

# TENDER FORM

File No.1-Admn/145/ELP/2019/MGNCRE Date: 09.03.2019

## MAHATMA GANDHI NATIONAL COUNCIL OF RURAL EDUCATION

(Formerly National Council of Rural Institutes)

5-10-174, SHAKAR BHAVAN, GROUND FLOOR, FATEH MAIDAN ROAD, HYDERABAD – 500 004



TENDER DOCUMENT FOR

### Preparation of content and Learning Portal for capacity building

LAST DATE OF RECEIPT OF FILLED IN TENDER  
**At 15.00 Hrs on 19.03.2019**

OPENING OF TECHNICAL BID  
**At 16.00 Hrs on 19.03.2019**

COST OF THE TENDER DOCUMENT : Rs.1000/-



## CONTENTS OF TENDER DOCUMENTS

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## **About MGNCRE**

### **Introduction :**

Mahatma Gandhi National Council of Rural Education under the Ministry of Human Resource Development, in Government of India strives to promote resilient rural India through Higher Education interventions. MGNCRE designs, develops and promotes curriculum inputs for higher education programmes offered by Universities and Autonomous Institutions in India. The higher educational streams of focus for MGNCRE include: Rural Studies, Rural Development, Rural Management, Social Work and Education. The curriculum inputs are both theoretical and practical field-related relevant to rural India.

### **Vision**

To involve higher education curriculum in India in the process of building resilient rural India i.e., Uthkrisht Gram for Unaat Bharat

### **Mission**

Formulate and recognise curricular inputs and accredit courses and higher educational institutions, which enable development of sustainable, climate and disaster resilient rural livelihoods.

### **Objectives**

Established in 1995, MGNCRE strives to study rural society and rural economy through higher educational institutions in order to address the development needs and challenges through participatory mechanisms and appropriate technological responses basing on local resources.

To work with higher educational institutions covering Natural and Social Sciences, Management Sciences and Engineering for developing curricula addressing challenges of rural communities for finding appropriate technology options to promote a just and equitable economic and social development

To adopt interdisciplinary approach and work with faculty members and Post Doctoral Fellows, through workshops for addressing challenges of the rural communities in finding appropriate social and economic responses as per the local and global opportunities in livelihoods. To develop a pool of researchers and academics across the disciplines interested in and working for rural communities leveraging academic inputs for higher education.

To enable studies on issues and impediments in human resource development initiatives of the Government of India focused on rural India, studying failure and success stories and fine tuning the programmes and their implementation through curriculum interventions in higher education. To network with educational institutions of higher learning, local governments, development agencies, Local Governments, gram sabhas and Industry in order to develop synergic convergence of human resources which are socially and economically just and inclusive for the vulnerable sections of rural India

Date: 9th March, 2019

## **TENDER NOTICE**

**Sealed tenders are invited from reputed Vendors (Agencies/Firms)  
for "Preparation of Content and Learning Portal" for e-Learning Centre of MGNCRE.**

1. Tenders are invited from reputed Firms/Agencies under two bid system i.e., (1) Technical Bid and (2) Financial Bid super scribing "Preparation of Content and Learning Portal (online Learning Management System)".
2. The tender document can be downloaded from the MGNCRE website [www.mgncre.in](http://www.mgncre.in). Duly filled in tender form must be accompanied with the tender fee of **Rs.1000/-** in the form of Demand Draft/Bankers cheque only (Non-refundable) drawn in favour of "National Council of Rural Institutes" payable at Hyderabad **failing which the tender will not be accepted.**
3. The interested Agencies/Firms can submit the tender document complete in all aspects along with Earnest Money Deposit (EMD) of 5% of the quoted tender value through Demand Draft / Bankers cheque by **15.00 Hrs on or before 19.03.2019. The EMD is to be attached with Technical Bid and the tender without EMD is summarily rejected.** The tenders shall not be entertained after this deadline under any circumstances whatsoever.
4. The Bid Tender shall be opened in the presence of the representatives of the Vendors. Hence the representatives of the Vendors shall be present in MGNCRE's office by 15.00 Hrs on 19.03.2019.
5. **Vendor's Qualifying Criteria:**
  - (a) 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 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
  - (b) Bidder should be OEM in respect of Learning Management System software and should have done Learning Management Portal to any Government body
  - (c) 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.
  - (d) The bidder shall have a minimum annual turnover of Rs. 1.0 Crore with positive net worth as on date of submission of bid. Supporting document is to be provided.
  - (e) The shortlisted firms/companies are required to give a presentation in support of their expertise in e-learning solutions as detailed above as a part of technical bid.
6. Successful bidder has to furnish 10% of quoted tender value as Bank Guarantee.
7. MGNCRE reserves the right to amend or withdraw tender or modify any of the terms and conditions contained in the Tender Document or to reject any or all tenders without giving any notice or assigning any reason. The decision of the Member-Secretary, MGNCRE in this regard shall be final and binding on all. In the event of taking decision on the rates quoted



- by the Tenderers, selection of suitable Vendor, in the event of quoting of same rate only by more than one Vendor, the decision of the MGNCRE is final and binding on all.
8. All entries in the Tender form should be legible and filled clearly. If the space for furnishing information is insufficient, a separate sheet duly signed by the authorized signatory may be attached. No overwriting or cutting is permitted in the financial Bid Form.
  9. The Vendor shall submit a copy of the following documents along with the sealed Tender :-
    - i. Registration Certificate of the Vendor
    - ii. PAN Card
    - iii. Registration Certificate/Number of GST
  10. Tenderer must submit the Declaration given in Annexure-I.

**MEMBER SECRETARY**

## Scope and Requirement

MGNCRE 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 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 various Functionaries.

- 1) Creation of a Story Board based on the content of various modules to be provided by MGNCRE and getting approved by an Expert Committee.
- 2) 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 MGNCRE
- 3) 3 . Onboarding of the animated content on to the selected Learning Management System;
- 4) Managing and making modifications as required by the MGNCRE of the content on the LMS.

Technical Specifications and other related issues		
Content	Development	Execution

### 1. Content

- a) Content to be developed is LEVEL -1/2/3 category of e-Learning standards.
- b) MGNCRE will provide raw content based on that Vendor has to develop Visual Story Board
- c) The Content is to be converted into a design document and storyboard.
- d) The structure and the lesson plan for each course shall be agreed upon between the MGNCRE and the Vendor. The development of modules/course is to be taken up by the Vendor after getting approval of MGNCRE.
- e) Content should be highly rich in graphics and animated characters and scenarios are to
  - a. be used to explain the concept in detail. Some videos/pictures can also be used wherever required.
  - b. The Vendor should have the strength of providing background music and voiceover (all Indian languages) wherever necessary
- f) Pre and Post and intermediate assessments should be used to evaluate the understanding level of user

## **2. Development**

- a) 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 MGNCRE
- b) 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.
- c) 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.
- d) The courses should be developed so that they could be launched from any LMS that supports SCORM, AICC standards.
- e) Widely accepted standards and latest tools shall be used for multimedia content development and features for efficient delivery shall be explored.
- f) Language used in Story Board should be lucid and course is to be developed in English/Hindi. The course has to be converted to multilingual, if necessary.
- g) Content Visualizer and subject matter expert of MGNCRE 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 MGNCRE

## **3. Execution Process**

- a) The Vendor's technical team is responsible of finalizing the e-learning material by editing in three stages.
- b) On approval the visual story board the Vendor need to develop Alpha ( Without voice) version and submit to MGNCRE for checking
- c) After implementing SME corrections, BETA Version (With Voice) need to be submitted. The professional voice should be approved by MGNCRE
- d) After approval of BETA version, Gold Version( Final version) has to be submitted
- e) All voice over files should be in MP3 format with professional voices and the Vendor shall provide samples of voice over to the MGNCRE for approval. The MGNCRE shall approve Male and Female voice over (Indian English/Hindi) that shall be used in the development of courses. In case MGNCRE is not satisfied over the sample voice provided by the Vendor, the Vendor shall provide additional samples for approval and selection by the MGNCRE
- f) All IPR, Copyrights should vest with MGNCRE
- g) The source file of all the content created by the Vendor should be submitted to MGNCRE

## LEARNING MNGEMENT SYSTEM

The Scope of Work for **Online Learning Management System** is given as follows:

- Deploy an Online Learning Portal system solution on the internet
- Should have the functional requirements like
  - This application will contain a home page, In which it will gave the navigation links for
    - User registration
    - Courses Available
    - Login facility
    - Forgot password
    - Contact us
    - In the home page, there should be a tab named Reports, which should show the public, how many have taken the test, how many registered, how many passed, etc
  - Courses available
    - Will show the courses available, but the user cannot take course until he/she is signed in
  - User Login
    - Previous test results
    - Visited courses
    - Setting page for modifying basic user details
    - List of Courses
  - The System should multiple Courses
  - Each course will have
    - Pretest (every user has to take pretest as a starting point of course, without taking a pretest user cannot go to details, modules, or assessment)
    - Course
    - Post test
  - After completing all the courses and their respective Post-Tests, activate Test for Award of Certificate (TAC)
    - 'TAC' will be based on the all the courses
    - Average 20 question from each course for 'TAC'
    - Duration for 'TAC' shall be fixed. (Presently considered as 3 Hours)
    - Minimum 80% marks are required to pass and get the certificate
  - Admin Login
    - Admin login will have user details/management page
    - Users course visited history
    - Validating certificates awarded
    - Send a mail to the user with certificate validated
    - Candidates registered
    - Number of people who have taken the test
    - How many have passed
    - Certificate preparation(PDF) for those passed the exam





**Annexure-I**

**FINANCIAL BID APPLICATION**  
**"Preparation of Content and Learning Portal" for e-Learning Centre of MGNCRE**

1. Name of Tendering Vendor (Agency /Firm):
2. Date of establishment of the Agency / Firm :
3. Detailed office address of the Vendor with :  
office telephone number, fax no., mobile number and name of the contact person and his/her mobile no.
4. Details of EMD :
  - a. D.D./Banker ChequeNo &Date
  - b. Issuing Bank
  - c. Amount
5. Financial quote as per Levels

S.No	Description	Cost Per Hour
01	<b>Design and Development of Content</b>	
	LEVEL -1	
	LEVEL -2	
	LEVEL-3	

S.No	Description	Lump sump
02	Design and Development of Learning Management System Warranty Period of 1 Year	

**Signature of the Authorized Person**

**Date:**

**Place:**

**Seal**



ANNEXURE-II

**DECLARATION**

1. I/We enclose herewith Demand Draft for Rs. \_\_\_\_\_ towards Earnest Money Deposit.
2. I/We bind myself/ourselves to the conditions prescribed in the Tender Form.
3. I/We the Tenderers agree to have the Earnest Money forfeited to Mahatma Gandhi National Council Rural Education in case of my/our failure in full or part to undertake the contract upon the acceptance of this Tender.

Signature of the Authorized person:

Designation:

Name of the firm and address with seal: