



NIRD & PR

Invitation to Bid

For

**Preparation of Animated E-learning content and on-boarding and
managing Online Learning Management System
For NIRD & PR**

Ref Number: CPR/PP/RGSA/NIRDPR/2017

Date: 22/05/2017

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❖ Introduction

The National Institute of Rural Development and Panchayati Raj (NIRD&PR&PR), an autonomous organization under the Ministry of Rural Development, Government of India, is a premier National Centre of excellence in Rural Development and Panchayati Raj. Recognized internationally as one of the UN-ESCAP Centers of Excellence, it builds capacities of rural development functionaries, PRI functionaries including elected representatives, bankers, NGOs and other stakeholders through inter-related activities of training, research, technology transfer, consultancy etc. The Institute is located in the historic city of Hyderabad in Telangana state. The NIRD&PR celebrated its Golden Jubilee Year of establishment in 2008. In addition to the main campus at Hyderabad, this Institute has North-Eastern Regional Centre at Guwahati, Assam to meet the NE-regional needs.

❖ Background

NIRD & PR, aims to achieve their Vision/Mission through creation of Master resource persons by Training of Trainers, reach out to vast number of stakeholders through collaboration, networking and use of ICT. As part of their mandate, it is proposed to leverage online learning tools to reach out to 6 million PRI functionaries and build their capacities and enable them to transform rural India by igniting their leadership.

❖ Objective

The objective for hiring services of a Professional Agency for preparation of animated E-learning content based on the modules to be provided by NIRDPR and on-boarding on a selected Online Learning Management System; and managing the same for a Period 1 years while NIRD & PR provides training and capacity building to various PR functionaries and others across the country.

❖ Scope and Requirement

NIRD & PR requires the services of an experienced and multidisciplinary animated E-learning content development agency with experience in the field of Animation by developing a Story Board and animated videos from a given content and familiar in on-boarding the animated content on Learning Management System. It envisages the following activities as part of the scope for developing animated e-learning content/modules processes for Panchayat Raj Functionaries.

The bidders are allowed to respond as individual entities or in the form of consortium for this opportunity. Only one bid will be allowed from a consortium. Potential respondents with the relevant technical experience should submit their responses as per the formats in Annexure B & C, along with the non-refundable fee, highlighting their capabilities to perform the following activities:

- ❖ Creation of a storyboard based on the content of various modules to be provided by NIRD&PR and getting approved by an expert Committee.
- ❖ Preparing e- Learning Modules in animated format/ presentation in 2D and 3D Animations, Character Animations, Visuals and other latest Technological advancements with rich graphics, animated characters etc. based on the story board so developed in consonance with the

content/topics provided by NIRD&PR; The estimated length of the animated content will be of about 250 to 300 hours duration.

- ❖ Onboarding of the animated content on to the selected Learning Management System;
- ❖ Managing and making modifications as required by the NIRDPR of the content on the LMS.
- ❖ Converting the animated content into small snippets to be flashed to end users by various communication means such as mobile apps, WhatsApp etc.

- **Technical Specifications and other guidance for the Vendors**

- **Content**

- Content to be developed is Level -3 category of e-Learning standards.
- NIRD&PR will provide raw content based on that Vendor has to develop Visual Story Board
- The Content is to be converted into a design document and storyboard which will be most relevant and understandable format in interesting way and should have the best educational approach suitable to the Vocational Education & Training.
- The structure and the lesson plan for each course shall be agreed upon between the NIRD&PR SME for the course and the vendor. The vendor shall submit “Story Board” for each module/course to the successful vendor and have it approved before commencing the development
- Content to be created both in flash and general video formats
- Content should be highly rich in graphics and Animated characters and scenarios are to be used to explain the concept in detail. Some videos/pictures can also be used wherever required
- Pre and Post and intermediate assessments should be used to evaluate the understanding level of user

- **Development**

- The selected vendor would employ industry standard practices such as ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model for the development of courses. The duration of the course, format such as graphics, audio, video etc. would be decided in mutual consultation with the vendor and the NIRD&PR
- The vendor should make use of efficient multi-media elements (Animation, videos etc.) such that it uses very low bandwidth when the content is accessed using Wide Area Network (WAN) and low bandwidth internet connection.
- Each course will have inbuilt quiz and tests to check the understanding of the subject at proper intervals. These should be in multiple formats such as multiple choice, drag and drop, fill in the blanks, match the answers, hot spots etc.
- The courses should be developed so that they could be launched from any LMS that supports SCORM, AICC standards.
- Widely accepted standards and latest tools shall be used for multimedia content development and features for efficient delivery shall be explored.

- Language used in Story Board should be lucid and course is to be developed in English and based on the need, course has to be converted to multilingual
- Content visualizer and subject matter expert of NIRD&PR will finalize the content by the prior discussion with the technical team of the firm. However, it is advisable for the Vendor to also have a subject matter expert to understand the approach of NIRDPR
- **Execution Process**
 - Technical team is responsible of finalizing the e-learning material by editing in three stages.
 - On approval Visual story board vendor need to develop Alpha (Without voice) version and submit to NIRD&PR for checking
 - After implementing SME corrections, BETA Version (With Voice) need to be submitted. The professional voice should be approved by NIRDPR.
 - After approval of BETA version Gold Version(Final version) has to be submitted
 - All voice over files should be in MP3 format with professional voices and the vendor shall provide samples of voice over to the NIRD&PR for approval. The NIRD&PR shall approve Male and Female voice over (Indian English) that shall be used in the development of courses. In case NIRD&PR is not satisfied over the sample voice provided by the vendor, the vendor shall provide additional samples for approval and selection by the NIRD&PR
 - The lessons to be archived should be in downloadable format
 - Content IPR (Intellectual Property Right): there should be no copyright infringement if clipart, stock art, stock photo are used
 - The source file of all the content created by the vendor should be submitted to NIRD&PR
 - All IPR, Copy rights should vest with NIRDPR
- **Graphic User Interface Features of E-Content Module**

Sl. No	Function	Remarks
1	Slider	Slider Option should be user-friendly to the user, where, the user can drag the slider forward/backward of the screen animation & audio.
2	Tree Menu structure at Index	The Index should be enabled to extend to more than one/ further levels for sub topics in a user friendly manner.
3	Book Mark	Using this option, the user can bookmark the desired screen/slide and can view at any time during the lesson for reference.

4	Audio Volume	Audio Volume button Controls the level of volume for the user to increase or decrease according to the user choice.
5	Search	Key word search should be enabled
6	Completion status at Index	Green tick mark should be visible near the index for the topics which the user has visited/completed.
7	Navigation Buttons	Navigation buttons like, Next, Previous and Pause Screen Number/Total Number of Screens should be available in a user friendly manner.
8	Handouts	PDFs or other documents related to topic should be up loadable and downloadable.
9	Glossary	Glossary terms related to the topic is be seen.

❖ Qualifying Criteria

- I. The Bidder/ Lead Bidder of the Consortium shall possess strong technical capabilities in Animation, Story Boarding and Learning Management System exercise. The Bidder/ Lead Bidder of the Consortium shall have completed at least 8 Animations, Story Boarding and Learning Management System projects showcasing capabilities mentioned above for Government, PSU, Registered and Listed companies or private players. However priority will be given to those having done more projects in Government and PSU. Supporting for all projects to be provided as per the format specified in Annexure A, Section 4.
- II. The bidder shall be in the field of Animation, Story Boarding and Learning Management System for a minimum of 3 years as on date of the Bid. A Start-up company in accordance with the definition of GOI, need only to have 1.5 years of experience in the given area. Need to provide company registration certificate and proof of nature of work/nature of company/start up.
- III. The bidder shall have completed at least 3 projects in the field of Animation, Story Boarding and interfacing/ managing Learning Management System - projects for training programs, Government Projects Educational domain client. Supporting to be provided as per the format specified in Annexure A, Section 4.
- IV. The bidder shall have a minimum annual turnover of Rs. 2.00 Crores and in case of Start-up firms (as defined for the purpose of Start-up India) shall have a minimum turnover of Rs. 75 lakhs with positive net worth as on date of submission of bid for each of the last three audited financial years (FY 14-15, FY 15-16, FY 16-17) or less as the case maybe. Supporting to be provided as per the format specified in Annexure B, Sec 6 and Sec 7.
- V. In case of consortium, the Lead Bidder of the Consortium shall have prior experience of working in at least 1 project with the Consortium Member for implementation of activities for similar projects. Supporting to be provided as per the format specified in Annexure A, Section 4.

- VI. The Bidder/ Lead Bidder of the Consortium shall have a multidisciplinary team of at least 10 professionals (minimum) in the field of Animation, Story Boarding and managing Learning Management System, audio video media, graphic designers, market researchers, and other relevant capabilities as part of Learning Management System and support. Supporting to be provided as per the format specified in Annexure A, Section 5. The profile of the professionals should be submitted along with the bid.
- VII. **The Bid should be accompanied with non-refundable tender fee of Rs. 3000/- (Rs three thousand only). The Bid without tender fee will not be entertained. An EMD of Rs. 50,000/- (Rs. Fifty thousand only) in the shape of Demand Draft drawn in favour of Director General, NIRD & PR payable at Hyderabad to be attached with the bid. This amount will be converted as security deposit for the successful bidder. The short listed Agencies who qualify the Bid criteria will be invited to make technical presentations for which they will be intimated separately after evaluation of the Bid.**
- VIII. **Post selection of the agency, the agency should also provide a bank guarantee of Rs. 3 Lakhs to NIRD & PR for successful implementation of the project.**

All bidders or Consortium with the above criteria will be eligible to submit financial bids.

❖ Bid Selection Process

- i. All the bidders shall be assessed against the Qualifying criteria listed in the Bid invitation.
- ii. NIRD & PR through this Bidding process intends to consider those potential bidders that have the requisite capability and competency, in terms of technical strengths, experience of carrying out similar projects and financial stability to address the requirements of NIRD & PR
- iii. Each bidder shall be required to make 7 to 8 minutes of animated film from the sample content, which will be given post submission of the technical bids and make a presentation before an expert committee. The score that is obtained in making the animation and presentation will be one of the criteria for selection in addition to the rate quoted for making such animation in their financial bids.
- iv. The financial bids of technically qualified bidders alone will be downloaded for evaluation. The financial quotes shall be as per the unit cost as given in the annexure.
- v. NIRD & PR's decision on evaluation shall be final and binding on all the bidders.

❖ Bid Submission process

- i. **The Bid shall be submitted online through NIRD & PR e-Tendering portal only.**

- ii. The Bid document to be attached shall be concise, complete and arranged in an organized and structured manner.
- iii. To participate in online Bidding process, respondents shall procure a Digital Signature Certificate (Class - II) as per Information Technology Act-2000 using which they can digitally sign and encrypt their electronic bids. Respondents can procure the same from any CCA approved certifying agency, i.e. TCS, Safecrypt, Ncode, etc. Bidders who already have a valid Digital Signature Certificate (DSC) need not procure a new DSC.
- iv. NIRD & PR shall not be responsible for delay in online submission due to any reason. For this, bidders are requested to upload the complete proposal well advance in time so as to avoid issues like slow speed, choking of web site due to heavy load or any other unforeseen problems.

❖ Queries on Bidding

Respondents shall send in their queries on the Bidding if any, to the e-mail ids as mentioned under Section: “Key Events and Dates” of this document. **The responses to the queries will be sent via mail only and no telephonic queries will be entertained.**

❖ Instructions to the Bidders

- i. Bidders shall study all instructions, forms, terms, requirements and other information in the Bidding invitation documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the Bidding invitation document with full understanding of its implications.
- ii. Language of Proposals - The proposals, all correspondence and document enclosed as part of the proposals shall be in English language only.
- iii. Proposals received after the due date and the specified time for any reason whatsoever, shall not be entertained and will be rejected without opening.
- iv. NIRD & PR shall, at its discretion, extend the deadline for submission of proposals by publishing the details on the website where the Bidding invitation document was made available.

v. All costs incurred by the respondent in the preparation and presentation of the proposal shall be borne entirely by the respondent. All supporting document submitted by the respondent in response to this Bidding Invitation shall become the property of NIRD & PR.

vi. This Bidding does not constitute an offer by NIRD & PR. No commercial quotes shall be submitted along with the Bidding document. If found any, the proposal shall be rejected.

vii. All proposals and accompanying documentation submitted against this Bid, once opened will become the property of NIRD & PR and will not be returned.

viii. The bidder shall not be permitted to sub-contract any of the core activities of the project except minor activities as permitted by NIRDPR.

❖ Key Events and Dates

The Bid shall be through online e-tendering portal of NIRD & PR only.

S.NO	Information	Details
1.	Tender publishing date	22/05/2017
2	Tender Download Date	22/05/2017
3	Last date of receipt of Queries/Clarifications via email to pratyusna.nird@gov.in	27/05/2017
4	Last date (deadline) for online submission of bids at nird.org.in	30/05/2017
6	Intimation of names of qualified bidders for participating in presentation/Technical Evaluation	06/06/2017

❖ Annexure A - Bid Template

Please note: The Bid shall be submitted in the following format.

Section 1 - Covering Letter

(To be submitted on the letterhead of the Lead Bidder)

{Location, Date}

To

Assistant Registrar (T)
National Institute of Rural Development & Panchayati Raj [NIRDPR]
Rajendra Nagar, Hyderabad- 500030
Bid Reference No. CPR/PP/RGSA/NIRDPR/2017

Subject: Submission of proposal in response to the Invitation to Bid for “**Preparation of Animated E-learning content and on-boarding and managing on Online Learning Management System for NIRD & PR**”

Dear Sir,

Having examined the Bidding invitation document, we, the undersigned, herewith submit our proposal in response to your Invitation to Bid Notification number..... for “**Preparation of Animated E-learning content and on-boarding and managing on Online Learning Management System for NIRD & PR**”. We have read the provisions of the invitation document and confirm that we accept these. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.

1. We agree to abide by this proposal, consisting of this letter, the detailed response to the Bidding Invitation and all attachments.
2. We declare that we are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment, and we are not under a declaration of ineligibility for corrupt or fraudulent practices.
3. We declare that there is no conflict of interest in the services that we will be providing under the terms and conditions of this Bid.
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.
5. We understand you are not bound to shortlist/accept any or all the proposals you receive.
6. We understand that this is a module based contract and would be reviewed after every content creation and NIRD & PR can terminate the contract if at any point we are found not to be eligible of entering this contract

7. In the event of failure on our part to provide within the time schedule, the authorities levy liquidity damages @ 1% per week for delay in completion of work subject to maximum 10% of the agreement amount
8. Any breach of terms and conditions of the agreement, the In-charge may rescind the contract agreement of the consultant by giving 15 days' notice, the in-charge may get the balance work done at the risk and cost of the successful bidder
9. We agree to the Compensation structure offered in the Annexure- D, so mentioned in the proposal inviting for Bids
10. Our firm nor any sub-contractors are debarred or black listed by any organization/ corporate/University etc.
11. The content and product to be mutually agreed upon by NIRD & PR and by us
12. We hereby declare that we qualify and fulfil all the eligibility criteria mentioned in the Bidding invitation document
13. All the content provided would be original and we comply with the copyright laws of the land

Thanking you,

Yours faithfully

(Signature of the authorized representative of the Bidder on behalf of all consortium members, if any)

Name:

Designation:

Seal:

Date:

Place:

Business Address

Section 2 - Company Profile

Bidder//Lead Bidder in case of Consortium:

S. No.	Information		Details
1	Name of responding lead bidder:		
2	Address of responding lead bidder:		
3	Name, Designation and Address of the contact person to whom all references shall be made regarding this Bid:		

4	Telephone number of contact person:		
5	Mobile number of contact person:		
6	Fax number of contact person:		
7	E-mail address of contact person:		
8	Status of Firm/ Company (Public Ltd., Pvt. Ltd., etc.)		
9	Company Registration Certificate		
10	No. of personnel, having experience of working on animations and E-learning content, online learning management system on its roll as per Qualifying Criteria. (Include Self Certification as per Annexure A, Section-5)		

Section 3 - Consortium Partner if any:

Role of Consortium Partner:

S No.	Information	Details
1	Name of responding Consortium partner:	
2	Address of responding Consortium partner:	
3	Name, Designation and Address of the contact person to whom all references shall be made regarding this Bid:	
4	Telephone number of contact person:	
5	Mobile number of contact person:	

6	Fax number of contact person:	
7	E-mail address of contact person:	
8	Status of Firm/ Company (Public Ltd., Pvt. Ltd., etc.)	
9	Company Registration Certificate	
10	Copy of the consortium agreement between the Lead Bidder and Consortium member	

We hereby declare that our proposal submitted in response to this Bid is made in good faith, and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,
[Authorized Signature]

Name:

Designation:

Seal:

Date:

Place:

Business Address

Section 4 – Project Citation Format:

Highlight all relevant project experiences of similar nature carried out for Government or Private Organization – specify projects as per Qualifying Criteria in the Table Format below

Assignment name:	Approx. Value of Services
Country: Location within country:	Duration of the project (No. of months, start date, completion date, current status)
Name of Client:	Approximate number of target

	audience:
Category of Client (Government / PSU / Listed Company)	
Particular Sector Based (BFSI, IT, Non IT, Manufacturing, Other – Please Specify)”	
Contact Person, Title/Designation, Tel. No./Address:	No. of professional staff-months provided by your firm/organization for the proposed project:
Start date (month/year):	Completion date (month/year):
Description of Project:	
Description of Actual Services provided highlighting each of the areas of scope of work mentioned in Section 3 (points a & b) of this Bid document:	

Note: Each work experience shall be enclosed with work order/completion certificate. Each citation along with work orders would be evaluated for necessary compliance to meet the qualifying criteria of this Bid.

Section 5 – Multidisciplinary Team

Certificate from the HR/ Authorized Signatory on the Company letterhead confirming the number of animations and E-learning content, online learning management system, graphic designers, market researchers, and other relevant professionals employed full time in Pay Roll of Firm as on 30.04.2017

❖ Annexure B – Financial Strength

Section 6 - Financial Details of the Bidder/Lead Bidder in case of Consortium

(To be submitted duly signed by Statutory Auditor of the bidder on its letter head with appropriate break-up of content development and other activities)

S.NO	Years	Turnover Details in (INR)	Net Worth Details in (INR)
A	2016-17		
B	2015-16		
C	2014-15		
Average Annual Turnover (A+B+C/3)			

*Audited Balance sheet and Profit & Loss account statement of the Bidder (Lead Bidder in case of Consortium) for each of the last 3 audited financial years FY 14-15, FY 15-16 and FY 16-17 shall be submitted as supporting evidence.

Section 7 - Financial Details of the Consortium Partner if any

(To be submitted duly signed by Statutory Auditor of the Consortium member on its letter head)

S.NO	Years	Turnover Details in (INR)	Net Worth Details in (INR)
A	2016-17		
B	2015-16		
C	2014-15		
Average Annual Turnover (A+B+C/3)			

*Audited Balance sheet and Profit & Loss account statement of the Bidder (Lead Bidder in case of Consortium) for each of the last 3 audited financial years FY 14-15, FY 15-16 and FY 16-17 shall be submitted as supporting evidence.

❖ Annexure C – Scope

Section 8 – Technical Approach

- Implementation Plan
- Approach and Methodology
- Case studies (Case lets)/scenarios, difficult concepts explained using real life analogies relevant to the Scope of the Bid
- Explanation of concepts using simple language accompanied by suitable graphics/images and relevant examples
- Success Stories and Client Testimonials
- Learning content for each objective followed by formative assessments
- Additional Features such as Engagement through Storytelling and Conversational approach
- Any other Suggestions

The presentation to be made by the bidder needs to cover the above points

❖ Financial Bid

- Post the selection of bidders from the technical bidding process, they are to give the following financial bid describing in full, their quotes for the mentioned job
- The below bid should reflect the module based payment norms as mentioned in the Compensation Structure below.

S. NO	Item of work	Units	Cost per unit in Rs.	Cost per unit in words
1	Creation of a storyboard based on the content of the specific module to be provided by NIRD&PR and getting approved by an expert Committee; and Preparing e-Learning Module in animated format/ presentation in 2D and 3D Animations, Character Animations, Visuals and other latest Technological advancements with rich graphics, animated characters etc. based on the story board so developed in consonance with the content/topics provided by NIRD&PR;	Duration of 30 minutes		
2	Onboarding of the animated content on to the selected Learning Management System;	Duration of 60 minutes		
3	Managing and making modifications as required by the NIRDPR of the content on the LMS.	For one year after complete on boarding of the module		
4	Converting the animated content into small snippets to be flashed to end users by various communication means such as mobile apps, WhatsApp etc.	Two - Five minutes snippet		

❖ Annexure C – Compensation Management

Section 10 – Compensation Structure

- This would be a module based payment structure wherein the successfully empanelled bidder first gets one module, the payment for which would be released immediately post the submission of the work
- Post the satisfactory completion of the first module, the remaining modules would be given to the selected bidder the payment of which would also be module based
- The payment terms would be such that 60% of the payment would be made immediately post approval of the submitted storyboard and remaining 40% after the animated content has been submitted

S. NO	Item of work	Terms of Payment
1	Creation of a storyboard based on the content of various modules to be provided by NIRD&PR and getting approved by an expert Committee; and Preparing e-Learning Modules in animated format/ presentation in 2D and 3D Animations, Character Animations, Visuals and other latest Technological advancements with rich graphics, animated characters etc. based on the story board so developed in consonance with the content/topics provided by NIRD&PR;	i. 60% after the approval of the draft animation story proportionate to the length and content of the module ii. 40% after the approval of the final submission of the animation content of a given module to the satisfaction of the expert committee
2	Onboarding of the animated content on to the selected Learning Management System;	i. 90% after on boarding the content on LMS ii. 10% - 3 months after on boarding the content and successful working
3	Converting the animated content into small snippets to be flashed to end users by various communication means such as mobile apps, WhatsApp etc.	i. 90% after the proportionate snippets completed and presented ii. Balance 10% after completion of 3 months

Section 11 – Review Methodology

- This is a module based Contract, the review of which would be after each content creation and submission on the activities, and outcomes from the activities of the Partnering Agency to determine the efficiency and efficacy of this partnership
- The Agency working on more than 1 module has to submit a self-reviewed, '**Project Review Report**' after every 3 modules which would then be assessed by a team of qualified, efficient, and responsible panel
- This panel would determine whether to renew and continue the contract for the next module or in extreme cases terminate it altogether based on the performance review.

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