

Scope of Work for Technical Bid

- The firm should develop the e-learning material given by NIMI.
- The firm should engage a Subject Matter Experts and Instructional Designers in order to get the best result.
- Production of e-Learning Videos (2D Motion Graphic, 3D animation, real time shooting) in English, Hindi or Tamil in digital format which should not be more than 30 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.
- The e-learning material should cover 100% of the practical content and only the Important theory content should be added.
- The firm should follow the storyboard format submitted by NIMI.
- The video time brake 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.
- 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.
- 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
- The firm should finalize the rate at the time of approving the storyboard base on the parameters mentioned.
- Resolution of the videos are of the following format: -
 - FHD Format: 1920x1080 or 4K
- Pedagogical alignment
 - The e-content should not be the replica of the given book.
 - 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.
 - Real-life connection should be provided to context of the learner, to help them construct the correct mental mode of the concept.
 - 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.
 - The e-content should have motivational features that promote learners to in trace with the content and explore it.
 - 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.
 - The smaller sub-topics should have MCQ's aligned at corresponding cognitive levels ensuring the learning objectives.
 - 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.
 - The e-content should have dynamic adaptability of the assessment and content to the needs of the learners bases on their profile, interaction and performance.
- Technology and design alignment
 - The e-content should be user center principles of interaction design for Visibility, Accordance, Consistency and Mapping.
 - The e-content should help the learners to understand the consequence of an action.
 - The e-content should give adequacy of control given to learners over their learning trajectory.
 - The e-content should adherence to universal design so that it caters to learners with various learning challenges and physical needs.
 - The e-content should have meaningfulness of interactive features for the content being learned.
 - The e-content should map the visualization type used to the content being thought.
 - The Agencies/ Bidders must quote production charges including all charges for the following:
 - Pre-production, shooting and editing, post production recording music and professional voice-

over.

- 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.
- Agency/Bidder will be responsible for hiring the crew including, SME, Instruction Designer, Project Manager/Art Director, Videographer, animator etc.
- 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 Hindi or Tamil), SME, Instruction Designer and any other related charges.
- Story Boarding: The bidder shall prepare the e learning video, based on the content to be discussed and provided by NIMI.
- Visual Storyboard & Artwork, Voice-over for English & Hindi or Tamil, DOP, Camera Equipment, Lighting, Motion graphics, VFX, Film editing and Buying of Royalty, Free Stock Footage, Images if any.
- 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.
- Animation: The e-learning video shall include 2D, 2D Motion Graphic, 3DAnimation, Panoramic, Bird's eye view of NIMI content for blended learning activities.
- 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.
- 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.
- 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.
- The bidder must submit all source file created for e-learning material to NIMI.
- 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.
- **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:
 - Language of Content- Content for CTS courses shall be developed in English and given Regional Language. 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.
 - The video and audio content developed should be of professional standard
 - 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.
 - 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.)
 - 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).
 - 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.

- 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.
- 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.
- 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.
- Firm should submit the final content in the SCROM, HD MP4, HTML 5, Compressed MP4 (should be sharable on social media) Formats.