

## **NATIONAL PRODUCTIVITY COUNCIL**

### **Subject: Request for Proposals (RFP) for Development of E-Learning-Course**

National Productivity Council of India (NPC) is an autonomous organization under Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India. NPC seeks the services of renowned agencies/companies/firms for **Development of E-Learning-Course (Integration with LMS platform)** for following five topics:

1. Branding & Brand Management
2. Entrepreneurship & Start ups
3. Market research- segmentation, market selection and Product positioning
4. Corporate Valuation techniques
5. Project Feasibility studies & Business modeling

### **E-Learning-Course Content Features**

- Highly interactive and engaging two modules (50-60 PPT) per module or three modules (30-40 PPT) per module for each **E-Learning-Course**
- Case study based approach in each module.
- Explanation of concepts using simple language with suitable graphics/images and relevant examples in each module.
- Questions in the form of MCQs/True or false with complete answers and explanations for different topics/concepts within each module.
- Ten to fifteen Questions to be provided at the end of each module with complete answers and explanations.
- Questions should be both subjective and numerical type.
- Foot notes and hints should be available wherever necessary.
- Each module should contain summary with major take- aways.

### **Eligibility Criteria for Bidders**

- The bidder must be an agency/company/firm registered in India.
- The bidder should neither have been blacklisted and/or debarred by any Central/State Govt. Departments/PSUs/ Educational Institutions/Organization etc.
- The Bidder should have experience in conducting training or module preparation of more than 10 years in related areas in Govt. Depts. / Educational Institutions / PSUs etc.

### **Ownership and Copyrights**

- The material developed should not be plagiarized. All rights will be reserved with bidder. No part of this material should be reproduced.

- The ownership and the copyright of the E-Learning-Course content, and all the modules submitted developed by the successful bidder will vest with NPC and same will be transferred to NPC free of cost with full IPR.

#### **Other support requirement**

- Changes/enhancements in E-Learning Course Content due to any requirements to be implemented from time to time to meet the changes in the requirements during the implementation period.

**The 'Technical Bid'** must include the following documents/ information

- Name and Contact details of the agency/company/firm
- Introduction of the agency/company/firm with relevant details/supporting documents for eligibility condition
- Experience of conducting Training Programs/developing E- learning modules in related areas
- Any other specific information / credentials /supporting documents

**The 'Financial Bid'** shall quote the prices/rates of each **E-Learning-Course** in INR, inclusive of GST.

#### **Selection Criteria:**

The Technical bids & financial bids uploaded would be screened on the prescribed eligibility criteria of the agencies and will be opened on the scheduled date and time. Selection of the agencies/companies/firms shall be based on the overall lowest financial quote.

Interested Bidders fulfilling the above criteria may apply to the following through email **on or before September 11<sup>th</sup> 2020 by 5 pm**  
[rajesh.sund@npcindia.gov.in](mailto:rajesh.sund@npcindia.gov.in)

**Shri Rajesh Sund  
Director (Economic Services),  
National Productivity Council, Lodhi Road,  
New Delhi-110003**

NPC reserves the right to cancel this selection procedure at any stage without assigning any notice/reasons thereof.