



राष्ट्रीय अनुदेशात्मक मीडिया संस्थान  
National Instructional Media Institute  
(एक स्वायत्त संस्था) / (An Autonomous Institution)  
(कौशल विकास और उद्यमिता मंत्रालय) / (Ministry of Skill Development and Entrepreneurship)  
भारत सरकार / Government of India

Ref No: NIMI/MS/T-11022/MM/2023/586

Date: 2025-

Work Order Number: BLCI

To:

Omnex India Pvt Ltd  
1/807 A, Pillaiyar Kovil Street, Thorapakkam, Chennai - 600097.

Subject: FITTER

Dear Sir/Madam,

Please refer to the office letter no: **NIMI/MS/C-211101/MM/2022/1604** Dated: 28/08/2023, you are requested to take up the development of blend learning content for the following course:

Trade: carpenter

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The necessary course material (PDF) for the above mentioned course are forwarded along with this scope of work.

You are requested to take up the above work and submit the completed work on or before **2025-04-30** Subsequent orders will be issued on comp of this work.

Scope of Work

- The firm should engage Subject Matter Experts and Instructional Designers in order to get the best result.
- Production of e-Learning Videos (2D Motion Graphic, 3D animation, real time shooting) in English, Hindi, Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali and Panjabi in digital format which should not be more than 60 minutes' duration. Videos should be sequenced into separate smaller sub-topics not more than 10 minutes each and should have relevant activities like MCQs, translation, 2D and 3D animations etc assoc with them. Each Sub topic should have 5 (Five) MCQs.
- The e-learning material should cover 100% of the practical content and only the important theory content relevant to the practical should be ad
- The firm should comply with the storyboard format submitted by NIMI.
- The video time break up of the subsections (10 minutes) blended learning content within the video will be as follows:
  - 2 Minutes of Presenter video delivering the lecture and live video shoot • 5 Minutes of 2D motion graphic • 3 Minutes of 3D Animation
- The Rate for the above said criteria cannot exceed the following rate:

S.No	Criteria	Rate per Second	Per Regional Language
1	Presenter video delivering the lecture	₹ 200	NA
2	2D Motion Graphic	₹ 200	NA
3	3D Animation	₹ 400	NA
4	Translation	NA	₹ 50,000

The total cost of the project will be finalized once the storyboard is being approved by NIMI based on the timing of the above criteria.

- The timing of 2D Motion Graphic, 3D animation, real time video and number of regional languages to be translated can be changed based on t learning outcome and needs of the exercise. NIMI has the right to modify the timing and remove any component in the submitted storyboard.
- The payment will be made based on the following stages.

S.no	Stage	Payment Release
1	Approval of Storyboard	20%
2	Approval of Rough Cut	20%
3	Approval of Final Blended Learning	30%
4	Submission & Uploading in Bharat Skill Portal	30%



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As per terms and conditions

- The submitted storyboard should be in MS word format and it should clearly describe the details of Video, 2D Motion Graphic, 3D Animation, o screen text and image description, with time (in second) of the Video.
- The e-content should have Introduction, Title, Learning Objectives, Subject, Real Life examples, MCQs (will be provided by NIMI). Recap. The above should be mentioned clearly on the storyboard.
- The firm should finalize the rate at the time of approving the storyboard based on the parameters mentioned.
- Resolution of the videos are of the following format: -  
FHD Format: 1920x1080 or 4K
- The firm should start development of the project only after approval of the storyboard by NIMI.
- The firm should comply the design document strictly produced by NIMI

### Pedagogical alignment

- The e-content should not be the replica of the given book.
- The e-content should enable learners to construct their own understanding about the topic by meaningfully connecting the content to what they already know and apply it to various problem solving scenarios.
- Real-life connection should be provided to the context of the learner so as to help them in understanding the concept in the right manner.
- The e-content should be inviting the participation of the learner in the learning process via presentation of the content with meaningful visual organizers and explanations in conversational forms.
- The e-content should have motivational features to promote learners to stay in trace with the content and explore it.
- The MCQs should have constructive feedback designed to inform learners what is wrong, why it is wrong and what should be done to refine th understanding.
- The e-content should have dynamic adaptability of the assessment and content to the needs of the learners based on their profile, interaction : performance.

### Technology and design alignment

- The e-content should be user center principles of interaction design for Visibility, Affordance, Consistency and Mapping.
- The e-content should help the learners to understand the consequence of an action.
- The e-content should give adequacy of control given to learners over their learning trajectory.
- The e-content should adhere to universal design so that it caters to learners with various learning challenges and physical needs.
- The e-content should have meaningfulness of interactive features for the content being learned.
- The e-content should map the visualization type used to the content being thought.

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### Terms and Conditions

- The Firm will be responsible for hiring the crew including, SME, Instruction Designer, Project Manager/Art Director, Videographer, animator etc
- The firm shall prepare the e learning video, based on the content to be discussed and provided by NIMI.
- The firm should be responsible for Visual Storyboard & Artwork, Voice-over for English & Regional Languages, DOP, Camera Equipment, Ligh Motion graphics, VFX, Film editing and Buying of Royalty, Free Stock Footage, Images if any.
- Video must be well lighted and sharp images should be there. The shoot site should be clean, and objects shown in the video should be presentable. Re video shoot may be required if the videos made by the bidder are found unsatisfactory to NIMI.
- Animation: The e-learning video shall include 2D Animation, 2D Motion Graphic, 3D Animation, of NIMI content for blended learning activities v

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 Office: 044-2250 0657, 044-22500248 | Email: chennai-nmi@nic.in



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the process of development.

- Any defect pointed out/ modification suggested during such inspections must be promptly rectified/ incorporated to ensure desired quality of work. It would be mandatory on the part of the firm to arrange inspection and obtain approval at every stage of the work, failing which action deemed fit by NIMI shall be taken. The decision of NIMI in this regard shall be final and binding on the firm.
  - The firm shall agree to carry out any additional assignment/tasks during the assignment period as per instruction of NIMI, the remuneration and change request will be arrived upon by mutual agreement based on the scope of work.
  - The firm shall agree to carry out any technical problems related to LMS or uploaded video content and rectify it at the earliest within six months of uploading the e-learning content in Bharat skills website.
  - The Firm should submit all the documents related to the development of this e-learning content to NIMI after completing the projects. i.e. All the Source Files, Video, Audio, Images etc for future use.
  - The firm should develop the digital content in English first and after completing and being approved by NIMI, the firm should start the Regional Language development.
  - The video and audio content developed should be of professional standard as defined by NIMI and SME's.
  - NSQF Alignment- All the content to be developed as per NIMI textbooks and the same is mapped to the National Skills Qualifications Framework (NSQF). The selected agency shall ensure that the NSQF alignment requirements of the blended content developed are met at all times.
  - Multi-device and Platform Compatibility- The e-content should have cross platform compatibility (i.e. Android, Windows, Black berry, iOS etc.) and compatibility with major browsers (i.e. Internet Explorer, Mozilla Firefox, Google Chrome, etc.). It should also be accessible on open User Interface (UI).
  - Sharable Content Object Reference Model (SCORM) standards- The content is to be SCORM package with latest/acceptable version to enable integration, hosting, and functioning of courses on the Learning Management System (LMS) such as Bharat Skills.
  - Compatibility with LMS - The e-content to be made compatible with LMS (i.e. Bharat Skills) and Moodle platform for capturing learning progress of the users and being responsive to assessments and learning analytic module-wise, course-wise etc. The use of new tools such as Natural Language Processing (NLP) techniques can further be explored to enable parsing and stemming of text data and identify the correlated topics.
  - Compatibility toward easy translation to other languages- The construction of the Regional Languages/English language e-content should be clear, simple, and unambiguous so that it is easier to translate the content in any other Indian/regional language, whenever required.
  - Copyrights and Intellectual Property- The content developer shall warrant that there is no infringement of any patent or intellectual property right caused by the development/conversion of e-contents which are subject matter of this project. NIMI will own the copyrights in all deliverable materials created under the project. The content developer shall transfer Intellectual Property Rights (IPR) of all products developed/enhanced/modified/ configured under this project to the NIMI.
  - Plagiarism checks - shall be performed to ensure that the content developed is based on NIMI textbooks only and the digital content created by the agency has not been copied from elsewhere.
  - The firm should not use any of its brand image or logo or any material related to any other firm in the e-learning content other than NIMI, MSDI Government of India.
  - Firms should submit the final content in the SCORM, HD MP4, HTML 5, Compressed MP4 (should be shareable on social media) Formats.
- We appreciate your kind cooperation in the matter and expect that the e-content developed by you is world class standard and will be exemplary like other vendors who are also engaged for the work.

Thank you,

**Executive Director**