

## **Request for Proposal (RFP) for Content Development and Production for Automotive Skill Development Council (ASDC)**

Automotive Skill Development Council (ASDC) invites Content Developers for developing content and publishing of content, for the automotive sector, to improve learning of trainees undergoing skilling programs offered by ASDC.

Prospective Content Providers who meet the pre-qualification criteria may furnish their Request for Proposal (RFP) with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory on or before **15<sup>th</sup> February 2019** by 16:00 hours to the following address:

Ms. Poonam Rawat  
Automotive Skill Development Council  
Sat Paul Mittal Building  
1/6, Sri Institutional Area,  
August Kranti Marg (Khel gaon Marg)  
New Delhi-110049

ASDC reserves the right to extend the last date indicated above for which the RFP is invited.

Chief Executive Officer  
Automotive Skills Development Council

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## Part I – General Terms

### 1. Objective of RFP

- The Objective of this RFP is to develop training content for the automotive sector to enhance the quality of learning for the courses offered by ASDC
- The content shall be developed for Trainees and Trainers for the selected Job Roles by ASDC as per the demand of the Automotive Industry
- The selected Content Developer would be responsible for development of the required training material and production of the same as per the Terms and Conditions laid down by ASDC
- This invitation of RFP intends to share the details of the scope of work entailed as part of this proposed partnership between the Content Developer and ASDC

### 2. Authority Issuing the RFP

- This RFP is issued by the Automotive Skill Development Council (ASDC)
- The contact person for this RFP is: Ms Poonam Rawat

The decision of ASDC with regard to the short listing of Content developer through this RFP will be final and ASDC reserves the right to reject any or all the RFPs received without assigning any reason.

### 3. Tentative Calendar of Events

The following table indicates important milestones and timelines for completion of bidding activities:

<b>S. No.</b>	<b>Milestone</b>	<b>Date</b>
1	Release of Invitation of Request for Proposal (RFP)	20 <sup>th</sup> January'19
2	Last date for submission of written questions by the prospective Content Developers	25 <sup>th</sup> January'2019
3	Clarifications issued by ASDC for the questions raised by prospective Content Developers (to be published on ASDC Website)	29 <sup>th</sup> January'19
4	Last date for submission of RFP	15 <sup>th</sup> February'19
5	Opening of RFPs	18 <sup>th</sup> February'19
6	Evaluation of RFPs and finalization of Applicants for Presentation to ASDC	23 <sup>th</sup> February'19
7	Presentation to ASDC by shortlisted Applicants	26 <sup>th</sup> February'19
8	Declaration of shortlisted Content Developer	28 <sup>th</sup> February'19

### 4. Availability of RFP Document

Invitation for RFP can be downloaded from the ASDC website ([www.asdc.org.in](http://www.asdc.org.in)). All prospective Content Developers are expected to read carefully all instructions, forms, terms, requirements and other details in the RFP documents. Failure to furnish the complete information sought for in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Content Developers risk and may result in the rejection of the RFP.

## **5. Venue and Deadline of Submission of RFP**

The RFP in its complete form in all respects as specified in this invitation of RFP must be submitted to ASDC at the address given below.

Ms. Poonam Rawat  
Automotive Skill Development Council  
Sat Paul Mittal Building  
1/6, Sri Institutional Area,  
August Kranti Marg (Khel gaon Marg)  
New Delhi-110049

ASDC may at its discretion extend the deadline for submission of proposal by issuing an addendum to be made available on the website [www.asdc.org.in](http://www.asdc.org.in)

## **Part II – Background and Scope of Services**

- About ASDC: Automotive Skill Development Council is an industry body promoted by SIAM, ACMA & FADA & involved in developing Qualification standards. The Domain covered are manufacturing and R & D, Sales, service & Road Transportation. ASDC Partner with Training Providers and Assessment bodies for imparting training, certification & constantly upgrading the skilling eco-system.
- ASDC intends to partner with Content Developers to develop training content to enhance the quality of training delivery in the automotive sector through ASDC affiliated training providers.
- Content Developer will be responsible for development of the content, printing of Trainees Manuals, Trainer Kits and dispatch of the same to the Training Providers empaneled by ASDC.
- All the content developed will have to be mapped to the National Occupational Standards/ Qualification Packs/ any other curriculum issued by ASDC.
- The scope of work would include development of
  - Trainee Manuals based on the QP's /NOS's
  - Trainer Kits (Trainer Manual, Training Delivery Plan, Training Presentations for the complete course)
- Content Developers have to commit to development of content for at least six Job Roles per year
- All the content shall be developed in English and Hindi language. In case any Trainee Manual is required in any Indian Regional Language will be at an extra cost, which shall be quoted separately.
- Content Developer will be responsible for production of the above-mentioned material and dispatch it to the ASDC training providers across the country.
- Content Developer shall dispatch the content within 7 working days of receiving the order by national Train/ Road courier service
- The prospective Content Developers have to quote the Royalty they will share with ASDC for Trainee Manuals and trainers Kit.

## **Part III – Bidding Terms and Pre-Qualification Criteria**

### **1. Conditions of the Issue of RFP**

- RFP is not an offer and does not carry any commitment to engage with the Content Developers who submits the same or any other commitment related there to.
- ASDC reserves the right to withdraw this RFP and change or vary any part thereof at any stage if ASDC feels that such action is in the best interest of the ASDC.
- Timing and sequence of events resulting from this RFP shall ultimately be determined by ASDC.
- Each applicant shall submit only one RFP.

### **2. IPR of the Content Developed as part of this RFP**

- The IPR of the Content Developed as part of this RFP shall be solely owned by ASDC

### **3. Language of RFP**

- The proposal and all correspondence and documents shall be written in English.

### **4. Pre-Qualification Criteria**

The invitation for bids is open to all entities in India who fulfill pre-qualification criteria as specified below:

- a) Corporate/Organizations registered under Companies Act or Societies Registration Act or registered as a Trust and is active and operational continuously anywhere in the country for the last three years on the date of application.
- b) The prospective Content Developer should have a total annual turnover of at least Rs.1crores average in the past 3 years out of which at least Rs. 25 lakhs should be in vocational skilling content
- c) In the Process of development and sales the prospective content developer should have earned profit in the last three financial years.
- d) The prospective Content Developer should preferably have content development related partnership with some sector skill councils in India
- e) The prospective Content Developer should preferably have operational experience and Content Development for the Automotive Sector
- f) The prospective content developer should have more than two years' experience of developing Trainee Manuals and Trainer Kits mapped to the National Occupational Standards.
- g) The prospective Content Developer should preferably have developed Digital Content/ Videos mapped to National Occupational Standards

- h) Content Developer should have the experience of printing and logistics of printed Books in the past three years.
- i) Prospective Content Developer should have a valid GST number
- j) The Content Developer should not have been blacklisted by any donor agency/State Government / Central Government or its agencies.

**5. Evaluation of RFP and Selection of Content Developer**

Evaluation of RFP shall be done on the Quality and Cost Basis with the following details:

***Selection Criteria 1*** – Quality Criteria/ Experience of Content Developer

<b>Quality Criteria/ Experience of Content Developer</b>
Years of experience in Vocational Skills Content Development
Total Average Turnover in the last three years
Turnover from Content Development Last three years
Years of Experience of working in the Automotive Sector
Existing Partnership with Sector Skill Councils for NOS mapped/content developer (Please mentioned the SSC name and No of content developed)
Experience of Digital Content/ Videos mapped to the National Occupational Standards released by SSCs
Experience of Printing and Logistics of Vocational Skilling Books (Please mentioned No. of Books and Copies printed in last three years)

***Selection Criteria 2*** – Presentation by prospective Content Developer

***Selection Criteria 3*** – Royalty to be paid by Content Developer to ASDC

***Selection Criteria 4*** – Value of the Quotation

- The prospective Content Developers shall be called for Presentation to the ASDC Team provided they meet the pre-selection norms set by ASDC.
- Selection of final Content Developer shall be made as per the highest total marks received adding all the four selection criteria among the top Five shortlisted applicants after the presentation
- ASDC may finally shortlist one or two Content Developers as part of this partnership

## **6. Check List for RFP Submission**

Applicants should ensure that the following documents are submitted with documentary evidences, while submitting the completed RFP:

- i. Letter of Submission of RFP (Form 1 in Formats)
- ii. Application Form of RFP (Form 2 in Formats)
- iii. Copy of the Registration Certificate of the Content Developer
- iv. Copy of GST Registration Certificate
- v. Copy of Audited Balance Sheet for the last 3 years.



