

Cover Note
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

Date of Issue: 22 May 2026

Reopening of RFP

1. Background

- 1.1.** This is in continuation to:
1. RFP No. ESSCI/ECONTENT/2026/01 – *Development of E-Content for ESSCI*
 2. Addendum – 01
 3. Addendum – 02
- issued by the Electronics Sector Skills Council of India (ESSCI).
- 1.2.** ESSCI hereby notifies all interested bidders/agencies that the above-mentioned RFP is being **re-opened for submission of bids** in accordance with the revised scope, evaluation methodology, submission process, and other terms & conditions specified under Addendum – 02.
- 1.3.** All prospective bidders are advised to carefully review the revised provisions, appendices, submission requirements, evaluation methodology, and compliance conditions before submission of their proposals.

2. Revised Schedule & Important Dates

S. No.	Particulars	Date / Timeline
1	Reopening of RFP Submission Process	26/05/2026
2	Last Date for Receipt of Physical Bid Submission (Hard Copy)	09/06/2026 till 05:00 PM
3	Screening of the submitted Documents	11/06/2026
4	Opening of Technical Bids	12/06/2026
5	Presentations	Between 15/06/2026 to 19/06/2026
6	Opening of Financial Bids	22/06/2026
7	Selection of Competitive Vendor	24/06/2026
8	Issuance of Work Order	From 25/06/2026 onwards

3. Submission Address

- 3.1.** All bids shall be submitted in sealed envelopes as details mentioned in Addendum-2 through physical mode only to:

The CEO

Electronics Sector Skills Council of India (ESSCI)
155, 2nd Floor, ESC House, Okhla Industrial Area, Phase – III, New Delhi – 110020

4. Compliance Requirement

- 4.1.** Submission of the proposal shall be deemed as unconditional acceptance of:
1. RFP No. ESSCI/ECONTENT/2026/01
 2. Addendum – 01 and Addendum – 02
 3. All appendices, formats, declarations, and evaluation conditions issued by ESSCI.
 4. Incomplete, unsigned, improperly sealed, or non-compliant submissions may be rejected without further consideration.
 5. Bids received after 09/06/2026, 05:00 PM shall not be considered for evaluation.
 6. Any bids/proposals previously submitted in digital format shall be treated as null and void and shall not be considered for evaluation.

5. Contact for Clarification

- 5.1.** For any clarification related to the RFP process, bidders may contact:
- Mr. Ashish Sharma
Electronics Sector Skills Council of India (ESSCI)
Email: ashish@essc-india.org

6. Issued with the approval of the Competent Authority

Electronics Sector Skills Council of India (ESSCI)
New Delhi



Request for Proposal (RFP) Development of E-Content for Electronics Sector Skills Council of India (ESSCI)

RFP No.: ESSCI/ECONTENT/2026/01

Date of Issue: 18th Feb 2026

Issued by: Electronics Sector Skills Council of India (ESSCI)

1. About ESSCI

The Electronics Sector Skills Council of India (ESSCI) is a not-for-profit organization incorporated under **Section 8 of the Companies Act, 2013**. ESSCI is promoted by the National Skill Development Corporation (NSDC) along with leading industry associations and is mandated to create a robust, industry-aligned, and sustainable ecosystem for skill development in the Electronics System Design and Manufacturing (ESDM) sector.

ESSCI works closely with industry, academia, training partners, and government institutions to design Qualification Packs (QPs), National Occupational Standards (NOS), and training frameworks aligned with NSQF and national skilling priorities.

2. Objective of the RFP

ESSCI invites proposals from experienced and professionally competent agencies for the **design, development, and delivery of structured, interactive, and industry-aligned e-learning content** for various Qualification Packs within the electronics sector.

The objective is to develop **high-quality, scalable, multilingual (if required), and NSQF-aligned digital learning modules**, including virtual lab components, assessments, and multimedia content.

3. Scope of Work

The selected agency shall be responsible for end-to-end development of digital learning solutions, including but not limited to:

3.1 Instructional Design

- Curriculum mapping aligned with approved QPs and NOS
- Development of instructional design document (IDD)
- Learning objectives aligned with NSQF levels
- Storyboarding and module flow design

3.2 Content Development

- Development of structured e-learning modules
- Multimedia production (animations, simulations, explainer videos)
- Creation of virtual lab demonstrations and practical simulations
- Interactive quizzes, assessments, and knowledge checks
- Voice-over (English/Hindi; additional languages if required)
- Gamification elements (where appropriate)

3.3 Technical Specifications

- SCORM-compliant modules (SCORM 1.2 / 2004)
- LMS-compatible formats
- Editable source files submission
- Mobile-responsive design

3.4 Alignment & Validation

- Alignment with Qualification Packs (QPs), National Occupational Standards (NOS), and industry standards
- SME validation and incorporation of ESSCI feedback
- Pilot testing and revision cycles

Electronics Sector Skills Council of India

155, 2nd Floor, ESC House, Okhla Industrial Estate Phase III, New Delhi-110020,

Tel: +91-84477-38-501 www.essci-india.org



4. Key Deliverables

The agency shall submit:

- Approved Instructional Design Document (IDD)
- Storyboards for each module
- Final multimedia e-learning modules
- Virtual lab simulations (where applicable)
- Question banks and assessments
- Editable source files (design files, raw media, scripts)
- Final SCORM packages
- Content ownership transfer documentation

All intellectual property rights shall vest exclusively with ESSCI upon final payment.

5. Eligibility Criteria

Agencies must meet the following criteria:

- Minimum **5 years of experience** in e-learning/digital content development
- At least **3 completed projects** in skill development, vocational training, or technical education
- Demonstrated expertise in instructional design and multimedia production
- Availability of an in-house team comprising instructional designers, SMEs, graphic designers, video editors, and LMS specialists
- GST registration and statutory compliance

6. Proposal Submission Requirements

Interested agencies must submit:

6.1 Technical Proposal

- Company profile and credentials
- Relevant project experience
- Proposed methodology and work plan
- Sample e-content portfolio (links/demo access)
- Team structure and CVs
- Quality assurance framework

6.2 Financial Proposal

- Detailed cost breakdown (per module or per minute basis) with Taxes applicable
- Payment milestone schedule

7. Evaluation Criteria

Criteria	Weightage
Relevant Experience	25%
Technical Approach & Methodology	30%
Team Expertise	15%
Sample Work Quality	10%
Financial Proposal	20%

ESSCI reserves the right to conduct presentations or technical discussions prior to final selection.

8. Timelines

S. No.	Milestone	Date
1	Release of RFP	18 th February 2026
2	Last Date for Submission	27 th February 2026 (11:59 PM IST)

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Tel: +91-84477-38-501 www.essci-india.org





Late submissions will not be entertained.

9. Mode of Submission

Proposals must be submitted electronically in PDF format to:

✉ ashish@essc-india.org

Subject Line: Proposal – Development of E-Content – RFP No. ESSCI/ECONTENT/2026/01

Files must be clearly marked as:

- “Technical Proposal – [Agency Name]”
- “Financial Proposal – [Agency Name]”

10. Payment Terms

Indicative payment structure (subject to contract):

- 40% upon submission and approval of draft modules
- 60% upon final approval & handover of all source files

11. Legal & Commercial Terms

- All intellectual property developed under this project shall be the exclusive property of ESSCI.
- The selected agency shall sign a Non-Disclosure Agreement (NDA).
- Confidentiality of proprietary data must be maintained at all times.
- The agency shall ensure all content is original or properly licensed and shall be solely responsible for any copyright or intellectual property claims. ESSCI shall bear no liability for such claims.
- ESSCI reserves the right to accept or reject any proposal without assigning any reason.
- ESSCI may terminate the contract in case of non-performance or breach of agreement.
- Any disputes shall be subject to jurisdiction of courts in New Delhi, India.

12. Disclaimer

This RFP does not constitute a commitment by ESSCI to award a contract. ESSCI reserves the right to withdraw, amend, or cancel this RFP at any stage without prior notice.

13. Contact for Clarifications

Mr. Ashish Sharma

Electronics Sector Skills Council of India (ESSCI)

✉ ashish@essc-india.org

Electronics Sector Skills Council of India

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ADDENDUM - 01
Development of E-Content
for Electronics Sector Skills Council of India (ESSCI)

RFP No.: ESSCI/ECONTENT/2026/01

Date of Issue: 01st May 2026

Issued by: Electronics Sector Skills Council of India (ESSCI)

This Addendum forms an integral part of the above-mentioned RFP and shall be read in conjunction with the original RFP document. In case of any conflict, the provisions of this Addendum shall prevail. All bidders are required to comply with the revised and additional terms set forth herein.

Definitions

- **“Bidder”** shall mean any entity submitting a proposal in response to this RFP.
- **“Agency”** or **“Selected Agency”** shall mean the bidder who is awarded the contract by ESSCI pursuant to this RFP.
- Any reference to **“Agency”** in this Addendum shall be deemed to refer to the **Selected Agency**, unless stated otherwise.

1. Project Timeline & Delivery Schedule

- The selected agency shall adhere to a **strict milestone-based delivery schedule** as defined below and in the Work Order.
- **Milestone 1:** Submission and approval of draft modules/storyboards, etc, shall be completed within **45 days from the date of issuance of the Work Order**, or as mutually agreed in writing.
- **Milestone 2:** Final delivery and acceptance of complete content shall be completed within **30 days from the approval of Milestone 1**, or as mutually agreed in writing.
- **Detailed timelines may be further broken down module-wise in the Work Order.**
- Any anticipated delay must be communicated **in writing at least 3 working days in advance**, along with valid justification.
- Approval of timeline extension shall be at the sole discretion of ESSCI and shall be subject to applicable penalty provisions.
- ESSCI reserves the right to revise timelines based on project or policy requirements.

2. Delay & Penalty Clause

- A penalty of **0.5% of the respective milestone value per week of delay** shall be levied for delays attributable to the agency.
- Total penalty shall be capped at **10% of the total contract value**.
- Penalties shall be **deducted from milestone payments**.
- **No GST shall be applicable on penalties**, and recovery shall be made on a net-of-tax basis.
- Repeated delays or non-compliance may result in termination.

3. Payment Schedule & Financial Terms

- Payment shall be made strictly on a **milestone basis**, linked to successful completion and approval of deliverables, as detailed below:

Milestone	Deliverable	Timeline	Payment (%)
Milestone 1	Approval of Draft Modules / Storyboards etc	Within 45 days from Work Order	40%
Milestone 2	Final Delivery & Acceptance of Content	Within 30 days from Milestone 1 approval	60%

- The above payment structure is **in continuation of and aligned with the original RFP terms.**
- Payments shall be subject to:
 - **TDS deduction** as per the Income Tax Act, 1961
 - Submission of **GST-compliant invoices** by the agency
- Any penalties levied under Clause 2 shall be **adjusted against the respective milestone payments.**
- **No GST shall be applicable on penalties**, and deductions shall be made on a net-of-tax basis.
- Payment shall be released only upon **formal written approval of deliverables by ESSCI.**
- In case of delay or non-compliance, ESSCI reserves the right to **withhold or adjust payments** until satisfactory completion.

4. Quality Assurance & Vetting Process

- Deliverables shall undergo a **three-tier validation process:**
 1. Internal quality assurance by the agency and checked by ESSCI
 2. Validation by Subject Matter Experts (SMEs)
 3. Final review and approval by ESSCI
- The agency shall incorporate all feedback within agreed timelines **without additional cost.**
- Deliverables not meeting quality standards may be rejected and must be re-submitted.

5. Ownership & Intellectual Property

- All deliverables, including source files, designs, multimedia content, and documentation, shall be the **exclusive property of ESSCI.**
- The agency shall have no rights to reuse, distribute, or commercialize the content without prior written approval.

6. Copyright & Indemnity

- The agency shall ensure all content is original or properly licensed.
- The agency shall be solely responsible for any copyright or intellectual property claims.
- ESSCI shall bear **no liability** and shall be indemnified against all such claims.

7. Termination & Financial Settlement

- ESSCI may terminate the contract with **15 days' written notice** under the following conditions:
 - Non-performance or breach
 - Failure to meet quality standards
 - Prolonged delays

Post-Termination Financial Protocol:

- All submitted deliverables shall be evaluated by **ESSCI's designated evaluation committee.**
- Payment shall be released only for **satisfactorily completed and accepted work.**

- Any advance payment exceeding the value of accepted work shall be **recovered from the agency**.
- Final settlement shall be completed within **30 days from the date of termination**.

8. Change Management

- Any change in scope shall be processed through a **formal written change request**.
- Cost and timeline implications must be approved before implementation.
- Additional cost due to scope change shall be capped at **20% of the original contract value**.
- Any increase beyond this threshold shall require **fresh procurement approval**.

9. Confidentiality & Data Security

- The agency shall maintain strict confidentiality of all project data, documents, and intellectual property.
- Disclosure to any third party without prior written approval from ESSCI is strictly prohibited.
- This obligation shall survive termination of the contract.

10. Performance Monitoring

- The agency shall submit **weekly or fortnightly progress reports**.
- ESSCI shall conduct periodic review meetings.
- Persistent performance issues may trigger penalties or termination.

11. Compliance with Standards

- All deliverables must comply with:
 - NSQF framework
 - ESSCI guidelines
 - SCORM/LMS technical standards
- Non-compliance shall result in rejection.

12. Acceptance Criteria

- Deliverables shall be deemed accepted only upon **formal written approval by ESSCI**.
- Partial or conditional approvals shall not constitute final acceptance.

13. Dispute Resolution Mechanism

- Any dispute shall first be resolved through **internal consultation** with a designated ESSCI senior authority within **30 days**.
- If unresolved, the dispute shall be referred to **arbitration under the Arbitration and Conciliation Act, 1996**.
- The **seat and venue of arbitration shall be New Delhi**.
- The decision of the arbitrator shall be final and binding.

14. Force Majeure

- Neither party shall be liable for delays or failure due to force majeure events including:
 - Natural disasters
 - Pandemics
 - Government restrictions
 - War or civil unrest
- The affected party shall notify the other within **7 days of occurrence**.
- If such conditions continue beyond **60 days**, either party may terminate the contract **without financial penalty**.

15. Miscellaneous

- This Addendum supersedes any conflicting provisions in the RFP.
- All other terms and conditions of the original RFP remain unchanged.

16. Contact for Clarifications

- All queries and clarifications related to this RFP and Addendum shall be submitted via email only.
- Bidders are required to clearly mention the RFP reference number in the subject line.

Contact Person:

Mr. Ashish Sharma

Electronics Sector Skills Council of India (ESSCI)

Email: ashish@essc-india.org

- Responses to queries, if any, shall be shared via email or published on the official ESSCI website.
- No verbal or informal communication shall be considered valid.
- ESSCI reserves the right not to respond to queries received after the deadline.

ADDENDUM – 02
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

Date of Issue: 22 May 2026

1. This Addendum – 02 forms an integral part of the above-mentioned RFP and shall be read in conjunction with the original RFP document and Addendum – 01. All bidders are advised to carefully review and comply with the revised and additional terms, conditions, evaluation methodology, and submission requirements specified herein.

1.1. In case of any conflict between the original RFP, Addendum – 01, and this Addendum – 02, the provisions of this Addendum – 02 shall prevail to the extent of such conflict.

2. Revised Scope of Work

2.1. The selected agency shall be responsible for the design, development, production, and delivery of e-content in the form of animated video learning modules mapped with NSQF-aligned qualifications and ESSCI standards.

2.2. The scope of work shall include, but not be limited to:

a. Design and development of animated videos mapped with NSQF-aligned qualifications and approved curriculum

b. Development of audio-visual learning content ensuring clear and structured delivery of curriculum

c. Professional human voice-over integration in learning modules

d. Development of bilingual content in:

1. English

2. Hindi

e. Voice-over requirements:

1. Voice-over shall be recorded using professional human voice artists only

2. AI-generated or synthetic voice-over shall not be permitted unless specifically approved by ESSCI

3. Both male and female voice options shall be available and used based on content requirements and learner suitability

f. Content scripting standards:

1. The narration/script word count shall generally be maintained within the range of 170–200 words per minute of final video duration

2. The script shall ensure clarity, learner engagement, and curriculum alignment

g. Video quality specifications:

1. Minimum HD Quality (720P)

2. Resolution: 1280 × 720

h. Accepted Video file formats:

1. MP4

2. MOV

i. Content shall be compatible and suitable for hosting/uploading on:

1. Websites

2. LMS platforms

3. Cloud-based systems

j. All videos and learning assets shall be:

1. Mobile responsive

2. Compatible across devices and operating systems

k. The developed content shall comply with:

1. NSQF Framework

2. NCVET and NSDC approved guidelines for digital content

3. ESSCI Guidelines

4. LMS / SCORM Standards

5. Applicable accessibility and digital learning standards

3. Evaluation Process

Stage 1	Stage 2 – QCBS Method Technical : Financial = 80% : 20%		
Qualifying Only	80 Marks	20 Marks	100 Marks
Document Verification	Technical Presentation	Financial	Final QCBS Combined Score

3.1. Stage 1 – Document Verification & Eligibility Screening

All proposals received against the RFP shall undergo preliminary scrutiny and detailed technical documents evaluation by the TEC as per the check list mentioned in appendix-I.

1. Stage-1 is qualifying in nature only.
2. Only qualified bidders will move to the further consideration.

3.2. Stage 2 – Presentation

Shortlisted bidders shall be invited for Presentations before the TEC.

1. The evaluation process shall be conducted under the Quality and Cost Based Selection (QCBS) method in a ratio of 80:20 (Technical Score : Financial Score)
2. The Committee may seek clarifications, conduct discussions, and raise technical or commercial queries during the presentation.
3. Evaluation Matrix – Stage 2

The Committee shall record marks, observations, risks, strengths, and recommendations in the approved evaluation sheets.

S. No.	Heads	Evaluation Criteria	QCBS Weight	Weight (%)	Score
1	Technical	Relevant experience	80%	15%	15
2		Technical approach & methodology		15%	15
3		Team expertise		10%	10
4		Sample work quality		10%	10
5		Presentation & QnA		30%	30
6	Financial	Commercial Proposal	20%	20%	20
		Total	100%	100%	100

4. Minimum qualifying score in Technical evaluation: 60 / 80 marks
5. Financial proposals are opened only for technically qualified bidders. Scoring is purely formula-based. Financial score carries 20% weightage in the final combined score.
6. A detailed evaluation matrix for stage-2 is available in appendix-II.
7. QCBS financial scoring formula:

$$\text{Financial Score} = (L1 \div Bn) \times 20$$

L1 = Lowest financially compliant bid amount | Bn = Bid under consideration

3.3. Combined QCBS Score – Final Summary

S.No.	Component	QCBS Weight	Weighted Marks
1	Technical score (out of 80) (Includes technical presentation, demo, team, and Q&A)	80%	80 marks
2	Financial score – QCBS formula (out of 20) (L1 ÷ Bn) × 20	20%	20 marks
Final combined score (Technical + Financial)		100%	100

4. Bid Submission Process

- 4.1. All bidders shall strictly comply with the following submission requirements:
- 4.2. Mode of Submission
- a. All bids shall be submitted only through physical/postal submission addressed to:

The CEO

Electronics Sector Skills Council of India (ESSCI)
155, 2nd Floor, ESC House
Okhla Industrial Area, Phase – III
New Delhi – 110020
Landline: +91-11-46035050

- b. No digital/email submission shall be accepted or considered.
- 4.3. Submission Structure & Packaging
- a. All documents shall be arranged strictly as per the checklist provided in:
Appendix – I
- b. All submitted documents shall be:
1. Self-attested
 2. Properly authenticated
 3. Signed and stamped by the competent authority of the bidder organization
- c. The proposal shall contain:
1. One Main Sealed Envelope
- Inside the main envelope, there shall be:
1. Technical Proposal Envelope
 2. Financial Bid Envelope
- d. Both envelopes shall be separately sealed and placed inside one sealed main single envelope
- 4.4. Mandatory Envelope Marking
- All three envelopes (Main Envelope + Two Inner Envelopes) must clearly mention:
1. RFP Number : ESSCI/ECONTENT/2026/01
 2. Name of the RFP : “Development of E-Content for ESSCI”
 3. Submitted To Details
 4. Submitted By Details (Organization Name, Address, Contact Details)
- Failure to comply may result in rejection of the proposal.
- 4.5. Financial Bid Submission
- a. Financial bids shall be submitted strictly as per the format provided in:
Appendix – III
- b. Conditional financial bids may be rejected.

5. Self-Declaration Forms

- a. All self-declaration forms provided in the appendices shall be mandatorily submitted along with the Technical and Financial Proposal.
- b. All declarations must be:
1. Signed
 2. Stamped
 3. Authorized by the competent authority of the bidder organization
- c. Submission of false declarations, misleading information, or forged documents may result in:
1. Rejection of proposal
 2. Disqualification
 3. Blacklisting
 4. Legal action, wherever applicable

6. General Conditions

- 6.1. ESSCI reserves the right to:

1. Accept or reject any proposal
 2. Cancel or modify the RFP process
 3. Seek additional clarifications/documents
 4. Amend evaluation criteria, if required without assigning any reason.
- 6.2. Participation in the RFP process shall imply unconditional acceptance of:
1. Original RFP
 2. Addendum – 01
 3. Addendum – 02
- 6.3. All decisions of the Tender Evaluation Committee (TEC) and ESSCI shall be final and binding.

7. Appendices

7.1. The following appendices form an integral part of this Addendum:

Appendix	Description
Appendix – I	Stage – 1 Document Verification & Eligibility Screening Checklist
Appendix – II	Stage – 2 Detailed Evaluation Matrix
Appendix – III	Financial Bid Format
Appendix – IV	Self-Declaration Formats: Cover Letter
Appendix – V	Self-Declaration Formats: Particulars of Bidder
Appendix – VI	Self-Declaration Formats: Format for providing details of past projects of the bidder
Appendix – VII	Self-Declaration Formats: Undertaking for availability of qualified and relevant manpower
Appendix – VIII	Self-Declaration Formats: Self-declaration on No Conflict of Interest
Appendix – IX	Self-Declaration Formats: Financial Capability Statement
Appendix – X	Self-Declaration Formats: Declaration of no pendency of any criminal case
Appendix – XI	Self-Declaration Formats: Declaration regarding Non-blacklisting

8. Issued with the approval of the Competent Authority

Electronics Sector Skills Council of India (ESSCI)
New Delhi

9. Contact Person:

Mr. Ashish Sharma
Electronics Sector Skills Council of India (ESSCI)
Email: ashish@essc-india.org

- Responses to queries, if any, shall be shared via email or published on the official ESSCI website.
- No verbal or informal communication shall be considered valid.
- ESSCI reserves the right not to respond to queries received after the deadline.

Appendix: I
Document Verification & Eligibility Screening Checklist
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

Sl. No.	Criteria & Document Required	Status	
		Submitted	Not Submitted
1	Company Registration & Legal Standing		
1.1	Certificate of Incorporation / Registration	Yes	No
1.2	GST Registration Certificate	Yes	No
1.3	PAN Card (Entity)	Yes	No
2	Experience & Financial Standing		
2.1	Min 5 Years of experience under define scope of work	Yes	No
2.2	Min 3 Completed projects under define scope of work *Work orders	Yes	No
2.3	Min 50 Lakhs Average annual turnover – Last 3 FYs *Turnover certificate issued by CA	Yes	No
3	Proposed Team Structure Compliance		
3.1	Minimum Team Structure and *CV of Team members Team Lead – 1 IDD Expert – 2 Multimedia Designer – 2 Voice Talent- 1 and	Yes	No
4	Technical Proposal Documents		
4.1	Presentation with demo Portfolio	Yes	No
4.2	Approach & Methodology	Yes	No
4.3	Quality Assurance (QA) Framework	Yes	No

Note: 1. Items/documents marked with (*) are mandatory to be submitted by the bidder.
2. The Tender Evaluation Committee (TEC) reserves the right to consider proposals with minor missing checkpoints/deviations for further evaluation, subject to recorded justification.

Appendix: II: Stage – 2 Detailed Evaluation Matrix
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

1. Technical Proposal Evaluation Matrix

S.No.	Evaluation criteria	Marking guidance	Weight	Max. marks
1	Relevant experience		15%	15
1.1	Experience in e-learning / skill development projects (Completed projects, scale, delivery outcomes, client references)	5 : General e-learning experience, limited case studies presented 10 : 7+ skill development / vocational projects with measurable outcomes, client references, and scale evidence	10%	10
1.2	Experience with government / SSC / NSDC / education sector projects (NSDC, SSC, Central/State Govt., recognized institutions)	0 : No government/SSC experience; private sector projects only 3 : 3 government or SSC/NSDC projects with supporting documents 5 : 5+ government / NSDC / SSC projects with completion certificates and impact metrics	5%	5
2	Technical approach & methodology		15%	15
2.1	Understanding of project requirements & scope (NSQF/QP/NOS alignment, target learner profile, content scope)	0 : Generic understanding, no specific reference to ESSCI/NSQF scope 3 : Adequate understanding of scope with partial NSQF/QP alignment 5 : In-depth understanding of ESSCI requirements, NSQF/NOS alignment clearly articulated	5%	5
2.2	Instructional Design, & Technical Implementation Capability (Instructional design methodology, storyboarding, and technical deployment capability)	0 : Basic methodology submitted with limited technical evidence and no live demo 3 : Structured instructional design (IDD) approach (ADDIE/SAM), storyboard flow 5 : Comprehensive IDD methodology with NSQF-aligned live technical demonstration	5%	5
2.3	Delivery timeline & project execution plan (Milestone plan aligned to Addendum-01: M1 = 45 days, M2 = 30 days post-approval)	0 : Vague timeline, not aligned to RFP milestones 3 : Module-wise timeline presented with minor gaps in milestone alignment 5 : Detailed module-wise Gantt/milestone plan, fully aligned to Addendum-01 timelines with risk mitigation	5%	5
3	Team expertise		10%	10
3.1	Proposed team structure & resource deployment Minimum RFP team to be represented / introduced to TEC	0 : Minimum 6-member team presented but CVs incomplete or roles unclear 3 : Full minimum team with CVs, deployment plan partially detailed 5 : Full minimum team + additional specialists; clear deployment plan, org chart, and role responsibilities presented	5%	5
3.2	Subject matter expertise & technical capability (Qualifications, certifications, domain depth of IDD specialists)	1 : Basic qualifications; no domain-specific certifications or credentials 3 : Strong domain credentials, sector-specific SME experience, recognized certifications	3%	3

3.3	Project management & delivery capability (Governance structure, escalation matrix, QA checkpoints)	0 : No structured PM approach presented; ad-hoc delivery model 2 : Documented PM framework, escalation matrix, concurrent module management capability, QA checkpoints aligned to Addendum-01	2%	2
4	Sample work Quality		10%	10
4.1	Quality of multimedia & learning experience (Visuals, animation, audio/VO, video editing, professional finish)	0 : Static slides, basic text-heavy content, poor production quality 3 : Good visuals and audio, moderate animation quality and professional finish 5 : High-quality animation, professional VO, cinematic video production, excellent information clarity	5%	5
4.2	Innovation, interactivity & learner engagement (Gamification, simulations, scenario-based learning, virtual labs)	0 : Linear content, no interactivity or learner engagement elements 3 : Interactive quizzes and moderate engagement features; some branching 5 : Gamified modules, scenario-based / simulation content, virtual labs, adaptive branching demonstrated	5%	5
5	Q&A		30%	30
5.1	Clarity of presentation & communication (Structure, flow, professionalism, supporting material quality)	0 : Poorly structured, unclear delivery, insufficient supporting material 10 : Well-structured presentation, adequate communication, good supporting visuals 20 : Highly professional, logically structured, concise delivery with strong supporting material and executive-level communication	20%	20
5.2	Response to queries & practical understanding (Accuracy and depth of TEC Q&A; consistency with submitted proposal)	0 : Vague or inconsistent responses; answers contradict submitted proposal 5 : Adequate responses with minor gaps; generally consistent with proposal 10 : Precise, technically sound, well-reasoned answers fully consistent with proposal; demonstrates deep practical understanding	10%	10
Total			80%	80

2. Financial Proposal Evaluation Matrix

S.No.	Evaluation criteria	Marking guidance	Weight	Max. marks
1	Financial proposal		20%	20
1.1	Cost competitiveness – QCBS formula scoring Lowest financially compliant bid receives full 20 marks. All others scored proportionately. Incomplete or non-compliant bids excluded.	Financial Score = $(L1 \div Bn) \times 20$	20%	20
1.2	Cost breakup completeness Per module / per minute cost breakup with applicable taxes as per Addendum.	Pass/Fail	Compliant / Non-compliant	NA
1.3	GST / TDS disclosure Separate disclosure of GST, TDS, and other taxes. Non-disclosure makes financial proposal non-compliant.	Pass/Fail	Compliant / Non-compliant	NA

Appendix – III : Financial Bid Format
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

1. Financial Quote for 1 Minute Video Content

Scope Covered

The quoted rate shall include the following:

1. Design & development of animated videos mapped with NSQF-aligned qualifications
2. Curriculum-based audio-visual content delivery
3. Professional human voice-over (Male/Female)
4. Bilingual content (Hindi & English)
5. Script narration within 170–200 words per minute
6. HD video quality (720P) with resolution 1280 × 720
7. Output in MP4 / MOV format
8. Web/LMS/Cloud compatible delivery
9. Mobile-friendly and multi-device compatible video output
10. Compliance with NSQF, NCVET, NSDC, ESSCI, and LMS/SCORM standards

2. Financial Bid Summary

S. No.	Description	Unit	Amount (INR)
1	Cost for Development of 1 Minute E-Content Video (Inclusive of all activities under scope of work)	Per Minute	₹ _____
2	GST (%)	Applicable	₹ _____
	Total Cost (Inclusive of Taxes)		₹ _____

3. Declaration by Bidder

We hereby confirm that:

1. The quoted amount is inclusive of all costs related to the scope defined in the RFP and Addenda.
2. No additional charges shall be claimed beyond the quoted amount.
3. The financial quote is valid for 180 days from the date of submission.
4. The quote has been signed by the authorized signatory of the organization.

4. Authorized Signatory

Particulars

Details

Name of Organization

Name of Authorized Signatory

Designation

Signature

Organization Seal

Date

Place

Appendix – IV: Cover Letter
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

[To be submitted on bidder's letterhead]

Date:

To:

The CEO

Electronics Sector Skills Council of India (ESSCI)
155, 2nd Floor, ESC House
Okhla Industrial Area, Phase – III
New Delhi – 110020
Landline: +91-11-46035050

Sub: RFP for Engagement of an Agency for Development of E-Content for Electronics Sector Skills Council Of India.

Dear Sir,

With reference to your RFP document (Ref No.: ESSCI/ECONTENT/2026/01 dated: __-__- 2026), we, having examined the RFP document and understood their contents, hereby submit our Proposal for the aforesaid Project. The Proposal is unconditional and unqualified.

1. All information provided in the Proposal and in the Appendices to it is true and correct and the documents accompanying such Proposal are in original or true copies of their respective originals, as the case may be.
2. This statement is made for the express purpose of qualifying as a Service Provider for development of e-content to the Electronics Sector Skills Council Of India.
3. We shall make available to the Electronics Sector Skills Council Of India any additional information it may find necessary or require to supplement or authenticate the Proposal.
4. We acknowledge the right of the Electronics Sector Skills Council Of India to reject our Proposal without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. We declare that we have examined and have no reservations to the RFP documents, including any corrigendum or addendum issued by the Electronics Sector Skills Council Of India.
6. We understand that you may cancel the bidding process at any time and that you are neither bound to accept any proposal that you may receive nor to invite the bidders to submit a proposal for the project, without incurring any liability to the bidders.
7. We believe that we satisfy the eligibility criteria and meet(s) the requirements as specified in the RFP document.
8. We hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Electronics Sector Skills Council Of India in connection with the engagement of the bidder, or in connection with the bidding process itself, in respect of the above-mentioned project and the terms and implementation thereof.
9. We agree and undertake to abide by all the terms and conditions of the RFP document.

We submit this proposal under and in accordance with the terms of the RFP document.

Yours faithfully,

Date: (Signature of the authorized signatory of bidder)

Place: (Name and designation of the of the authorized signatory of bidder)

(Name and rubber seal of the bidder)

Appendix – V: Particulars of Bidder
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

[To be submitted on bidder’s letterhead]

Sr. No.	Heads	Particulars
1.	Registered name of the firm	
2.	Type of the firm (legal entity) <i>(Please enclose self-certified copy of certificate of incorporation)</i>	
3.	Complete address of registered office	
4.	Date and country of incorporation	
5.	Number of years of operations in India	
6.	Number and locations of offices in India	
7.	Contact person details (name, designation, mobile number, email)	
8.	Telephone number (with ISD & STD code)	
9.	Brief description of the firm including details of its main lines of business along with the brief profile of the organization	
10.	Copy of bidder’s PAN card	
11.	Copy of bidder’s GST registration certificate	
12.	Any other relevant information	

Date: _____ (Signature of the authorized signatory of bidder)

Place: _____ (Name and designation of the of the authorized signatory of bidder)

_____ (Name and rubber seal of the bidder)

**Appendix – VI: Format for providing details of past projects of the bidder
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”**

[To be submitted on bidder’s letterhead]

S.No.	Items	Guidelines
1.	Name of the project	<<Project Name>>
2.	Client Details	<<Client Name & Complete Address>> <<Contact Person’s Name>> <<Contact Number>> <<Email ID>>
3.	Brief about project	<<Provide short narrative description and details of the overall project scope>>
4.	Scope of the work done	<<Provide details of scope of work under contract>>; <<highlight key result areas expected and achieved>>
5.	Duration of the project	<<No. of Years/Months>> From: <<mmm/yyyy>> To: <<mmm/yyyy>>
6.	Relevant work area or domain	<<Specify the relevance of area of work or domain relevant to the requirements of this RFP>>
7.	Location of the project	<<Specify the location of the project implementation>>
8.	Contract value	<<Provide particulars on contract value assigned to each major phase and milestone>>
9.	Documents attached	<<work order>>, <<client certificate>>, <<phase completion certificate>>, <<agreement>> etc.

**Appendix – VII: Undertaking for availability of qualified and relevant manpower
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”**

[To be submitted on bidder's letterhead]

Date:

To:

The CEO
Electronics Sector Skills Council of India (ESSCI)
155, 2nd Floor, ESC House
Okhla Industrial Area, Phase - III
New Delhi - 110020
Landline: +91-11-46035050

Sub: Undertaking for Sufficient IT Manpower

Dear Sir,

In accordance with eligibility requirements of this RFP (Ref No.: ESSCI/ECONTENT/2026/01 dated: -____-2026) process, we _____<Name of the bidding firm>_____ wish to declare that we have more than ____<number of employees> full time employees on our own payroll, competent to support Electronics Sector Skills Council Of India's Project to execute and deliver the services as per the envisaged scope of work.

Yours faithfully,

Date:

(Signature of the authorized signatory of bidder)

Place:

(Name and designation of the of the authorized signatory of bidder)

(Name and rubber seal of the bidder)

Appendix – VIII: Self-declaration on No Conflict of Interest
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

[To be submitted on bidder's letterhead]

Date:

To:

The CEO
Electronics Sector Skills Council of India (ESSCI)
155, 2nd Floor, ESC House
Okhla Industrial Area, Phase – III
New Delhi – 110020
Landline: +91-11-46035050

Sub: Undertaking for No Conflict of Interest

Dear Sir,

In accordance with the RFP document (Ref No.: ESSCI/ECONTENT/2026/01 dated: __-__- 2026), we, M/s _____ wish to declare that we do not have any conflict of interest that may affect the current Bidding Process.

Yours faithfully,

Date: (Signature of the authorized signatory of bidder)

Place: (Name and designation of the of the authorized signatory of bidder)

(Name and rubber seal of the bidder)

Appendix – IX: Financial Capability Statement
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”

[To be submitted on CA's letterhead]

I hereby declare that I have scrutinized and audited the financial statements of M/s_____. Turnover* and Net Worth of the bidder (name of the Bidder) as on 31st March 2026 as per audited statement is as follows:

Financial year	Turnover (INR Crore)	Net Worth (INR Crore)
2023-24		
2024-25		
2025-26		

*To be provided from latest available Audited statement

The organization is a profit-making _(company or LLP firm) with positive net worth for each of the last three financial years (FY23-24, 24-25,25-26) as on 31st March 2026.

(Sign and seal of Chartered Accountant)

**Appendix - X: Declaration of no pendency of any criminal case
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”**

[To be submitted on bidder's letterhead]

Date:

To:

The CEO

Electronics Sector Skills Council of India (ESSCI)
155, 2nd Floor, ESC House
Okhla Industrial Area, Phase - III
New Delhi - 110020
Landline: +91-11-46035050

Sub: Declaration regarding not involving in any Criminal Offence by any Court of Law

Dear Sir,

I/We declare that no criminal case is registered or pending against the __ (company or LLP firm) or its owner or partners or directors anywhere in India. I/We further declare that neither I/we nor our ____ (company or LLP firm) or its owner or partners or directors are found guilty of any criminal offence or convicted by any Court of Law.

Dated theday of 2026.

Yours faithfully,

Date: (Signature of the authorized signatory of bidder)

Place: (Name and designation of the of the authorized signatory of bidder)

(Name and rubber seal of the bidder)

**Appendix - XI: Declaration regarding Non-blacklisting
RFP No. ESSCI/ECONTENT/2026/01
“Development of E-Content for ESSCI”**

[To be submitted on bidder's letterhead]

Date:

To:

The CEO

Electronics Sector Skills Council of India (ESSCI)
155, 2nd Floor, ESC House
Okhla Industrial Area, Phase - III
New Delhi - 110020
Landline: +91-11-46035050

Sub: Declaration regarding Non-blacklisting of the firm or company

Dear Sir,

I/We hereby declare that our _____(Firm or company or LLP firm) is not black-listed or debarred from tendering for corrupt or fraudulent practices or non-delivery or non-performance, by any Ministry or Department of Central Government/ State Government or PSU or NASSCOM or other bodies under the Central Government/State Government.

Dated theday of 2026.

Yours faithfully,

Date:

(Signature of the authorized signatory of bidder)

Place:

(Name and designation of the of the authorized signatory of bidder)

(Name and rubber seal of the bidder)