



**Maharashtra State  
Faculty Development Academy**



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MSFDA/Pune/2022-23/671

Date: 21/12/2023

## Quotation Notice

The Maharashtra State Faculty Development Academy is a Section 8 company registered under the Companies Act of 2013. At the moment, the Maharashtra State Faculty Development Academy in Pune is working with 35 different organizations. The Maharashtra State Faculty Development Academy is collaborating with these 35 organizations on a variety of training programs.

A significant number of programs offered by MSFDA are now offered offline, while some are also offered in hybrid mode (offline + online). MSFDA is willing to offer its programs online for participants who are unable to attend offline programs/workshops. So it was decided to have its own Learning Management System (LMS). Through LMS, teachers who are unable to visit MSFDA in person might still participate and get benefit from the training programs.

Eligible and experienced vendors are requested to submit their proposal and quotation for **Online Content Creation for 30 hours**. The technical details for this project have been annexed with this Quotation Notice.

Vendors are expected to submit their technical proposal and commercial quotation in two separately sealed envelopes. The Technical Committee will review technical quotations and only consider commercial quotations from vendors who score 60% or above. The selected quotations will then proceed to the financial stage.

Technical and Financial documents sealed in separate covers marked with **Technical Document and Financial Quotation** should be submitted to the Administration Department, Maharashtra State Faculty Development Academy (MSFDA), 412-B, Bhamburda, Bahirat Patil Chowk, Laxmi Society, Model Colony, Shivajinagar, Pune between 21/12/23 to 29/12/23 by 3.00 pm.

for,

**General Manager (Administration)**  
Maharashtra State Faculty Development Academy, Pune

**Maharashtra State Faculty  
Development Academy  
Pune**

**Annexure**

**Request for Quotation for  
Instructional Design Based Videos**

**for**

**Maharashtra State Faculty Development Authority**



**Maharashtra State  
Faculty Development Academy**

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## 1 INTRODUCTION

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### 1.1 About MSFDA

The Department of Higher and Technical Education has established Maharashtra State Faculty Development Academy, a section 8 company for faculty training in Maharashtra to impart comprehensive training, for instilling professionalism, competence and deep commitment in every teacher in the field of Higher & Technical Education in the State.

### 1.2 Centres of MSFDA

1. There are seven Centres of Excellence in MSFDA to carry out trainings/work in their respective areas. The seven Centres are:
  - i) Centre for Multi-disciplinary Curriculum & Pedagogy
  - ii) Centre for Leadership Development
  - iii) Centre for Inclusion & Diversity
  - iv) Centre for Innovation & Cutting-edge Technology
  - v) Centre for Resources
  - vi) Centre for Networking
  - vii) Centre for Evaluation and Assessment

### 1.3 Building and Infrastructure

The building of MSFDA has been constructed by Maharashtra State Board of technical Education (MSBTE) at Bhamburda, Bahirat Patil Chowk, Shivaji Nagar, Pune. The building has all the amenities required for a training institute such as Conference Hall, 4 Classrooms, 2 Computer Labs, Recording Studio, Cafeteria, 18 accommodation rooms, etc.

### 1.4 Trainings

1. Each of the Centers mentioned above plans and executes trainings related to their domains. Training programs have been initiated from December 2021.
2. MSFDA executes two types of trainings

- i) In-house trainings: Coordinated by MSFDA themselves, examples – Faculty Inductions Programme (FIP) for newly appointed teachers; Transition to Leadership trainings for newly appointed Principals.
- ii) Training in partnership with expert organizations/Universities on specific thematic areas.

### **1.5 Purpose of this Request For Quotation (RFQ)**

The intent of this RFQ is to seek proposals from competent agencies / individuals in the field of audio video based instructional design content development for the various courses being offered by MSFDA.

## 2 GENERAL TERMS

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### 2.1 Eligibility

- The bidder should be in the field of creating audio / video-based learning content for at least three years
- The bidder should have previously prepared instructional design-based videos for educational institutions / purposes of education
- The bidder should have a local presence in Pune and Maharashtra
- The bidder should have the requisite human resource for working on the project such as
  - Director
  - Editor
  - Audio and Music expert
  - Animation / Technology Expert

### 2.2 Validity

The proposals submitted shall remain valid for a period of 6 months from the submission date.

### 2.3 Bidder commitment

1. Proposals submitted in response to this invitation will be considered as a contractually binding undertaking on the part of the Bidder, should the Bidder's proposal be found acceptable to the Executive Director (ED), MSFDA.
2. All materials received by ED, MSFDA as a result of this Bid become the property of ED, MSFDA and are not returnable. ED, MSFDA accepts no financial responsibility for any cost incurred by any Bidder in responding to this Bid. Regardless of the Bidder being selected or not, ED, MSFDA reserves the right to use any information presented in the Bid to ED, MSFDA's requirement.
3. Proposals submitted in response hereto should not be construed as an obligation on the part of ED, MSFDA to award the Order for any or all items/services or a combination of services or items.
4. The bids submitted by the Bidders should be clear & unambiguous.

### 2.4 Cost of Bidding

The Bidder shall bear all the costs associated with the preparation and submission of its bid, and ED, MSFDA in no case, will be responsible or liable for these costs, regardless of conduct or outcome of the bidding process.

## **2.5 Bidding Document**

The Bidder is expected to examine all instructions, forms, terms and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of the bid.

## **2.6 Amendment of Bidding Documents**

1. At any time prior to the timeline for submission of bids, this office may, for any reason, whether on its own initiative or in response to the clarification requested by a prospective Bidder, modify, change, incorporate or delete certain conditions in the bidding document or issue additional data to clarify an interpretation of the provision of this RFP by issuing supplements to this RFP. Any such supplement shall be deemed to be incorporated by this reference into this RFP.
2. All prospective Bidders who have received the bidding documents will be notified of the amendment in writing and will be binding on them.
3. In order to allow prospective Bidders reasonable time to take into consideration the amendments while preparing their bids, ED, MSFDA, at his discretion, may extend the timeline for the submission of bids.

## **2.7 Language of Bid**

The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and MSFDA shall only be in English language.

## **2.8 Bid Currency**

Prices shall be quoted in Indian Rupees only.

## **2.9 Eligibility Documents**

1. The Bidder shall furnish, as part of its bid, documents establishing the eligibility and conformity to the bidding documents of Services, which the Bidder proposes to provide services under the contract.
2. The documentary evidence of conformity of Services to the bidding documents may be in the form of literature, drawing and data, and shall consist of a detailed description of the essential technical and performance characteristics of end products.

3. The Bidder shall note that standards for workmanship, material and equipment, and references to international brand names or catalogue numbers designated by MSFDA in its Technical Specifications are intended to be descriptive only and not restrictive.

### **2.10 Period of Validity of Bids**

Quoted prices shall be firm & valid for a period of **six months** from the due date, or extended due date of the tender for the placement of order. For successful Bidders, the quoted price shall remain firm without any escalation till execution of the complete job.

### **2.11 Clarification to tender document**

At any time after the issue of the tender documents and before the opening of the tender, ED, MSFDA may make any changes, modifications or amendments to the tender documents and shall send intimation of such changes to all those who have downloaded the original Tender documents.

### **2.12 Submission of Bids**

The proposals should be submitted in two **sealed** envelopes marked “Technical Proposal” and “Commercial Proposal” to the following address:

General Manager (Admin)  
Maharashtra State Faculty Development Academy,  
Model Colony,  
Shivajinagar, Pune, Maharashtra 411016

Contact Person: Mr. Sujit Kamble, Manager (IT)  
email: [administration@msfda.ac.in](mailto:administration@msfda.ac.in)

The proposals shall be submitted before 29<sup>th</sup> December 2023, 3 pm.

### **2.13 Award Criteria**

1. ED, MSFDA will award the contract to the successful Bidder as per the evaluation criteria mentioned in the bid evaluation section provided further that the Bidder is determined to be qualified to perform the contract satisfactorily.
2. ED, MSFDA reserves the right to award the contract in parts to more than one Bidder, provided further that the Bidders(s) are determined to be qualified to perform the contract satisfactorily.



## **2.14 Right to Accept / Reject Any or All Bids**

ED, MSFDA reserves the right to accept or reject any bid, or to annul the bidding process and reject all bids at any time prior to the award of Contracts, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the ED, MSFDA action.

## **2.15 Notification of Awards**

1. Prior to the expiry of the period of the bid validity ED, MSFDA will notify the successful Bidder in writing. The Bidder will confirm the same in writing.
2. The notification of award will constitute the formation of the Contract.

## **2.16 Corrupt or Fraudulent Practices**

1. MSFDA requires that the agencies participating under this tender observe the highest standards of ethics during the procurement and execution of such contracts. In pursuance of this policy, MSFDA defines for the purposes of this provision, the terms set forth as follows:
2. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of the public official in the procurement process or in contract execution; and "fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or execution of a contract to the detriment of MSFDA, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive MSFDA of the benefits of the free and open competition;
3. MSFDA will reject a proposal for award if it determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question;
4. MSFDA will declare a firm ineligible, either indefinitely or for a stated period of time, to be awarded a contract if it at any time determines that the firm has engaged in corrupt and fraudulent practices in competing for, or in executing, a contract.
5. The past performance of the Bidder will be crosschecked if necessary. If the facts are proven to be dubious the Bidders tender will be ineligible for further processing.

## **2.17 Interpretation of the clauses in the Tender Document / Contract Document**

1. In case of any ambiguity in the interpretation of any of the clauses in Tender Document or the Contract Document, ED, MSFDA's interpretation of the clauses shall be final and binding on all parties.
2. The decision taken by ED, MSFDA in the process of Tender evaluation will be full and final.

### **2.18 Right to terminate the process**

1. ED, MSFDA may terminate the RFP process at any time without assigning any reason. ED, MSFDA makes no commitments, explicit or implicit, that this process will result in a business transaction with anyone.
2. This RFP does not constitute an offer by ED, MSFDA. The bidder's participation in this process may result in ED, MSFDA selecting the bidder to engage to further discussions and negotiations towards execution of a contract. The commencement of such negotiation does not, however, signify a commitment by ED, MSFDA to execute a contract or to continue negotiations.
3. ED, MSFDA has the right to terminate this discussions and negotiations process without assigning any reason and no costs will be reimbursed to the participating bidders.

### **2.19 Rights to the Content of the Proposal**

All the bids and accompanying documentation submitted as bids against this RFP, will become the property of MSFDA & will not be returned after opening of the prequalified proposals. If any bidder does not qualify in pre-qualification evaluation, the technical proposal may not be evaluated. The Commercial Proposal shall be returned unopened to the bidder after the completion of the entire bid evaluation process. Also, the commercial proposals of technically disqualified bidders would be returned unopened to the bidders after the completion of the entire bid evaluation process. ED, MSFDA is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. MSFDA shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure. ED, MSFDA has the right to use the services of external experts to evaluate the proposal by the bidders and share the content of the proposal either partially or completely with the experts for evaluation with adequate protection of the confidentiality information of the bidder.

### **2.20 Disqualification**

The proposal is liable to be disqualified in the following cases:

- a. Proposal not submitted in accordance with the procedure and formats prescribed in this document or treated as non-conforming proposal;
- b. During validity of the proposal, or its extended period, if any, the bidder increases his quoted prices;
- c. The bidder qualifies the proposal with its own conditions or assumptions;
- d. Proposal is received in incomplete form;
- e. Proposal is received after due date and time;
- f. Proposal is not accompanied by all the requisite documents;
- g. A commercial/technical bid submitted with assumptions or conditions.
- h. If the bidder provides any assumptions in the commercial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest (best value)
- i. Proposal is not properly sealed or signed;
- j. If bidder provides quotation only for a part of the project;
- k. Information submitted in technical proposal is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period of the contract if any;
- l. Commercial proposal is enclosed with the same envelope as technical proposal;
- m. Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process;
- n. In case any one bidder submits multiple proposals or if common interests are found in two or more bidders, the bidders are likely to be disqualified;
- o. Bidders may specifically note that while evaluating the proposals, if it comes to ED, MSFDA's knowledge expressly or implied, that some bidders may have colluded in any manner whatsoever or otherwise joined to form an alliance resulting in delaying the processing of proposal then the bidders so involved are liable to be disqualified for this contract as well as for a further period of three years from participation in any of the tenders floated by MSFDA;
- p. If, the bid security envelope, technical proposal and the entire documentation (including but limited to the hard and soft/electronic copied of the same, presentations during technical evaluation, clarifications provided by the bidder) submitted along with that found to

contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid;

- q. Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices; and
- r. In case bidder fails to meet any of the bidding requirements as indicated in the RFP.

## **2.21 Sub-contracting**

For the purpose of this tender a Sub-contract would mean “Any agreement, purchase order, or any such legal instrument issued by the agency for this Project / contract to a third party, the subcontractor, calling for the performance of a defined piece of work or production and/ or delivery of specified Goods or services as permitted herein.”

Sub-contracting or outsourcing will not be permitted. However, sub-contracting, with prior approval and consent of MSFDA, for activities that are non-technical in nature, may be considered at the sole discretion of MSFDA.

### 3 PROJECT SCOPE

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#### 3.1 Creation of Instructional Design (ID) content

The bidder needs to develop ID based online learning content on turnkey basis as per details mentioned below-

- The total content shall be for 30 hours
- Content may pertain to different topics. The duration of each topic (module) may vary
- The main target audience for the content shall be teachers / educators across the higher educational institutes (HEIs) of Maharashtra and India.
- Course content will be provided by MSFDA.
- MSFDA runs specific types of courses which are done in a participative mode. The online content should, also, similarly be engaging and promote active learning of participants.
- The content shall be developed into the following types of media –
  - o MP4 video files
  - o Audio files
  - o Animated Video (photographic, illustrated, demos)
  - o PDFs
  - o PPTs
  - o HTML5 file
- The studio facilities of MSFDA can be used to prepare the audio / video content
- The location of work/video shooting will be Pune only
- The resource persons to prepare the content will be suggested by MSFDA. Their travel cost/boarding lodging etc for participation in this exercise will be borne by MSFDA
- The meta tagging of the content (author, IP, learning objective, centre name, keywords etc.) shall be undertaken by the bidder
- All ID content shall be handed over to MSFDA as and when the content is ready. All IPR pertaining to the content and the ID videos shall explicitly be vested only with MSFDA.
- The total time taken to prepare the ID content shall not be more than 6 months
- The ID content shall use original / royalty free music and images, approved by MSFDA
- The ID content shall have an MSFDA-approved and unique theme in terms of the preface, tonality and credits
- The ID content shall initially be made in Marathi, with English subtitles. The scope shall include translation of the content through a certified translator.

- The ID content shall use external voice over (male / female) as and when required. For recording voice-over, available MSFDA studio facilities can also be utilised.
- The bidder shall
  - o Integrate and update contents in Learning Management System of MSFDA
  - o Deploy of regular upgrades and releases solutions
  - o Support in fixing bugs / issues as and when required during the support period
- The ID content shall be prepared in such a manner as to integrate it holistically with an online course management approach (such as quizzes, questions, assignments etc.), following generally accepted principles of interaction instructional design.

## 4 CONTRACT TERMS

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### 4.1 Project Timeline

6 months from receiving the LOI.

### 4.2 Payment Terms

The payment shall be made as per the following:

On approval of themes/topics	10%
Thereafter, proportionate payment on completion of ID Content of each topic/module	

### 4.3 Evaluation

The evaluation process for the selection of the Bidder shall be a two-phase evaluation

– Technical Evaluation and Commercial Evaluation

#### 1) Technical Evaluation (100 marks)

	Particulars	Marks
1	Experience in undertaking similar projects (instructional design-based videos for educational institutions / purposes of education) 5 or more projects – 20 marks / 4 projects – 16 marks / 3 projects – 12 marks / 2 projects – 8 marks / 1 project – 4 marks	20
2	Quality of projects executed (Bidders to indicate provide links to view created content from executed projects)	50
3	Quality of Human Resources available with the bidder (Bidder to include resumes of applicable resources such as animators, editors, content creators, film makers etc.)	30
	<b>Total</b>	<b>100</b>

Bidders will be required to make a presentation before the Technical Evaluation Committee of MSFDA.

Please note that only those bids which score a minimum of 60 % overall marks, shall be considered for final commercial evaluation.

### 4.4 Final Commercial Evaluation

Final commercial evaluation shall be carried out purely on the basis of lowest total quoted price from amongst the technically qualified bidders.

#### 4.5 Quotation Format

S.N.	Particulars	Qty	Quoted Price (Rs.)	GST %	GST Amount (Rs.)	Total Amount (Rs.)
A.	Design and development of instructional design content as per the scope of this RFQ	30 hours of Instructional Design Content				