



National Productivity Council, New Delhi
(Under Ministry of Commerce & Industry, Govt. of India)
5-6 Institutional Area, Lodi Road, New Delhi – 110003
Website: www.npcindia.gov.in

Advertisement No: NPC/HQ/HRM/IPLF/25-26/RFP

Request for Proposal for Hiring of Agency for Development of e-Learning Modules

1. **Introduction:** National Productivity Council of India (NPC), established in the year 1958, is an autonomous organization under Department for Promotion of Industry & Internal Trade, Ministry of Commerce and Industry, Government of India. NPC promotes productivity through its domain specific consultancy and capacity building services
 NPC has undertaken a project for capacity building and skilling of youth of rural / semi urban areas to enhance their competency and make them more employable. In this context, services of suitable agency are required for development of e-learning modules which shall be used by the target group.
2. **Scope of Work:** The e-learning modules shall be developed in two courses namely “**Digital Literacy**” and “**Entrepreneurial Skills**”. The selected agency will be responsible for:
 - A. Instructional Design & Content Development**
 - a. Develop curriculum and content outline for both themes
 - b. Create detailed scripts
 - c. Translate content into engaging e-learning format
 - B. E-learning Module Development**
 - a. Develop 05- 08 modules (tentative) each for Digital Literacy and Entrepreneurial Skills in English.
 - b. Each module duration: 60-90 minutes
 - c. Include multimedia elements, high-quality videos, animations, audio voice over, and images in formats like MP4, MP3, PNG, SVG etc.
 - d. Compliance: To ensure compatibility with existing Learning Management Systems (LMS) / online portals.
 - e. Responsive Design: Should adapt to different screen sizes (mobile, tablet, desktop).
 - f. Develop MCQ based assessment at the end of each module

C. Delivery Formats

- a. Deliver SCORM-compliant content for LMS integration and optimized for low-bandwidth use
- b. Include downloadable PDFs

D. User Testing & Revisions

- a. Conduct pilot testing with target learners
- b. Incorporate feedback into final modules

3. Broad Coverage of Modules (tentative)

Digital Literacy	Entrepreneurial Skills
Module 1: Introduction to Digital Literacy	Module 1: Introduction to Entrepreneurship
Module 2: Basic Computer Knowhow and fundamentals of Office Productivity Tools (MS Office)	Module 2: Pricing, Budgeting and Access to Finance
Module 3: Essential Digital Communication Skills	Module 3: Business Planning and Idea Validation
Module 4: Internet Basics and Safe Browsing	Module 4: Digital and Social Media Marketing
Module 5: Cybersecurity and Online Safety, Ecommerce Platforms	Module 5: Customer Relationship and Sales Skills
Module 6: Digital Payments and Online Transactions	Module 6: Basics of Business Growth and Scaling Up
Module 7: Digital Job Readiness and Online Work Opportunities including Social Media for Personal Growth and Business	
Module 8: Introduction to Online Learning and Self-Development	

4. Deliverables

- a. Finalized curriculum and course outlines
- b. Scripts/storyboards for all modules
- c. Completed e-learning modules (with narration and assessments)
- d. Source files and SCORM/xAPI packages

5. Timeline for Development of e-learning modules: 03 weeks from the date of award of contract for both the courses i.e. Digital Literacy and Entrepreneurial Skills

6. Eligibility Criteria

- a. Experience in undertaking development of e-learning modules in Digital Literacy or Entrepreneurial Skills or Personality Development or Communication Skills / training and capacity building activities for students / youth.
- b. Ability to develop / translate content in regional/local languages shall be an advantage

7. Guidelines for Bid Submission

Interested agencies must submit their bids in 2 bid system:

- a. Technical Bid: As per Format enclosed at Annex I
- b. Financial Bid: As per format enclosed at Annex II
- c. Bids must be submitted in hard copy. The Outer envelope should contain Technical and Financial bids in two separate sealed envelopes.

8. Submission End Date and Contact Details

- a. Bid submission start date: 25 April 2025
- b. Bid submission end date: 10 May 2025
- c. Hard copy of bid may be submitted to:
Group Head (HRM)
National Productivity Council
5-6 Institutional Area, Lodhi Road
New Delhi – 110003
- d. Contact person for queries: Director, HRM, 01124607364, kritika.shukla@npcindia.gov.in

9. Evaluation criteria

The technical Proposal shall be evaluated as per criteria defined below:

Particulars	Marks
Approach and Work plan	35
Team Profiles	25
Details of experience (last 5 years) in development of e-learning modules in Digital Literacy or Entrepreneurial Skills or Personality Development or Communication Skills or undertaking training and capacity building activities for students / youth.	5 projects and above: 40 3-4 projects: 30 1-2 projects: 10
Total	100

Agency securing minimum 60 marks shall qualify for opening of financial bid.

Financial Bid evaluation and selection shall be done on Least Cost (L1) basis

10. Other Terms and Conditions

- a. NPC reserves the right to accept/reject any proposal
- b. Intellectual Property of content will rest with NPC
- c. Payments will be milestone-based as per following details:
 - 20% Advance against submission of first two modules of acceptable quality
 - 80% on submission of all the modules as per acceptable quality
- d. In case the performance of the hired agency is not satisfactory or fails to perform/carry out the functions entrusted or otherwise, NPC may terminate the contract at any time.
- e. NPC reserves the right to cancel or withdraw this advertisement at any time without
- f. assigning any reason whatsoever.

11. Confidentiality

The agency shall maintain strict confidentiality regarding any proprietary or sensitive information disclosed during the consultancy service. This includes but is not limited to business strategies, trade secrets, and client information. The agency must commit not to disclose, reproduce, or use such information for any purpose other than the agreed consultancy service. The obligation extends beyond the termination of this agreement. Exceptions to confidentiality require written consent or when disclosure is mandated by law. This confidentiality clause is binding and governed by the laws of Government of India in this regard.

12. Force Majeure

In the event of unforeseen circumstances beyond reasonable control, including acts of God, war, terrorism, government actions, or natural disasters, either party (NPC or selected agency) shall be excused from their contractual obligations. The affected party must promptly notify the other, with obligations suspended during the Force Majeure Event. The party affected by the Force Majeure Event shall use all reasonable efforts to mitigate the effects of the Force Majeure Event and to resume performance under this agreement as soon as practicable. No liability shall be imposed for failure or delay caused by a Force Majeure Event.

13. Dispute Resolution & Jurisdiction

If any dispute/difference arises, both the NPC and selected agency shall try to resolve it amicably by mutual consultation. In case of any unsettled dispute the matter shall be referred to the DG, NPC.

Technical Bid Format

Request for Proposal for Hiring of Agency for Development of e-learning modules

Particulars	Details
Name of the Agency	
Postal Address of Registered Office	
Email ID	
Contact Number	
PAN	
GST No.	
Nature of Entity (Company/Society/Trust/NGO etc)	
<i>(please attach supporting document)</i>	
Year of Incorporation	
Details of experience (last 5 years) in development of e-learning modules in Digital Literacy or Entrepreneurial Skills or Personality Development or Communication Skills or undertaking training and capacity building activities or for students / youth. <i>(Please give project wise details including the broad activities undertaken, duration of project, team size and composition, target beneficiary group)</i>	
Team Profile <i>(Please detail out the composition of team which shall be deployed for this project including their CVs)</i>	
Approach and Work plan <i>(Please give a writeup including following points:</i> <ul style="list-style-type: none"> <i>Understanding of Project and Deliverables</i> <i>E-module Development Methodology</i> <i>Plan for adherence to timeline)</i> 	

Declaration: The undersigned, hereby declare that all the information, data, and documents provided in response to this Request for Proposal (RFP) are true, accurate, and complete to the best of my knowledge and belief. I further declare that If at any stage, any of the information submitted is found to be false or misleading, the organization reserves the right to reject our proposal or terminate any contract awarded to us.

Signature of Head of Organization with Stamp

Designation

Financial Bid Format

Request for Proposal for Hiring of Agency for Development of e-learning modules

Development of E Module on Digital Literacy	Development of E Module on Entrepreneurial Skills
Professional Charges: _____ (in Rs.)	Professional Charges : _____ (in Rs.)
Taxes as applicable: _____ (in Rs.)	Taxes as applicable: _____ (in Rs.)
Total Charges: _____ (in Rs.)	Total Charges: _____ (in Rs.)

Signature of Head of Organization with Stamp

Designation