



सरदार वल्लभभाई पटेल राष्ट्रीय पुलिस अकादमी  
SARDAR VALLABHBHAI PATEL NATIONAL POLICE ACADEMY  
(भारत सरकार : गृह मंत्रालय)  
(Government of India : Ministry of Home Affairs)  
हैदराबाद - 500 052  
Hyderabad - 500 052

**OPEN TENDER NO : 26011/7/2017-18/HS.OM**

**REQUIREMENT OF CREATING DIGITAL CONTENT FOR SARDAR  
VALLABHBHAI PATEL, NATIONAL POLICE ACADEMY, HYDERABAD**

Date of Tender Enquiry : 29/05/2017

Closing date & time of submitting bids : 20/06/2017 at 1200 Hrs.



Website: <http://www.eprocure.gov.in>

**सरदार वल्लभभाई पटेल राष्ट्रीय पुलिस अकादमी**  
**SARDAR VALLABHBHAI PATEL NATIONAL POLICE ACADEMY**  
(भारत सरकार : गृह मंत्रालय)  
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**हैदराबाद - 500 052**  
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**OPEN TENDER**  
**(e-Tender)**

1. SVP National Police Academy, Shivrampally, Hyderabad, invites **e-bids** under two bid system from reputed firms for **Creating Digital Content for a period of one year** for Computer Section of the Academy. The terms and conditions/ Specifications are enclosed herewith as **Annexure**.
2. Salient features of the tender enquiry are as follows:-

a)	Tender No.	26011/7/2017-18/HS.OM
b)	Description of stores	Creating Digital Content for a period of one year
c)	Type of Tender	Open Tender
d)	Bid System	Two Bid System <b>(Two cover Technical Bid &amp; financial Bid)</b>
e)	Earnest Money Deposit	Demand draft for Rs 20,000/- (Rupees Twenty thousand only) drawn from any of the Commercial Banks in favour of the 'The Director, S.V.P National Police Academy, Hyderabad.
f)	Delivery schedule/ completion period	Delivery should be within a week after shooting the video. Providing services is to be started within 30 days from the date of Work Order.
g)	Terms of Delivery	Free on Rail/ Road (F.O.R) Destination, SVP NPA Hyderabad.
h)	Bid validity	Bid should be valid for <b>180 days</b> from the date of opening of bid.
i)	Address of correspondence	The Administrative Officer (Admn) SVP National Police Academy, Shivarampally, Hyderabad, Telangana - 500052

3. Important dates related to this tender are furnished below for information: -

S.No.	Particulars	Date	Time
1.	Date of online publication of tender	29/05/2017	1600
2.	Starting date for downloading Tender document	29/05/2017	1700
3.	Bid submission starting date	29/05/2017	1800
4.	Bid submission closing date	20/06/2017	1200
5.	Closing date & time for submission of original copies of EMD	20/06/2017	1700
6.	Opening of technical bids.	21/06/2017	1200

(Contd. 2)

4. Interested manufacturers/ authorised dealers/ stockists/ suppliers dealing with above items can download the tender document from CPP Portal ([www.eprocure.gov.in](http://www.eprocure.gov.in)) and bid can only be submitted through the same website. **Bid submitted other than CPP Portal will not be accepted.** The Eligible bidders should have the valid digital signature certificate (DSC) issued from any agency authorised by Controller of Certifying Authority (CCA), Govt. of India.
5. The bids are invited online under two cover system (Technical bid (Cover 1) and price bid/ bill of quantity (BOQ) (Cover 2)) from eligible bidders.
6. Bidders can access and download the tender documents from CPP Portal and can fill them with all relevant information and submit the completed tender document online on the website: <http://www.eprocure.gov.in>. The downloading of tender documents shall be carried out strictly as provided on the website. No editing, addition, deletion of matter shall be permitted. If such action is observed at any stage, such tenders are liable for outright rejection.
7. Tender shall be submitted online only at CPPP website. Bidders are advised to refer the Bidders manual kit for e-submission of the bids online through the Central Public procurement portal available at the website: <http://www.eprocure.gov.in>. Aspiring Bidders/ Suppliers who have not enrolled/ registered in e-procurement should enrol/register before participating through the website <http://www.eprocure.gov.in>. The portal enrolment is free of cost.
8. All the documents as per tender requirement should be uploaded online and further, no documents will be accepted offline. However, Demand Draft (EMD – Earnest money deposit) hard copy should be sent to SVP National Police Academy before the due date of opening. Bidders who are not submitting any of the required documents online will summarily be rejected.
9. The details of the Tender document and EMD should be filled and uploaded online. Earnest Money Deposit (EMD) for **Rs.20,000/- (Rupees Twenty thousand only)** (Refundable) should be deposited in form of Crossed Demand draft Drawn on any nationalized bank in favour of Director, SVP National Police Academy, payable at SBH, Shivarampally, Hyderabad. **Bids without EMD will not be considered.** Tender Reference Number or details should be mentioned on the backside of the original crossed Demand Draft and the same should be sent to SVP National Policy Academy, Hyderabad before due date of opening of the tender.

### **Terms and Conditions**

10. The TIA (Tender inviting authority) will not be held responsible for any sort of delay or the difficulties faced during the submission of bids online by the bidders at the eleventh hour. For any queries regarding e-tendering process, the bidders are requested to contact over phone : 08826246593, 07799289911 or send a mail over to [cPPP-nic@nic.in](mailto:cPPP-nic@nic.in).

11. Technical bid should include information related to all specifications sought. It should also contain company brochures of all equipments and should be accompanied by relevant technical documents issued by the manufacturer in support of specifications asked for.

12. Delivery/installation/ providing services is to be started within 30 days from the date of Work Order failing which, penalty @ 0.5% of the Work Order value will be recovered for every week period delay from the final payment. Further in case of inordinate delay of 45 days from the date of Work Order, this Work order stands cancelled without any further notice and you will also be liable to be blacklisted.

13. The contract period is valid for a period of one year. The requirement of services will be informed to the successful bidder, before a week time for capturing the content of the faculty and should be delivered within 7 days to the satisfaction of the respective faculty. The output should be in a editable format such as MP4, AVI etc alongwith the raw data. The content should be delivered in DVD disc.

14. The date of placing the order shall be the date of dispatch of order of the delivery there of to the tenderer, when such order is being delivered through some person.

15. If the tenderer fails to provide service within stipulated delivery period then the work order will stand cancelled and the security deposits shall be forfeited. In addition, the tenderer may be blacklisted for a definite period to be decided by SVP NPA, during which no supply order would be given to the blacklisted tenderer. In this case, order for the same service (s) will be awarded to the L2 tenderer based on the same documentation & processes.

16. After the expiry of the stipulated delivery period, which includes extension period if any, no item shall be accepted by SVP NPA. If the tenderer applies for the extension of the delivery period, the extension can be granted on valid grounds only once and up to a maximum of 30 days.

17. No interest will be allowed on the Earnest Money Deposit or security deposits so remitted and no claim shall be entertained in respect of the same. It may specifically be noted that ordinarily payment will be made only after full supplies are completed as per orders and that no advance payment can be arranged.

18. The tenderer shall be responsible for the proper packing of goods so as to avoid damages under normal conditions of transport by rail, road or air and for delivery of the material in good conditions to the consignee at destination. In the event of any loss, damage breakage, leakage or any shortage tenderer shall be liable to make good such loss or shortage.

19. **Bid Validity**. The Bid/ Tender submitted shall necessarily remain valid for 180 days. If any bidder withdraws his tender before the said period, SVP NPA shall without prejudice to any other right or remedy, be at liberty to forfeit the bid security submitted alongwith the bid.

20. **Performance Security Clause.** The successful bidder shall have to deposit a performance security of 5% of the contract value of the work order rounded up to next hundred in the form of account payee demand draft/ bank guarantee from a nationalized/ scheduled commercial bank in favour of the Director, SVP NPA Hyderabad payable at SBI Shivrampally, Hyderabad within 15 days of the placement of work order for due performance as per the provisions contained in GFR – 171. Failure on the part of the firm to deposit the performance security within stipulated time the purchaser reserves the right to cancel the Work Order. Performance Security submitted by the bidder will remain valid for a period of sixty days beyond the date of completion of all contractual obligations of the supplier. No interest will be payable for "Performance Security."

21. The Director, SVP National Police Academy reserves the right to order full or part thereof of the items enclosed or accept/ reject any or all the bids without assigning any reason.

22. **Terms of Payment.** Payments would be made on quarterly basis on successful delivery of the video data. The calculation will be made per session basis, which will be aggregated for a quarter for the purpose of payment. Payments will be not be made for unsuccessful deliveries and any delay of supply of final data **beyond 20 days** will attract a **penalty of 0.5% per week** on quarter bill. Payment would be made after deducting the penalty, if any. No advance payment or payment against proforma invoice will be made.

23. Prices shall be quoted in Indian rupees only.

24. The prices once accepted by the Purchaser shall remain valid till the successful execution of the complete order to the satisfaction of the Academy. The Academy shall not entertain any increase in the prices during the period. In the event there is a reduction or increase in Government levy/ duties during the period of execution of the order, the rates shall be suitably adjusted with effect from the date notifying the said reduction or increase in the Government levy/ excise duty. However, the Purchaser is not liable to any claim from the Supplier on account of fresh imposition and/ or increase of Excise Duty, Customs Duty, Sales Tax etc. on raw materials and/ or components used directly in the manufacture of contracted goods taking place during the pendency of contract.

25. The bidder should have their own full-fledged service centre with all necessary tool kits and well qualified engineers and any service call should be responded without failure during contract period. Bidders should submit necessary supporting documents in proof of the same.

26. Following scanned documents in **pdf file** format must be enclosed in separate covers duly sealed and stamped.

- (a) Firm Registration Certificate as per the Companies Act of India.
- (b) Banker details.

- (c) Should have minimum of 5 years of experience in the line of creating Full HD video content creation. Details of previous experience/ supply in similar area. Should have done for at least one reputed Academic institutions.
- (d) Vendor should have presence in Hyderabad/ Secunderabad.
- (e) Service Tax clearance Registration.
- (f) Income Tax Returns.
- (g) Scanned copy of EMD Demand Draft drawn in favour of 'The Director, S.V.P. National Police Academy, Hyderabad' submitted in portal followed by original copy before closing of tender date at the address of the Administrative Officer (Admn.), SVP National Police Academy, Shivarampally, Hyderabad. Offers received without the prescribed EMD will be rejected summarily.
- (h) Firms should be submitting only required documents and numbering of all the pages is necessary. Checklist of all the important documents should also be enclosed in the bid.

**Second Cover**

- (a) Financial bid (In excel file like BoQ): - The rates i.e. unit rate of each item and total amount including all taxes, labour charges, if any, are to be quoted explicitly both in words and figures. The Price Bid/ BOQ template must not be modified or replaced by the bidder; else the bid submitted is liable to be rejected for this tender.

27. **Taxes and duties.**

- (a) Vendor shall be entirely responsible for all taxes, duties, license fees etc. incurred until delivery of the contracted services to the Academy.
- (b) No bid will be considered unless and until all the pages / documents comprising the bid are properly numbered, signed and stamped by the person/s authorized to do so.

(Contd.6)

28. **Right to cancel the order.** The Director, SVP National Police Academy reserves the right to cancel the purchase order without any financial repercussion on either side and without seeking the consent of the supplier at any stage of purchase process. No further correspondence in this matter will be entertained.

Yours faithfully,

*KSSR*  
Administrative Officer (Admn.)  
SVP NPA Hyderabad

Copy to: Programmer with a request to please get the above requirement posted in NPA Website and provides a link

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Gram: 'POLACADEMY' e-mail:administrator@svpnpa.gov.in Tel: 91-040-24015151 to 24015158 Fax: 91-040-24015179



(Contd.7)

## Technical Specifications for Content Creation for Classroom & E-Learning Using The Blended Learning Approach

The Sardar Vallabhbhai Patel National Police Academy, a premier police training institute imparting training to Indian Police Service officers who joins the service as new IPS recruits and as in-service officers. The training is imparted on a variety of subjects. As of now the Academy uses Moodle based LMS system for providing training resources such as PPT, class room video recording and PDF etc. The Academy would like to create high quality digital content for its training courses on various subjects, which will be delivered by the expert faculties. This digital content will be used for imparting online training programs / pre and post class study requirements. The training is being provided by Faculty / Guest Faculty who are Subject Matter Experts (SME).

At present the Faculty is imparting training using PPT, Videos and other soft documents. There is a need for Pre and Post learning assessments for which required content need to be developed. To bring uniformity, standardization in learning, it is proposed to create initially approx. 50 hours of learning content to be developed. For this purpose the Academy would like to engage a professional organization that specializes in training and technology-enhanced learning to develop multi-format learning and teaching content that is designed and developed using the latest Instructional Systems Design principles and application of Adult Learning theory. The content generated should be designed for a "blended" learning methodology.

### Scope of work

1. The Academy requires the development and management of the content through Learning Management System (LMS) to be used by the end users on different platforms such as **Desktop / Laptops / Mobiles / Table**.
2. The learning resources should be small in format, instructionally sound, engaging, should be able to keep trainees attentive and accessible via laptop / mobile devices.
3. For any Studio shoot-outs, Professional Full HD Camera, light equipment and sound system should be used for capturing any media, and Electronic white board should be used to capture the scribbled content by the faculty



4. Adequate number of formative assessments with constructive feedback needs to be designed and developed to reinforce learning and complete the learning cycle. These will aid the faculty to deliver high quality effective learning.
5. The trainees should be able to access the learning resources when they are in the field so as to reinforce the learned content. Such learning resources need to be developed that are seamlessly connected.
6. The training content need to be more practical and application oriented than theoretical. Therefore, appropriate content in the form of case studies, scenarios, role-plays, in-basket techniques need to be developed. The faculty can use these resources to consolidate the learner's theoretical knowledge and practical experience and to develop real-time decision-making and leadership skills.
7. As the Trainees come from various academic backgrounds, the learning resources, especially the e-learning needs to factor for this diverse learner profiles.
8. The content needs to be divided into classroom training material, self-learning material, e-learning, micro-learning, mobile learning and performance support in the form of just-in-time learning.
9. Such division should be based on a competency-based analysis like Job-task analysis where criteria of division being frequency of task performed, importance of it, level of difficulty of the task and the risk of performing the task wrongly.
10. Once the content is thus categorized, it needs to be designed, developed and deployed using the most appropriate media – classroom (by faculty), e-learning, mobile learning, micro-learning and electronic performance support system to enable just-in-time learning (via the Academy's LMS for self learning).
11. The e-learning should adhere to industry standards in terms of quality of learning objectives (Robert Mager and Benjamin Bloom), courseware instructional design, level of interactivity, quality of formative/ summative assessments and visual/ media elements used in the courseware (E-Learning courseware standards of ASTD).
12. The e-learning and mobile learning should adhere to the technical standards of AICC, SCORM and TIN CAN API and should function on MOODLE LMS.
13. The vendor would employ industry standard practices such as ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model for the

- development of courses. The duration of the course, format such as graphics, audio, video etc... would be decided in mutual consultation with the vendor.
14. Academy will have all Intellectual Property Rights on the courses developed and delivered by the vendor.
  15. All the development shall be carried out at the vendor's premises or at Academy premises or a combination thereof as desired by Academy.
  16. The vendor should make use of efficient multi-media elements (Animation, videos etc.) such that it uses very low bandwidth when the content is accessed using Wide Area Network (WAN) and low bandwidth internet connection.
  17. Each course will have inbuilt quiz and tests to check the understanding of the subject at proper intervals. These should be in multiple formats such as multiple choice, drag and drop, fill in the blanks, match the answers, hot spots etc..... Each course will have a minimum of 50 such questions and 20 questions randomly should appear to the participant.
  18. Academy shall assign SMEG (Subject Matter Expert Group) for each course under development, who shall be the single point of contact for communication from and to, for that particular course.
  19. The vendor should have a team of Instructional Designers who would closely interact/meet with the SMEG of Academy at different stages of the development after seeking prior approval from the SMEG. They should be ready to travel to Academy for clarifications of doubts. No extra charges shall be paid for such travel by Academy.
  20. The courses should be developed so that they could be launched from any LMS that supports SCORM, AICC standards.
  21. Widely accepted standards and latest tools shall be used for multimedia content development and features for efficient delivery shall be explored. The course content shall be developed in English language.
  22. While the Academy SMEG (Subject Matter Expert Group) will generally provide text that contains domain knowledge, the vendor shall provide, ensuring that IPR (Intellectual Property Rights) issues are not violated, various sets of sketches, pictures, graphics, animations, video etc... to enable SMEG (Subject Matter Expert Group) to select appropriate ones.
  23. Vendor will provide the list of courses to be developed and the corresponding details of the Faculty/SME who would be Single Point of Contact (SPC) for that course.

24. The vendor shall provide samples of voice over to the Academy for approval. The Academy shall approve one Male and one Female voice over that shall be used in the development of courses. In case the Academy is not satisfied over the sample voice provided by the vendor, the vendor shall provide additional samples for approval and selection by the Academy.
25. After receiving approval, the vendor shall develop the complete course module as Pilot course and provide it to the Academy for approval. The vendor shall discuss with the Academy team on the development methodology and standards that would be employed in the development of other courses/module. Any change in the procedure shall be mutually agreed and used in the development of the other courses.
26. The structure and the lesson plan for each course shall be agreed upon between the Academy SMEG's for the course and the vendor. The vendor shall submit "Story Board" for each course to the concerned SMEG's and have it approved before commencing the development.
27. Each developed course shall be submitted as "Beta" version for approval and the vendor shall incorporate all the changes and corrections suggested.
28. The duration of the course, number of screens, content format i.e. text, PPT, graphics, audio, video etc. for each course shall be decided in mutual consultation during implementation stage. Subsequent modifications in the course content if required at a later date will be carried out by the vendor.
29. Minimal modifications in the course will not carry any extra cost.
30. Indicative definition for Levels for e-learning content- the Academy will prefer that as required by the subject and as directed by NPA the each session / module will have mix of all three levels of interactivity. The Academy will obtain costs of per hour basis of module content development depending on level of interactivity of 1, 2 and 3 and will arrive at total cost of development of 50 hours of content development as given below. The payment for individual module will be based on use of mixed use of level of interactivity (in minutes) in a module vis-à-vis the hourly rate quoted (in the commercial submission).

Level1	Level2	Level3
Knowledge provided in linear format, one idea after another	Use of scenarios as analogies, interaction and basic animations	Case study, simulations and game based learning

Simple slides/2-d graphics, illustrations, charts and standard GUI	2-d graphics, text, animation and option of audio narrative	Advanced simulations, audio and video
Engagement achieved through point and click	Engagement achieved through assessments, MCQs, pop-ups, point and click, drag/drop, etc...	Highly interactive and engaging like game based e- learning. Engagement with simulations that exactly mirrors the work situation.

The selected organization is expected to work along side the faculty / guest faculty to understand the objectives of subjects taught, content itself, identify content gaps and fill them. The faculty will act more as subject matter experts (SMEs) who will validate the work of the instructional designer and approve the quality.

#### Step 1: Content Comprehension

- The instructional designers will collect all the existing content in the form of PowerPoint, video recording of earlier class lectures and printed reading material for each subject.
- The content thus collected will be mapped to the syllabus of the subject and analyzed for their completeness and depth of coverage.
- Content gaps will be filled from internal (faculty) sources and/or external sources like books and journals.

#### Step 2: Set the Learning Objectives

- Using the principles of Robert Mager's performance based learning objectives with clear criteria and conditions of performance combined with Bloom's Taxonomy, the instructional designers will set learning objectives for each subject and get them validated by the faculty.
- Any resulting content gaps will be filled with relevant content.

#### Step 3: Upfront Job-tasks Analysis

- The job tasks and the relevant content are mapped using the standard job task analysis methods.
- The content is then divided into classroom, e-learning, mobile learning, micro-learning and performance support just-in-time learning based on the following criteria:

- Frequency of the task performed
- Importance
- Level of difficulty
- Risk exposure for non-performance

#### Step 4: Designing and Developing Blended Learning Content

With reference to the learning objectives developed classify, design and develop the content using job task analysis methodology under the following heads:

<b>Learning Stage</b>	<b>Format of Learning</b>	<b>Delivery Method</b>
Pre Class Room Training	Learning Resources in the form of: <ul style="list-style-type: none"> <li>• PDFs</li> <li>• Videos</li> <li>• Audio podcasts</li> </ul>	<ul style="list-style-type: none"> <li>• Learning Repository on the LMS</li> <li>• E-learning</li> <li>• Mobile learning</li> </ul> Via LMS to multiple devices
Classroom Training	Faculty Resources in the form of: <ul style="list-style-type: none"> <li>• Standardized PowerPoint Decks with Narration</li> <li>• Facilitator's Guides</li> <li>• Participant Handouts</li> <li>• Interactive Classroom Activities</li> <li>• Online Quizzes and Polls</li> <li>• End of Session/ Subject Assessments</li> </ul>	Hard copies in the form of manuals  Softcopies resident on the LMS
Post Classroom Training	Learning Resources in the form of: <ul style="list-style-type: none"> <li>• PDFs</li> <li>• Videos</li> <li>• Audio podcasts</li> <li>• Formative &amp; Summative Assessments</li> <li>• Assignments</li> <li>• Case Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Learning Repository on the LMS</li> <li>• E-learning</li> <li>• Mobile learning</li> </ul> Via LMS to multiple devices
Performance Support (Just-in-time)	Performance support assets like: <ul style="list-style-type: none"> <li>• Micro-learning nuggets</li> <li>• Mobile Learning courses</li> <li>• Info-graphics</li> </ul>	<ul style="list-style-type: none"> <li>• Learning Repository on the LMS</li> <li>• E-learning</li> <li>• Mobile learning</li> </ul> Via LMS to multiple devices

## **Eligibility Criteria**

The following are the pre-requisites for participation in the tender -

1. Should have 5 years of experience in training, education, e-learning and performance management in the area of class room learning and technology enabled learning practices
2. Should have a team of at least 50 above qualified and experienced instructional designers, visual designers, programmers, project managers.
3. Should have a successful track record of executing similar projects and be able to provide references from satisfied customers.
4. Should be proficient in instructional design models like Mager, Gagne and Bloom.
5. Should have practiced e-learning design standards of ASTD and proficient in applying adult learning principles to a given learning situation.
6. Should have proven experience in project management and following established industry standards like PMI, SAM and AGILE methodologies.
7. Preferably have experience in working Government, Army or Police organizations
8. Preferably have internal subject matter experts for subjects like public administration and policy, law and IPC.

## **Bidder Assessment**

9. All the bidders should offer a HD video quality pilot content for 5 minutes to be prepared and provided for evaluation along with instructional design, which to be recorded within the Academy only. The Academy has acoustic room, which can be used by the bidder. All other equipment to be provided by the bidder only, such as Camera, Audio system, electronic white board etc.

### **Commercial Bid Format**

The estimated time of one session is approx. 1 hour (60 minutes) which comprises of Level 1,2,3 as defined above. The variation of time for each level will be defined by respective Subject Matter Expert (SME) of the Academy. Interested bidders should quote for per hour cost

S/no	Creation of content covering	Cost per hour	Remarks
1	Level 1 Simple PPT slides / 2-d graphics, illustrations, charts, video creation / existing video and other such relevant material		
2	Level 2 2-d graphics, text, animated video, graphical representations and option of audio narrative		
3	Level 3 Advanced simulations, complex graphical representations, audio and video etc		

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