



**Maharashtra State  
Faculty Development Academy**



+91 72620 79089



msfda.mh@gmail.com



412-B, Bhamburda, Bahirat Patil Chowk,  
Model Colony, Shivajinagar, Pune, Maharashtra 411016



www.msfga.org.in

No. MSFDA/Outreach/24-25/466

Date: 20 /09 /2024

## Quotation Notice

Maharashtra State Faculty Development Academy (MSFDA), established under the Department of Higher and Technical Education, Govt. of Maharashtra under Section 8 of the Companies Act, 2013, MSFDA aims to impart consistently high-quality training to teachers across Maharashtra. The organization is in a unique position to influence reforms in higher education thereby achieving the larger purpose of developing thoughtful, well-rounded, and creative individuals and society, as envisaged by NEP 2020. In partnership with eminent organizations/institutions, MSFDA announces programmes that promote learning beyond knowledge; encourage multidisciplinary pedagogy & creativity, rational thinking & scientific temperament; ensure inclusion & diversity and advocate for a fear-free & non-competitive learning environment. The Maharashtra State Faculty Development Academy (MSFDA), Pune, invites quotations from qualified and experienced content creators, production houses, and media agencies for a collaborative project aimed at developing podcast series and educational content related to different aspects of Higher education space in Maharashtra

### **Scope of work for the service provider:**

The partnership will involve the creation and production of the following content:

#### ● **Podcast Series:**

- A series of 4 episodes featuring academicians, administrators, and experts discussing key issues related to the NEP, educational reforms, mental health, inclusivity, and MSFDA values & mission.
- Episodes will be recorded in a studio and may require location shoots.
- Deliverables include full-length episodes, YouTube clips, shorts, and reels.

### **Eligibility**

- The bidder should be in the field of media and communication, creating visual and text media content for visual identity including but not limited to social media, branding and audience engagement.
- The bidder should have previously undertaken visual and content-related media & communication projects and/or assignments on any social issue preferably education/awareness.
- The bidder should have a local presence in Pune/Mumbai and Maharashtra

**Content Performance Requirements:**

- The applicant must demonstrate a proven track record of creating long-format content with an average view duration of 5 minutes or more.
- The applicant must have achieved an average of 5,000 or more views per long-format content.

**Subscriber Base:**

- The applicant must have a minimum of 5,000 active subscribers on their content platform(s).

**Podcasting Experience:**

- The applicant must have experience hosting or producing podcasts featuring bureaucrats, government authorities, ministers, and academicians.

**Content Focus:**

- The applicant's content should predominantly focus on educational or educative topics, with a demonstrated ability to engage and inform audiences on relevant subjects.


**Payment Terms:**

- Payment will be released after the publication of each podcast
- Deliverable to be provided as per rate agreement for payment release

**Terms And Conditions**

1. The said rate agreement will remain in existence for a period of one year and will automatically terminate thereafter.
2. The service should be made available at Maharashtra State Faculty Development Academy (MSFDA) Pune by the service provider.
3. The service provider has to provide the service for one year as per the rate fixed in the rate agreement.
4. If the service provider stopped midway or found to be unsatisfactory, the Maharashtra State Faculty Development Academy (MSFDA) Pune office will be allowed to cancel the said contract and carry out the work by other means.
5. The GST number/PAN card number whichever is applicable.
6. As per the rules, applicable tax will be deducted from the service provider's final payment.

Quotations should be submitted from Dt. 20/09/2024 to 04/10/2024 till 5 p.m.

  
**Manager (Outreach and Communication)**  
**MSFDA, Pune**  
**Maharashtra State Faculty**  
**Development Academy**  
**Pune**