



RFP
**FOR SELECTION OF AGENCY FOR DESIGN, CREATION, SUPPLY,
INSTALLATION AND DEVELOPMENT OF LEARNING MANAGEMENT
SYSTEM PLATFORM TO DELIVER MULTI-LINGUAL SYLLABUS BASED
CONTENT FOR WEB, MOBILE AND INTERACTIVE FLAT PANELS
(WEB APP, ANDROID AND IOS)**

TO
PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)
PRADHANMANTRI BHARTIYA JANAUSHADHI PARIYOJNA



Issued By:
PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)
(Set up under the Department of Pharmaceuticals, Govt. of India)

8th Floor, Videocon Tower, Block E1,
Jhandewalan Extension, New Delhi-110055
Telephone: 011- 49431800/813

Website: janaushadhi.gov.in

Reference No.: PMBI/13/09/2023-IT/01

Pharmaceuticals & Medical Devices Bureau of India (PMBI) invites online bid under two bid systems from the reputed, experienced Agencies for Design, Creation, Supply, Installation and Development of Learning Management System Platform to deliver Multi-lingual Syllabus based Content for Web, Mobile and Interactive Flat Panels (Web app, android and iOS) for “Pradhanmantri Bhartiya Janaushadhi Kendra”.

Sl. No.	Scope of work	Cost of Tender Document	Tender processing Fee	Earnest Money (Refundable)
1	2	3	4	5
1	Selection of Agency for Design, Creation, Supply, Installation and Development of Learning Management System Platform to deliver Multi-lingual Syllabus based Content for Web, Mobile and Interactive Flat Panels (Web app, android and iOS) for Pharmaceuticals & Medical Devices Bureau of India (PMBI) under Pradhanmantri Bhartiya Janaushadhi Pariyojna	NIL	NIL	₹50,000/- (Rupees Fifty Thousand only)

Tender Schedule/ Programme:

Sl. No.	Date and Time for Activity	Date/Time: Duration
1.	Online Sale/ Download Date of Tender Documents	As per GeM BID
2.	Last Date/ Time for Submission of Bid	As per GeM BID
3.	Submission of EMD through NEFT mode	₹50,000/- (Rupees Fifty Thousand only)
4.	Technical Bid Opening Date & Time	As per GeM BID
5.	Financial Bid Opening Date and Time	To be intimated later to the qualified bidders.
6.	Bid Validity Period	180 days from the last date of submission

- The Earnest Money Deposit (EMD) of Rs. **50,000/-** (Rupees Fifty Thousand only) drawn in favor of **Pharmaceuticals and Medical Devices Bureau of India, payable at New Delhi through National Electronic Fund Transfer (NEFT)** must be deposited as per tender terms & condition. In case, EMD reference document is not received along with the technical bid as per tender document, the bids will be rejected summarily.

Account Details for National Electronic Fund Transfer (NEFT):

Bank Name:	Bank of Baroda
Account No.	05860200001696
IFSC Code:	BARB0PARLIA

- Detailed descriptions of the items and instructions for submitting bid can be downloaded from GeM or website of PMBI ([https:// janaushadhi.gov.in](https://janaushadhi.gov.in)).
- For support related to online bidding process, Bidders may contact at “GeM HELP DESK Team” or raise concern through Toll Free Number: 1800-180-8080 (Working Hours: 9:30 AM to 6:00 PM, all days in week (except public holidays including Saturday and Sunday)
- Contact Details for clarification (if any):

Manager (IT & MIS)

Pharmaceuticals & Medical Devices Bureau of India (PMBI)
8th/9th Floor, Videocon Tower, Jhandewalan Extn., New Delhi - 110055
email: it@janaushadhi.gov.in
Tel: 011-49431800/13
Web: janaushadhi.gov.in

- Corrigendum/ Addendum, if any, will be published on GeM and website of PMBI.
- **Tender Inviting and Accepting Authority** – Chief Executive Officer, Pharmaceuticals & Medical Devices Bureau of India (PMBI), 8th Floor, Videocon Tower, Block E1, Jhandewalan Extension, New Delhi-110055 (hereinafter referred as Tender Inviting Authority unless the context otherwise requires).
- **Note:** Pharmaceuticals & Medical Devices Bureau of India (PMBI) reserves the right to Accept/ Cancel/ Reschedule tenders without assigning any reasons.

1. Disclaimer

The information contained in this Request for Proposal (RFP) document or information provided subsequently to Bidder(s) or agency whether verbally or in documentary form/email by or on behalf of Pharmaceuticals & Medical Devices Bureau of India is subject to the terms and conditions set out in this RFP document and all other terms and conditions subject to which such information is provided.

This RFP is neither an agreement nor an offer and is only an invitation by the Tender Inviting Authority to the interested parties for submission of bids. The purpose of this RFP is to provide the Bidder(s) with information to assist the formulation of their proposals. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Awarder in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements, and information contained in this RFP and obtain independent advice from appropriate sources.

2. Instruction to Bidders – Part I

- “Employer” means Pharmaceuticals & Medical Devices Bureau of India (PMBI) who has invited the bids for Selection of Agency for Design, Creation, Supply, Installation and Development of Learning Management System Platform to Deliver Multi-lingual Syllabus based Content for Web, Mobile and Interactive Flat Panels (Web app, android and iOS) and with which the selected bidder signs the Contract for the Services and to which the selected bidder shall provide services as per the scope of the contract.
- “Bidder / Agency” means any entity or person or associations of persons who have been shortlisted to submit their proposals that may provide or provides the Services to the Employer under the Contract.
- “Contract” means the Contract signed by the Parties and all the attached documents
- “Project specific information” means such part of the Instructions to Consultants used to reflect specific project and assignment conditions.
- “Day” means calendar day.
- “GeM” means Government e-marketplace (<https://gem.gov.in>)
- “PMBI” means Pharmaceuticals & Medical Devices Bureau of India.
- “LOI” means the Letter of Invitation being sent by the Employer to the short-listed bidders.
- “RFP” means the Request for Proposal prepared by the Employer for the Selection of Agency for Design, Creation, Supply, Installation and Development of Learning Management System Platform to Deliver Multi-lingual Syllabus based Content for Web, Mobile and Interactive Flat Panels.

- “Proposal” means the Technical Proposal and the Financial Proposal.
- “Sub-Contractor” means any person or entity with whom the Bidder / agency subcontracts any part of the Assignment/job.
- The Employer named in the Part II Data Sheet will select a bidder / agency from those to whom the LOI has been addressed, in accordance with the method of selection specified in the Part II Data Sheet.
- The name of the assignment/Job has been mentioned in Part II Data Sheet. Detailed scope of the assignment/job has been described in the Terms of Reference in Section 5.
- The date, time, and address for submission of the proposals has been given in Part II Data Sheet.
- Prospective Bidder / Agency are invited to submit their Proposal, for Assignment/job named in the Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Bidder / Agency.
- Bidder should familiarize themselves with Local conditions and take them into account in preparing their Proposals. To obtain first-hand information on the Assignment/job and Local conditions, Bidders are encouraged to meet the Employer’s representative named in part II Data Sheet before submitting a proposal and to attend a preproposal meeting if one is specified in the Part II Data Sheet. Attending the pre-proposal meeting is optional.
- Bidders should contact the Employer’s representative to arrange for their visit or to obtain additional information on the preproposal meeting.
- The Employer will provide at no cost to the bidders the inputs and facilities specified in the Part II Data Sheet, assist the bidders in obtaining licenses and permits needed to carry out the Assignment/job.
- Bidder shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Bidders.
- Sub-contracting / Sub Letting / Consortium is not allowed.

2.1 Availability of Tender documents

- For the detailed tender notice, please visit GeM or website of PMBI (<https://janaushadhi.gov.in>). The bidders are expected to examine all the instructions, forms, terms, project requirements and other information in the RFP documents. Failure to furnish all information required as mentioned in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder’s risk and may result in rejection of the proposal.

2.2 Clarification and Amendment of RFP Documents

- Bidder may request a clarification on any clause of the RFP documents up to the number of days indicated in the Part II Data Sheet before the proposal submission date. Any request for clarification must be sent in writing, or by standard electronic means to the Employer's address indicated in the Part II Data Sheet. The Employer will respond in writing, or by standard electronic means and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Bidders. Should the Employer deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure under paragiven below.
- At any time before the submission of Proposals, the Employer may amend the RFP by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to all Bidders and will be binding on them. Bidder shall acknowledge receipt of all amendments.
- To give Bidder reasonable time to take an amendment into account in their Proposals, the Employer may, if the amendment is substantial, extend the deadline for the submission of Proposals.

2.3 Conflict of Interest

- Employer requires that Bidder holds the Employer's interest's paramount, strictly avoid conflicts with other Assignment/jobs or their own corporate interests and act without any consideration for future work.
- Bidders have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the Standard forms of technical proposal provided herewith. If the Bidder fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Bidders during bidding process or the termination of its Contract during execution of assignment.

2.4 Clarification on bidding document

- On approval of the Tender Committee, PMBI may modify the RFP document by issuing amendment(s). All bidders will be notified of such amendment(s) by publishing on the GeM and website of PMBI ([https:// janaushadhi.gov.in](https://janaushadhi.gov.in)), and these will be binding on all the bidders.
- In order to allow bidders a reasonable time to take the amendment(s) into account in preparing their bids, PMBI, at its discretion, may extend the deadline for the submission of bids.

2.5 Proposal

Prospective Bidders may only submit one proposal. If a Bidders submits or participates in

more than one proposal, such proposals shall be disqualified.

2.6 Proposal Validity

The Part II Data Sheet to Bidder indicates how long Bidders' Proposals must remain valid after the submission date. During this period, the financial proposal will remain unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise, however, the Employer may request Bidder to extend the validity period of their proposals.

2.7 Preparation of Proposals

The Proposal as well as all related correspondence exchanged by the Bidders and the Employer, shall be written in English language, unless specified otherwise.

In preparing their Proposal, Bidders are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the requested information may result in rejection of a Proposal.

Depending on the nature of the Assignment, Bidders are required to submit a **Technical Proposal** (TP) in forms provided in Section-III. The Part II Data sheet in Section II indicates the formats of the Technical Proposal to be submitted. Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall include the information indicated in the following paras, not limited to

- A brief description of the bidder's organization
- A description of the approach, methodology and work plan
- A brief on similar experience on implementation of LMS
- The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared nonresponsive.

Financial Proposals: The Financial Proposal shall be prepared using the attached Standard Forms in this RFP. The Financial proposal should include LMS application, AV Content Creation and its management, Audit and AMC as well as other Project cost (Form FIN-1). The financial proposal shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

2.8 Taxes

The Consultant shall fully familiarize themselves about the applicable taxes (such as, GST, service tax, income taxes, duties, fees, levies / any other taxes.) on amounts payable under the Contract. All such taxes must be included in the financial proposal.

2.9 Currency

Bidders shall express the price in India Rupees, only.

2.10 Earnest Money Deposit

- The Earnest Money Deposit (EMD) of **Rs. 50,000/-** (Rupees Fifty Thousand only) drawn in favor of **Pharmaceuticals and Medical Devices Bureau of India, payable at New Delhi** through **National Electronic Fund Transfer (NEFT)** must be uploaded with the technical bid as per tender terms & conditions.
- Proposals not accompanied by EMD (Earnest Money Deposit) shall be treated as non-responsive and will be summarily rejected.
- Bidders registered with MSEs will be exempted from submitting EMD on submission of copy of current valid certificate of registration with MSEs. However, if bidder/agency claims the exemption, they must submit valid MSEs certificate.
- No interest shall be payable by the Employer for the sum deposited as earnest money deposit.
- The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.
- EMD of successful bidder will be returned after completion of awarded work/service with due formalities.
- The EMD shall be forfeited by the Employer in the following events:
 - If proposal is withdrawn during the validity period or any extension agreed by the bidder thereof.
 - If the Proposal is varied or modified in a manner not acceptable to the Employer after opening of Proposal during the validity period or any extension thereof.
 - If the Bidder tries to influence the evaluation process.
 - If the First ranked Bidder withdraws his proposal during negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the Bidder) if any.

2.11 RFP Processing Fee

NIL

2.12 Cost of RFP

NIL

2.13 Submission, Receipt, and Opening of Proposal

The original proposal (Technical Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the Bidder themselves. The person who signed the proposal must provide his / her initials against any such corrections. Submission letters for Technical Proposals should respectively be in the format of TECH- 1.

An authorized representative of the Bidder shall initial all pages of the original Technical

Proposal. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The signed Technical Proposal shall be marked "ORIGINAL".

All relevant documents, Technical & Financial proposal must be submitted online through GeM only in the prescribed Performa mentioned under this RFP.

2.14 Proposal Evaluation

- From the time the Proposals are opened to the time the Contract is awarded, the Bidders should not contact the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by bidders to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the Bidders' Proposal.
- The competent authority of PMBI will constitute a Selection Committee which will carry out the entire evaluation process.
- Bids will be opened on GeM website (<https://gem.gov.in>).
- The Committee, while evaluating the technical proposals shall have no access to the Financial Proposals until the technical evaluation is concluded, and the competent authority accepts the recommendation.
- The Committee shall evaluate the Technical Proposals based on their responsiveness to the evaluation criteria, sub-criteria specified in the Data sheet. In the first stage of evaluation, a Proposal shall be rejected if it is found deficient as per the requirement indicated in the Data sheet for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the technical proposal will start first and at this stage the financial bid (proposal) will remain unopened. The qualification of the bidder and the evaluation criteria for the technical proposal shall be as defined in the Data sheet.
- During evaluation of the bids, the Committee may, at its discretion, ask the bidder for clarification of its bid and document proof if required.
- Competent authority of PMBI may waive any minor informality; nonconformity or irregularity in a bid, which does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any bidder.
- Public opening & evaluation of the Financial Proposals: Financial proposals of only those firms who are technically qualified shall be opened online through GeM on the specified date & time as per Data sheet.
- The Committee will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures, the former will prevail. In addition to the above corrections, the items described in the

Technical Proposal but not priced, shall be assumed to be included in the prices of other activities or items

- After opening of financial proposals, appropriate selection method shall be applied to determine the bidder who will be declared winner and be eligible for award of the contract. The methods of selection are described in the Data Sheet. This selected Bidder will then be invited for negotiations, if considered necessary.

2.15 Right to Terminate the Process

PMBI reserves right to cancel or withdraw the RFP any point in time prior to issuance of LoI, PMBI makes no commitments, explicit or implicit, that this process will result in a business transaction with anyone. Further, this RFP does not constitute an offer by the PMBI. The bidder's participation in this process may result in PMBI selecting the bidder to engage in further discussions and negotiations towards execution of a contract. The commencement of such negotiations does not, however, signify a commitment by PMBI to execute a contract or to continue negotiations.

2.16 Disqualification

The proposal is liable to be disqualified under the following cases:

- Proposal not submitted in accordance with this document.
- During validity of the proposal, or its extended period, if any, the bidder increases prices quoted in the commercial proposal.
- Proposal is received in incomplete form.
- Proposal is received after due date and time.
- The bidder qualifies the proposal with his own conditions.
- Proposal is not accompanied by all requisite documents/EMD.
- Information submitted is found to be misrepresented, incorrect or false, accidentally, unwittingly, or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period if any.
- Commercial proposal is enclosed with the technical proposal.
- The price information, the pricing policy or pricing mechanisms or any document indicative of the commercial aspects of the proposal are either fully or partially enclosed or is part of the Technical Proposal.
- The bidder does not sign the contract within 15 days of the receiving the letter of acceptance from PMBI.
- The bid or any person acting on its behalf indulges in corrupt and fraudulent practices.
- If bidder provides quotation only for a part of the project
- In case any one bidder submits multiple proposals or if common interests are found in two or more bidders, the bidders are likely to be disqualified, unless additional proposals/bidders are withdrawn upon notice immediately

- Bidders may specifically note that while evaluating the proposals, if it comes to PMBI's knowledge expressly or implied, that some bidders may have colluded in any manner whatsoever or otherwise joined to form an alliance resulting in delaying the processing of proposal then the bidders so involved are liable to be disqualified for this contract as well as for a further period of three years from participation in any of the tenders floated by PMBI.
- The response to the pre-qualification criteria, technical proposal and the entire documentation submitted; should not contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid.

2.17 Negotiations

In case of any differences the bidder/agency may call for negotiation, the Committee will be the Sole Arbitrator on all matters and their decision will be binding on the bidder/agency. Negotiations will be held at the date, time and address intimated to the qualified and selected bidder:

- **Technical negotiations:** Negotiations will include a discussion of the Technical Proposal, the proposed technical solution, Implementation plan, approach and methodology and work plan, as applicable.
- **Financial negotiations:** None

2.18 Award of Contract

- After completing negotiations (if any), the Employer shall issue a Letter of Intent to the selected Bidder/agency and promptly notify all other Bidders who have submitted proposals about the decision taken.
- The bidders will sign the contract after fulfilling all the formalities/pre-conditions mentioned in the RFP within 15 days of issuance of the letter of intent.

2.19 Confidentiality

Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any bidder of confidential information related to the process may result in the rejection of its Proposal and may be subjected to the provisions of the Employer's antifraud and corruption policy.

3. Instruction to Bidders – Part II

3.1 Data Sheet

Sr. No	Particulars - Data Sheet	Details / Remarks
--------	--------------------------	-------------------

1	Name of the Employer	Pharmaceuticals & Medical Devices Bureau of India (PMBI)
2	Name of the Assignment/job is	Selection of Agency for Design, Creation, Supply, Installation and Development of Learning Management System Platform to Deliver Multi-lingual Syllabus based Content for Web, Mobile and Interactive Flat Panels (Web app, android and iOS) for Pharmaceuticals & Medical Devices Bureau of India (PMBI) under Pradhanmantri Bhartiya Janaushahi Pariyojna
4	Last Date & Time for submission of proposal/ bid:	As per GeM BID
5	The Employer's representative is	Manager (IT & MIS), Phone: - 011- 49431800/13
6	Address:	Pharmaceuticals & Medical Devices Bureau of India (PMBI). Address: 8 th Floor, Block E-1, Videocon Tower, Jhandewalan Extension, New Delhi-110055
7	E-mail:	it@janaushadhi.gov.in
8	Proposals must remain valid for (after the submission date)	180 days
9	Clarifications may be requested not later than days (before the submission date)	7 days
10	The e-Mail address for requesting clarifications is:	it@janaushadhi.gov.in
11	The formats of the Technical Proposal to be submitted are:	<ul style="list-style-type: none"> • Form Tech 1: Letter of Proposal submission • Form Tech 2: Bidder's organization & experience • Form Tech 3: Approach & methodology • Form Tech 4: Implementation plan • Form Tech 5: Comment / modification suggestion on draft contract. • Form Tech 6: Information regarding any conflicting activities and declaration thereof.
12	Sub-contracting / Consortium	Not allowed
13	Method of Selection	<ul style="list-style-type: none"> • Technical evaluation will be done in accordance with the technical qualification criteria mentioned in the RFP • Bidders will have to fulfil the cut off criteria & score minimum of 70 marks out of 100.

		<ul style="list-style-type: none"> The Bidders will be selected as per financialbid as per financial format of the RFP
--	--	---

3.2 Mode of submission

The bidder should submit their Technical & Financial Bid documents online through GeM portal only in the prescribed Performa.

3.3 Authentication of Bids

A letter of authorization shall be supported by a written power-of-attorney accompanying the bid. Copy of the Power of Attorney also needs to be attached with the pre- qualification proposal.

3.4 Modification and Withdrawal of Bids

The Bidder is not permitted to modify or withdraw their Bid after the bid's submission. No bid may be modified subsequent to the deadline for submission of bids. No bid may be withdrawn in the interval between the deadline for submission of bids and the expiration of period of bid validity specified by the Bidder on the bid form. Withdrawal of a bid during this interval may result in the forfeiture of EMD of the bidder.

3.5 Late Bids

Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained.

3.6 Conditional bid

Not acceptable and liable for rejection.

3.7 Limitation of Liability

Bidder shall not be liable or responsible for any delay or failure to perform Services in terms of the Contract to the extent that such delay or failure to perform has arisen as a result of or contributed to in any way by any delay or failure by the PMBI or its employees or agents or other supplier's /services providers to perform any or its duties and obligations as set out in this agreement and the applicable Service Schedule. In the event that Bidder is delayed or prevented from performing its obligations due to such failure or delay on the part of the PMBI, Bidder shall be allowed an additional period of time to perform its obligations and unless otherwise agreed the additional period shall be equal to the amount of time for which Bidder is delayed or prevented from performing its obligations due to such failure or delay on the part of

the contract.

4. Qualification Criteria

4.1 General Eligibility

- Bidders marked/considered by PMBI to be ineligible to participate for non- satisfactory past performance, corrupt, fraudulent or any other unethical business practices shall not be eligible.
 - Corrupt, fraudulent, and unethical practices mean:
 - “Corrupt practice” means the offering, giving, receiving or soliciting of any-thing of value to influence the action of a public official in the process of contract execution and
 - “Fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to detriment of the purchaser, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the Purchaser of the benefits of free and open competition:
 - “Unethical practice” means any activity on the part of bidder which try to circumvent tender process in any way. Unsolicited offering of discounts, reduction in financial bid amount, upward revision of quality of goods etc. after opening of first bid will be treated as unethical practice.
 - PMBI will reject a proposal and may debar the bidder for future tenders, if it determines that the bidder has engaged in corrupt, fraudulent, or unethical practices in competing for, or in executing a contract.
 - Breach of general or specific instructions for bidding, general and special conditions of contract with PMBI may make a firm ineligible to participate in bidding process.
- Project of this nature and importance necessarily requires agencies having strong knowledge of Design, Creation, Supply, Installation and Development of Analytics based Learning Management.

System Platform to Deliver Multi-lingual Syllabus based Content for Web, Mobile and Interactive Flat Panels as well as strong foothold in India.

In view of the above, following are the qualifying criteria:

Sr. No.	Eligibility Criteria	Documentary Evidence
1	Legal Entity: The company/ firm should be registered in India. The bidding entity should be a Company registered under Companies Act, 2013 (as amended till date) or a partnership firm registered	Certificate of Incorporation, PAN, GST, MOA & AOA

	under LLP Act, 2008.	
2	Financial Strength: Bidder should have an average annual turnover of INR 2 Cr. or Higher for financial years 2019-20, 2020-21 and 2021-22.	Certificate from Chartered Accountant and Audited Balance Sheets
3	Experience: Bidder should have experience in development/customization of LMS application and the application should have been executed in minimum 1000 classrooms, catering to minimum of 2000 concurrent users with Hindi and English in last five (05) years over Interactive Flat Panels/ Android Smart TV, mobile applications and web portals as per any State/ National board syllabus.	Bidder shall submit Work order/ PO/Contract agreement and work done certificate from Clients.
4	Standards/Certification: Bidder should have Valid ISO 9001:2015, ISO-27001, and ISO - 20001 standard Certificates.	Copy of valid certificates
5	Declaration on Blacklisting: The Bidder should submit declaration stating that they are not debarred/ blacklisted as on Bid calling date by any State Government, Central Government, Central & State Govt.	Self-Declaration Letter
6	Service Strength: The Bidder should have dedicated development office in India, as on bid calling date.	Bidder Should submit the self-declaration for support office and ticketing solution. Relevant Documents for development Center related to Manpower in Office and its Location

Note:

- Successful bidder should not use the same application anywhere without consent of PMBI. If such found by PMBI, the service provider may get blacklisted.
- Bidder must place the solution and all relevant data in manner decided under this RFP as the required infrastructure shall be provided for the solution of the Bidders. Must adhere all data policy norms to avoid misuse of data.
- Bidder should submit willingness letter to provide APIs to access with other systems being used by department already.

- The evaluation committee examines the Pre-qualification bids for their compliance of criteria. The bids meeting all Pre-qualification criteria will be treated as substantially responsive bid.
- A bid determined as not substantially responsive will be rejected by the PMBI and may not subsequently be made responsive by the bidder by correction of the nonconformity.

4.2 Technical Evaluation

The documentation furnished by the vendor will be examined prima facie to see if the offer made, technical skill base and financial capacity and other vendor attributes claimed therein are consistent with the needs of this project.

In the second step, PMBI may ask bidders(s) for additional information, visit to bidders' site and/or arrange discussions with their professional, technical faculties to verify claims made in bid documentation.

PMBI may ask the bidder to give a presentation on the understanding of the project scope, technical and financial strengths, proposed implementation methodology, work plan, and infrastructure deployment etc.

During the process of evaluation of the Technical Proposals, the Tender Committee of PMBI may seek additional information and clarifications from any or all the bidders. This clarification will be sought through email communications/request a personal visit of the authorized representatives of the bidder. The bidder is expected to provide the clarifications or additional information within the stipulated time as indicated in the communication. If the bidder fails to provide the clarification or additional information, the information provided in the technical proposal only will be used for evaluation. Only the bidders, who score a technical score 70 (Seventy) or more, will qualify for the evaluation in the commercial process.

The technical bid will be evaluated on the following criteria mentioned in the table below:

Sr. no.	Particulars	Criteria	Marks
1.	The bidder must have turnover of at least Rs.01 Crore out of Rs. 02 Crore in last three financial years from IT solutions and services, Software/IT Software Development. (Same shall not include Hardware, infrastructure & Third-party software license procurement projects)	For >=01 Crores to <05 Crores, 5 Marks For >=5 Crores to <10 Crores, 10 Marks For >=10 Crores to <15 Crores, 15 Marks	15 Marks

2.	Number of application software projects in Central or State Government departments or Public Listed Enterprise in India completed/ongoing (Go-live) in the last 3 years from the date of bid submission (Excluding Hardware procurement cost & Third-party software license procurements) each of minimum Rs. 30 lakhs in value	10 marks for each project of IT Services/solution-(excluding hardware and license cost and taxes) of value of more than Rs 30 lakh. Max 02 Projects	15 Marks
3.	Experience in implementation of LMS software for any State or Centre Government Department or Public Sector Undertaking (PSU) or private sector during last 3 years	Copy of Work Order with scope of work and completion certificate	10 Marks
7.	The bidder should have experience in development and implementation of Chatbot/Video Animation/ Content application system in Government or private sector in last three years	Copy of Work Order with scope of work and completion certificate	10 Marks
8.	Evaluation of organization's human resources and strength.	<50 employees – no marks Between 50-100 employees – 5 marks >100 employees – 15 marks	15 Marks
9.	Bidder must have deployed Technical Manpower's at least one (1) project of value not less than Rs. 30 lakhs, or at least two (2) projects of values not less than 15 lakhs each project for any State or Centre Government Department or Public Sector Undertaking (PSU) or private sector during last 3 years.	Copy of Work Order	5 Marks
10	Quality: ISO 9001:2008/2015 Security: ISO 27001:2013 CMMI Level 3 or above	Copy of valid certificates Quality: ISO 9001:2008/2015, 5 Marks Security: ISO 27001:2013, 5 Marks or CMMI Level 3 or above, 5 Marks	10 Marks
11.	Presentation on proposed services for design & development of web & mobile applications	i. Understanding of requirements and Challenges and constraints	3 marks
		ii. Understanding of scope of work.	
		Approach and methodology	5 marks
		Software solution design and Architecture- coverage of functionality and scope, security, data management and technical features	5 marks
		Implementation Strategy, Activity wise Project Plan / Timelines	4 marks

		Risk and Mitigation Plan for implementation, data security and data openness, insights on data and pattern, proposed innovation and use of modern technology	3 marks
	Total		100 Marks
	Cut Off Marks to be eligible for Financial Bid opening		70 marks

- To qualify for the technical evaluation stage, the bidder must score a minimum of 70 marks. PMBI will open the Financial Bids of those Bidders who have achieved minimum score of 70 marks in technical evaluation.
- Every technical bid shall be awarded an absolute technical score of 'T' marks out of a total of 100 marks.
- PMBI reserves the right to check/validate the authenticity of the information provided in the Pre- qualification and Technical Evaluation criteria and the requisite support must be provided by the Bidder. In case any bidder does not provide valid information, such bid treated as irresponsible bid and PMBI reserves the right to decision to reject it.
- PMBI may verify the status of the projects proposed by bidders, with respective clients before considering them for evaluation and award of respective marks.

4.3 Financial Evaluation

- Only the bidders, who score a total technical score of 70 or more, will qualify for the evaluation of their commercial bids.
- The Financial Bids of technically qualified Bidders will be opened on the prescribed date and time. Only fixed price financial bids indicating total prices for all the deliverables and services specified in this bid document will be considered for evaluation.
- The bid price will include all taxes and levies and shall be in Indian Rupees.
- Any conditional bid would be rejected.
- The Financial Bids of the technically qualified bidders will be evaluated as per the evaluation criteria explained below.
- The lowest evaluated Financial bid (Fm) will be given the maximum financial score of 100 points. The financial scores(F) of the other Financial bids will be computed as per the formula for determining the financial scores given below:

$$F = 100 \times (F_m / F_b)$$

Where,

Fb =Evaluated amount of financial quote by the bidder

Fm = Lowest evaluated amount of financial quote by the bidder

Errors & Rectification: Arithmetical errors will be rectified on the following basis: “If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail”.

4.4 Selection of the Bidder

- The bidders will be shortlisted based on the Pre-Qualification (PQ) criteria.
- The bidders who qualify in PQ evaluation will be eligible for technical evaluation and financial evaluation.
- The bidders may be called for a technical presentation on the features of the proposed solution\
- In deciding the final selection of the Agency/bidder, the technically qualified bid will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those Agencies who qualify technically will be opened. The bid with the lowest cost will be given a financial score of 100 and the other bid given financial scores that are inversely proportional to their prices. The financial bid shall be allocated a weightage of 30%.
- For working out the combined score, the PMBI will use the following formula:

$$\text{Total points: } (0.7 \times T(s)) + (0.3 \times 100 \times F_m/F_b)$$

The bids will be ranked in terms of total points scored. The bid with the highest total points (H-1) will be considered for award of contract.

4.5 Acceptance of the successful bid and award of contract

- Before award of the Contract, the Selection Committee shall ensure that the price of successful Bid is reasonable and consistent with the required quality.
- A Bid shall be treated as successful only after the competent authority has approved the procurement in terms of that Bid.
- The Committee shall award the contract to the Bidder whose offer has been determined to be the lowest in accordance with the evaluation criteria, and if the Bidder has been determined to be qualified to perform the contract satisfactorily.
- Prior to the expiration of the period of validity of Bid, the Committee shall inform the successful Bidder in writing, by registered post or email, that its Bid has been accepted.
- If the issuance of formal letter of acceptance (LOA) is likely to take time, in the meanwhile a Letter of Intent (LOI) may be sent to the successful Bidder. The acceptance of an offer is complete as soon as the letter of acceptance or letter of intent is posted and/ or sent by email (if available) to the address of the successful Bidder given in its Bid.

4.6 Notification of award & signing of Contract

Prior to expiration of the period of Bid validity, PMBI will notify the successful bidder in writing, that its Bid has been accepted. Within 10 days of receipt of the Contract Form, the successful bidder shall sign and date the Contract and return it to the PMBI.

5. Technical Proposal - Standard Forms

FORM TECH-1

LETTER OF PROPOSAL SUBMISSION

[Location, Date]

To:

Pharmaceuticals & Medical Devices Bureau of India (PMBI)

Dear Sir,

We, the undersigned, offer to provide the “Design, Creation, Supply, Installation and Development of Learning Management System Platform to Deliver Multi-lingual Syllabus based Content for Web, Mobile and Interactive Flat Panels “in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal and requisite EMD details.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, i.e., before the date indicated in Part II Data Sheet, we undertake to negotiate. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of

Firm:

Address:

FORM TECH-2

BIDDER'S ORGANIZATION AND EXPERIENCE

A - Bidder's Organization

[Provide here a brief description of the background and organization of your firm/entity for this Assignment/job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc.]

B - Bidder's Experience

[Using the format below, provide information on each Assignment/job for which your firm, was legally contracted either individually as a corporate entity or as one of the major partners within an association, for carrying out Assignment/job similar to the ones requested under this Assignment/job (If possible, the employer shall specify exact assignment / job for which experience details may be submitted).]

Experience 1		
1	Assignment/job name:	
2	Description of Project	
3	Approx. value of the contract (in Rupees):	
4	Country:	
5	Location within country:	
6	Duration of Assignment/job (months) :	
7	Name of Employer:	
8	Address:	
9	Start Date	
10	End Date	
11	Number of user / licenses	

Note: Please provide documentary evidence from the client i.e. copy of work order, contract for each of above-mentioned assignment. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.

FORM TECH-3

DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT/JOB

Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

- a) Technical Approach and Methodology,
- b) Work Plan, and
- c) Organization and Staffing,

a) **Technical Approach and Methodology:** In this chapter you should explain your understanding of the objectives of the Assignment/job, approach to the Assignment/job, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

b) **Work Plan:** The Bidder should propose and justify the main activities of the Assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the LMS. The proposed work plan should be consistent with the technical approach and methodology, showing understanding and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule.

Work plan should be duly submitted along with the Proposal

c) **Organization and Staffing:** The Bidder should **propose and justify** the structure and composition of their team. You should list the main disciplines of the Assignment/job, the key expert responsible, and proposed technical and support staff.

Clearly mention the approach for contract management and proposed Procedure to be followed for monthly review of the progress of the work.

FORM TECH-4

WORK/DELIVERABLES SCHEDULE

- i. Indicate all main activities of the Assignment/job, including delivery of reports (e.g., inception, interim, draft, and final reports), and other benchmarks such as Employer approvals. For phased Assignment/jobs indicate activities, delivery of reports, and benchmarks separately for each phase.
- ii. Duration of activities shall be indicated in the form of a bar chart.

Indicative Only

#	Activity	Month 1				Month 2			
		W1	W2	W3	W4	W5	W6	W7	W8
LMS APPLICATION IMPLEMENTATION									
1	Indicative Work Plan 1								
2	Indicative Work Plan 2								
3	Indicative Work Plan 3								
4	Indicative Work Plan 4								

FORM TECH-5
COMMENTS I MODIFICATIONS
SUGGESTED ON

DRAFT CONTRACT

[Here the Bidder shall mention any suggestion / views on the draft contract attached with the RFP document. The consultant may also mention here any modifications sought by him in the provisions of the draft contract. This information shall be used at the time of the negotiations. However, the Employer is not bound to accept any/all modifications sought and may reject any such request of modification.]

FORM TECH-6

INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THERE OF

- Are there any activities carried out by your firm or group company which are of conflicting nature as mentioned in Data Sheet -1 of the RFP
If yes, please furnish details of any such activities.
- If no, please certify,
We hereby declare that our firm, our associate / group firm are not indulged in any such activities which can be termed as the conflicting activities under data sheet 1 of the RFP. We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by the Employer which shall be binding on us.

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of

Firm:

Address:

6. Financial Proposal - Standard Forms

FORM FIN-1

PRICE SCHEDULE/BOQ							
Tender Reference No.: -----							
Name of Bidder:							
Name of Work:							
S. No.	Item/ Job Description	Unit	HSN Code	Cost per Unit	GST in %	GST Amount	Unit Cost
							+
							GST
		(U)	1	2	3	4	5=2+4
A.	Capital Expenditure (CAPEX)						
1	Core design, development customization and deployment of the LMS Application including testing and achieving Good to Go status.	1				0.00	0.00
2	Design and deployment of Course Content, Architecture for LMS application (Content creation and deployment with proper course catalogues, classification, role assignment and Self-assessment with Certificate generation, Multiple Choice-based Questions (MCQ) & Answers to be displayed with max. 10 to 20 nos. of random question set in a single course module), etc.	1				0.00	0.00
3	Audio-Visual (videos with audio/voiceover) with subtitles (up to 10 videos of 20 minutes each) and PPT presentation (Animated & Non-Animated) (Estimated Optimum content Quantity total 100 slides in multiple slots)	1				0.00	0.00
4	Hosting of overall LMS application including web content on secured Server for 1 st , 2 nd & 3 rd year	1				0.00	0.00
5	Security Audit of the overall LMS application on web and mobile platform from CERT-In empaneled agency	1				0.00	0.00
Total CAPEX Cost (CAPEX = sum of items from 1 to 5)							
B.	Operational Expenditure (OPEX)						
S.N.	Operation	Unit	HSN Code	Cost per Unit	GST	GST Amount	Unit Cost
							+
							GST
		(U)	1	2	3	4	5=2+4
6	Maintenance Support (AMC) for overall LMS (On completion of First year of Maintenance Services post-delivery of Content)	Per year				0.00	0.00
Total OPEX Cost							
Total Cost CAPEX + OPEX (A+B) =							

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of

Firm:

Address:

7. The Learning Management System Solution

7.1 Background

Pharmaceuticals & Medical Devices Bureau of India (PMBI) is the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP). PMBI was established in December 2008 under the Department of Pharmaceuticals (DoP), Government of India. The Bureau has been registered as an independent society under the Societies Registration Act, 1860 as a separate independent legal entity in April, 2010. PMBI follows the provisions of GFR, 2017 as amended from time to time, the CVC guidelines, and instructions from the Department of Pharmaceuticals.

With an objective of making quality generic medicines available at affordable prices to all, Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) was launched by the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India in November 2008. Under the scheme, dedicated outlets known as Janaushadhi Kendra's are opened to provide generic medicines at affordable prices. As of date, 9500+ Jan Aushadhi Kendra's are functional across the country. The product basket of PMBJP Comprises 1800 drugs and 285 surgical items.

- Ensure access to quality medicines for all sections of the population especially the poor and the deprived ones.
- Create awareness about generic medicines through education and publicity to counter the perception that quality is synonymous with high prices only.
- Generate employment by engaging individual entrepreneurs in the opening of PMBJP Kendra.

Impact of PMBJP:

The scheme has made available quality medicines at an affordable price to the common masses. The number of Kendra's has grown to more than 9500 and all districts have been covered. The scheme is also providing a good source of self-employment with sustainable and regular earnings. As more steps are being taken to popularize the use of generic medicines in India by the government, sales are bound to increase. The scheme is truly doing justice to its tagline 'Jan Aushadhi – Seva bhi, Rozgar bhi'.

The main objective is to design and develop an online course for Janaushadhi Kendra under the PMBJP scheme for the Department of Pharmaceuticals for upgrading the competency of all their users through online capacity and capability for Kendra owners to ensure their learning about various aspects of Jan Aushadhi remains complete and updated.

The design and development of online course activities that will be undertaken will include but not

be limited to:

- Readiness of the course content (gap assessment)
- Design the course architecture
- Develop the content (already developed by PMBJP)
- Story writing includes short videos
- Key learning notes
- Multiple Choice-based Questions (MCQ) & Answers
- Self-assessment & Certificate generation for each user
- Certificate sharing through Mobile and email
- Language – English & Hindi at initial levels
- Develop focused programs in the following areas:
- Primarily focus to train for opening the Jan Aushadhi Kendra
- Focused on drug sale/purchase through retail software
- Drug storage and management from the quality perspective
- Awareness sessions as decided by PMBI

7.2 Key Objectives

- To provide state of art Learning management system to access
- To provide digital content, which will be accessible 24/7.
- To enhance visualization and enhance comprehension of relevant subjects and topics.
- To create an Interactive Learning platform for better understanding of topics.
- To enhance the learning capabilities to build confidence.
- To provide unlimited number of explanations on each topic through recorded session/Preuploaded content, accessed through mobile, Web and Smart Devices.
- To enable self-pace learning among the Kendra along with maintaining uniformity as the content will be available to all the Kendra as per their standards.
- The application should be available and accessible by 24X7.
- The Application should be Lucid and User Friendly and provide uncluttered user experience.

7.3 Scope of Work

The scope of this project includes Design, Creation, Supply, Installation and Development of Learning Management System Platform to deliver multi-lingual content over Web, Mobile and Interactive Flat Panels. Furthermore, an imperative requirement entails the incorporation of an AI-driven course engine, meticulously

tailored to cater to the distinct needs of users seamlessly integrated within the LMS framework. The accessibility of the LMS will extend across multiple platforms, encompassing mobile devices and web interfaces.

7.4 LMS Application Functionality-

User Registration and Authentication:

- Users register with the LMS using their unique credentials or other credentials (Mobile No, OTP).
- Authentication mechanisms ensure secure access to the platform.

User Profile Setup:

- It will be set up by giving relevant details, including their names, roles, contact information, and the specific courses they have chosen to pursue.

Dashboard and Navigation:

- Users' lands on a personalized dashboard upon logging in, displaying events, courses, announcements, notification, and activities.
- Navigation menus allow users to explore different sections of the LMS.

Course Management:

- PMBI upload syllabi and set learning goals.
- Kendra enrolls in courses, view schedules, and access learning materials categorized on below mentioned categories.
 - Mandatory
 - Elective
 - Optional

Content Delivery:

- PMBI may upload multimedia content, lecture notes, assignments, test papers and resources to the course.
- Kendra can explore and navigate through courses that have been pre-uploaded onto the Learning Management System (LMS), accessing them based on their respective field they opted for.
- Kendra access and engage with the content at their own pace and learning.

Interactive Learning:

- Quizzes, Video Tutorials, Polls, Discussions, and Interactive simulations engage Kendra and promote active learning.
- Video elements encourage participation and motivation.

Assessment and Grading:

- PMBI design and administer assessments of test, including quizzes and assignments.
- The LMS automatically grades CBT and provides immediate feedback.
- PMBI's review and grade subjective assignments, with the choice to attach feedback.

Communication and Collaboration:

- Messaging systems, discussion forums, and real-time chat enable communication between Kendra and PMBI.
- Collaborative tools ease group assignments and peer interaction.

Analytics and Reporting:

- The LMS generates analytics on Kendra engagement, performance, and course completion.
- Administrators access reports to assess overall system usage and effectiveness.
- Customized reports as considered fit by PMBI

Feedback and Improvement:

- Kendra may provide feedback on courses and materials.
- PMBI administrator analyses feedback to improve course quality and the LMS experience.

Support and Helpdesk:

- Users can seek technical aid or report issues through a dedicated helpdesk.
- A knowledge base or FAQ section provides self-help resources.

Updates and Maintenance:

- Regular updates and maintenance to ensure the LMS remains secure, functional, and up to date.

Data Security and Privacy:

- The LMS should employ robust data encryption, access controls, and secure authentication mechanisms to safeguard user data.

User Training:

- Initial training sessions should introduce users to the LMS interface and functionalities.
- Ongoing training resources and workshops should keep users informed about new features.

Integration and Scalability:

- The LMS can be integrate with other educational tools and systems, such as videoconferencing platforms like Zoom, Teams and Meets etc.
- Scalability ensures the LMS can accommodate a growing number of users up to

25,000 and various courses in future.

- LMS application should have flexibility to integrate with designated unified portal of PMBI, as and when required.

Continuous Improvement:

- Regular feedback collection, data analysis, and user input drive continuous improvements to the LMS based on user needs and changing educational trends.

7.5 LMS application requirements

- To provide optimal resource utilization, ease of integrity, fundamental changes, and constant support, The LMS platform should have provision to upload educational content in **Hindi** and **English** primarily from various available resources as deemed fit by PMBI.
- Application which will be used for Kendra should have the feature of Question bank with adaptive assessment based on Kendra's responses for conducting exams and assessments.
- The module of LMS which will be used for Kendra should have feature of categorizing & presenting the questions to the learners from the question bank based on difficulty levels, skill types and core-competencies.
- Application which will be used for Kendra should have ability to conduct tests, assessments, online and generate final certificate through the platform.
- A provision should be made to present precise concept notes and summaries. All chapter level summaries which will be uploaded by PMBI must be quickly accessible to the Kendra.
- Provision to create and insert assessment in between the course content as required by PMBI or designated staff / officers.

7.6 LMS Platform Capabilities

LMS platform should be built on ops technologies and should have open APIs to integrate with third party vendors and service providers nominated by PMBI.

Platform and the content should work even in low bandwidth and the platform should be content agnostic. Any designated PMBI Officials should also be able to upload educational content and in all major available file formats.

- The platform should provide the ability to manage uploaded content.
- The LMS platform should support all major video-conferencing applications (Zoom, Teams, and Meets) and any government recommended third party video conference providers to conduct Live Classes.
- Platform should be restriction free to allow addition of content and resources from PMBI side or other aggregators which is approved by PMBI.

- The platform should be built on a highly scalable architecture to be able to handle concurrency of not less than 25,000 users.
- The content should be branded with PMBI official logo and be able to support other customizations as per the requirement.
- The content and the web-resources pertaining to the LMS platform is to be deployed on bidder's secured Data Centre/Server upto the Contract period maintain the data policy as per norms.
- Bidder should also deploy the overall LMS platform into PMBI's data center or its nominated Data Centre/Server any time, if decided by PMBI.
- The Bidder should have a team readily available to implement customizations within the LMS platform.
- The Platform and the Content should be made available in dedicated mobile apps for all users.
- The Content should be available and accessible 24x7 in mobiles, tablets and web platforms.
- The platform should have a provision of connecting all stakeholders through a communication framework.
- The platform should be restriction free and support all other necessary components integration in future.
- The Bidder should conduct training sessions for PMBI officials, Kendra and other nominated officials as part of capacity building activity until they get acquainted with the application.

7.7 Stakeholders Management

- Ability to create, edit and delete users and set up a hierarchical multi-tier stakeholder to support all kinds of users within the system.
- Ability to monitor and make changes to current roles
- Ability to set preferences of available modules
- Ability to send and share content specifically and individual Kendra

Stakeholders	Capability
Administrator	Access usage reports Access usage and reporting status of all users Create, Edit, remove, transfer users. Setup curriculum courses, add/remove courses, add/remove subjects

- Two-way communication channel among all the login credential holders.

Nominated Instructor	Edit and reset Kendra info. Enter test marks check Kendra reports and analytics. Monitor Kendra activity within the application Create online class schedule, access videos, question bank, create tests, quizzes, and question papers, create questions, create assignments
Kendra	Access videos, question papers, tests, quizzes, assignments, homework assigned by PMBI/Instructor. Generate Course Completion Certificate Check self-reports for improvement Access recommended courses as suggested by AI course Engine

7.8 Training Sessions & Supports

- Bidder must organize the online training sessions for officials to get acquainted with the proposed solution. Hands-on Training sessions must be provided to PMBI/Instructor/Kendra on Interactive Computers, Laptops, Mobiles and Tablets. Manuals need to be provided by bidder.
- Bidder must submit month wise report for first 6 months, the information about the Training session provided to the Instructor and Kendra to PMBI. The refresher training shall be organized as deemed fit by PMBI.

8. SLA Management

8.1 SLA for Delivery of software and services

Any delay in delivery of software and services without valid reason and proper approval from PMBI, below mentioned penalties will be attracted as per SLA parameters mentioned below:

- **Prior to Go-Live**

Sr. No.	Parameter	Penalty
1	1 to 30 days Delay from Scheduled Go-Live Date	0.2% of total Contract value
2	31 – 60 Days Delay from Scheduled Go-Live Date	0.5% of total Contract value
3	61 – 90 Days Delay from Scheduled Go-Live Date	1.0% of total Contract value
4	Beyond 90 days	Contract will be terminated and deemed cancelled. Performance security will be forfeiture and action will be initiated.

- **SLA during contract period**

After successful implementation (Go-Live) of LMS, the Service provider shall provide SLA services during the contract period of 3 years. During this period the following SLA is applicable to provide necessary efficient services to meet the project objectives and outcomes.

Parameter	Penalty
LMS and Content Non-Responsive, Offline (Software corruptions, In case of requirement of re-installation and configuration of LMS software and data)	

Parameter	Penalty
Resolved within 24 hrs.	No Penalty
Resolved in more than 1 day	Rs. 1000/-per day
Resolved or no resolution, beyond 5 working days	Action will be initiated on the Service provider

9. Payment Schedule

Payments shall be made to the bidder as per the following schedule:

Payment Schedule			
Sr. No.	Year	Milestone Description	% of Payment
1	Go-live	Go-Live of LMS (Implementation)	100 % except AMC charges
2	1st year	AMC for 1st Year	NIL, (Under warranty period for 1 st year from the Go-live date)
3	2nd year	AMC for 2nd Year	100 % of the AMC value
4	3rd Year	AMC of 3rd Year	100 % of the AMC value

PMBI will make payment upon the submission of bills and the approval of reports submitted by the bidder. Payment will be subject to any necessary deductions in accordance with agreed Service Level Agreements (SLAs) and penalty provisions, as applicable.

10. Compliance Reports

Sl. No.	Milestone	Reports
---------	-----------	---------

1	Go-Live (Implementation)	<p>Implementation Report: A comprehensive report detailing the successful deployment of the LMS application, including information about the configuration, setup, data migration, and any customizations performed during the implementation phase. The report should be approved by designated PMBI officials.</p> <p>User On boarding and Training Report: Details about the training sessions conducted.</p>
2	Successful services for 1stYear	<p>Monthly Performance Report: A report assessing the LMS's performance, usage metrics, user feedback, and any challenges faced during the usage. The report should be approved by designated PMBI officials.</p> <p>Monthly Engagement Report: Data on Kendra engagement, course utilization, assessment completion rates, and PMBI interaction with the LMS application</p> <p>Monthly Helpdesk utilization and Ticketing systemreport: The report should be approved by designated PMBI officials.</p>
3	Successful services for 2ndYear	<p>Monthly Performance Report: A report assessing the LMS's performance, usage metrics, user feedback, and any challenges faced during the usage. The report should be approved by designated PMBI officials.</p> <p>Monthly Engagement Report: Data on Kendra engagement, course utilization, assessment completion rates, and PMBI interaction with the LMS application. The report should be approved by designated PMBI officials.</p> <p>Monthly Helpdesk utilization and Ticketing system report: The report should be approved by designated PMBI officials.</p> <p>Updates / Patches / Integrations / Others implemented by the bidder for improvements or additional features for LMS. The report should be approved by designated PMBI officials.</p>
4	Successful Services of 3rdYear	<p>Monthly Performance Report: A report assessing the LMS's performance, usage metrics, user feedback, and any challenges faced during the usage. The report should be approved by designated PMBI officials.</p> <p>Monthly Engagement Report: Data on Kendra engagement, course utilization, assessment completion rates, and PMBI interaction with the LMS application. The</p>

		<p>report should be approved by designated PMBI officials.</p> <p>Monthly Helpdesk utilization and Ticketing system report: The report should be approved by designated PMBI officials.</p> <p>Updates / Patches / Integrations / Others implemented by the bidder for improvements or additional features for LMS. The report should be approved by designated PMBI officials.</p> <p>Impact assessment Report: The report should be approved by designated PMBI officials.</p>
--	--	--

11. Other Requirements

- **Course duration and management in LMS application of PMBI:** This process entails the thoughtful selection, organization, and delivery of educational content tailored to the diverse needs of Kendra. Through the LMS, PMBI can harness technology to streamline and enhance the entire course development and delivery lifecycle.

The process commences with curriculum design, where instructor should have provision to define learning objectives, outcomes, and key concepts. With a clear understanding of the curriculum's scope, instructor can proceed to select a variety of resources such as textbooks, videos, interactive modules, assessments, and supplementary materials. These materials are curated and organized within the LMS, ensuring easy accessibility for both Instructor and Kendra's.

- **Course Details:** Provision to enter course details such as the course title, code, description, and other relevant metadata. This information helps learners understand the purpose and content of the course.
- **Course Structure:** Organize the course by creating sections or modules. Each section can represent a topic, module, or unit within the course
- **Content Upload:** Provision to add learning materials, resources, and content to each section. This can include lecture notes, presentations, videos, interactive modules, reading materials, assignments, quizzes, and more.
- **Multimedia Integration:** Provision to enhance the course with multimedia elements like videos, audio clips, images, and interactive simulations. These elements cater to different learning styles and make the content more engaging.
- **Assessment Integration:** Provision to include assessments such as quizzes, assignments, or exams, set up assessment activities within relevant sections. Define assessment parameters, grading criteria, and deadlines, as applicable.
- **Content Organization:** Provision for arranging the added content in a logical sequence. Kendra should be able to navigate through the course easily, progressing from one topic to the next

- **Preview and Testing:** Before making the course live for Kendra, the LMS's preview, or testing feature shall allow PMBI to review the course and approve / reject / suggest changes as required. This helps identify any formatting issues or content errors.

The LMS should capture Kendra interactions, enabling instructor to gauge the effectiveness of different content elements. This data informs instructor about which resources are resonating with Kendra and which might need further refinement. Continuous assessment of such data provides valuable feedback on Kendra understanding, enabling instructor to make informed adjustments to the course content.

Leveraging AI-driven algorithms, the LMS should analyze Kendra performance, strengths, and weaknesses, subsequently recommending supplementary materials or assignments that align with their individual needs.

- **Mandatory courses:** These courses can be assigned by the PMBI to specific Kendra which will have a deadline and compulsory for the Kendra to complete the course.
- **Elective courses:** These courses can be assigned by the Instructor/ Kendra to them self / specific Kendra which will have a deadline and compulsory for the Kendra to complete the course. Number of elective courses shall be finalized by PMBI as deemed fit.
- **Optional courses:** These courses can be assigned by the Kendra to them self which will not have any deadline and can be completed at own pace. Number of optional courses shall be finalized by PMBI as deemed fit.

Instructors of PMBI as per role; should be able to monitor Kendra's progress, engagement, and performance in real-time through the LMS dashboard. Regular assessments, quizzes, and assignments can be administered and graded within the LMS platform, allowing for timely feedback and the opportunity for Kendra to track their own learning journey.

Furthermore, courses should be reviewed and approved by PMBI to ensure the accuracy and relevance of course content. Regular updates and reviews ensure that the materials stay aligned with the latest educational trends and advancements.

12. Implementation Strategy

This section showcases the implementation strategy for LMS application for PMBI. The LMS application shall be made live within **8 weeks** from the agreement signoff date.

- **Needs Assessment:** This critical phase involves engaging stakeholders at various levels, including Instructors, Kendra, and PMBI Officials, to gain a deep understanding of their specific requirements, challenges, and expectations.
- **Stakeholder Engagement:** Engaging stakeholders is essential to ensure that their perspectives, insights, and concerns are considered.
 - PMBI input can provide insights into pedagogical methods, content preferences, and technology integration.
 - Kendra's feedback is invaluable for understanding their learning styles, preferences, and

potential obstacles.

- PMBI Officials insights contribute to aligning the initiative with organizational goals and streamlining implementation.
- **Technology Infrastructure:** Assess the technology infrastructure at PMBI as and when decided by PMBI which supports the LMS application. This includes hardware, internet connectivity, and compatibility with various devices.
- **Training and Capacity Building:** Provide comprehensive training to all stakeholders of PMBI on how to use the LMS effectively. Focus on both technical skills and pedagogical strategies for integrating technology into teaching and learning.
- **Content Migration and Creation:** Migrate existing digital content to the LMS and create new content as needed. Ensure that the content aligns with the curriculum and is engaging for Kendra's
- **Pilot Testing:** Conduct a pilot test with a select group of Kendra, Instructor and PMBI officials to identify any challenges or issues in the implementation process. Gather feedback and make necessary adjustments
- **Rollout:** Implement the LMS for all PMBI stakeholders.
- **Support Mechanisms:** Establish helpdesk support and resources for all PMBI stakeholders to troubleshoot issues and provide guidance on using the LMS.
- **Continuous Monitoring and Evaluation:** Continuously monitor the usage of the LMS and gather feedback from stakeholders. Evaluate the impact of the LMS on Kendra learning outcomes and other LMS related administrative processes.

13.1 Indicative Implementation Plan

#	Activity	W1	W2	W3	W4	W5	W6	W7	W8
LMS APPLICATION									
1	Needs Assessment								
2	Stakeholder Engagement								
3	Present technology Infrastructure assessment and Gap analysis								
4	Content Migration etc.								
5	Content Creation, as required								
6	Training and Capacity Building								
7	Pilot Testing								
8	Gradual Rollout								
9	Support Mechanisms								
10	Continuous Monitoring and Evaluation								

Operation and Maintenance phase:

LMS APPLICATION		Year 1	Year 2	Year 3
O & M Phase				
1	Help desk			
2	Patches / Integration / others as required			
3	Reports and Dashboards			

13. Exit Management

14.1 Exit Management Purpose

In the case of termination of the Project Implementation and/ or Operation and Maintenance SLA due to illegality, the Parties shall agree at that time whether, and if so during what period, the provisions of this Schedule shall apply.

The Parties shall ensure that their respective associated entities carry out their respective obligations set out in this Exit Management Schedule.

14.2 Cooperation and Provision of Information

During the exit management period, the Bidder shall allow the Department access to information reasonably required defining the then current mode of operation associated with the provision of the services to enable the Department to assess the existing services being delivered.

14.3 Confidential Information, Security and Data

The Bidder will promptly on the commencement of the exit management period, supply to the Department the following:

- Information relating to the current services rendered and performance data relating to the performance of the services; Documentation relating to the Project, Project's Intellectual Property Rights; any other data and confidential information related to the Project, all current and updated services.
- Project data as is reasonably required for purposes of the Project or for transitioning of the services to its Replacement bidder in a readily available format.
- All other information (including but not limited to documents, records and agreements) relating to the services reasonably necessary to enable the Department or its Replacement bidder to carry out due diligence in order to transition the provision of the Services to the Department or its Replacement bidder (as the case may be).
- Before the expiry of the exit management period, the bidder shall deliver to the PMBI or any 3rd Party nominated by the PMBI; all documentation created for the purpose of this Project and shall not retain any copies thereof.
- Before the expiry of the exit management period, unless otherwise provided under the Agreement, the PMBI shall deliver to the bidder all forms of confidential information, which is in the Possession or control of Project or its users.

14.4 Rights of Access to Information

At any time during the exit management period, the bidder will be obliged to provide an access of information to the PMBI, and/ or any Replacement the bidder to make an inventory of the Assets (including hardware/ Software/ Active/ passive), layouts, diagrams, schematics, documentations, manuals, catalogues, archive data, policy documents or any other material

related to the Project.

14.5 Rights of Access to Premises

At any time during the exit management period, where Assets are located at Bidder's premises, the bidder will be obliged to give reasonable rights of access to (or, in the case of Assets located on a third party's premises, procure reasonable rights of access to) PMBI or any 3rd Party nominated by the PMBI; any Replacement bidder in order to make an inventory of the Assets.

14.6 Exit Management Plan

The Bidder shall provide the detailed exit management plan ("Exit Management Plan") to PMBI which shall deal with the following aspects of exit management.

- A detailed program of the transfer process that could be used in conjunction with a replacement bidder including details of the means to be used to ensure continuing provision of the services throughout the transfer process or until the cessation of the services and of the management structure to be used during the transfer.
- Plans for communication with staff, customers and any related third party as are applicable to avoid any material detrimental impact on Project's operations as a result of undertaking the transfer.
- During the exit management period, the selected bidder/agency shall use its best efforts to deliver the services.
- Plans for provision of contingent support to the Project and replacement of bidder for a reasonable period after transfer.
- The existing overall LMS solution given by the selected bidder/agency through this RFP will automatically be taken over by PMBI or its nominated agency(s) by PMBI after verification of the LMS tool and its components at installed Sever site/location.
- This Exit Management plan shall be furnished in writing to PMBI within 90 days from the effective date of Contract.
- No payment shall be released to the selected bidder/agency during the Exit Management period, full & final settlement will be done by PMBI in accordance with the terms & conditions of the Contract.