

File Reference No : NIMI/MS/T11022/MM/2022

REQUEST FOR PROPOSAL (RFP)

**FOR SELECTION OF AGENCIES FOR CREATION OF BLENDED
LEARNING CONTENT FOR SELECT CTS TRADES**

Date of Issue: 18/02/2022

Issued By



NATIONAL INSTRUCTIONAL MEDIA INSTITUTE

Government of India - Ministry of Skill Development and Entrepreneurship

Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai-32

E-Mail : chennai-nimi@nic.in, Phone no : 044-2250 0657, 044-2250 0248

LETTER OF INVITATION

RFP Notice No: NIMI/MS/T-11022/MM/2022

Date: 18/02/2022

National Instructional Media Institute
Government of India
Ministry of Skill Development and Entrepreneurship
Post Box No. 3142,
CTI Campus, Guindy Industrial Estate,
Guindy, Chennai-32

To,

All Empaneled Agencies,

Sub: Request for Proposal (RFP) for selection of agencies for creation of Blended Learning content for select CTS Trades from agencies empaneled through
EOI Ref. NIMI/MS/T-11022/MM/2021

Dear Madam/ Sir,

National Instructional Media Institute (NIMI) comes under the aegis of Ministry of skill development and entrepreneurship, Government of India. This institute is developing Instructional Material and e-learning content for the use of trainees and trainers of CTS, COE & MES trades for securing overall improvements in the standard of training imparted in about 13,000 Industrial Training Institutes (ITIs) covering 17 lakhs trainees in both Government and Private ITIs.

This institute is developing e-learning materials for ITI trainees and trainers from 2010. To take this e-learning material to the next level keeping in mind of our target audience who's level of knowledge is 8th or 10th standard passed out student, an EOI was published by NIMI dated 13th November 2021 (EOI Ref. NIMI/MS/T-11022/MM/2021) for short listing and empanelment of agencies engaged in the business of creating blended learning content. Pursuant to the EOI, this Request for Proposal (RFP) invites following short listed/ empaneled agencies to submit Technical and Financial proposal in accordance with the terms set forth in this RFP –

S.no	Firms
1.	M/s Infonative Solution Pvt. Ltd
2.	M/s Ammachi Labs Pvt.. Ltd
3.	M/s Infoplus technologies Pvt.. Ltd
4.	M/s Surya Edunnext Gen Pvt.. Ltd
5.	M/s Abilasha Production Pvt.. Ltd
6.	M/s Edufic Digital Pvt.. Ltd
7.	M/s C&K Management Pvt.. Ltd
8.	M/s Mount Talent consulting Pvt.. Ltd
9.	M/s Khusi Media Pvt.. Ltd
10.	M/s M D Entertainment Pvt.. Ltd
11.	M/s Entharall Tech Pvt.. Ltd
12.	M/s Vibhoer Video Vision Pvt.. Ltd
13.	M/s Bow and Baan Pvt.. Ltd
14.	M/s ARR Media Pvt.. Ltd

Please note that NIMI reserves the right to modify, cancel, suspend, or terminate any aspect of this RFP process for any reason, without giving any prior notice. Interested applicants must submit their responses in the standard format as prescribed in the RFP. The RFP is required to be submitted in hard copy as well as a soft copy in a sealed envelope at the address given below. The outer envelope shall bear the name of the addressee, submission address, RFP number, title of RFP and Applicant's name. The Applicant shall super-scribe on the envelope "CONFIDENTIAL – DO NOT OPEN". The other envelope shall contain two separate envelopes for Technical and Financial proposal, and same shall be mentioned on respective proposals.

The response must be submitted before 1600 hours IST on 4th-April-2022.

Address for submission of Bid:

The Executive Director
National Instructional Media Institute
Government of India
Ministry of Skill Development and Entrepreneurship
Post Box No. 3142,
CTI Campus, Guindy Industrial Estate,
Guindy, Chennai-32

Yours faithfully,

Executive Director

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 fresh responses with or without amendments to this document without liability or any obligation for such document, and without assigning any reason whatsoever. NIMI reserves the right to take final decision regarding award of contract.

Submission of proposal/ response to this Request for Proposal (RFP) 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 RFP.

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
RFP	Request for Proposal
SCORM	Sharable Content Object Reference Model
SME	Subject Matter Expert

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1. INTRODUCTION

1.1. Background

The Craftsman Training Scheme was introduced by government of India in 1950 to ensure a study 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 younger generation. The scheme being important in the field of vocational training has been harnessing the industry by supplying skilled workforce.

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

1.2. Definition of Terms

- 1.2.1. “Bidder” means any firm offering the solution(s), service(s) and /or materials required in the RFP. 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 Selected Bidder (SB) with whom NIMI signs the agreement for providing their services “.
- 1.2.2. “Contract” is used synonymously with Agreement to be signed with one or more agencies that are selected through this RFP process (including the preceding EOI) .
- 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 Information Technology (IT) Act 2000.
- 1.2.4. “Effective Date” means the date on which this contract is signed
- 1.2.5. “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
- 1.2.6. “Time lines” means the project milestones for performance of the Scope of Work and delivery of the Services as described in the RFP
- 1.2.7. “L1” refers to selection methodology for selection of Bidder based on lowest financial quotation from amongst all Technically Qualified bidders. Financial evaluation of bid is subject to Bidder achieving the minimum qualifying score in for the Technical Proposal.
- 1.2.8. “Terms of Reference (ToR)” and “Scope of Work (SoW)” used synonymously mean all Goods and Services, and any other deliverable as required to be provided by the selected bidder (SB) under this RFP.
- 1.2.9. “Pre-qualified/ Pre-qualification” is synonymous to bidders being eligible to participate in this RFP basis their short listing/ empanelment through the preceding EOI process done by NIMI (EOI Ref. NIMI/MS/T-11017/MM/2021)
- 1.2.10. “Technically Qualified/ Technical Qualification” is synonymous to bidders who have obtained the minimum Technical Score defined in the RFP and qualified for evaluation of financial bid.

1.3. Bidding Data Sheet

S.no	Particulars	Details
1.	Document ID	NIMI/MS/T-11022/MM/2022
2.	Release date	18 th February 2022
3.	Selection Method	<p>Tender will be awarded to one or more Bidder(s) with lowest financial based on the L1 Methodology on each component, subject to Bidder obtaining the Minimum Technical Qualification score in RFP.</p> <p>NIMI intends to select multiple bidders from amongst 'Technically Qualified' bidders. However, the other bidders (except L1) must agree to match the financial of the lowest bid in each component.</p>
4.	Name of the Client / RFP issued by	National Instructional Media Institute (NIMI)
5.	Key Client Personnel	<p>The Executive Director National Instructional Media Institute Government of India Ministry of Skill Development and Entrepreneurship Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai-32</p>
6.	Availability of RFP	RFP can be downloaded from www.nimi.gov.in
7.	Last Date for Receiving Pre-bid Queries	<p>All bid related queries shall be shared via E-mail on chennai-nimi@nic.in latest by 4th March, 2022.</p> <p>Subject of pre-bid query emails should be "Pre-bid Queries – Blended Content Development RFP - <<Name of Bidder>>"</p>
8.	Pre-bid Meeting	<p>Pre-bid Meeting shall be conducted on 15th February 2022, 11:00 hrs at National Instructional Media Institute Ministry of Skill Development and Entrepreneurship Post Box No. 3142, CTI Campus, Guindy Industrial Estate, Guindy, Chennai-32</p> <p>and via VC (Video Conferencing)</p>
9.	Response to pre-bid Queries	NIMI shall respond to pre-bid queries within 10 working days from the Pre-bid Meeting
10.	Last Date of Submission of the Proposal	Proposals must be submitted within 45 days from publishing of the RFP i.e. 16:00 hrs on 4 th April, 2022. 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.	Ernest Money Deposit (EMD)	<p>All proposals submitted in response to the RFP document must be accompanied by an EMD of INR 1,50,000 in form of Demand Draft issued in favor of The Executive Director, National Instructional Media Institute, Payable at Chennai.</p> <p>Validity shall be as per validity of the bid.</p>

13.	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 internal evaluation committee constituted by NIMI.
14.	Opening of Financial Bid	The Financial Bid shall be opened within 45 days from the opening of the Technical Bid in presence of NIMI Members and representatives of the bidders.
15.	Letter of Award (LOA)	NIMI shall communicate the final combined score of the bidders within 10 days of opening of financial bid. Same shall be followed by subsequent talks between bidders and NIMI and LOA.
16.	Performance Bank Guarantee (PBGA)	The selected agency(ies) shall submit Performance Bank Guarantee amounting to 10% of the contract value

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 RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP 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 RFP
 - (b) Follow the format of this RFP and respond to each element in the order as set out in this RFP
 - (c) Comply with all requirements as set out within this RFP.
- 2.1.4. Consortium/ Joint Venture and Associations are not allowed as a part of this RFP. 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 RFP. The bidder shall not do subcontracting of any work whatsoever at any stage under the RFP, 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 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 the Technical and Commercial bids 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 15th March 2022, 11:00 hrs at 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 Conferences)

2.2.2. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach NIMI via. email sent to 4th March 2022, 17:00 hrs. The queries should have reference to relevant sections of the RFP 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 RFP 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 RFP.

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. EMD

2.3.1. All proposals submitted in response to the RFP document must be accompanied by an EMD of INR 1,50,000 in form of Demand Draft issued in favor of The Executive Director, National Instructional Media Institute, Payable at Chennai. The same shall be valid for the entire bid validity period of 180 days.

2.3.2. Any bid NOT accompanied by an enforceable and compliant bid security (EMD) shall be rejected by the NIMI as non-responsive.

2.3.3. EMD of the unsuccessful Bidder shall be returned as promptly as by NIMI. The EMD, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in section 5.4.

2.3.4. The EMD will be forfeited by NIMI on account of one or more of the following reasons -

- (a) If a bidder withdraws its bid during the period of bid validity
- (b) If the successful bidder fails to sign the contract in accordance with terms and conditions

2.4. Performance Bank Guarantee

- 2.4.1. 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 entire duration of the contract.
- 2.4.2. The Performance Guarantee shall be kept valid till completion of the project or contract i.e. till the final deliverable are 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.

2.5. Bid Submission

- 2.5.1. Short listing/ empanelment of the bidders by NIMI basis preceding Expression of Interest (EOI) process is a prerequisite for participating in this RFP process.
- 2.5.2. The RFP shall be submitted in a single sealed envelope superscripted with “Request for Proposal (RFP) for Blended Learning Content Development” and bidder’s name. This outer envelope should contain Technical Proposal, Financial Proposal and EMD in three separate envelopes. Also, one soft copy of the Technical Proposal only in the form of DVD/CD/USB shall be provided in the Technical Proposal Envelope.
- 2.5.3. NIMI will not be held responsible if the submitted technical proposal bid is damaged or unreadable. If the DVD/CD/USB submitted by the firm is damaged or unreadable the firm will automatically be disqualified.
- 2.5.4. RFP 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) Financial Proposal - (1 Original) in second envelope
 - (c) EMD (1 Original) in third envelopeAll of the above shall be placed in an outer envelope.
- 2.5.5. Proposals must be submitted within 45 days from publishing of the RFP i.e. latest by 16:00 hrs on 4th April 2022 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
- 2.5.6. The commercials of the bid should NOT be indicated in the Technical Proposal. The failure to comply shall lead to rejection of bids.
- 2.5.7. Technical Proposal shall consist of supporting proofs and documents as defined in Section 3 of the RFP. Bidder shall submit all the required documents as per format mentioned in the Section 3 of this RFP document.
- 2.5.8. Conditional bids are liable to be rejected.
- 2.5.9. NIMI shall not be responsible for delay or non-receipt of the documents/bids. Any proposal received after submission deadline shall be deemed as disqualified and shall be returned unopened.
- 2.5.10. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.

- 2.5.11. 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 initialed by the person (or persons) who sign(s) the proposals.
- 2.5.12. All pages of the bid including the duplicate copies, shall be initialed and stamped by the person or persons who is authorized to sign the bid.
- 2.5.13. 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 original paper bid document will prevail over others.
- 2.5.14. Bidder must ensure that the Technical Proposal Copy furnished by bidders in respective USB 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 or DVDs/CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy.
- 2.5.15. The Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal.
- 2.5.16. The bidder shall be responsible for all costs incurred in connection with participation in the RFP 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.
- 2.5.17. NIMI will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- 2.5.18. 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.
- 2.5.19. The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of bid.

3. BID OPENING AND EVALUATION

3.1. Opening and Evaluation of the Bids

- 3.1.1. NIMI will constitute an internal Proposal Evaluation Committee to evaluate the responses of the bidders, the decision of the Proposal Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of evaluation with the committee.
- 3.1.2. 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 RFP.
- 3.1.3. 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.

- 3.1.4. The Financial Proposals of only compliant bids shall be opened at NIMI Office, CTI Campus, Guindy, Chennai within 45 days from Technical Proposal opening in presence of NIMI Committee Members, those Bidders or their representatives who may be present at the time of opening. The bidders shall be informed on bid opening at least 7 days prior to dates.
- 3.1.5. The representatives of the bidders are advised to carry the identity card or email from authorize personnel to attend the financial bid opening meeting.
- 3.1.6. 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.
- 3.1.7. 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 information available with the NIMI.

3.2. Evaluation and Selection Methodology

- 3.2.1. NIMI will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the RFP. 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 RFP document. The decision of the Committee will be final in this regard.
- 3.2.2. Financial bid of only bidders obtaining the Minimum Technical Score (Technically Qualified Bidders) shall be opened and further considered.
- 3.2.3. Tender will be awarded to one or more Bidder(s) with lowest financial bid based on the L1 (Least Cost) Methodology in each component, subject to Bidder obtaining the Minimum Technical Qualification score in RFP.
- 3.2.4. 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.
- 3.2.5. Post Evaluation of Technical Bids the Financial bid of only Technically Qualified bidders as per the Evaluation Matrix shall be opened. The Technically Qualified bidder with lowest Financial Bid in each component will be selected as L1.
- 3.2.6. NIMI intends to select multiple bidders from amongst 'Technically Qualified' bidders. However, the bidders (except L1) must agree to match the financial of the lowest bid in each component.
- 3.2.7. The Financial Bids of technically qualified bidders (i.e. above 40 marks in Technical) will be opened on the prescribed date in the presence of bidder representatives.
- 3.2.8. Only fixed price financial bids indicating total price for all the deliverable and services specified in this bid document will be considered.
- 3.2.9. The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.
- 3.2.10. Arithmetical errors will be rectified on the following basis: "If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail".

3.2.11. If there is no price quoted for certain material or service, the bid shall be declared as disqualified. In the event that there are 2 or more bidders having the same value in the financial bid, the bidder securing the highest technical score will be adjudicated as the “Best responsive bid” for award of the Project.

3.3. 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.	3D Animation	25
	• 3D Model	5
	• Lighting	5
	• Animation	5
	• Rendering	5
	• Material	5
4.	2D Animation	20
	• 2D Motion graphic	7
	• 2D Model	7
	• 2D Image (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 Meachine voiced is used)	10
	• Quality of the Audio	3
	• Background Music	2
	• Usage of English to present skill terms & operations with vernacular accent to acquaint leaners 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

3.3.1. The Bidder must meet minimum requirement on all criteria and must obtain minimum Technical Score of 40 out of Maximum Technical Score of 100 for being termed as Technically Qualified and be eligible for opening of Financial Bid.

3.4. Notification of Award and Contract Signing

3.4.1. NIMI will award the Contract to the successful bidder(s) whose financial proposal is the lowest and would consider it as substantially responsive as per the process outlined above.

3.4.2. 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.

3.4.3. 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.

3.4.4. 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.

3.4.5. 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 entire duration of the contract.

3.4.6. The Performance Guarantee shall be kept valid till completion of the project or contract i.e. till the final deliverable are 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.

3.4.7. 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.

3.4.8. NIMI may also like to reduce or increase the quantity of any item in the Scope of Work defined in the RFP. Accordingly, total contract

3.4.9. 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).

3.4.10. Failure of the successful bidder(s) to agree with the Draft Legal Agreement and Terms & Conditions of the RFP 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. Objective

- 4.1.1. NIMI has been functioning as a Nodal Agency to develop Instructional Materials, e-content, Question Banks, translation of books into given regional languages section 4.2.2, promote research in the field of development of instructional materials and offer consultancy services.
- 4.1.2. 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.
- 4.1.3. NIMI proposes to accelerate vocational training in the country through systemic development of instructional media packages and by closely interacting with the State / UT Govts., Industries, ITIs and Organizations involved in Vocational Training.
- 4.1.4. 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.
- 4.1.5. 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.
- 4.1.6. 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.
- 4.1.7. 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

- 4.2.1. NIMI intends to develop blended learning content for five (5) CTS courses through this RFP. These courses include Electrician, Fitter, Welder, Mechanic Diesel, Cosmetology, in First phase further courses will be added after completion of this courses.
- 4.2.2. The firm should engage a Subject Matter Experts and Instructional Designers in order to get the best result.
- 4.2.2. Production of e-Learning Videos (2D Motion Graphic, 3D animation, real time shooting) in English, Hindi, Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali 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 Sub topics should have 5 MCQs.
- 4.2.3. The e-learning material should cover 100% of the practical content and only the Important theory content should be added.
- 4.2.4. The firm should follow the storyboard format submitted by NIMI.
- 4.2.5. 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 AnimationThe timing can be changed based on the learning outcome and the needs of the exercise. NIMI has the right to modify the timing and remove any component in the submitted storyboard.
- 4.2.6. The submitted storyboard should be in MS word format and it should clearly describe the details describes the video, 2D Motion Graphic, 3D Animation, on screen text and image description, with approximate time (in minutes) of the Video.

- 4.2.7. The e-content should have Introduction, Title, Learning Objectives, Subject, Real Life examples, MCQs (will be provided by NIMI). Recap. The above should be mentioned clearly on the storyboard
- 4.2.8. The firm should finalize the rate at the time of approving the storyboard base on the parameters mentioned.
- 4.2.9. Resolution of the videos are of the following format: -
FHD Format: 1920x1080 or 4K
- 4.2.10 The firm should only start the development of the project only after approval of the storyboard.
- 4.2.11 The firm should follow the design document strictly produced by NIMI
- 4.2.12. Pedagogical alignment
- 4.2.12.1. The e-content should not be the replica of the given book.
- 4.2.12.2. 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.
- 4.2.12.3. Real-life connection should be provided to context of the learner, to help them construct the correct mental mode of the concept.
- 4.2.12.4. 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.
- 4.2.12.5 The e-content should have motivational features that promote learners to in trace with the content and explore it.
- 4.2.12.6 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.
- 4.2.12.7 The smaller sub-topics should have MCQ's aligned at corresponding cognitive levels ensuring the learning objectives.
- 4.2.12.8 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.
- 4.2.12.9 The e-content should have dynamic adaptability of the assessment and content to the needs of the leaners bases on their profile, interaction and performance.
- 4.2.13. Technology and design alignment
- 4.2.13.1 The e-content should be user center principles of interaction design for Visibility, Affordance, Consistency and Mapping.
- 4.2.13.2. The e-content should help the learners to understand the consequence of an action.
- 4.2.13.3. The e-content should give adequacy of control given to learners over their learning trajectory.
- 4.2.13.4. The e-content should adherence to universal design so that it caters to learners with various learning challenges and physical needs.

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

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

4.2.14. The Agencies/ Bidders must quote production charges including all charges for the following:

4.3.14.1. Pre-production, shooting and editing, postproduction recording music and professional voice-over.

4.3.14.2. 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.

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

4.3.14.4. 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 4.2.4), SME, Instruction Designer and any other related charges.

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

4.3.14.6. 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.

4.3.14.8. 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.

4.3.14.9. Animation: The e-learning video shall include 2D Animation, 2D Motion Graphic, 3D Animation, Panoramic, Bird's eye view of NIMI content for blended learning activities where ever required.

4.3.14.10. 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.

4.3.14.11. Each video would have a minimum of 5 MCQ's, 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.

4.3.14.12. 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.

4.3.14.14. The bidder must submit all source file created for e-learning material to NIMI.

4.3.14.17. 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.

4.3.15 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.

4.3.16 The Firm should submit all the documents related to the development of this e-learning content to NIMI after completing of the projects. i.e. All the Source Files, Video, Audio, Images etc for future use.

4.4. 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:

4.4.1. Language of Content- Content for CTS courses shall be developed in English and given Regional Language in Section 4.2.4. 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.

4.4.2. The video and audio content developed should be of professional standard as defined by NIMI and SME's

4.4.3. NSQF Alignment- All the content developed will be basis 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.

4.4.4. 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.)

4.4.5. 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).

4.4.6. Sharable Content Object Reference Model (SCORM) standards- The content is to be SCORM packaged with latest/acceptable version to enable integration, hosting, and functioning of courses on the Learning Management System (LMS) such as Bharat Skills.

4.4.7. 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.

4.4.8. 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.

4.4.9. 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.

- 4.4.10. Plagiarism checks - shall be performed to ensure that the content developed is based on NIMI textbooks only and the digital content created by agency has not been copied from elsewhere.
- 4.4.11. 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.
- 4.4.12. Firm should submit the final content in the SCROM, HD MP4, HTML 5, Compressed MP4 (should be sharable on social media) Formats.

4.5. Resource Sharing

- 4.5.1. 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.
- 4.5.3. 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.
- 4.5.4. NIMI will Share the storyboard template.

4.7. Time lines

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	$T_0 + T_{30}$
2.	Approval of Storyboard form NIMI	$T_{31} + T_{46}$
3.	Development of Roughcut (Rough animation)	$T_{47} + T_{62}$
4.	Approval of Roughcut (Rough animation)	$T_{63} + T_{73}$
5.	Development of Blended learning	$T_{74} + T_{133}$
6.	Approval of final Blended learning	$T_{134} + T_{144}$
7.	Submission and uploading in portal	$T_{145} + T_{150}$

The abovementioned timeline is outer limit/ maximum duration for each activity. And, NIMI reserves the right to levy 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.

4.8. Payment Milestones

S.no	Stages	Payment Option
1.	Approval of Storyboard form NIMI	20%
2.	Approval of Roughcut (Rough animation)	20%
3.	Approval of Final Blended learning	30%
4.	Submission and Uploading in Bharath Skillportal & After submission of all the source files.	30%

5. ANNEXURES

5.1. 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	RFP Reference (Section No. / Page No.)	Content of RFP requiring clarification	Points of clarification required
1.			
2.			
3.			
4.			
5.			

5.2. Bidding formats for Technical Bid

Form A – 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 RFP for selection of agencies for creation of Blended Learning content for select CTS Trades (RFP Ref. No. NIMI/MS/T11022/MM/2022)

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 (RFP Ref. No. NIMI/MS/T11022/MM/2022) dated [18th February]. We are hereby submitting our Proposal, which includes Technical bid, the Financial Bid and EMD sealed in a 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 RFP document. We would hold the terms of our bid valid as per bid validity period stipulated in the RFP 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:

5.3. Bidding formats for Commercial Bid

Form B – Letter of Financial Bid

[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 RFP for selection of agencies for creation of Blended Learning content for select CTS Trades (RFP Ref. No. NIMI/MS/T11022/MM/2022)

Dear Sir,

We, the undersigned, offer to provide the Implementation services for RFP Ref. NIMI/MS/T11022/MM/2022 in accordance with your Request for Proposal dated 18th February and our Proposal (Technical and Financial Proposals).

Our attached Financial Proposal is for the sum of [?] <Amount in words and figures>. This amount is inclusive of the local taxes.

We declare that our Bid Price is for the entire scope of the work as specified in the . These prices are indicated Commercial Bid attached with our Tender as part of the Tender.

Yours Sincerely,

Authorized Signatory [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

5.4. Form C – Financial Bid Format

S.no	Item	Amount in INR
1.	Unit Financial Quotation for Development of 3D Animation for Blended Learning Content of per second duration as per requirement of the RFP	INR [?] ([?]Amount in words) All inclusive
2.	Unit Financial Quotation for Development of 2D Motion Graphic for Blended Learning Content of per second duration as per requirement of the RFP	INR [?] ([?]Amount in words) All inclusive
3.	Unit Financial Quotation for Development of demonstration style video for Blended Learning Content of per second duration as per requirement of the RFP	INR [?] ([?]Amount in words) All inclusive
4.	Unit Financial Quotation for Development of Translation for one regional languages (for a total of 8 languages) for one hour of Blended learning content as per the requirements of the RFP	INR [?] ([?]Amount in words) All inclusive

Authorized Signatory [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

5.4. Format for Performance Bank Guarantee (PBGA)

Form D – Performance Bank Guarantee

PERFORMANCE SECURITY:

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

Whereas, <name of the supplier and address> (hereinafter called “the bidder”) has undertaken, in pursuance of contract no. <Insert Contract No.> dated. <Date> to provide Implementation services for <name of the assignment> to NIMI (hereinafter called “the beneficiary”) And whereas it has been stipulated by in the said contract that the bidder shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the contract;

And whereas we, <Name of Bank> a banking company incorporated and having its head /registered office at <Address of Registered Office> and having one of its office at <Address of Local Office> have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of Rs.<Insert Value> (Rupees <Insert Value in Words> only) and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of Rs. <Insert Value> (Rupees <Insert Value in Words> only) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the bidder before presenting us with the demand. We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This Guarantee shall be valid until <Insert Date>)

Notwithstanding anything contained herein:

- I. Our liability under this bank guarantee shall not exceed Rs. <Insert Value> (Rupees <Insert Value in Words> only).
- II. This bank guarantee shall be valid up to <Insert Expiry Date>)
- III. It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <Insert Expiry Date>) failing which our liability under the guarantee will automatically cease.