

Request for Expression of Interest (REOI)  
for  
Empanelment of agencies for providing E-Content Solutions.



**Bid no.- RFP/Strategy/2023/030**

**Department- Strategy**

**Important Dates:**

Date of commencement of REOI	16-Nov-2023
Pre-Bid Meeting (Virtual: <a href="#">Click Here Join</a> )	21-Nov-2023 at 02:00 pm
Last Date and Time of Receipts of EOI	30-Nov-2023: 04:00 pm
Place of Submission and Opening of EOI	<a href="https://nsdc.eproc.in/">https://nsdc.eproc.in/</a>

1. **Introduction:** National Skill Development Corporation (NSDC) is a not-for-profit public limited company incorporated under section 25 of the Companies Act, 1956 (corresponding to section 8 of the Companies Act, 2013). NSDC was set up by the Ministry of Finance as Public Private Partnership (PPP) model. The Government of India through Ministry of Skill Development & Entrepreneurship (MSDE) holds 49% of the share capital of NSDC, while the private sector has the balance 51% of the share capital.

NSDC is a one of its kind, Public Private Partnership in India. It aims to promote skill development by catalyzing the creation of large, quality, for-profit vocational institutions. It provides funding to build scalable, for-profit vocational training initiatives. Its mandate is also to enable support systems such as quality assurance, information systems and train the trainer academies either directly or through partnerships and setting up Sector Skill Councils.

2. **Objective of empanelment:** NSDC is inviting Expression of Interest to empanel eligible firms for providing E-Content Solutions as per the Terms of Reference mentioned in this REOI at **Annexure-III**. Interested Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.
3. Interested firms are required to furnish the information/documents as per the format given under Annexure-I (Eligibility Criteria)
4. **Duration:** Empanelment of firms is for a period of 03 years from the date of issuance of letter of empanelment. However, the duration can be reduced or extended based on the performance of firms. More firms can be added to the empaneled list provided they meet the conditions set out under this EOI.
5. Firms will be empaneled based on meeting eligibility criteria under this EOI. For any assignment, NSDC will share SOWs/RFPs separately to empaneled firms to seek quotation/proposal. Evaluation and selection criteria shall be mentioned in specific SOWs/RFPs. Empaneled firms which will be selected under each assignment may be issued PO/Contract.
6. Empanelment does not guarantee that work will be assigned to each of the empaneled firms.
7. During the empanelment period, firms must inform NSDC when firms undergo material changes (internal or external) which can impact the obligation.
8. NSDC reserves the right to reject any or all the proposals submitted in response to this EOI document at any stage without assigning any reasons whatsoever. NSDC also reserves the right to hold or withdraw or cancel the process at any stage under intimation to the applicants who submit the response to EOI.
9. Firms who fulfil all the eligibility criteria as mentioned in **Annexure-I** and interested in this assignment as per Terms of Reference may submit their application in the prescribed format along with relevant documents on NSDC E-proc Portal (<https://nsdc.eproc.in/>) on or before last date and time of submission.
10. **No Courier/Hand Delivery of physical documents is allowed.**

**Eligibility Criteria:**

SN	Criteria	Documents
a)	The Bidder shall be a Company, Partnership firm, or Proprietorship and must be a Registered legal entity in India, in existence from last at least 5 years from the date of publishing of the RFP.	-Certification of Incorporation -PAN -GST
b)	The bidder should have average annual turnover of Rs 20 Lakh in the last three financial years (2020-2021, 2021- 22 and 2022-23).	CA Certificate with UDIN No
c)	Technical Capability of the Business Entity: Successful implementation of various types e-Learning content development (specify the Interactivity level of content) in any State Government/ Central Government/ PSU/ Corporation/ Company/ Institution/ Private Organization for variety of targets audience and domains. Describe the SOPs for Quality assurance.	<ul style="list-style-type: none"> <li>Unique Resource Locators (URLs) for the completed projects should be given on a separate sheet.</li> <li>Details for accessing these e-Learning modules may also be shared with NSDC. In case of unavailability of URL due to various reasons, screenshots of the courses (masking the client info) may be shared.</li> <li>Share the Quality Assurance SOP/process.</li> <li>The agency can also showcase the same during the presentation.</li> </ul>
d)	<b>Experience:</b> Should have minimum 3 years of experience in the development of various types of e-Learning content (specify the Interactivity level of content) with minimum 300 hours of total original content developed.	The bidders should provide proof of experience by giving work order, payment receipt proof for the work experience, along with mandatory declaration, for the last 3 years.
e)	<b>Blacklisting:</b> Self-certified letter by the authorized signatory of the bidder that the bidder is currently not blacklisted by any Government Organizations, Public Sector Undertakings or Public Limited Companies and is not under a declaration of ineligibility for corrupt or fraudulent practices as on the date of submission of bids	Self-Certified letter by the authorized signatory
f)	<b>Technical Team on project:</b> The Bidder should have a team with excellent: Training needs analysis/requirements Gathering, Course Design Document. Content Writing – Storyboarding, Research, Analysis, Visualization, curriculum development. and <b>Graphics &amp; Media Development:</b> proficiency in web and graphic design and video editing, including HTML, Illustrator, Photoshop and Flash/ equivalent technology, Development of Graphics, animations and videos of different levels of complexity, and development of eLearning using Microsoft PowerPoint, authoring tools such as captivate	An organogram with the details of these resources, and their highest educational qualification and experience to be submitted by the bidders.

SN	Criteria	Documents
	etc. Experts pertaining to subject areas of content creation as per requirement.	

**Submission of all the valid/legal documents in context to the above table is mandatory. Only those agencies whose proposals meet all the eligibility criteria will be shortlisted for empanelment.**

**Organisation Details [On the letter head of firm]**

<b>Name of the Firm:</b>	
<b>Date of Incorporation of Firm (DD/MM/YY):</b>	
<b>Place of Incorporation:</b>	
<b>PAN Card No.</b> <i>(Copy of PAN card to be attached)</i>	
<b>GSTIN</b> <i>(Copy of GST certificate to be attached)</i>	
<b>Registered Address:</b>	
<b>Turnover of past 3 financial years:</b>	2022-23- INR 2021-22- INR 2020-21-INR
<b>Telephone:</b>	
<b>Website:</b>	
<b>Concerned person's Name and Designation:</b>	
<b>Mobile No:</b>	
<b>Email ID:</b>	

**Experience Details:**

*This needs to be submitted in an excel sheet only and as a part of Eligibility Criteria clause (d)*

<b>Assignment No:1</b>	
<b>Name of Client:</b>	
<b>Brief of Services Provided:</b>	
<b>Location and Country:</b>	
<b>Name of Project:</b>	
<b>Year:</b>	
<b>Project Duration:</b>	
<b>Project Value In INR:</b>	
<b>Email id and contact detail of client</b>	
<b>Assignment No:2</b>	
<b>Name of Client:</b>	
<b>Brief of Services Provided:</b>	
<b>Location and Country:</b>	
<b>Name of Project:</b>	
<b>Year:</b>	
<b>Project Duration:</b>	
<b>Project Value In INR:</b>	
<b>Email id and contact detail of client</b>	
<b>Assignment No:3</b>	
<b>Name of Client:</b>	
<b>Brief of Services Provided:</b>	
<b>Location and Country:</b>	
<b>Name of Project:</b>	
<b>Year:</b>	
<b>Project Duration:</b>	
<b>Project Value In INR:</b>	
<b>Email id and contact detail of client</b>	
<b>Assignment No:4</b>	
<b>Name of Client:</b>	
<b>Brief of Services Provided:</b>	
<b>Location and Country:</b>	
<b>Name of Project:</b>	
<b>Year:</b>	
<b>Project Duration:</b>	
<b>Project Value In INR:</b>	
<b>Email id and contact detail of client</b>	

NOTE: Evidence/proof needs to be provided for information mentioned Annexure II. These official documents/ proofs should be authorized by the concerned authority.

**Please add more rows if required.**

## Terms of Reference

### Empanelment of Agencies for Providing e-Content Solutions

#### **Purpose of the Consultancy**

NSDC is selecting a manpower/resources service provider for content solutions. Our objective is to select the vendor who fully meets the requirements identified in this Request for Proposal (RFP). NSDC may elect to award a contract pursuant to the RFP. Your company is invited to take part in this process and provide a proposal that satisfies NSDC requirements.

Within the REoI you will find all the information necessary to do a proper assessment of NSDC requirements. Service providers are invited to respond to this RFP by describing how they can meet the requirements set out in this RFP and by providing other information requested. Responses to this RFP will be used to qualify service providers for the final evaluation and price negotiation phases of the selection process.

**The main purpose of this RFP is to create content and content related elements such as storyboards, digital content, videos, graphics, audio, and others.**

#### **The Deliverable:**

Deliverables will be determined based on the roles of engaged resources and organizations. These shall be finalized at the time of empanelment of the resources. The payment milestones will be monthly, and deliverables and output shall be determined based on monthly cycles.

#### **Payment Milestones**

Payments are to be settled on a deliverable/monthly basis with the engaged resources.

#### **Duration of the empanelment**

The duration of the assignment shall be 36 months.

#### **Qualifications and Experience resource to be engaged.**

NSDC looks to invite resources that can contribute to the process in part or in whole. This could cover the following roles and their qualifications:

Position	Qualifications and Experience
<b>Content Writers</b>	<ul style="list-style-type: none"> <li>• A bachelor's degree with 3+ Years experience</li> <li>• Grammar and Vocabulary</li> <li>• Editing Qualifications for Your Content</li> <li>• Researching Ability for an In-depth Content</li> <li>• Developing a Content Strategy</li> <li>• Visual/Multimedia Content Writing</li> <li>• Talents in Content Writing</li> <li>• Effective Listening Qualification</li> <li>• Time Management</li> <li>• Continuity and Organization in Content Writing</li> <li>• Problem Solving Power</li> </ul>

Position	Qualifications and Experience
	<ul style="list-style-type: none"> <li>• Adaptability To Different Styles</li> <li>• Collaboration and Adjustment</li> <li>• Innovative Mindset</li> <li>• Aware of the Brand's Voice</li> <li>• Remaining Up-to-Date</li> </ul>
<b>Experienced Instructional Designers with minimum 3 years' experience</b>	<ul style="list-style-type: none"> <li>• Graduate or Postgraduate in Business, Psychology, Communication, English or a related field.</li> <li>• Minimum 3 years proven experience in instructional design and content development, preferably in e-learning or educational settings.</li> <li>• Knowledge of Instructional design models (e.g., ADDIE), theories (e.g., Bloom's Taxonomy, Constructivism) and strategies to enhance the learning experience.</li> <li>• Exposure to Experiential learning theories and its implementation.</li> <li>• Current trends and developments in the area of knowledge of effective learning and development methods.</li> <li>• Proficient in MS Office and authoring tools.</li> <li>• Familiarity with e-learning platforms and practices.</li> <li>• Knowledge and experience in creating gamified learning is a plus.</li> <li>• Strong project management skills with ability to meet timelines, quality, and budget.</li> <li>• Excellent communication, collaboration and negotiation skills to work effectively with various internal and external stakeholders.</li> <li>• Ability to build rapport with employees and vendors.</li> <li>• Understanding of accessibility and universal design principles.</li> </ul>
<b>Content Authors</b>	<ul style="list-style-type: none"> <li>• Graduate or Postgraduate</li> <li>• 3+ years of experience</li> <li>• Excellent writing skills in English.</li> <li>• Preferable areas/backgrounds from which the authors should belong to: <ul style="list-style-type: none"> <li>○ Aerospace, IT, electronics, telecom</li> <li>○ Engineering, manufacturing, production, automobile etc.</li> <li>○ Management, Finance, BFSI, Economics, Accounts</li> <li>○ Food, wellness, handicraft, healthcare, logistics</li> <li>○ Textile, tourism, agriculture, mining, power.</li> </ul> </li> <li>• Proven experience in authoring and content development, preferably in e-learning or educational environment.</li> <li>• Knowledge of Instructional design models (e.g., ADDIE), theories (e.g., Bloom's Taxonomy, Constructivism) and strategies to enhance the learning experience.</li> <li>• Exposure to Experiential learning theories and its implementation.</li> </ul>



Position	Qualifications and Experience
	<ul style="list-style-type: none"> <li>• Current trends and developments in the area of knowledge of effective learning and development methods.</li> <li>• Proficient in MS Office and authoring tools.</li> <li>• Familiarity with e-learning platforms and practices.</li> <li>• Knowledge and experience in creating gamified learning is a plus.</li> <li>• Excellent communication, collaboration and negotiation skills to work effectively with various internal and external stakeholders.</li> <li>• Ability to build rapport with employees and vendors.</li> <li>• Understanding of accessibility and universal design principles.</li> </ul>
<b>Graphic Designers</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in graphic design or related field.</li> <li>• Experience as a graphic designer or in related field.</li> <li>• Creative thinking and demonstrable graphic design skills with a strong portfolio.</li> <li>• Excellent understanding of design principles, layout, color theory, and typography.</li> <li>• Proficiency with required desktop publishing tools, including Photoshop, InDesign Quark, and Illustrator.</li> <li>• Strong communication skills and the ability to work collaboratively in a team and with various stakeholders.</li> <li>• A strong eye for visual composition.</li> <li>• Effective time management skills and the ability to meet deadlines.</li> <li>• Able to give and receive constructive criticism.</li> <li>• Understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design.</li> <li>• Proficiency in creating interactivity, animations, and game designs.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Audio-Video creators/editors</b></li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor's degree in graphic design, Video Editing or related field.</li> <li>• Experience as a Video Content Creator or editor or in related field.</li> <li>• Demonstrable video editing skills with a strong portfolio.</li> <li>• Proven work experience as a Video Editor</li> <li>• Solid experience with digital technology and editing software packages (e.g. Avid Media Composer, Lightworks, Premiere, After Effects and Final Cut)</li> <li>• Creative thinking and demonstrable video/animation design skills with a strong portfolio.</li> <li>• Excellent understanding of design principles, layout, color theory, and typography.</li> <li>• Effective time management skills and the ability to meet deadlines within budgets.</li> </ul>

Position	Qualifications and Experience
	<ul style="list-style-type: none"> <li>• Familiarity with special effects, 3D and composing</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Subject Matter Experts across the 37 sectors and its sub-sectors</b></li> </ul>	<ul style="list-style-type: none"> <li>• Aerospace, IT, electronics, telecom</li> <li>• Engineering, manufacturing, production, automobile etc.</li> <li>• Management, Finance, BFSI, Economics, Accounts</li> <li>• Food, wellness, handicraft, healthcare, logistics</li> <li>• Textile, tourism, agriculture, mining, power.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Assessment developers</b></li> </ul>	<ul style="list-style-type: none"> <li>• Graduate</li> <li>• 2+ years of experience in writing designing formative and summative assessment items for theory and practical.</li> <li>• Strong understanding of the Instructional Design &amp; Assessment strategies.</li> <li>• Organized, with a strong attention to detail, and able to juggle multiple tasks under tight deadlines.</li> <li>• Excellent writing skills in English.</li> <li>• Proficient in MS Office and productivity tools.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Other related roles as per the need of the projects ongoing</b></li> </ul>	

**Letter Head of the Firm**

**Declaration**

Date:

**To whomsoever it may concern**

I/We hereby solemnly take oath that I/We am/are authorized signatory and hereby declare that I / Our firm/ Agency/ Institute/Company/Organization do not face any sanction or any pending disciplinary action from any authority against our myself/ firm / Company /Organization or partners."

Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization.

In case of any further changes which effect this declaration at a later date; we would inform NSDC accordingly.

Authorized signatory  
(With seal)