



WEST BENGAL STATE COUNCIL OF TECHNICAL & VOCATIONAL EDUCATION AND SKILL DEVELOPMENT

(A Statutory Body under Government of West Bengal Act XXVI of 2013)

Department of Technical Education, Training & Skill Development, Government of West Bengal
Karigari Bhavan, 4th & 5th Floor, Plot No. B/7, Action Area-III, Newtown, Rajarhat, Kolkata – 700 160

Memo no. WBSCTVESD/TED/2023-2024/1038

Dated : 27.12.2023

Notice Inviting Quotation (NIQ) (Through Pre-qualification & Offline Submission of Quotation)

1. Background

The Department of Technical Education, Training and Skill Development (TET&SD), GoWB is the nodal body for all levels of skill education and training. Audio/Visual Tool is the accepted tool for self paced, online learning. West Bengal State Council of Technical and Vocational Education and Skill Development under TET &SD Department has therefore started working on content creation on Ed-tech tools. WBSCTVESD feels the need for creating such EduTech tool for certain caused in hospitality section (See Annexure)

2. Important Dates

Sl. No.	Activity	Timeline
1.	Release of quotation	27.12.2023
2.	Last date of submission of quotation	03.01.2024 up to 12 O'clock
3.	Opening of the Quotation	03.01.2024
4.	Letter of Award of Contract (AOC)	05.01.2024

If there is a holiday on any of the days, the activity will be rescheduled on the next working day.

3. Eligibility Criteria

- Companies engaged in Audio-Visual ed-Tech Content creation
- The Bidder may be a sole proprietor or other legal entity such as company, society, trusts, partnership firms, LLP, proprietorship firm, Association etc. registered in India. Documentary (Certificate of incorporation / PAN) evidence to be submitted. Quotations of sole proprietorship firms in existence for less than 1 year shall not be considered.
- Tenderer should preferably have experience of creation of such video tool.

4. Mandatory Requirements

- Should be able to create video content with quizzes/ self-assessment tools etc. Organizations having experience of creating Ed-Tech video content will be given weightage.
- The agency/enterprise must have domain knowledge on video media. An in-house production facility will be an added advantage.
- All requirements such as manpower for content creation including script writing according to the curriculum, tools & equipment, etc. will have to be met by the agency.

- The entire content data will have to be stored / archived and will be considered to be the property of WBSCTVESD. No part of the content can be used by the Agency except as provided for by WBSCTVESD/TET&SD Department. All matters of content including scripts and drafts will be handed over to the Council after completion of each module. The content must be delivered either through encrypted pen drive or through WeTransfer or Google Drive or through any other suitable online media channel as approved by the WBSCTVESD.
- The Agency should be able to module the contents in such a way that these modules can be augmented with additional contents for creation of advanced modular courses without losing the storyline or the essence of the educational programme.
- The agency must put in place effective and adequate mechanisms and systems for ensuring and maintaining the backup, storage and recovery mechanism.

5. Type of Tool

Audio Visual Tools can be of

- White Board
- Animation Video
- Stop Motion Video
- Mixed Media Video
- Screen Recorded Video
- Virtual Reality Video
- Game

The Agencies have to clearly mention the type of video to be prepared by them. In case any agency wishes to work on multiple tools for the course creation, separate price quotation may be offered for separate type of tools that may be used for creation of the Ed Tech gamified tool.

6. Scope of Work

A. Development Of AUDIO-VISUAL Educational Content

Developing contents for fostering the requisite skills of the job among the people in the service sectors. The scope of this work will include but not be limited to

- Creation of script in Bengali, English, Hindi as per the fundamental requirement identified as in Annexure. However, the authorities may require development of content in some other vernacular languages also.
- Creation of the scripts and getting the same verified by WBSCTVESD / TETSD Department or its representatives. (Pre developed video/ed Tech content will not be allowed, if not already raised with WBSCTVESD prior to submission of quotation.)
- Creation of Job Role video content as a tool that is easily accessible across all media.
- Creation of the video has to be made in a storyline module with repeated intonation as provided in the topics in the Annexure.
- The Agencies/vendors should produce a storyboard for animation as well as the animation/multimedia files for the storyboard using the latest 2D animation techniques. Agencies will also need to work in coordination with the WBSCTVESD / TETSD Department or its representatives and get feedback/approval for all part and whole of content creation. The final output should be supplied in a mutually agreed format.
- Agencies/ Vendors are advised to use Indian faces and Indian attire in animation and images in videos.

B. The contents must follow these basic guidelines:

- Content should be precise and crisp (should be between 4 to 8 minutes in length) with punchlines to make it more interesting.

- GenZ keywords to be incorporated so as to make the content more relatable and relevant to the target audience.
- The modules are to be made in the format of a web series. Each episode is to be dedicated to an individual objective of the curriculum depicted through the same characters in different circumstances so that the flow is maintained for the viewers.
- The contents must have all the topics mentioned in the curriculum and should repeatedly cover the main areas identified in the topic that is to be given, to ensure that the candidates get to learn the skill requirement through both positive and negative intervention.
- The content and script should be so written that the candidates are able to identify the activities.

C. Development of PEDAGOGY & DELIVERY Mechanism

1. Development Of Pedagogy and Self-Assessment mechanism

- Creation of unique detailed series of engaging content that addresses the mentioned skill sets. The contents must be so that one comes across given skills multiple times in the entire series and a prominent imprint is created in their mind.
- Each module would have an assessment module at the end of the session.
- Candidate can only get to the next module after clearing the self-assessment of the previous module.
- The contents must be everyday activity based that are relatable.
- Creation of engaging audio-visual content with trackability of engagement.
- There must be some quiz / role-play / innovative mechanism to ensure the learning trajectory could be traced.
- PPTs in slide form will not be allowed. Some Key Words used in the video, may be written in legible, clear, Bengali and English scripts (e.g., Arial, Verdana, Helvetica or Myriad pro, Sans serif family fonts, as approved by WBSCTVESD etc.), and larger font sizes for clear visibility.
- The Creative Commons (<https://creativecommons.org>) guidelines for non-commercial purposes must be followed while using images, and video clips.

7. Project Timelines and target

The engagement of the Agency/Agencies will be for a period of 1 month from the date of award of work and may be extended up to 6 months on mutual agreement of the Bidder and WBSCTVESD.

The topic for ed-Tech content would be provided by WBSCTVESD, broken into sub-topics and further broken into individual modules. Module wise draft script has to be submitted within 10 days from the date of intimation and individual ed-Tech content (about 4-8 minutes duration) has to be prepared and submitted within 15 days from the finalization and approval of the script. The tentative timeline for the submission of each ed-Tech module is given in the table below.

Sl.	Activity	Timeline (In days)
1.	Issuance of Letter of Acceptance to the Selected Bidder as and when a work order against a Job Role	T
2.	Submission of draft script (module 1st)	T+5
3.	Finalization of script submitted by the Bidder	T+10
4.	Submission of the complete video for the module	T+30

*Module wise draft script has to be submitted every 15 days and the rest timeline will follow as per the schedule above.

8. Validity of Quotation

The validity of the Quotation will be of 1 months from the date of issuance of Letter of Acceptance.

The period of validity of quotation may be extended on mutual agreement of the selected Bidder and WBSCTVESD. The date of extension will be as mutually decided depending on the additional work and will at no stage be more than 18 months from the date of issuing initial Letter of Acceptance.

9. Submission of Proposals

The Bidders have to submit the proposal in the office of the WBSCTVESD. The following The Bid Document should contain

- i) Self attested copy of GST Certificate
- ii) Self attested copy of Valid Trade License
- iii) Self attested copy of PAN Card of Company
- iv) Self attested copy of Professional Tax Registration Certificate.
- v) Self attested copy of Turnover of Last Three consecutive Year.

1. Financial Proposal: Consisting of separate bid for separate modules to be placed with in single Envelop. This needs to be placed within the Financial Proposal Envelop.

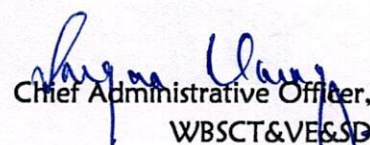
The Top of the Envelop should **Boldly** state the following.

- a. Name of the NIQ for which Financial Proposal is being submitted
- b. Name of the Bidder
- c. "FINANCIAL PROPOSAL Containing Documents (list of Modules)"

Wrong submission of documents may lead to cancellation of NIQ. Decision of the Selection Committee on acceptance of proposals will be final. Both these envelops need to be put in a single envelope containing the name and address of the Bidder.

All pages of the proposal document must be signed by the competent authority.

All Quotation document has to be submitted in the office of WBSCTVESD, 4th Floor, Room No.- 407, Karigari Bhawan, New Town, Rajarhat, Kolkata-700160, within 5:00 PM WITHIN THE LAST DATE OF SUBMISSION OF QUOTATION. For details please our website **sctvesd.wb.gov.in**.


Chief Administrative Officer,
WBSCT&VESD

Home stay Rural Tourism

Sr. No.	Topic / Module	Key Learning Outcomes
1.	1.1 & 1.2 Guiding the tourists in rural areas & in (nature and eco tours) Understanding of Rural destination and importance Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 02:00	• Contact the tourists to provide personal details in case of advance booking • Coordinate for the point and time of meet • Greet tourists with a smile and showcase a friendly approach • Maintain appropriate body language • Exchange the names and necessary personal details with the tourists and register details of each tourist • Promote the various product and service and package promotions in house • Take the tourists to rural places • Introduce the tourists to the villagers and make the tourists mingle interact with them • Explain day to day lifestyle and culture of the inhabitants of the rural areas • Assist the tourists on the local language of the people if they are not aware • Brief the various occupations of the villagers • Arrange for accommodation, food and transportation of the tourists within the location
2.	2.1 Waste Management Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00	• Understand the role of recyclable waste collector and segregator in searching, collecting and sale of reusable and recyclable waste to waste aggregators • Understand the advantages of doing this course • Understand basic skill required to perform the task of recycle waste collector and segregator • Identify different categories and types of solid waste including their physical and chemical properties • Explain the Do's and Don'ts of waste handling • Identify different types of reusable and recyclable waste • Identify the signs and symbols used for solid waste management
3.	3.1 Planning to develop a village as Rural Tourism Destination Theory Duration (hh:mm) 00:00 Practical Duration (hh:mm) 01:00	• In today's world people are more keen on experiencing the nature and the village life, hence tourists are preferring to venture the villages as their choice for tourism destination • So to encourage village tourism we need to develop the rural villages to make them hospitable for the growing tourist's and their interest • We should nurture the nature so that the food and natural village habitat can be offered to the tourists • The next focus should be on illuminating these rural villages with constant supply of electricity • The government should invest on training the villagers through the homestay learning process • The villages get connected with the modernised amenities such as the Internet facilities

4.	4.1 Home stay concept, planning and developing Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00	• Home Stay is developing as the village tourism is becoming the preference amongst young tourists • Today's tourist are preferring to stay away from the busy modernised world • The villagers are also ready to start business at home by accepting home stay concept • The Indian Government's present plan is to connect remote villages to spread Home Stay tourism • Huge amount of effort is engaged to educate the villages about the concept of Home Stay • The village location and hospitality is being redressed to attract the tourists
5.	4.2 Housekeeping Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00	• The rural culture is projected with the reference to the rural customs • The concept of welcoming the guests according to the rural tradition is focused • The village traditional welcoming to the guests are being encouraged and reinvented to attract tourists • Availability of hotel like housekeeping facilities in the remote villages are being taught to the villagers • The introduction to modern amenities in the village form is being introduced through Home Stay concept • The cosines of the hotel stay is implemented in Home Stay through training
6	4.3 Food Production Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00	• The Village type food are offered to the tourists to encourage the village cuisine • The usage of organic food elements and chemical free freshly grown local vegetables & fruits are introduced to the tourists • The usage to local inorganic herbs and spices are encouraged • The villagers are trained to carry their traditional cooking methods, but with hygiene is being taught • The village traditions and old concepts are projected but with the usage of modernised equipment • The local recipe are encouraged to attract tourists to get introduced with the new taste

7.	4.4. Food Layout and Service Theory Duration (hh:mm) 00:00 Practical Duration (hh:mm) 01:00	• Importance is focused on the village traditional cookery • The local traditions of food service is practiced with modernised equipment during food service • The comfortable urban tradition is exercised with modern techniques to bring back the feel-good factor amongst the tourists • Exhaustive training is imparted to the village entrepreneurs to fulfil the needs of the tourists • The concept of modern hospitality is being taught to the villagers keeping the village traditions intact • Service standards and hygiene maintenance is being taught to the villagers for better acceptance by the tourists in the remote locations of India
8.	5.1. Creating activities for tourism based on special interest Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00	• The local dance forms are being encouraged to engage the tourists during the evenings • The local dance forms are being encouraged to engage the tourists during the evenings • The local singers with their traditional songs and instruments are introduced to the tourists • Local traditional games are encouraged so as to involve the tourists in the local traditions • Activities such as Rangoli / Alpana making is displayed by the villages to involve the tourists with the village traditions • The village puppet show is showcased to attract the tourists and involve the local talents • Local events of attraction are encouraged to support the local artesian and boost their income
9.	5.2. Working on Guest Delight Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00	• Typical village traditional food service is given prime importance to attract the tourists • The traditional village talents are promoted to show their skills such as pottery or mehendi making is introduced to surprise the guests • The Local artists display their acting skills through local theatre to bring about Guest delightment • Traditional Competitions are introduced for the local talents and at the same time delight the tourists • The conservation of nature by means of having natural butterfly park are prepared to boost Guest delightment • The tourists are given farewell during departure in the traditional village style to promote Village tourism

10.	6.1. Market Linkage Theory Duration (hh:mm) 00:00 Practical Duration (hh:mm) 01:00	• The rural entrepreneurship is encouraged by the introduction of Home Stay which in other words is the process of upliftment of the rural population • Training the rural population through the Home Stay projects actually connecting the villagers with the city dwellers • Through the training process the rural entrepreneurs are taught to satisfy the tourists and reach their own accomplishment • The hidden skills of the rural entrepreneurs are encouraged through these Home stay training programs • The Training programme will make the rural population independent and enjoy the fruits of success once they start their own Home stay business
11.	7.1. Inauguration & Closing Theory Duration (hh:mm) 01:00 Practical Duration (hh:mm) 01:00	• The Inauguration of the programme should be done in the presence of the local rural representatives to spread the theme of the Home stay training programme to the concerned villages • The local representatives should be handed with the entire programme schedule so that they will carry back the documents and inform the concerned villagers about the same • The dignitaries should be felicitated to promote honor and create a warm environment of acceptance • The closing should be with a hi-tea session so as to create a common platform for discussion between the invitees • The session should end taking the suggestions from every individual about the promotions and the projected Training Programme

	Duration	Unique Equipment Required:	
	Theory Duration 08:00(HH:MM) Practical Duration 12:00(HH:MM) Total Duration 20:00(HH:MM)	1. Errand Card 2. Luggage Tag 3. Inventory format 4. Newspaper/ Magazine Stand (picture if actual not available) 5. Visitors Paid Out 6. Petty Cash Voucher 7. Sign Boards (fire exit, washroom, smoking, non-smoking, valet, DND) 8. Uniform 9. Different kinds of luggage (sizes, materials etc) (pictures if actual items not available). 10. Pictures of types of rooms 11. Fire Exit Map 12. Tourist Maps 13. Tent Cards 14. Cleaning dusters	

Trainers Qualification:

Degree / Diploma in Tourism with 5 years' experience in relevant field. Desirable:
 Certificate course in relevant job role/ 'Trainer' job role QP: MEP/Q0102.