



## BOXING FEDERATION OF INDIA

### REVISED REQUEST FOR PROPOSAL (RFP)

#### FOR CONTENT MANAGEMENT AGENCY FOR KHELO INDIA E-PATHSHALA (BOXING)

Boxing Federation of India invites offline bids for following work:

Brief Description of work	Bidding Document Cost. (Rs.) (Non Refundable)	Bid Security (Rs.)
VIDEO AND CONTENT CREATION FOR E-PATHSHALA (BOXING)	2,000/-	50,000/-

Critical Date Sheet:

Date of Issue	24-02-2021
Date of issue of revised RFP after pre-bid conference	09-03-2021
Last date & time of submission of proposal	03:00 PM on 16-03-2021
Place of submission of proposal/bids	Boxing Federation of India, 323, Udyog Vihar-IV, Gurugram-122015, Haryana
Date and time of technical bid opening	03:30 PM on 16-03-2021
Date and time of presentation	To be intimated
Date and time of opening of commercial bid	To be intimated
Contact Person	P.C. Pratihari, Director Administration Boxing Federation of India 0124-4370792 <a href="mailto:director.admin@boxingfederation.in">director.admin@boxingfederation.in</a>

#### 1. Boxing Federation Of India

- a) Boxing Federation of India (BFI) is the National Federation for the sport of Boxing in India. It was established in 2016 and recognized by the Government of India (Ministry of Youth Affairs & Sports, Department of Sports), the International Boxing Association (AIBA) and affiliated to Indian Olympic Association. Since its very inception, the BFI has made rapid strides for development of the sport of boxing focusing on the core development of the sport at grass root level. By strategic planning and professional management, the BFI has been able to make a mark in the international arena.
- b) The present RFP relates to engagement of content management agency for Khelo India Video and Content creation for E-Pathshala (Boxing).

**2. Present RFP is for engagement of content management agency for Khelo India Video and Content creation for E-Pathshala (Boxing).**

a) The detailed scope of work for the present RFP may please be seen in Annexure.

**3. Bidding process:**

a) **Companies or Consortiums, empanelled with SAI as per RFE for empanelment of content management agency Ref. No.KI/EMP/CMA/052/2020-21 dated 04-11-2020, will be eligible to bid.**

b) The bidder should not have been blacklisted by any agency during the last three years.

c) The bidder should have all necessary clearances, if any required, from respective government agencies.

d) The bidder should have all required statutory documents in respect of registration of company/organization with the government agencies, income tax and GST registration and clearances and that the bidder should not have been defaulter on any account.

e) Double bid system – Technical Bid and Commercial Bid system will be adopted. On the date of opening, the Technical Bid will be opened. Commercial bid of all bidders will be kept in sealed cover. After evaluation of the Technical Bids, the Commercial Bid of only shortlisted bidders will be opened. For all bid openings, representatives of bidders will be invited to attend.

f) Decision of BFI in respect of the above matter will be final. There will be no appeal against the decision of BFI.

g) The Technical Bid shall not contain any price information, that need to be mentioned in the Commercial Bid only

h) The bidders will make three envelopes – (1) Technical Bid, (2) Commercial Bid and (3) the envelope containing the Bank Drafts for Tender Processing Fee and Bid Security. All these three envelopes will be properly closed and sealed with proper marking for identification of the bids and then these three envelopes will be put in another cover superscribing “**RFP for Content Management agency for Khelo India Video and Content creation for E-Pathshala (Boxing)**” to be deposited at the Office of BFI, Gurgaon by the scheduled date and time.

i) After decision is taken and communicated to the successful bidder, they will submit letter of acceptance and start executing the order.

**4. Tender Processing Fee, Bid Security**

a) Tender processing fee is a non-refundable fee of Rs. 2,000/- (Rupees Two Thousand Only) to be deposited in the form of a bank draft payable to “Boxing Federation of India” payable at New Delhi.

b) Bid Security amount is Rs.50,000 /-(Rupees Fifty Thousand only) to be deposited in the form of a bank draft payable to “Boxing Federation of India” payable at New

Delhi. The Bid Security amount of the unsuccessful bidders will be refunded after award of work and acceptance of the work by the successful bidder(s). This amount will not earn any interest. For successful bidder, it will be released on completion of work to the satisfaction of BFI.

- c) BFI reserves the right to reject any/all the bids without assigning any reason thereof and in that eventuality the Bid Security amount will be refunded to the bidders within four weeks.
- d) In the eventuality of the successful bidder not accepting the contract within the stipulated date, the Bid Security amount deposited by him will be forfeited.
- e) No bid will be accepted through email.

**5. Technical Bid Format**

- a) Name of the Company/Consortium:
- b) Date of incorporation of the Company etc:
- c) Registration Number of (a) above:
- d) PAN Number of (a) above:
- e) GST Registration No:
- f) Date since when providing services as in Annexure-A of RFP:
- g) Turnover and portion of turnover in services rendered in Annexure-A:

Year	Total Turnover of the Company/ Consortium (In INR)	Amount of business handled in respect of the services rendered in Annexure-A (In INR)
2019-20		
2018-19		
2017-18		
2016-17		

In support of claims in (b) to (g) above documentary proof must be attached along with certificates from the organizations to whom the services were rendered. In respect of turnovers, the audited balance sheet or certificate from the Chartered Accountant/Auditor should be attached. Copies of registration certificate, PAN, GST registration and other related documents need to be attached.

- h) Detailed technical specifications of the services to be provided are mentioned in Annexure – A.

**6. Commercial Bid Format:**

- a) The bidder shall indicate detailed pricing as mentioned in the Scope of Work/BOQ in Annexure-A

## **7. Terms of Payment:**

- a) On acceptance of award of work Rs. 1,00,000/- (Rupees One Lakh only) will be released to the successful bidder as mobilisation advance.
- b) After the vendor submits the final product with the bill in respect of a video, it will be evaluated by the technical team of BFI.
- c) After the technical team clears the video, the bill will be paid within four weeks of such clearance after adjusting the advance amount and deduction of tax at source.
- d) Similar procedure will be followed for subsequent videos.
- e) After the final video is submitted and after clearance by the technical team, the payment will be released within four weeks of such clearance along with the bid security amount.

## **8. Dispute resolution**

- a) Before award of work, there will be no dispute and the decision of BFI will be final.
- b) After award of work, all disputes will be resolved amicably by mutual consultation.
- c) In case, still disputes remain, it will be decided by Arbitration and in such eventuality the Arbitrator will be appointed by the BFI.
- d) The Arbitration Proceedings will be carried on as per the provisions of Indian Arbitration Act and will be governed by laws of India.
- e) In case of litigation, it will be subject to the jurisdiction of the Courts of Delhi.

## **9. Savings**

- a) BFI reserves the right to vary the terms and conditions, scope of work, BOQs mentioned above at any time for operational reasons without assigning any reason.
- b) If after award of work BFI is convinced that the contractor is not fulfilling the contractual terms or is not providing the services as per specification or as per satisfaction of BFI or if adequate progress of work is not there, the BFI reserves the right to terminate the contract without any further notice and assign the work or the rest of the work to another bidder/vendor at the cost of the contractor.

## **10. Non-refund of Performance Security**

- a) Failure on the part of successful Bidder in accepting the award of work immediately or non-performance after acceptance of the order shall make the Bidder liable for forfeiture of its bid security and, also for further action as deemed fit by BFI.

## **11. Time line of the project**

The project is initially envisaged to be completed in 3-4 months.

## **Annexure**

### **SCOPE OF WORK FOR CONTENT MANAGEMENT AGENCY**

All work products designed and developed under this agreement is to be developed to be plugged into the LMS platform of Khelo India's choice. The content must adhere to technical requirements of the LMS platform to ensure compatibility. The specification for the content developed should be as follows:

1. Design content flow based on best practices of Iterative Instructional design.
2. The content developed should be in accordance with both Khelo India and the respective Sports bodies for which the content is being developed.
3. Employ Drip feeding techniques to ensure high engagement levels during the learning lifecycle.
4. Use interventions for knowledge check for short term knowledge retention.
5. Depending on animation and graphics for creation of video content the content can be created using editing features like colour grading, chroma keying, colour grading, hand drawing, animation overlays, motion graphic effect overlays, distort effects, motion tracking, time remapping, 3D virtual set/3D model/360 degree view, transition, motion titles, audio mixing, masking, rotoscoping, presentations, professional voice over etc.
6. Adhere and customize designs based on Khelo India's guidelines, templates and style guide.
7. Develop assessment criteria at various points in the learning lifecycle as follows but not limited to:
  - a. Pre-Assessment
  - b. Formative assessment
  - c. Summative assessment
  - d. Confirmative assessment
  - e. Criteria based assessment
8. Plan holistic assessment criteria for courses and programs based on sports bodies' learning goal.
9. Evolve assessment criteria should be combination of weightage assignment, questions types and activity types.
10. Ensure content works across platforms and devices without technical glitches.
11. Create and execute a project plan with agile content development strategy.
12. Content wherever voice over is required will have neutral India accent with no use of text to speech or artificial intelligence aided services.
13. Periodic updates on milestones agreed upon by Khelo India, Respective sports bodies, and the content management agency.
14. Subject matter experts will be provided however additional services of subject matter experts (SME) for this purpose may be hired at own cost (without any reimbursement), to facilitate its work and co-ordination.

15. Arrangement for live video shooting at the campus of Boxing federation on India situated in Rohtak or, wherever so required, along with all preproduction, production and post-production activities relating to it, at own cost.

16. Illustrative format of modules to be developed online along with minutes is being shared as per details below:

S. No.	Category	Split	Total Quantity Estimate (Indicative)
1	PPT + VO	<ul style="list-style-type: none"> <li>Finalised Khelo India PPT template</li> <li>Background</li> <li>Colour Palette</li> <li>Font Style</li> <li>Header/Footer</li> <li>Charts/Graphs/Shapes/Icon set/Infographics</li> </ul>	~1200 minutes
2	Video with subtitles	<ul style="list-style-type: none"> <li>Live Action Video</li> <li>Green Screen Video</li> <li>Video with Infographics*</li> <li>Mix of all the above</li> </ul>	~2100 minutes
3	Animated video with subtitles	<ul style="list-style-type: none"> <li>2D Animated Video</li> <li>3D Animated Video</li> <li>Motion graphics (2D and 3D)</li> <li>Mix of all the above</li> </ul>	~120 minutes
4	MCQ/Assessment	<ul style="list-style-type: none"> <li>True-False</li> <li>Object sequencing</li> <li>Puzzles</li> <li>Fill in the blanks</li> <li>Match the following</li> <li>Odd one out</li> <li>Multiple Choice Questions</li> </ul>	~600 numbers
5	PDF, Brochures and other marketing collaterals	Printable format. Per page cost	~200 numbers

*\*Infographics means Statistical, Informational, List, Timeline, How-to, Process map, Comparison, Location, Flowchart, Hierarchical, Visual charts etc*

The volume of content creation as indicated in the above table is just indicative and might increase or decrease depending on requirement and need of BFI.

## **Content specifications and requirements**

1. Platform access credentials at trainer level access will be provided by the LMS consultant designated by Khelo India.
2. The content management agency is required to develop structure, decide dependencies and script the content to conform to learning goal agreed upon by sports bodies and Khelo India.
3. The project will require content designers, developers, instructional designers including content writers.
4. The project will require the content management agency to procure content authoring tool that will be used to create content.
5. Content will be developed using agile methodology to accommodate for changes during the iterative feedback cycle.
6. Once content is reviewed and finalized the production team will develop the content into the respective media – Animated Video (photographic, illustrated, demos), including those with interactive features such as quiz and overlays, PDFs, PPTs, HTML5 files.
7. Module will be the most granular unit of the program. A resource shall not be more than 5 to 8 minutes of learning time.
8. Resources can be MP4 videos, PDFs, PPTs, In-platform assessments.
9. Content will need to be compliant with SCORM 1.2 format to track content progress, bookmark and interaction with LMS specifications as per the requirements of the platform, as may be applicable during the period of the contract.
10. Resources can be published and linked together to form a course.
11. Since resources can be shared interchangeably between modules/courses they must comply with shareable content object (SCO) rules.
12. There is provision to include audio within the platform in text-based screens. Audio within videos will need to be integrated and synched within the video.
13. All content prepared should be in English and Hindi language.
14. Hindi and/or English subtitles to be used as and where required.

## **Types of Content/Resource**

The content developer will be required to:

- Upload MP4 video in SCORM 1.2 Compliant format
- Embed Web URL as reference pages
- Upload PDF Documents
- Upload audio files in MP3, WAV format
- Create a free flow web module content
- Create assessments

## **Types of Quizzes**

- Create Drag and Drop Questions
- Create Hands On
- Create class diagram content
- Create Assessments

### **Resource Meta Tagging**

The creator will need to

- Provide a Title to the resource
- A Description to the resource
- Enter the Learning Objective
- Select the Complexity level
- Enter the Duration of the resource
- Select the appropriate meta-tag(s) to enable effective search
- Enter the Competencies that could be acquired learning the resource
- Enter the Keyword(s)
- Select the Reviewer to send the resource for review

### **Actions on Resource (the most granular learning unit in the platform)**

- Create resources
- Send the resource to the reviewer, for review
- Publish the approved resource
- Publish the ready to publish resource provided
- Mark the resource mandatory for Learners

### **Learning module creation**

- Create a Learning module
- Add multiple resources to a Learning Module
- Send the Learning Module to the reviewer, for review
- Publish the approved Learning Module
- Mark the Learning Module mandatory for Learners

### **Course creation**

- Create a Course design in consultation with the LMS consultant at Khelo India
- Add multiple Learning Modules to a Course
- Add multiple Resources to a Course
- Add multiple Assessment to a Course
- Send the Course to the reviewer, for review
- Publish the approved courses
- Mark the course mandatory for Learners



## **File Formats**

The Authoring tool that supports following files formats:

- Videos in MP4 formats with SCORM wrapper
- PDF files
- External web URLs
- Quiz & Assessments

## **Videos**

- Minimum video resolution has to be 4K (16:9) that should be supplied along with scaled down video at 1080P
- Videos should be encoded in MP4
- Total bit rate of the video should be < 500kbps
- The maximum size of a file can be 1 GB (1024 MB)

## **Audio**

- Master – MXF OP1A wrapper
- MP4 file – as per the audio specs provided below:

Format: MP3

Minimum bit rate: 160 kbps @44 Khz

## **PDF**

- You can create your content in Word and PowerPoint and then export the file to PDF and upload.

## **Assessments/Knowledge Check Quizzes**

- Each course can have a pre-test
- Each learning module should have an assignment or a quiz
- Each course should end with an assessment

## **Manpower Requirement**

The bidder should have the below manpower on rolls of their organisation to be deployed on the project. In-case the any of these profiles are outsourced by the organisation a declaration should be given on the bidder letter head that the person shall be solely deployed for the project.

<b>S. No.</b>	<b>Profile Name</b>	<b>Profile Description</b>
1	Project Manager	<ul style="list-style-type: none"><li>• Should have 8-10 Years of experience in e-content development</li><li>• Should be a graduate/postgraduate in any</li></ul>

		<p>discipline</p> <ul style="list-style-type: none"> <li>• Should be well versed with content development life cycle</li> <li>• Should have at least 3-4 Years of experience in project management of e-content development projects</li> </ul>
2	Instructional Design and Instructional Writing	<ul style="list-style-type: none"> <li>• Previous working experience in instructional design for 3-4 years</li> <li>• In-depth knowledge of learning theories and instructional design models</li> <li>• Lesson and curriculum planning skills</li> <li>• Basic HTML and Flash programming knowledge</li> <li>• Visual design skills (Dreamweaver, Photoshop, Illustrator)</li> <li>• Ability to write effective copy, instructional text, audio and video scripts</li> <li>• MA degree in instructional design, educational technology or similar relevant field</li> </ul>
3	Animator	<ul style="list-style-type: none"> <li>• Should have 5-6 Years of experience in creatively and aesthetically designing design of e-content</li> <li>• Should have a degree of a diploma in animation or related field.</li> <li>• Should be conversant with animation software usage such as Maya, Flash and After Effects.</li> <li>• Experience in liaising with different stake holders of other design and production teams.</li> </ul>
4	Graphic Designer	<ul style="list-style-type: none"> <li>• Should have 5-6 Years' experience in graphic design and should be conversant in reading design briefs</li> <li>• Should be conversant in using any design software such as Adobe Photoshop, etc.</li> <li>• Should have experience in testing graphics across media</li> <li>• Should be able to develop illustrations, logos and other design using software or by hand</li> </ul>

## Technical Evaluation Process

S. No.	Parameters	Maximum Marks	Break-up of Score
1	Past experience of delivering projects of a similar nature	20	<p>The firm/ bidder will be evaluated based on execution of projects of similar scale:            Cumulative value of projects in similar work area (in private and Government organization) in last 3 years is:            Less than 25 Lakhs: 0 Marks            25 Lakhs – 50 Lakhs: 10 Marks            More than 75 Lakhs: 20 Marks</p> <p>(Complete /partial completion certificate with all relevant details must be provided, clearly specifying the nature of work. Work relating to development of content)</p>
2	Experience in specific sport	10	5 marks for each project in specific sport.
3	Video PoC	10	<p>A 2 min video demonstrating any learning video nugget of a sport program along with detailed animation and graphics.</p> <p>To be submitted in a CD drive along with bid.</p>
4	Experience of the key staff of firm/ institution/ organization	20	<p>Relevant profiles as specified in the manpower section above need to be furnished.</p> <p>(Relevant profiles along with resumes as specified in the format)</p> <p>5 marks for each profile having satisfactory experience and qualification.</p>

5	Presentation	40	<p>Most innovative and time efficient ideas brought to the table will be awarded the highest score, the evaluation panel's decision will be final.</p> <p>The presentation shall be evaluated on the below parameters</p> <p>i. Understanding of Scope - 10 marks  ii. Approach and Project Plan - 20 marks  iii. Innovation/ Use of technology - 10 marks</p>
---	--------------	----	--

\*For 1 and 2, respective work orders along with completion certificate (or payment proof) to be submitted.

### **Commercial Bid Evaluation Process**

Quality and Cost Based Selection (QCBS) method will be followed during the overall selection process. Based on the evaluation of technical proposal, the technically qualified bidders shall be ranked highest to lowest Technical Score (ST) in accordance to the marks obtained during the technical evaluation stage.

There shall be 70% weightage to technical score and 30% weightage to financial score.

For the purpose of calculation unit costs will be assumed for calculation.

The individual bidder's commercial score (SF) will be evaluated as per the formula given below:

- $SF = [F_{min} / F_b] * 100$  (rounded off to 2 decimal places) where,
- SF = Normalized commercial score of the bidder under consideration.
- $F_{min}$  = Minimum commercial quote among the technically qualified bidders
- $F_b$  = Commercial quote of the bidder under consideration
- Combined Score (S) =  $ST * 0.7 + SF * 0.3$
- Where ST = Technical score secured by the bidder.
- Where SF = Commercial score secured by the bidder

The bidder securing the highest evaluated Combined Score (S) will be awarded the contract observing due procedure.

### **Commercial Bid**

The commercial bid should be submitted in the Format-1. Incomplete response to the RFP shall not be accepted.

All quoted cost and unit rates shall be valid for a period of 3 years from the date of signing of the contract with the successful bidder and BFI and the contract shall be extendible on same terms and conditions as per need and requirement.

**Price Bid Format**

<b>Category</b>	<b>Rate per Unit (A)</b>	<b>Quantity (B)</b>	<b>Total Cost (C=A*B)</b>	<b>GST % (D)</b>	<b>Cost Inclusive of Taxes (C*D)</b>
PPT + VO		1200 min			
Video with subtitles		2100 min			
Animated Video with subtitles		120 min			
MCQ/Assessment		600 no.			
PDF, Brochures and other marketing collaterals		200 no.			
<b>Grand Total (INR)</b>					