

NATIONAL PRODUCTIVITY COUNCIL

Subject: Request for Proposals (RFP) for Development of E-Learning-Course

National Productivity Council of India (NPC) is an autonomous organization under Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. NPC seeks the services of agencies/companies/firms/individuals for **Development of E-Learning-Course (Integration with LMS platform)** for following five topics:

1. Branding & Brand Management
2. Entrepreneurship & Start ups
3. Market research- segmentation, market selection and Product positioning
4. Corporate Valuation techniques
5. Project Feasibility studies & Business modeling

E-Learning-Course Content Features

- Highly interactive and engaging two modules (50-60 PPT) per module or three modules (30-40 PPT) per module for each **E-Learning-Course**
- Case study based approach in each module.
- Explanation of concepts using simple language with suitable graphics/images and relevant examples in each module.
- Questions in the form of MCQs/True or false with complete answers and explanations for different topics/concepts within each module.
- Ten to fifteen Questions to be provided at the end of each module with complete answers and explanations.
- Questions should be both subjective and numerical type.
- Foot notes and hints should be available wherever necessary.
- Each module should contain summary with major take- aways.

Eligibility Criteria for Bidders

- The bidder must be an agency/company/firm/individual based in India.
- The bidder should neither have been blacklisted and/or debarred by any Central/State Govt. Departments/PSUs/ Educational Institutions/Organization etc.
- The Bidder should have experience in conducting training or module preparation of more than 10 years in related areas in Govt. Depts. / Educational Institutions / PSUs etc.

Ownership and Copyrights

- The material developed should not be plagiarized. All rights will be reserved with bidder. No part of this material should be reproduced.
- The ownership and the copyright of the E-Learning-Course content, and all the modules submitted developed by the successful bidder will vest with NPC and same will be transferred to NPC free of cost with full IPR.

Other support requirement

- Changes/enhancements in E-Learning Course Content due to any requirements to be implemented from time to time to meet the changes in the requirements during the implementation period.

The 'Technical Bid' must include the following documents/ information

- Name and Contact details of the agency/company/firm/individual
- Introduction of the agency/company/firm/individual with relevant details/supporting documents for eligibility condition
- Experience of conducting Training Programs/developing E- learning modules in related areas
- Any other specific information / credentials /supporting documents

The 'Financial Bid' shall quote the prices/rates of each **E-Learning-Course** in INR, inclusive of GST.

Selection Criteria:

The Technical bids & financial bids received through email would be screened based on both technical and financial criteria.

Interested Bidders fulfilling the above creteria may apply to the following through email **on or before September 21st 2020 by 11 am**

rajesh.sund@npcindia.gov.in

**Shri Rajesh Sund
Director (Economic Services),
National Productivity Council,
Lodhi Road,
New Delhi-110003**

NPC reserves the right to cancel this selection procedure at any stage without assigning any notice/reasons thereof.