



**Empanelment of Agency as Content Development Organization (CDO) and Supporting Network Partners as Business Support Agency (BSA) for OKCL Courses**

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**ODISHA KNOWLEDGE CORPORATION LIMITED**

Plot no- 108/3607, Behind Pal Heights, Jaydev Vihar, Bhubaneswar-751013

### Request for Proposal (RFP) Summary Sheet

Details	Information
<b>RFP Title</b>	Empanelment of Agency as Content Development Organization (CDO) and Business Support Agency (BSA)
<b>RFP Issuing Authority</b>	Odisha Knowledge Corporation Limited (OKCL)
<b>RFP Reference Number</b>	OKCL/RFP/CDO_BSA
<b>RFP Availability</b>	Downloadable from the website <a href="http://www.okcl.org">www.okcl.org</a>
<b>Submission Deadline</b>	13 <sup>th</sup> December 2024 by 12:00 PM (Specify exact date and time)
<b>Submission Mode</b>	Speed Post / Registered Post / Courier / By Hand
<b>Pre-Bid Queries Deadline</b>	10 <sup>th</sup> December 2024
<b>Pre-Bid Query Submission Email</b>	<a href="mailto:info@okcl.org">info@okcl.org</a>
<b>Proposal Opening Date</b>	13 <sup>th</sup> December 2024 at 3:00 PM
<b>Proposal Submission Address &amp; Opening Venue</b>	OKCL Office, Plot no- 108/3607, Behind Pal Heights, Jaydev Vihar, Bhubaneswar-751013
<b>Contact Address</b>	Managing Director, Odisha Knowledge Corporation Limited, Plot No-108/3607, Jaydev Vihar, Bhubaneswar-751013
<b>Earnest Money Deposit (EMD)</b>	Payable upon empanelment, through Demand Draft to "Odisha Knowledge Corporation Limited"
<b>Retention Money</b>	5% of order value retained for 30 days post-verification
<b>Proposal Format</b>	Two Proposal System: Technical Proposal & Financial Proposal
<b>Evaluation Process</b>	Quality and Cost-Based Selection (QCBS)
<b>Technical Evaluation Weightage</b>	80%
<b>Financial Evaluation Weightage</b>	20%
<b>Eligibility Criteria</b>	Detailed eligibility requirements provided in the RFP document.

## EMPANELMENT OF AGENCIES NOTICE

OKCL invites empanelment tender submission from experienced and reputed Agencies as Content Development Organisation (CDO) and Supporting Network Partners as Business Support Agency (BSA) for OKCL Courses. The tender document is available in the website of [www.okcl.org](http://www.okcl.org), which may be downloaded for use. Interested parties may submit their proposal super-scribing as “Empanelment of Agency as Content Development Organisation (CDO) and Supporting Network Partners as Business Support Agency (BSA) for OKCL Courses” to the undersigned through speed post / Registered Post/Courier/by Hand at OKCL office which should reach on or before 12: 00 PM of 13-12-2024 positively. The undersigned reserves the right to reject any or all the tender without assigning any reason thereof.

**Sd/-**  
**Managing Director**  
**Odisha Knowledge Corporation Limited**  
**06-12-2024**

## TERMS AND CONDITIONS

### 1. Tender/Bid Document:

The prospective agencies may download the complete set of the tender documents directly from the website at [www.okcl.org](http://www.okcl.org) and submit the same to OKCL with sign & seal on each and every page. Managing Director, OKCL shall have no responsibility for any delay/omission on part of the agency. The tender application will be rejected if the agency changes any clause or Annexure of the bid document downloaded from the website, or not submitted on or before the due date or not supported by necessary documents & Earnest Money Deposit.

### 2. Bid Submission:

- a) The tender shall be submitted **in two bid system** i.e. Technical Bid & Financial Bid. Financial Bid contains only the price Bid as per Annexure – II and Technical Bid contains all other documents as per the tender terms except Price format. The Technical Bid & Financial Bid will be covered in two separate envelopes clearly written on the top of the envelope as **Technical Bid & Financial Bid** respectively and these two bids will be covered in a big envelope super scribed as **“Empanelment of Agency as Content Development Organisation (CDO)”/ “Empanelment of Agency for Supporting Network Partners as Business Support Agency (BSA) for OKCL Courses” / Both.**
- b) The tender shall be for all/partial item(s) as described in the schedule of requirement and specification. The price bid is specified in **Annexure- II**, which should be used at the time of submission of tender.

3. Each agency shall submit tender as mentioned in the tender document.

4. The tender paper downloaded from the website should be signed by the authorized signatory of the agency at bottom of each page with their official seal duly affixed.

### 5. Common Eligibility Criteria:

Sl.	Basic Requirement	Specific Requirements	Documents Required
1)	Legal Existence	The agency should have all necessary & applicable registrations.	Certificates of incorporation/ Pan Card, GST & other Registration certificates as per applicability

2)	Average Turnover	The agency should have an average annual turnover of minimum 20 lakhs in the last 3 Financial Years	Audited Financial Statement of 3 years or Average Turnover Certificate from a Chartered Accountant
3)	Blacklisting	A self-certified letter by the authorized signatory of the agency that the agency has not been blacklisted by any Central / State Government (Central/State Government and Public Sector) or under a declaration of ineligibility for corrupt or fraudulent practices as of date of Bid Submission must be submitted on original letter head of the agency with signature and stamp.	A Self Certified letter by authorized signatory (Annexure – I)
4)	Presentation	The Agency shall make a presentation on the scope of work, their understanding and methodologies of working.	

**Eligibility Criteria for Content Development Organization(CDO):**

Sl.	Basic Requirement	Specific Requirements	Documents Required
1)	Expertise and Workforce	<ul style="list-style-type: none"> <li>• A minimum of 20 domain specific experts should be associated with the agency. Area of Specialization: -               <ul style="list-style-type: none"> <li>- Administration</li> <li>- Agriculture</li> <li>- Veterinary Science</li> <li>- Management</li> <li>- Economics</li> <li>- Psychology</li> <li>- IT and ITES</li> <li>- Computer Science</li> <li>- E-Governance</li> <li>- Physics</li> <li>- Chemistry</li> <li>- Mathematics</li> <li>- Other Relevant Domain Areas</li> </ul> </li> </ul> <p>Note: Domain experts having research and book publications in national/international journals shall be preferred.</p>	Detail profile of Domain Experts including their qualifications and experience.

**Eligibility Criteria for Business Support Agency(BSA):**

Sl.	Basic Requirement	Specific Requirements	Documents Required
1)	Infrastructure	<p>The agency must have own land with a building of minimum built up area of atleast 10000 sq. ft. fully equipped for operational purposes.</p> <p>The building should be ready for IT &amp; ITES.</p>	Documentation showing office facilities and readiness for marketing operations (photos, ownership/rent proof).
2)	Expertise and Experience	<ul style="list-style-type: none"> <li>• A minimum of 20 domain specific experts should be associated with the agency. Area of Specialization: -               <ul style="list-style-type: none"> <li>- Administration</li> <li>- Agriculture</li> <li>- Veterinary Science</li> <li>- Management</li> <li>- Economics</li> <li>- Psychology</li> <li>- IT and ITES</li> <li>- Computer Science</li> <li>- E-Governance</li> <li>- Physics</li> <li>- Chemistry</li> <li>- Mathematics</li> <li>- Other Relevant Domain Areas</li> </ul> </li> </ul> <p>Domain experts having experience in training shall be preferred.</p> <p>Note: Domain experts having research and book publications in national/international journals shall be preferred.</p>	Detail profile of Domain Experts including their qualifications and experience.

6. The bids are liable to be rejected if any of the above conditions are not complied with.

**7. Bid Processing Fees:**

The bidder must furnish a Non-Refundable Bid Processing Fee of Rs. 11,800/- (Rupees Eleven Thousand Eight Hundred Only) in the shape of Demand Draft from any nationalized bank in favor of **“ODISHA KNOWLEDGE CORPORATION LIMITED”** payable at **Bhubaneswar**. The bid

processing fee is to be submitted for each Work separately, ie. for CDO and BSA separately.

**8. Earnest Money Deposit:**

The agency will submit EMD in the shape of Demand Draft from any nationalized bank in favor of **“ODISHA KNOWLEDGE CORPORATION LIMITED”** payable at **Bhubaneswar** after the empanelment when placing work order.

9. Any effort by any agency to influence the purchaser in its decision on bid evaluation may result in rejection of the agency's offer.
10. Any legal disputes arising out of this are subject to Bhubaneswar jurisdiction only.
11. Interested Agencies may be present in person or their authorized representative during the opening of bids at **3:00 PM on 13-12-2024** at OKCL's Regd. Office, Bhubaneswar.
12. In case of less than two applicants, a single applicant may be empanelled after careful scrutiny, deliberation and negotiation.

**13. Pre-Empanelment Queries-**

Bidders are allowed to submit their queries in respect of the RFP and other details, if any, to OKCL through e-mail at [info@okcl.org](mailto:info@okcl.org) till 10<sup>th</sup> December 2024.

All the response to the pre-empanelment queries shall be published on OKCL Website on 11<sup>th</sup> December 2024.

**Conditions at the time of Work Execution -**

14. In case, the agency fails to execute the order, the EMD will be forfeited and necessary legal action shall be taken to blacklist the firm.
15. In case of any defects or deviation from the specifications of Work order, penalty at such rates as per the decision of the OKCL management shall be levied. Decision of Managing Director, OKCL will be final in this regard.
16. Retention money of 5% of order value shall be retained for satisfactory quality and quantity verification and shall be released after a retention time period of 30 days.

**Sd/-**  
**Managing Director**  
**Odisha Knowledge Corporation Limited**  
**06-12-2024**

## Introduction

Odisha Knowledge Corporation Limited (OKCL) invites proposals from eligible organizations for Empanelment as Content Development Organization (CDO) and Supporting Network Partners as Business Support Agency (BSA) to collaboratively enhance the delivery of its innovative and impactful eLearning courses.

OKCL, a premier organization dedicated to fostering digital empowerment, education, and skill development, has been at the forefront of creating opportunities for learners through world-class digital content and effective support systems. With a vision to expand its reach and improve the learning experience, OKCL seeks to onboard agencies with proven expertise in content development and business support services to cater to the growing needs of diverse learners across the state of Odisha and beyond.

The empanelled CDOs will focus on designing and developing high-quality, engaging, and learner-centric content aligned with OKCL's standards and objectives. Simultaneously, the empanelled BSAs will act as network partners, providing essential business support to ensure seamless implementation, promotion, and operation of OKCL courses.

This RFP aims to identify agencies that share OKCL's commitment to innovation, accessibility, and excellence in education and skill development. Together, we aim to empower individuals, bridge the digital divide, and contribute to the socioeconomic growth of our society.

### Key Objectives:

- To empanel capable organizations for the development of high-quality digital learning content.
- To establish a network of business support agencies that ensure effective outreach, operations, and learner engagement.
- To enhance the scalability and quality of OKCL's courses to meet the needs of learners in Odisha and other regions.

Through this initiative, OKCL looks forward to building long-term partnerships with agencies that bring creativity, innovation, and operational excellence to the organisation.

## Scope of the Work

### Content Development Organization (CDO):

- **Content Creation:** Design and develop engaging, high-quality, and learner-centric digital learning content that aligns with OKCL's curriculum, objectives, and quality standards.
- **Customization:** Tailor the content to meet the diverse needs of learners, including multilingual options and localized content for Odisha and other regions.
- **Integration of Technology:** Incorporate interactive elements such as animations, simulations, quizzes, and assessments to enhance learner engagement and retention.
- **Alignment with Standards:** Ensure the content adheres to pedagogical best practices, academic standards, and OKCL's specific guidelines for eLearning modules.



- **Regular Updates:** Update content periodically to reflect changes in curriculum, technology, and learner preferences.
- **Quality Assurance:** Perform rigorous testing and quality checks to ensure content usability, accessibility, and technical compatibility with OKCL's Learning Management System (LMS).
- **Support Services:** Provide technical support for content deployment and troubleshoot issues related to compatibility or learner access.

### **Business Support Agency (BSA):**

- **Outreach and Promotion:** Develop and execute strategies to promote OKCL's courses, ensuring maximum learner outreach across Odisha and beyond.
- **Learner Engagement:** Facilitate community engagement programs, workshops, and campaigns to enhance learner participation and retention.
- **Promotion of ALCs:** Implement targeted promotional activities to raise awareness about OKCL courses available through ALCs, enhancing learner enrolment.
- **Network Development:** Establish and manage partnerships with local learning centers, educational institutions, and other stakeholders to extend OKCL's reach.
- **Training and Capacity Building:** Conduct training sessions for authorized learning centers, educators, and support staff to ensure effective implementation of OKCL courses.
- **Feedback Mechanism:** Collect and analyse feedback from learners and stakeholders to provide actionable insights for course improvement.
- **Monitoring and Reporting:** Maintain detailed records of outreach, learner progress, and operational activities, and submit regular reports to OKCL.

## **Roles and Responsibilities**

### **Content Development Organization (CDO):**

- **Creative Expertise:** Bring creativity and innovation in designing eLearning modules, focusing on engagement and learner satisfaction.
- **Timely Delivery:** Ensure the delivery of content within the agreed timelines as per the project schedule.
- **Resource Provision:** Provide subject matter experts, instructional designers, graphic designers, and technical personnel to develop and maintain content quality.
- **Compliance and Legal Standards:** Ensure all developed content adheres to copyright laws, intellectual property rights, and data privacy regulations.
- **Content Handover:** Deliver final content in the required formats, ensuring seamless integration into OKCL's platforms.

### **Business Support Agency (BSA):**

### **Community Engagement and Promotional Campaigns:**

- Act as a bridge between OKCL and learners, fostering trust and awareness about the courses.
- Develop and implement effective marketing strategies to promote OKCL's e-learning courses.
- Plan and execute campaigns, both online and offline, to create awareness about OKCL's offerings.
- Design and distribute promotional materials, including posters, brochures, and digital content, to enhance visibility at the ALC level.
- Conduct targeted outreach programs in local communities to attract potential learners.
- Leverage social media platforms and digital marketing tools to expand reach and engagement.
- Assist ALCs in organizing community-based outreach programs to raise awareness about OKCL courses and their benefits.

### **Business Development and Support**

- Assist ALCs in identifying growth opportunities for increasing enrollment in e-learning courses.
- Provide tailored business development plans for individual ALCs based on local demographics and market potential.
- Guide ALCs on implementing effective sales strategies to boost course subscriptions.
- Collaborate with ALCs to explore partnerships with schools, colleges, and community organizations for bulk enrolments.

### **Training and Capacity Building**

- Organize regular training programs for ALC owners and personnel on:
  - Marketing strategies
  - Business development techniques
  - Branding and leadership skills
  - Entrepreneurship
  - Student relationship management
- Provide hands-on training on using OKCL's Learning Management System (LMS) and other digital tools effectively.
- Conduct workshops and seminars to enhance the operational and managerial skills of ALC stakeholders.

### **Branding and Awareness**

- Ensure uniform branding of OKCL e-learning courses across all ALCs.
- Develop a comprehensive branding strategy to highlight OKCL's unique value proposition.
- Support ALCs in creating localized branding and promotional materials while maintaining the OKCL brand guidelines.

- Build a strong, recognizable identity for OKCL e-learning courses within Odisha's educational ecosystem.

**New Centre Registration:**

- Identify potential locations and partners to establish new ALCs in underserved and high-demand areas.
- Conduct due diligence and on boarding of new ALCs, ensuring compliance with OKCL's standards and operational guidelines.
- Conduct induction programs for new ALC staff, introducing them to OKCL's vision, course structure, and operational workflows.
- Provide comprehensive training on the use of OKCL's Learning Management System (LMS) and other digital tools.

## Technical & Financial Bid Structure for Content Development Organization (CDO)

### Technical Bid Format

The following parameters will be evaluated in the technical proposal.

S.N.	Technical Parameters	Max Score	Supporting Document Required
A	Firm turnover for the last 3 financial years (2020-21, 2021-22 & 2022-23)	20	Audited reports duly certified by Chartered Accountant.  20 lakhs to 25 Lakhs – 15 marks  More than 25 Lakhs – 20 marks
B	Number and quality of proposed content experts.	40	CVs of proposed content experts as per the specified format, including qualifications, experience, and publication details.
C	Presentation on understanding of scope, methodology, and demo of e-content developed	40	Presentation by the bidder (Date to be intimated to prequalified bidders).
<b>Total</b>		100	

#### Instructions for Submission:

1. Attach detailed CVs of content experts, focusing on their qualifications, work experience, and contributions to e-content development.
2. Provide legible copies of all supporting documents.
3. Ensure all submissions are signed and stamped on each page by the authorized signatory.
4. Clearly label all annexures and reference them in the respective rows.

#### Financial Bid format for CDO

Description	Quoted Rate per Learner Admission (₹) for 120 hr courses
Development of eContent for OKCL Courses	

In case in the future, econtent of less than or more than 120 hrs, the agency will charge the proportionate rate per learner admission.

**Evaluation Process:**

- i. Bidders who secure 70 or more marks out of 100 in the technical proposal will qualify for the financial bid evaluation.
- ii. Presentation remains the most critical parameter with 40 marks.

## Technical & Financial Bid Structure for Business Support Agency (BSA)

### Technical Bid Format

The following parameters will be evaluated in the technical proposal. Please fill in the required details and attach supporting documents as specified.

<b>Sl. No.</b>	<b>Technical Parameters</b>	<b>Max Score</b>	<b>Supporting Document Required</b>
1	Domain Experts and Training Experience.	25	Domain Experts Detail CVs with training experience.
2	Infrastructure readiness for promotional activities and operations	20	Documentation showing office facilities and readiness for marketing operations (photos, ownership/rent proof).
3	Firm turnover for the last 3 financial years (2020-21, 2021-22 & 2022-23)	15	Audited reports duly certified by Chartered Accountant.  20 lakhs to 25 Lakhs – 15 marks  More than 25 Lakhs – 20 marks
4	Presentation on strategy, operational readiness, and proposed implementation plan	40	Presentation by the bidder (Date to be intimated to prequalified bidders).
	<b>TOTAL</b>	<b>100</b>	

**Instructions for Submission:**

- i. Provide legible copies of all supporting documents.
- ii. Clearly label all annexures and reference them in the respective rows.
- iii. Ensure all submissions are signed and sealed by the authorized signatory.

## Financial Bid format for BSA

### BSA: Payment Per Learner Admission Basis

S.N.	Particulars	Quoted Rate per Learner Admission (₹)
1	Per Learner	

#### Evaluation Process:

- i. Bidders who secure 70 or more marks out of 100 in the technical proposal will qualify for the financial bid evaluation.
- ii. Presentation remains the most critical parameter with 40 marks.

## Evaluation Criteria

QCBS method will be followed during the overall selection process. The financial bids of technically qualified bidders will be opened on the prescribed date in the presence of bidder's representatives.

The lowest evaluated Financial Bid (Fm) shall be given the maximum financial score (Sf) of 100. The formula for determining the financial scores of all other bids shall be calculated as follows:  $Sf = 100 \times Fm/F$ , in which "Sf" is the financial score, "Fm" is the lowest price, and "F" the price of the bid under consideration.

The weights given to the Technical (T) and Financial (P) Bids shall be: T = 80, and P = 20

Bids shall be ranked according to their combined scores, calculated using the technical score (St) and financial score (Sf) and the weights as follows:  $S = St \times T\% + Sf \times P\%$  The bidder, who has the highest score in the QCBS and shall be called for further process leading to the award of the contract. Prices quoted in the bid must be firm and final, and shall not be subject to any modifications on any account whatsoever. In case of a tie, the bidder having higher technical score will be considered the preferred bidder.

#### QCBS for CDO:

*The per hour price of the Quoted Rate Per Learner Admission shall be calculated by dividing the Quoted Price with 120 hrs. The per hour rate will be taken as the Quoted Price for the purpose of calculation of QCBS.*

**Annexure-I**

Self-Declaration: Not Black listed (on letterhead)

**To,**

**Managing Director**

**ODISHA KNOWLEDGE CORPORATION LTD**

- a) In response to the Tender titled “**Empanelment of Agency as Content Development Organisation (CDO) / Supporting Network Partners as Business Support Agency (BSA) for OKCL Courses**”, as an owner/ partner/ Director of (organisation name) \_\_\_\_\_, I/ We hereby declare that presently our Company/ firm is having unblemished record and is not declared ineligible for corrupt & fraudulent practices, black listed either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Name of the Agency: .....

Authorized Signatory: .....

Signature:

Seal:

Date: \_\_\_\_\_ Place: \_\_\_\_\_

**Annexure-II**

**Format for submission of Empanelment Price**

**Content Development Organisation**

Description	Quoted Rate per Learner Admission (₹) for 120 hour Courses
Development of eContent for OKCL Courses	
Amount (in words)	

**Business Support Agency(BSA) for OKCL Courses**

S.N.	Particulars	Quoted Rate per Learner Admission (₹)	Amount ( in words)
1	Per Learner		

**Please Note: Please quote the base price. Taxes shall be paid over and above the base price as applicable.**

Date:

Name and Address of the Agency.

Place:

Signature of the Authorised Person