



**NATIONAL INSTITUTE OF URBAN AFFAIRS
1 FLOOR, CORE 4B INDIA HABITAT CENTRE
LODHI ROAD, NEW DELHI –110003**

Date: 06th September 2023

**RFP for E-Learning Modules, City Highlight Videos and Branding under CITIIS Program
Replies to the Pre-Bid Queries**

S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
A	Novac Technology Solutions Pvt Ltd				
1.	2. Scope of Work a) Strategic Communications Page 47-48	The responsibilities of the Consultant will include, but not be limited to: - Understanding the CITIIS program's values, objectives and target audiences, engaging with stakeholders, and conducting in-depth research to deliver the products mentioned in the following section and identify other potential audio-visual products, campaigns, events, etc.	Will we be inducted on the below to perform our activities: Understanding the CITIIS program's values, objectives and target audiences, engaging with stakeholders, and conducting in-depth research to deliver the products mentioned in the following section and identify other potential audio-visual products, campaigns, events, etc		An induction presentation will be made to the selected Consultant before starting the assignments. The CITIIS PMU Team will provide necessary support to the Consultant from time to time.
3.	4. Scope of Work	i) E-Learning Modules	Will we receive SME support from NIUA?		The subject matter expert (SME) will be provided by the NIUA



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
	i) E-Learning Modules Page 48-49				
5.	3. Scope of Work i) E-Learning Modules Page 48-49	Expected Duration	Based on the information, we anticipate the duration of the eLearning module to be around 4 to 6 hours		Duration of e-Learning modules may vary from 60 to 90 minutes (1 hour to 1.5 hours) with 5 to 10 minutes submodules.
6.	3. Scope of Work i) E-Learning Modules Page 48-49	i) E-Learning Modules	Is there a defined eLearning Complexity level for the four modules [Level 1, 2 & 3]?		The e Learning shall entail delivery of the subject/topic by the experts through video and graphic elements.
7.	3. Scope of Work Page 48-49	To provide content development services to create e-learning video modules of 60 to 90 minutes. The total duration for each unit of a digital module will be roughly 5 -10 minutes or less.	How many Units would a module have?		Each e-Learning module may have 12 to 20 submodules of 5 to 10 minutes duration.
8.	3. Scope of Work i) E-Learning Modules Page 48-49	To provide content development services to create e-learning video modules of 60 to 90 minutes. The total duration for each unit of a digital module will be roughly 5 -10 minutes or less.	Do each of the Units need to have Post-Assessments? Or Each of the Units is to have Check Your Understanding questions and then followed by Post Assessments at the end of the module. Kindly clarify.		These units/sub T modules may have 'Check your Understanding Questions' and then followed by Post Assessment at the end of the Module.
9.	3. Scope of Work	i) E-Learning Modules d) All logistics, equipment,	Any specific reasons for the requirements for scheduling the Studio		No Change. Content for the E-learning modules has been developed by the CITIIS PMU and delivery of the same shall also be done by



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
	i) E-Learning Modules Page 48-49	technological devices, and studio recording chores will be under the scope of the Consultant. It is the Consultant's responsibility to book and coordinate with the recording studio in Delhi /NCR. Having their own recording studio would be an added advantage.	Recording in Delhi/NCR]? Novac is an organization having its presence in Chennai and has an in-house full-fledged studio for both Voice and Video shoots. Can we coordinate and schedule with the available Artist in Chennai to have the recording done?		the respective leads. The entire team, including the Communications vertical are based in Delhi NCR. Additional experts that may-be on-boarded, if need be, may also largely be from Delhi NCR. Hence it is not financially viable to have the recording facility outside Delhi NCR as multiple outstation travel trips may be required for the development of the modules.
10.	3. Scope of Work i) E-Learning Modules Page 48-49	To provide subtitles (English), music, in-person studio recording, visuals, and graphics/animations as per the need of the modules. The Consultant will design animations/graphics as per the requirement of the script and the learning module in consultation with the NIUA.	Will the Voiceover be in English or will these need to be localized in Hindi as well?		The Voice Over will be in English with English sub-titles.
11.	3. Scope of Work Page 48-49	The Consultant has to make corrections/updates as	What are the other expected formats?		The e-content may be required to be converted in the below formats- • .pdf



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries	Replies / remarks
		per directions and feedback from the NIUA and provide the high resolution final content in multiple formats such as mp4 etc.		<ul style="list-style-type: none"> • Video (.mp4, webm) • HTML zip • ECML (created using the inbuilt content editor on NULP) • EPUB • H5P • Any other format as required.
12.	3. Scope of Work ii) “City Highlight” Videos Page 49-50	Twelve (12) “City Highlight” videos are planned to showcase the innovative features of selected CITIIS projects. The 12 cities are Hubballi-Dharwad, Ujjain, Chennai, Kochi, Amaravati, Agartala, Vishakhapatnam, Dehradun, Bhubaneswar, Amritsar, Surat and Puducherry. These videos will be used on social media and other platforms like events, workshops & trainings, etc. with the following objectives:	Will we receive the source content & subject matter expert support from NIUA in order to carry out the said activities?	The footage has to be shot on ground by the Consultant. SME, any other support and additional media will be provided by NIUA.
13.	3. Scope of Work	The videos will also include voiceovers in English, regional	Will a single video of 3 to 5 minutes have a mix of both English & regional	Separate versions of the videos will be made in English and/or local regional language of the city. In case of regional language / Hindi version, sub titles will be in English.



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
	ii) "City Highlight" Videos Page 49-50	languages or both, if required.	languages in it or its needs to be localized?		
14.	3. Scope of Work ii) "City Highlight" Videos Page 49-50		What are the other required regional languages?		Regional language will be the local language spoken in the city.
15.	3. Scope of Work ii) "City Highlight" Videos Page 49-50	The development of the videos will have the following stages: Pre-production: b) Finalising the shoot locations including logistics and personnel as required	Will there be a Physical Outdoor Video shooting required, if yes which are the locations?		Physical Outdoor Video shooting are required. The 12 cities are Hubballi-Dharwad, Ujjain, Chennai, Kochi, Amaravati, Agartala, Vishakhapatnam, Dehradun, Bhubaneswar, Amritsar, Surat and Puducherry.
16.	3. Scope of Work iii) Content for Social Media Page 50	The Consultant will be responsible for supporting the CITIIS PMU with content for social media. This would include - but not be limited to - infographics, graphics and other posts designed to provide information and drive message-based campaigns pertaining to	What would be the approx. quantity required for the deliverables Infographics, Graphics and Posts?.		The quantities are mentioned in the Financial Proposal Form Fin - 1. Content for Social Media – Posters / infographics etc – 2 nos per month – 30 Nos (Indicative total Nos and the same will be demand based)



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries	Replies / remarks
		CITIIS events, knowledge products, etc.		
17.	3. Scope of Work iv) IEC Collaterals Page 50	Designing and conceptualising IEC material like brochures, banners, standees etc. for events, workshops and other promotional activities will be done by the Consultant ones on boarded. Consultant would also be responsible for suggesting innovative ideas during any event, festivals and workshops for better public engagement and visibility of the CITIIS brand.	What would be the approx. quantity required for the deliverables Brochures, Banners & Standees?	The quantities are mentioned in the Financial Proposal Form Fin - 1. IEC Collaterals - Brochures, banners, standees etc designs (innovative ideas during any event, festivals and workshops for better public engagement as per requirement) – 2 nos per month – 30 nos (Indicative total Nos and the same will be demand based)
18.	4. Timeline Page 50-51	Submission of four (4) e-Learning Modules – 60 Days	Will we need to deliver all the 4-eLearning modules of 4 to 6 hours within these 60 days?	The time line delivery of all four learning modules within 60 days is tentative. Duration of each e-Learning modules may vary from 60 to 90 minutes (1 hour to 1.5 hours) with 5 to 10 minutes submodules.
19.	4. Timeline Page 50-51		Do we have to work on all the 4 modules parallel?	Yes.



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
20.		Submission of Twelve (12) City Highlight Videos - 15 Months	Will we need to deliver all 12 videos of 3 to 5 minutes duration within these 15 months?		Yes.
21.		Content for Social Media - - 15 Months	Will we need to deliver all Infographics, Graphics and Posts within these 15 months? Also, will these be an ongoing activity or a one-time activity?		This will be an ongoing activity, as per requirements.
22.		IEC Collaterals - Brochures, banners, standees etc designs - - 15 Months	Will we need to deliver all Brochures, banners, standees within these 15 months? Also, will these be an ongoing activity or a one-time activity?		This will be an ongoing activity, as per requirements.
23.	TOR - Generic Queries	Targeted Audience	Who are the targeted audiences? [Age Group / IT literacy / Experience]		The target audience is program stakeholders, ULB Officials and urban practitioners as well as the public.
24.		Authoring Tools	Do we need to use any specific authoring tools?		No.
25.		Complexity Level [Level 1 to 3]	Is there any planned percentage of Levels [1 to 3]?		The e-Learning shall entail delivery of the subject/topic by the experts through video and graphic elements.
26.		Assessments	Will the modules require Knowledge checks in between topics?		Knowledge checks in between topics will not be required
27.			Will the Post Assessments be part of		Post Assessments will be part of the modules.



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
			the module or will it be given separately via LMS?		
28.			Will the Assessment questions be given to the Novac team or do you want us to create them?		The Assessment questions will be provided by NIUA Team.
29.		Others	Are there any other specific inputs?		No.
B. Arsiga Konics Pvt.Ltd					
1.	TOR Page 48 - 49	NIUA will provide the script for the e-learning modules.	Will this be treated as the final script or will we be using it as base content?		NIUA will provide the final content for the e-learning modules.
2.	TOR Page 48 - 49	Each of the four learning modules will be for around 60-90 minutes and further each unit in each of these modules will be for 5-10 minutes.	Please shed light on how many units approximately are we looking for in each module? Will these be separate byte-sized videos or a complete 60-90 minute packaged module?		Separate videos of 5 to 10 minutes in each module. There will be approximately 12 to 20 sub-modules. Each e-learning module will be different and as per the topics covered.
3.	TOR Page 49 - 50	As for the “City Highlight” videos, voice-overs must include voice over in regional languages.	Will these be state specific languages different for every city video? Will we be provided with any existing footage and photographs pertaining to the project?		Regional language will be the local language spoken in the city. The footage has to be shot on ground and if required additional media will be provided by NIUA.



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
4.	TOR Page 50	Content for Social Media & IEC Collaterals	While the consultant is responsible for suggesting innovative ideas during events, festivals and workshops, will we be also responsible for the execution of such events?		The Consultant will not be responsible for the execution of any events
C. Mouse & Cheese Design Studio Private Limited					
	Section III: Eligibility Criteria (iii) Page 21	Valid MSME / Startup Certificate issued by Government of India needs to be provided for availing the exemption available to MSME/Startups regarding Average Annual Turnover and Prior Experience.	Can startups with a turnover less than 25 lacs be eligible?		The Average Annual Turnover exemption will be available for Start-ups/MSMEs as per guidelines issued by Ministry of MSME, GOI vide Policy Circular No. 1(2)(1)/2016-MA dated 10 th March 2016 and available on the following link - https://dpe.gov.in/sites/default/files/relaxsation_of_norms.pdf
	Section III: Eligibility Criteria (iv) Page 21		Start-ups incorporated in 2022 yet having prior experience with the Start-up India Certificate in the past year with the work mentioned in TOR will be eligible to take part in the bidding process?		The similar work experience exemption will be available for Start-ups/MSMEs as per guidelines issued by Ministry of MSME, GOI vide Policy Circular No. 1(2)(1)/2016-MA dated 10 th March 2016 and available on the following link - https://dpe.gov.in/sites/default/files/relaxsation_of_norms.pdf
	Section III: Hiring Process: Technical Score (Firm Credentials) A Page 22	Experience in similar assignments – completed during last 5 years.	Does the firm need to provide assignments from one service for four different projects or from four different services for four different projects?		Relevant assignments from separate contracts/work orders are required along with supporting documents.



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
	Section III: Hiring Process: Technical Score (Firm Credentials) D Page 23	Presentation on Technical capabilities of the Consultant	Does the presentation need to be on a pen drive, or is it going to be offline after the opening of the technical proposal only for shortlisted firms?		The presentation on the technical capabilities of the Bidder will be held at the NIUA Office in person or online. The physical copy of the presentation will be submitted along with Technical Proposal.
D. Bennett Coleman & Company Limited (BCCL)					
1.	Section III: Hiring Process: Technical Score (Firm Credentials) 2 (A) & 22	Similar Assignments mean –Expertise in producing E-Learning modules / digital modules and social media outreach and branding content.	How is the bifurcation of marks will be done as there are two scope mentioned in the RFP?		The marks will be given for similar work criteria. Relevant assignments from separate contracts/work orders are required along with supporting documents.
2.	TECH-5 & 37	Detailed Tasks Assigned to Consultant’s Team of Experts	Please clarify.		The detailed tasks assigned to the Consultants to elaborate the work experience of the subject expert.
3.	TOR B & Page 49	The following are broad parameters for creating the videos: (b) The NIUA will provide a brief, and the Consultant will share a script and storyboard based on it.	Please clarify whether the raw content will be shared by the NIUA-CITIIS teams ME or the vendor has to involve his SME? If yes, then in which format the raw content is available with NIUA-CITIIS?		The footage has to be shot on ground by the Consultant for City Highlight videos and if available additional media may be provided by NIUA. The SME support will be provided by NIUA.



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
4.	TOR D & Page 49	The following are broad parameters for creating the videos: The videos will also include voiceovers in English, regional languages or both, if required.	Please clarify the regional languages in which voiceovers has to be provided.		Regional language will be the local language spoken in the city. The 12 cities are Hubballi-Dharwad, Ujjain, Chennai, Kochi, Amaravati, Agartala, Vishakhapatnam, Dehradun, Bhubaneswar, Amritsar, Surat and Puducherry.
5.	TOR Page 49	Furthermore, the E-Learning content must be SCORM compliant to be interoperable on any platform	Please confirm the desired SCORM version that is compatible with NIUA-CITIIS.		SCORM Version 1 and Version 2
6.	From TECH 7 Page 39	Consultant should fill in details as per the row titled Annual turnover. In case the Consultant is a Joint Venture /Consortium, for the purpose of evaluation on financial parameters, financial parameters of all the members shall be furnished in separate sheets for consideration.	Is Consortium allowed as per * FORM TECH- 7? Please clarify.		Joint-Venture (JV) / Consortium is not allowed. Please refer Corrigendum – II & III for modified Form TECH– 7.1: Average Annual Turnover and Form TECH 7.2: Net Worth Certificate. The networth of the company should be positive.
E. Enabling Dimensions					
1.	Section VII – Terms of Reference Page 48-50	“City Highlight” Videos	Could you please elaborate on the 'logistics' and 'personnel' requirements? For tasks		All logistics for the shoot are to be arranged by the Consultant. NIUA will support and coordinate with SPVs of the 12 cities for shooting city highlight videos.



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
			like securing locations, getting permits/NOCs, insurance etc for the shoot, would there be support from the CITIIS team?		
2.	Section VII – Terms of Reference Page 48-50	Pre-production: (Finalising the shoot locations including logistics and personnel as required) -	For audio and video bytes, would the relevant stakeholders be recommended by the CITIIS team? Also, would the team support with communication and fixing up with the necessary stakeholders?		CITIIS Team along with SPVs will coordinate with relevant stakeholders.
F. The Visual House					
1.	Section VII – Terms of Reference Page 50	Content for Social Media	Please confirm the deliverables in terms of units/ quantities for Content for Social Media – Infographics		Content for Social Media – Posters / infographics etc – 2 nos per month – 30 Nos
2.	Section VII – Terms of Reference Page 50	IEC Collaterals	Please confirm the deliverables in terms of units/ quantities for IEC Collaterals - Brochures, banners, standees etc designs (innovative ideas during any event, festivals and workshops for better public engagement		IEC Collaterals - Brochures, banners, standees etc designs (innovative ideas during any event, festivals and workshops for better public engagement as per requirement) – 2 nos per month – 30 nos



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
3.	Section VII – Terms of Reference Page 48-49	E-Learning Modules	Is there any reference video available for the E-Learning Module.		Sample videos for E-learning modules can be seen at the National Urban Learning Platform (NULP) https://nulp.niua.org/
G. Asrama Productions					
1.	Section III – Eligibility Criteria / Page 21	The Bidder must have an average annual turnover of minimum Rs 25 Lakhs in the last 3 financial years (2019-20, 2020-21 and 2021-22) in the field of e-Content development and branding.	The RFP asks for Turnover for 2018 - 2022. Can we include 2022 - 23 since we have already made the Balance Sheet and also filed the ITR and GST for the same?		No Change. Please refer Corrigendum – II & III for modified Form TECH– 7.1: Average Annual Turnover and Form TECH 7.2: Net Worth Certificate.
2.	Section III – Eligibility Criteria / Page 21	Valid MSME / Startup Certificate issued by Government of India needs to be provided for availing the exemption available to MSME/Startups regarding Average Annual Turnover and Prior Experience.	What is the exemption in the average annual turnover granted to Udyam registered MSMEs?		The Average Annual Turnover exemption will be available for Start-ups/MSMEs as per guidelines issued by Ministry of MSME, GOI vide Policy Circular No. 1(2)(1)/2016-MA dated 10 th March 2016 and available on the following link -. https://dpe.gov.in/sites/default/files/relaxsation_of_norms.pdf
3.	Form FIN–1: Financial Proposal	Strategic Communications	In the social media section are we only responsible for creating		E-Learning Modules and City High Lights Videos including strategising and submission of dissemination plan.



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries	Replies / remarks
	submission form Page 40-41		content or dissemination also?	
4.	Form FIN-1: Financial Proposal submission form Page 40-41	Designing and conceptualising IEC material	In IEC collaterals are we only responsible for creating content or for creating print copies also?	Print Copies are not required.
H. Dynamic Pixel Multimedia Solutions				
1.	Section VII – Terms of Reference Page 47 -48	Strategic Communications	In TORs, the scope of work includes "Strategic Communications" which further includes tasks like - running campaigns, Engaging with social media influencers, etc. but the Financial Proposal format has no mention of "Strategic Communications". It seems like it only covers the "Content Design & Development" part. Request you to please clarify.	Strategising and submission of dissemination plan for E-Learning Modules and City Highlight Videos will cover Strategic Communications.
2.	Section VII – Terms of Reference Page 49 - 50	“City Highlight” Videos	Regarding CITIIS highlight videos: - Would it include Anchor(s)? - Would it require any permission from the local authorities of respective cities? And if yes, then	Anchors are not required for City Highlight Videos. The shoot permission requirements will be taken care of by the Consultant. NIUA will coordinate with SPVs for project related shoots.



Ministry of Housing and Urban Affairs
Government of India



S. No.	RFP Clause and Page Number	Description as per RFP	Pre-bid queries		Replies / remarks
			would NIUA provide the support in getting those permissions?		

Program Director - CITIIS