIMI in the contents of the submitted original paper bid documents with respective copies, the information furnished on the original paper bid document will prevail over others.
- 2.3.12. Bidder must ensure that the Technical Proposal Copy furnished by bidders in respective USB/HDD or DVDs/CDs is identical to that submitted in the original paper bid document. In case of any discrepancy observed by NIMI in the contents of the USB/HDD or DVDs/CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy.
- 2.3.13. The Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal.
- 2.3.14. The bidder shall be responsible for all costs incurred in connection with participation in the EOI process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by NIMI to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.
- 2.3.15. NIMI will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

2.3.16. The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the English translation shall govern.

2.3.17. The offer submitted by the Bidders should be valid for a minimum period of 180 days from the date of submission of bid.

3. BID OPENING AND EVALUATION

3.1. Pre-qualification Criteria and Evaluation Matrix:

Following criteria prescribed as the Pre-Qualification Criteria/ Evaluation Matrix for bidders 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 defined on which each bidder EoI 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 Act2017. | i. Copy of Certificate of Incorporation (1 Mark) ii. Copy of Memorandum of Associations(MOA) (1 Mark) iii. Articles of Association(AOA) (1 Mark) iv. GST Registration Copy (1 Mark) v. PAN Card copy (1 Mark) | 5 Marks | Mandated |

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| 2. | Turnover | The bidder should have minimum annual average turnover of INR 25 Lakh exclusively from e- learning / digital content development and related work during the last three financial years (i.e. 2022 -2023,2023-2024 and 2024-2025) | i. Certificate from the Chartered Accountant (2 Mark) ii. Copies of audited balance sheet, profit & loss accounts for last three consecutive financial years (i.e. 2022 -2023 (1 Mark), 2023-2024 (1 Mark) and 2024-2025 (1 Mark)) | 5 Marks | Mandated |
| 3. | Financial Strength | Bidder should have positive Net Worth for the last three financial years (i.e. 2022 -2023,2023-2024 and 2024-2025) | Certificate from the Chartered Accountant for Positive Net Worth | 5 Marks | Mandated |
| 4. | Infrastructure | The bidder should have registered office in India. | Registration Certificate of the registered office from authorities or relevant Govt. department. | 5 Marks | Mandated |
| 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 performative in Section5, Form 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/ | 10 Marks | Mandated |

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| | | | <p>Acknowledgement or equivalent (Above 5 years = 10 Mark 4 to 5 years = 8 Mark 3 to 4 years = 6 Mark 2 to 3 years = 4 Mark 1 to 2 years = 2 Mark 0 to 1 years = 1 Mark)</p> | | |
|--|--|--|--|--|--|

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| 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/ HDD | 10 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 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 | Work Sample in CD/DVD/USB/ HDD Firm should submit video content in Engineering and non-Engineering subjects | <p>30 Marks</p> <ul style="list-style-type: none"> • Engineering Content – 10 / 30 Marks • Non - Engineering content – 10 / 30 Marks • Dubbed into regional Language – 10 / 30 Marks | Mandated |
| 9 | Experience of working with government Organizations | The bidder should have a 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 (Above 3 years = 10 Mark 2 to 3 years = 7 Mark) | 10 Marks | Mandated |

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|----|----------------------|--|---|------------|----------|
| | | | 1 to 2 years = 5 Mark 0 to 1 years = 1 Mark) | | |
| 10 | Employees on Payroll | Bidder should possess the requisite human resource capabilities. i.e. minimum 30 professionals working in the area of video production/quality | Letter form HR head Mentioning the total number of employees (Regular /Contractual) along with the names of employees. (Above 30 professional = 10 Mark 30 - 25 professional = 8 Mark 25 - 20 professional = 6 Mark 20 - 15 professional = 4 Mark 15 - 10 professional = 2 Mark Below 10 professional = 1 Mark) | 10 Marks | Mandated |
| 11 | Certification | ISO or CMMI Certification Relevant | Copy of such certificates clearly Indicating the validity | 5 Marks | Mandated |
| | | | Total | 100 | |

3.2. Opening and Evaluation of the Technical Bid

- 3.2.1. The Bidder should submit the Blended Learning e-content based on the Design Document, StoryBoard format, lesson content along with the scope of work, given by NIMI as attachment. They should develop the Blended Learning e-content considering the parameters given in the scope of work.
- 3.2.2. NIMI will constitute an internal Proposal Evaluation Committee to evaluate the responses (Blended Learning e-content) of the bidders, the decision of the Proposal Evaluation Committee in the evaluation of responses to the EOI shall be final. No correspondence will be entertained outside the process of evaluation with the committee.
- 3.2.3. The Proposal Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations. Each of the responses shall be evaluated as per the criterion and requirements specified in this EOI.
- 3.2.4. The Technical Proposals submitted up to last date and time of submission as per the bidding data sheet will be opened at NIMI Office, CTI Campus, Guindy,

Chennai within 10 days from submission of proposal in presence of NIMI Committee Members, those Bidders or their representatives who may be present at the time of opening

3.2.5. For timely evaluation of the bids, the NIMI Evaluation Committee may, at its discretion, seek any clarification from bidders with regards to technical proposal and related supporting documents submitted by the bidders.

3.2.6. If the Bidder does not provide clarifications about its bid by the date and time set in the NIMI's request for clarification, the bids shall be evaluated on the basis of information available with the NIMI.

3.3. Evaluation and Selection Methodology

3.3.1. NIMI will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the EOI. All eligible bids will be considered for further Technical bid evaluation by the NIMI Proposal Evaluation Committee according to the Evaluation process defined in this EOI document. The decision of the Committee will be final in this regard.

3.3.2. The Proposal Evaluation Committee shall evaluate the compliant bids and rank them in order of their Technical Score with highest Technical Scoring bidder termed as T1, followed by T2, T3 and T4.

3.4. Evaluation Matrix for Technical Bids

| S.no | Parameters | Grades/Marks |
|------|---|--------------|
| 1. | Coverage of practical and theory topic | 12 |
| | Factual accuracy of facts explanation, representations and terminologies. | 3 |
| | Alignment of skills coverage with recommendation of NSQF | 3 |
| | Provided Real life examples | 3 |
| | Inclusivity of diverse learners i.e gender, race, socio-economic background, appearances. | 3 |
| 2. | Storyboard (as per the given format) | 8 |
| 3. | 3DAnimation | 25 |
| | • 3DModel | 5 |
| | • Lighting | 5 |
| | • Animation | 5 |
| | • Rendering | 5 |
| | • Material | 5 |
| 4. | 2DAnimation | 20 |
| | • 2DMotiongraphic | 7 |
| | • 2DModel | 7 |
| | • 2DImage(Tracing, Drawing) | 6 |
| 5. | Video | 15 |
| | • Presenter | 3 |
| | • HD Video | 3 |
| | • VFX(Green Screen , etc) | 3 |

| | | |
|--------------|---|------------|
| | • Voice Sink | 3 |
| | • Editing & Continuity | 3 |
| 6. | Voice & Background Music(0 if Machine voice is used) | 10 |
| | • Quality of the Audio | 3 |
| | • Background Music | 2 |
| | • Usage of English to present skill terms & operations with vernacular accent to acquaint learners with the language. | 5 |
| 7. | Regional Language(Tamil or Hindi) | 5 |
| | • Quality of the Audio | 2.5 |
| | • Comprehensibility of vocabulary and accent used, for the intended learners | 2.5 |
| 8. | MCQs | 5 |
| | • Choose | 1 |
| | • Drag and Drop | 1 |
| | • Game | 1 |
| | • Correctness, clarity and ambiguity of assessment question and their solutions | 2 |
| Total | | 100 |

3.4.1. The Bidder must meet minimum requirements on all criteria and must obtain a minimum Technical Score of 40 out of Maximum Technical Score of 100.

3.5. Notification of Award and Contract Signing

3.5.1. NIMI reserves the right to accept or reject any proposal, and to annul the tendering process/Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for its action.

3.5.2. Prior to the expiration of the bid validity period, NIMI will notify the successful bidder(s) in writing or via email, that their proposal has been accepted. In case the tendering process/public procurement process has not been completed within the stipulated period, NIMI may request the bidders to extend the validity period of the bid.

3.5.3. The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Bank Guarantee, NIMI will notify each unsuccessful bidder and return their EMD.

3.5.4. The NIMI will require the selected bidder to provide a Performance Bank Guarantee, within 15 days from the Notification of award, for a value equivalent to 10% of the contract value. The Performance Guarantee should be valid for the entire duration of the contract.

3.5.5. If the vendor is engaged in multiple contracts with NIMI, a separate performance Bank Guarantee will be required for each content.

3.5.6. The Performance Guarantee shall be kept valid till completion of the project or contract i.e. till the final deliverable is signed off by NIMI. The Performance Guarantee shall contain a claim period of three months from the last date of

validity. The selected bidder shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the project or any delays whatsoever.

- 3.5.7. NIMI shall reserve the right to negotiate with the bidder(s) whose proposal has been most responsive. On this basis the draft contract agreement would be finalized for award & signing.
- 3.5.8. NIMI may also like to reduce or increase the quantity of any item in the Scope of Work defined in the EOI. Accordingly, total contract
- 3.5.9. After NIMI notifies the successful bidder(s) that its proposal has been accepted, NIMI shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder between NIMI and the successful bidder(s).
- 3.5.10. Failure of the successful bidder(s) to agree with the Draft Legal Agreement and Terms & Conditions of the EOI shall constitute sufficient grounds for the annulment of the award, in which event NIMI may award the contract to the next best value bidder or call for new proposals from the interested bidders. In such a case, NIMI shall invoke the PBG of the most responsive bidder.

4. TERMS OF REFERENCE

4.1. Scope of Work

- 4.1.1. NIMI intends to develop blended learning content for CTS courses through this EOI.
- 4.1.2. The firm must engage Subject Matter Experts (SMEs) and Instructional Designers with prior experience in ITI teaching to ensure the highest quality and relevance of the e-learning materials.
- 4.1.3. Production of e-Learning Videos (2D Motion Graphic, 3D animation, real time shooting) in English, Hindi, Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali, Punjabi, Gujarati, Assamese, Urdu, Odia in digital format which should not be more than 60 minutes' duration. They should be sequenced into separate smaller sub-topics should not be more than 10 minutes each and have relevant activities associated with them. Each Subtopics should have 5 MCQs.
- 4.1.4. The e-learning material should cover 100% of the practical content and only the Important theory content should be added.
- 4.1.5. The firm should follow the storyboard format submitted by NIMI.
- 4.1.6. The video time break up of the blended learning content with-in the video would be as follows:
 - i) 2 Minutes of Presenter video delivering the lecture
 - ii) 5 Minutes of 2D motion graphic
 - iii) 3 Minutes of 3D Animation
- 4.1.7. The timing of activities can be adjusted based on the learning outcomes and the specific needs of the exercise. NIMI reserves the right to modify the timing, remove any component from the submitted storyboard, and make changes at any stage of the development process.
- 4.1.8. The submitted storyboard should be in MS word format, and it should clearly

describe the details describing the video, 2D Motion Graphic, 3D Animation, on screen text and image description, with approximate time (in minutes) of the Video.

4.1.9. The e-content should have Introduction, Title, Learning Objectives, Subject, Real Life examples, MCQs (as per NIMI guidelines), Recap. The above should be mentioned clearly on the storyboard.

4.1.10. The firm should finalize the rate at the time of approving the storyboard based on the parameters mentioned.

4.1.11. Resolution of the videos are of the following format: - high quality (1920X1080) video and excellent quality noise free audio. All the Video's must have 16:9 Aspect Ratio (widescreen). Video quality and Audio levels are constantly monitored while the firm should only start the development of the project only after approval of the storyboard.

4.1.12. Quality Assurance:

Overall quality assurance before scheduling the course for delivery shall have:

- Final typos and grammar checks.
- Video quality checks.
- Pedagogy and learning experience.
- Formatting of text and images.

4.1.13. The firm should only start the development of the project only after approval of the storyboard.

4.1.14. We encourage you to ensure that everyone being photographed or recorded as part of this video production, signs a release form.

4.1.15. The firm should follow the design document strictly produced by NIMI

4.1.16. Pedagogical alignment

4.1.16.1 The e-content should not be the replica of the given book.

4.1.16.2 The e-content should enable learners to construct their own understanding about the topic by meaningfully connecting the content to what they already know and apply it to various problem-solving scenarios.

4.2.13.2 Real-life connections should be provided to the context of the learner, to help them construct the correct mental mode of the concept.

4.2.13.2 The e-content should be inviting the participation of the learner in the learning process via presentation of the content with meaningful visual organizers and explanations in conversational forms.

4.2.13.2 The e-content should have motivational features that promote learners to be in touch with the content and explore it.

4.2.13.2 The e-content should be segmentation of multimedia content meaningfully such that they are sequenced into separate smaller sub-topics and have relevant activities associated with them.

4.2.13.2 The smaller sub-topics should have MCQ's aligned at corresponding cognitive

levels ensuring the learning objectives.

4.2.13.2 The MCQs should have constructive feedback designed to inform learners what is wrong, why it is wrong and what should be done to refine their understanding.

4.2.13.2 The e-content should have dynamic adaptability of the assessment and content to the needs of the learners based on their profile, interaction and performance.

4.1.17. Technology and design alignment

4.1.17.1 The e-content should be user center principles of interaction design for Visibility, Affordance, Consistency and Mapping.

4.1.17.2 The e-content should help the learners to understand the consequence of an action.

4.1.17.3 The e-content should give adequacy of control given to learners over their learning trajectory.

4.1.17.4 The e-content should adhere to universal design so that it caters to learners with various learning challenges and physical needs.

4.1.17.5 The e-content should have meaningfulness of interactive features for the content being learned.

4.1.17.6 The e-content should map the visualization type used to the content being thought.

4.1.18. The Agencies/ Bidders must consider the following parameters while submitting technical bid:

4.1.18.1 Pre-production, shooting and editing, post production recording music and professional voice-over.

4.1.18.2 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.

4.1.18.3 Agency/Bidder will be responsible for hiring the crew including, SME, Instruction Designer, Project Manager/Art Director, Videographer, animator etc.

4.1.18.4 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 voice-over charges (English and given regional languages in section 4.2.3), SME, Instruction Designer and any other related charges.

4.1.18.5 Storyboarding: The bidder shall prepare the e learning video, based on the content to be discussed and provided by NIMI.

4.1.18.6 The firm should be responsible for Visual Storyboard & Artwork, Voice-over for English & Regional Languages, DOP, Camera Equipment, Lighting,

Motion graphics, VFX, Film editing and Buying of Royalty, Free Stock Footage, Images if any.

- 4.1.18.7 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 are found unsatisfactory to NIMI.
- 4.1.18.8 Animation: The e-learning video shall include 2D Animation, 2D Motion Graphic, 3DAnimation, Panoramic, Bird's eye view of NIMI content for blended learning activities wherever required.
- 4.1.18.9 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.
- 4.1.18.10 Each video would have a minimum of 5 MCQs, these MCQ's would need to be provided at the end of each exercise. It can be in the format of drag and drop, game, etc.
- 4.1.18.11 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.
- 4.1.18.12 The bidder must submit all source files created for e-learning material to NIMI.
- 4.1.18.13 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.
- 4.1.18.14 The Bidder/Agency shall agree to carry out any technical problems related to LMS or uploaded video content and rectify it swiftly up to six months after uploading the e-learning content in Bharat skills website.
- 4.1.18.15 All documents related to the development of this e-learning content shall be submitted to NIMI by the institution upon the completion of the project. This includes all source files, videos, audio, images, and any other materials required for future use. Additionally, any licenses for stock photos, music, or other resources used must also be provided.

4.2. Key Features of Digital Content Developed

This section details out some of the key features of the proposed digital content. The content developer needs to integrate the following points while developing e-learning content:

- 4.2.1. Language of Content- Content for CTS courses shall be developed in English and given Regional Language in Section 4.2.3. For the text, charts, graphics etc. of the content, clear and simple language should be used. There should be provision for addition of subtitles in one or more languages for all the video/ digital content developed.
- 4.2.2. The video and audio content developed should be of professional standard as defined by NIMI and SME's. Translation should be as per NIMI guidelines. The firm should get approval for Regional language voice-over accent before making final video in Regional Language.
- 4.2.3. NSQF Alignment- All the content developed will be basic textbooks developed by NIMI and the same is mapped to the National Skills Qualifications Framework (NSQF). The selected agency shall ensure that the NSQF alignment requirements of the blended content developed are met at all times.
- 4.2.4. Modular Structure of content- The content to be designed as discrete components within the content whole. In other words, module-wise content should be created for each course defining weekly lesson plans (including reading, assessments, assignments etc.)
- 4.2.5. Multi-device and Platform Compatibility- The e-content should have cross platform compatibility (i.e. Android, Windows, Black berry, iOS etc.) and compatibility with major browsers (i.e. Internet Explorer, Mozilla Firefox, Google Chrome, etc.). It should also be accessible on open User Interface (UI).
- 4.2.6. Sharable Content Object Reference Model (SCORM) standards- The content is to be SCORM package with latest/acceptable version to enable integration, hosting, and functioning of courses on the Learning Management System (LMS) such as Bharat Skills.
- 4.2.7. Compatibility with LMS - The e-content to be made compatible with LMS (i.e. Bharat Skills) and Moodle platform for capturing learning progress of the users and being responsive to assessments and learning analytic module-wise, course-wise etc. The use of new tools such as natural language processing (NLP) techniques can further be explored to enable parsing and stemming of text data and identify the correlated topics.
- 4.2.8. Compatibility toward easy translation to other languages- The construction of the Regional Languages/English language e-content need to be clear, simple, and unambiguous so that it is easier to translate the content in any other Indian/regional language, whenever required.
- 4.2.9. Copyrights and Intellectual Property- The content developer shall warrant that there is no infringement of any patent or intellectual property rights caused by the development/conversion of e-contents which are subject matter of this project. NIMI will own the copyright in all deliverable materials created under the project. The content developer shall transfer Intellectual Property Rights (IPR) of all products developed/enhanced/ modified/ configured under this project to the NIMI.
- 4.2.10. Plagiarism checks - shall be performed to ensure that the content developed is based on NIMI textbooks only and the digital content created by the agency has not been copied from elsewhere.
- 4.2.11. Do not use any brand image or logo or any material related to your firm or any

other firm in the e-learning content other than NIMI.

4.2.12. Firms should submit the final content in the SCORM, HD MP4, HTML 5, Compressed MP4 (should be shareable on social media) Formats.

4.2.13. The Firms must be able to function under strict deadlines

4.3. Resource Sharing

4.3.1. NIMI will provide comprehensive textbooks along with curriculum for all the courses to be developed, these textbooks will serve as source for all digital content to be developed.

4.3.2. For tutorial and practical videos to be shot in industries the vendor shall make necessary arrangements; NIMI may issue request letters in this regard to industries, if required.

4.3.3. NIMI will Share the storyboard template / Design document / Standard operating Procedure.

4.4. Timelines

As time and quality are essence of the content development, the content developer needs to strictly adhere to the time schedules specified below:

| S.no | Action Item | Timeline |
|------|---|------------------------------------|
| 1. | Development of Storyboard | T ₀ + T ₁₂ |
| 2. | Approval of Storyboard form NIMI | T ₁₃ + T ₂₁ |
| 3. | Development of Rough - cut (Rough animation) & Development of Regional Language Storyboard | T ₂₂ + T ₃₆ |
| 4. | Approval of Rough-cut (Rough animation) | T ₃₇ + T ₄₃ |
| 5. | Approval of Blended learning English Final Video & Approval of Regional Language storyboard | T ₄₃ + T ₅₉ |
| 6. | Submission of SCORM and Final surrender files & Development of Regional Languages Rough cut video | T ₆₀ + T ₆₉ |
| 7. | Approval of Regional Languages videos / SCORM files and final Surrender files. | T ₇₀ + T ₁₀₂ |

The abovementioned timeline is the outer limit/ maximum duration for each activity and NIMI reserves the right to levy a penalty if the blended learning content is not developed to the NIMI's satisfaction or within the project's time frame or both, as the case may be.

4.5. 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 the bidder should not violate any copyright. If violated the bidder will be solely responsible for legal action.

4.6. Payment Milestones

| S.no | Stages | Payment Option |
|-------------|---|-----------------------|
| 1. | Approval of Storyboard form NIMI. | 20% |
| 2. | Approval of Rough-cut (Rough animation). | 20% |
| 3. | Approval of Final Blended learning Videos (English & 8 Regional language). | 30% |
| 4. | Submission of all source & SCORM files(English & 8 Regional language). | 30% |

5. ANNEXURES

5.1. FORM - A

| S. No | Years | Turnover Details(inINR) |
|-----------------------------------|---------|-------------------------|
| A | 2022-23 | |
| B | 2023-24 | |
| C | 2024-25 | |
| Average Annual Turnover (A+B+C)/3 | | |

Signature of the applicant
Full name of Applicant and
Designation Place, Date

5.2. FORM – B

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

Signature of the applicant
 Full name of Applicant and Designation
 Place, Date

5.3. FORM – C

| S.No. | Organizational Contact Details | |
|-------|--|--|
| 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

5.4. FORM – D

SELF-DECLARATION NON-BLACKLISTING

To,
NIMI

Dear Sir,

In response to the “Expression of Interest (EOI) for Empanelment 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

Authorized Signatory
Seal of the
Organization

5.5. Format for sharing pre-bid queries

| BIDDER'S REQUEST FOR CLARIFICATION | | | |
|--|---|---|---|
| <<Name of Organization submitting query/ request for clarification>> | | | |
| <<Details of the concerned bidder representative sharing the pre-bid queries>> | | Tel: | |
| | | Fax: | |
| | | Email: | |
| S.no | EOI Reference (Section No./Page No.) | Content of EOI requiring clarification | Points of clarification required |
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |

5.6. Bidding formats for Technical Bid

Letter of Proposal

[Location, Date]

To,
The Executive Director,
National Instructional Media Institute (NIMI) Ministry of Skill Development and
Entrepreneurship Government of India
CTI Campus, Guindy Industrial Estate, Guindy Chennai - 600032

Subject: Submission of proposal in response to the EOI for Empanelment of agencies for creation of Blended Learning content for select CTS Trades (EOI Ref. No. NIMI/MS/T11022/MM/2025/)

Dear Sir,

Having examined the tender documents including all Annexure the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the services/job for in accordance with your Request for Proposal (EOI Ref. No. NIMI/MS/T11022/MM/2025/) dated [26th February 2025]. We are hereby submitting our Proposal, which includes Technical bid and EMD sealed in separate envelopes.

We hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of the EOI document. We would hold the terms of our bid valid as per bid validity period stipulated in the EOI document.

Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations. We understand you are not bound to accept any Proposal you receive.

Yours Sincerely,

Authorized Signatory [In full and initials]: Name and Title of Signatory:
Name of Firm:
Address: