

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

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

Prospective Content Providers who meet the pre-qualification criteria may furnish their Request for Proposal (RFP) with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory on or before 11th July 2022 by 16:00 hours to the following address:

Mr. Abhishek Sharma
Automotive Skill Development Council
Leela Building, 153 GF,
Okhla Phase III, Okhla Industrial Estate,
New Delhi, Delhi 110020

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



Arindam Lahiri
Chief Executive Officer
Automotive Skills Development Council

Table of Content

Part I – General Terms

1. Objective of RFP
2. Authority Issuing the RFP
3. Tentative Calendar of Events
4. Availability of RFP Document
5. Venue and Deadline of Submission of RFP

Part II – Background and Scope of Services

Part III – Bidding Terms and Pre-Qualification Criteria

1. Conditions of the Issue of RFP
2. IPR of the Content Developed as part of this RFP
3. Language of RFP
4. Pre-Qualification Criteria
5. Evaluation of RFP and Selection of Content Developer
6. Check List for RFP Submission

Part IV – Formats

1. Letter for Submission of RFP
2. Application Form for Submission of RFP

Part I – General Terms

1. Objective of RFP

- The Objective of this RFP is to develop training content (Participant Handbook, Facilitator Guide PPT and Digital training Aids) for 23 job roles (as mentioned in Part II, scope of work) related to automotive sector which will enhance the quality of learning for the courses offered by ASDC
- The content (as mentioned in Part II, scope of work) shall be developed for Trainees and Trainers for the selected Job Roles by ASDC as per the demand of the Automotive Industry
- The selected Content Developer would be responsible for development of the required training material and production of the same as per the Terms and Conditions laid down by ASDC
- This invitation of RFP intends to share the details of the scope of work entailed as part of this proposed partnership between the Content Developer and ASDC

2. Authority Issuing the RFP

- This RFP is issued by the Automotive Skill Development Council (ASDC)
- The contact person for this RFP is: Mr. Abhishek Sharma

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

3. Tentative Calendar of Events

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

<i>S. No.</i>	<i>Milestone</i>	<i>Date</i>
1	Release of Invitation of Request for Proposal (RFP)	4 th July'22
2	Last date for submission of written questions by the prospective Content Developers	7 th July'22
3	Clarifications issued by ASDC for the questions raised by prospective Content Developers (to be published on ASDC Website)	8 th July' 22
4	Last date for submission of RFP through email	11 th July' 22
5	Last date for submission of RFP through courier	12 th July'22
6	Opening of RFPs	13 th July 22
7	Evaluation of RFPs and finalization of Applicants for Presentation to ASDC	18 th July'22
8	Presentation to ASDC by shortlisted Applicants	19 th July'22
9	Declaration of shortlisted Content Developer	20 th July'22

4. Availability of RFP Document

Invitation for RFP can be downloaded from the ASDC website (www.asdc.org.in). All prospective Content Developers are expected to carefully read all instructions, forms, terms, requirements and other details in the RFP documents. Failure to furnish the complete information sought for in

the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Content Developers risk and may result in the rejection of the RFP.

Venue and Deadline of Submission of RFP

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

Mr. Abhishek Sharma
Automotive Skill Development Council
Leela Building, 153 GF,
Okhla Phase III, Okhla Industrial Estate,
New Delhi, Delhi 110020

And email to abhishek@asdc.org.in

ASDC may at its discretion extend the deadline for submission of proposal by issuing an addendum to be made available on the website www.asdc.org.in

Part II – Background and Scope of Services

- About ASDC: Automotive Skill Development Council is an industry body promoted by SIAM, ACMA & FADA & involved in developing Qualification standards. The Domain covered are manufacturing and R & D, Sales, service & Road Transportation. ASDC Partner with Training Providers and Assessment bodies for imparting training, certification & constantly upgrading the skilling eco-system.
- ASDC intends to partner with Content Developers to develop training content (as mentioned in Part II, scope of work) to enhance the quality of training delivery in the automotive sector through ASDC affiliated training providers.
- The scope of work would include development of
 - Participant handbook based on the QP's /NOS's
 - Facilitator guide based on the QP's /NOS's
 - PPT (Training Presentation)
 - Digital learning aids
- All the content shall be developed in English and Hindi language.
- Content Developer will be responsible for production of the above-mentioned material as per the guidelines of ASDC
- Content Developer shall dispatch the documents within timeline specified in the order

Part III – Bidding Terms and Pre-Qualification Criteria

1. Conditions of the Issue of RFP

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

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

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

3. Language of RFP

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

4. Pre-Qualification Criteria

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

- a) Corporate/Organizations registered under Companies Act or Societies Registration Act or registered as a Trust and is active and operational continuously anywhere in the country for the last three years on the date of application.
- b) The prospective Content Developer should have a minimum 3 years of experience in developing training content including physical and digital content (as mentioned in the Part 2, scope of work)
- c) The prospective Content Developer organization should preferably have content development related partnership with some sector skill councils in India
- d) The prospective Content Developer organization should preferably have Subject Matter Expert (SME) in Manufacturing, Research & Development (R&D) and Service domain (job roles listed in Annexure 1) under automotive sector
- e) The prospective Content Developer organization should have more than two years' experience of developing Trainee Manuals and Trainer Kits mapped to the National Occupational Standards.
- f) The prospective Content Developer organization should preferably have developed Digital Content/ Videos mapped to National Occupational Standards
- g) Prospective Content Developer organization should have a valid GST number
- h) The Content Developer should not have been blacklisted by any donor agency/State Government / Central Government or its agencies.

5. Evaluation of RFP and Selection of Content Developer

Evaluation of RFP shall be done on 2 stages:

Stage 1

Technical Bid:

Technical Bid is divided in to 2 criteria

Criteria 1 – Weightage 70 marks

Quality Criteria/ Experience of Content Developer	Marks
Years of experience in Vocational Skills Development	20
Years of Experience of working in the Automotive Sector	20
Existing Partnership with Sector Skill Councils for NOS mapped/content developer (Please mentioned the SSC name and No of content developed)	10
Education qualification and Years of experience of Subject Matter Expert (please share their profile also)	20

Criteria 2 – Weightage of 30 marks

Presentation by prospective Content Developer

Stage 2

Financial Bid

- Selection of final Developer shall be made as per the highest total marks received adding all the four selection criteria among the top five shortlisted applicants after the presentation
- ASDC may finally shortlist one or two Content Developers as part of this partnership
- Proposal need to be submitted in 2 separate sealed documents (for Technical Bid and Financial Bid separately)

6. Check List for RFP Submission

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

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

Annexure 1:

List of Qualification

Sr. No.	Job Roles	NSQF Level
1	Automotive Additive Manufacturing Engineer	6
2	Automotive Advanced Driver Assistance System Engineer	6
3	Automotive Cybersecurity Engineer	6
4	Automotive Dealership Data Analysis Engineer	6
5	Automotive Electronic Battery Management Engineer	6
6	Automotive Manufacturing Data Analysis Engineer	6
7	Automotive Unified Diagnostic Engineer	6
8	Automotive Open System Architecture (AUTOSAR) Engineer	6
9	Automotive Robotics and Automation Simulation Engineer	6
10	Automotive Robotics System Integrator/Planner	6
11	Automotive Smart Manufacturing Engineer	6
12	Automotive sustainability Engineer	6
13	Electric Vehicle BSS Planning Engineer	6
14	Automotive Flex Fuel Design Engineer	6
15	Automotive Cybersecurity Manager	7
16	Automotive Dealership Data Science Manager	7
17	Automotive design Safety Manager	7
18	Automotive IIOT Application Manager	7
19	Automotive Manufacturing Data Science Manager	7
20	Automotive Robotics and Automation Manager	7
21	Automotive Smart Manufacturing Specialist	7
22	Automotive IIOT Application Specialist	8
23	Automotive Manufacturing Data Science Specialist	8

Part IV – Formats

Letter for Submission of RFP

Date:

Place:

Mr. Abhishek Sharma
Automotive Skill Development Council
Leela Building, 153 GF,
Okhla Phase III, Okhla Industrial Estate,
New Delhi, Delhi 110020

Subject: Submission of RFP for Content Development in Partnership with ASDC

We hereby submit our RFP in response to the application for RFP for Content Development issued by ASDC and we hereby confirm the following:

1. The RFP submitted by _____ (Name of the company) is as per the Terms and Conditions of the RFP issued by ASDC
2. We have examined in detail and have understood and abide by all the terms and conditions stipulated in the RFP Document issued by ASDC. Our application is consistent with all the requirements stated in the RFP Document.
3. The information submitted in our Application is complete, is strictly as per the requirements as stipulated in the RFP Document, and is correct to the best of our knowledge and understanding. We shall be solely responsible for any errors or omissions or misrepresentations in our Bid.
4. We understand that ASDC reserves the right to cancel this RFP at anytime without assigning any reason whatsoever.
5. This RFP is valid for a period of 90 days from the time of submission

Signature of Authorized Representative of the Company
(along with Company Stamp)

Designation:

Part IV – Formats

1. Application Form for Submission of RFP

1.1 Applicant Details

Name of Organization	
Address	
Email	
Contact Person	
Contact Mobile/ Landline	
Website	
Company Registration Type and Registration Number	
Total Number of Employees	
Year of Incorporation	
Total Experience of Content Development (Physical and Digital)	
Education qualification and total experience of Subject Matter Expert (SME)	
Annual Turnover of Company	2021-22 2020-21 2019-20
Annual Turnover from Content Development/Trainer Kit	2021-22 2020-21 2019-20

1.2 Project Details (Details of Content Development Projects executed in the last three years)

<i>S. No.</i>	<i>Name of Client</i>	<i>Details of Trainee Manuals and Trainer Manuals Developed</i>

1.3 List of Sector Skill Councils with whom the applicant has a content development partnership MOU

<i>S.No.</i>	<i>Name of Sector Skill Council</i>	<i>Nature of Content Development work done</i>

1.4 Experience of working in the Automotive Sector

<i>Total Number of Automotive Skilling Content developed till date with names of the Job Roles</i>	
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1.5 List of NOS mapped Digital Content/ Videos developed till date

<i>S. No.</i>	<i>Name of Digital Content/ Videos</i>

1.6 Proposed quotation for Content Development

	<i>Type of Content to be developed</i>	<i>Quote in Rupees for Development as per job roles</i>
(A)	(i) Participants Handbook (Covering all modules of core & non-core NOS's) & aligned to Qualification pack.	
	(ii) Trainer Kit (Facilitator Guides, Training Delivery Plan, Training Presentations for the complete course)	
	(iii) Digital learning Aid	

I hereby declare that the information furnished is true to the best of my knowledge.

Signature of Authorized Representative of the Company
(along with Company Stamp)
Designation: