



TENDER NOTICE

FOR

**CREATING AND DEVELOPING MULTIMEDIA DIGITAL CONTENTS FOR
SMART MACHINE MECHANIC COURSE**

CLIENT:

APPAREL TRAINING AND DESIGN CENTER
(Under the aegis of, APPAREL EXPORT PROMOTION COUNCIL)
P-50, Paridhan Vikas Bhawan Sec-44, Gurgaon - 122003,
Haryana (India) Phone: 0124-4659511 / 4659507
Fax: 0124-4659500

NAME AND ADDRESS OF TENDERER:

SEAL:

TENDER NOTICE

APPAREL TRAINING & DESIGN CENTRE

Apparel Training & Design Centre, National Head Office
Paridhan Vikas Bhawan, Plot-No. 50, Institutional Area, Sector-44, Gurgaon 122003

Creating and Developing Multimedia Digital Contents for SMART Machine Mechanic Course

Ref: ATDC/NHO/RP/SMART/05/08/09/VOL-III

Dated: 11-08-2014

HOD (RP&PP) on behalf of the Director General “**Apparel Training & Design Centre**” **Paridhan Vikas Bhwan, P-50, Sec-44, Institutional Area, Gurgaon-122003** invites sealed quotes from suitable reputed production houses / creative Agencies with excellent past track record and experience of creating and developing Digital Contents for ATDC SMART Machine Mechanic course.

SUBMISSION OF TENDER:

Separate envelopes should be used for Technical and Financial Bids and indication to that effect may be superscribed on the envelopes.

All the pages of the Tender Notice should be signed with the name and designation of the signing authority , with the seal of the company affixed at last page, in confirmation of having read, understood and agreeing with the terms and conditions of the Tender Notice and should be submitted with the bids. **This is important and essential.**

The envelopes superscribed ‘ **Technical Bid**’ should contain the tender form (General terms & conditions, Technical & tender Memorandum)) without the ‘Bill of Quantities’ part, duly signed and stamped along with all relevant documents establishing the credibility of the firm. The Technical Bid will not contain any price implication.

All envelopes containing the tender should be properly sealed.

The envelope containing Technical Bid must contain the Earnest Money Deposit (EMD) of Rs. 50,000/=(Rupees Fifty Thousand Only) and tender fee of Rs.1000/- (Rupees One Thousand Only) in the form of Demand Draft or FDR for 6 months in the name of Apparel Training & Design Centre payable at Gurgaon(For processing fee only Demand Draft will be accepted).

CRITERIA FOR TECHNICAL EVALUATION OF BIDS

Bids will be examined by the experts committee against the technical criteria attached at annexure-A

TECHNICAL EVALUATION PROCESS:

All the technical bids will be examined by the expert committee in terms of the technical evaluation criteria. **For clearing technical evaluation criteria qualifying marks will be 60%**

Financial Bids will be opened only for the bidders, whose Technical Bids have been found to be acceptable. Financial bid opening date and time will be intimated later on.


In the financial bids, the tenderer shall fill in the rates both in words and figures. The amount against each item is also to be filled in. In case of any discrepancy, the rates quoted by bidder in words shall be taken as correct.

The quoted price shall be inclusive of VAT, Sales Tax, , Excise Duty or any other taxes and duties prevailing in respect of this contract shall be payable by the supplier. ATDC will not entertain any separate claim whatsoever in respect of the same.

The comparison of the bids for the award of the order will be based on 60:40 percentage (Technical & Financial) criteria. Evaluation by the Technical Expert & Purchase Committee will be treated as final. Calculation of combined score 'S' will be based on the following formula:

A=100xB/C,Where

A= Financial Score of proposal under consideration
B= Price of Lowest financial proposal
C= Price of the proposal under consideration
Final Score, S=0.6* T+ 0.4 * A),where
T= Technical Score


(Dr. R. A. Lal)
HOD (RP/PP)


Scope of Work:

1. Digital Contents to be developed in Hindi language and to be translated in **7 vernacular languages** i.e. **English, Tamil, Kannada, Bengali, Oriya, Telugu and Malayalam** to be provided in DVDs for using during training. Multiple copies of same for distribution in secured media. Machine Mechanic course Digital Contents may also be incorporated such as copyright issues/ ATDC property clause etc.

SL NO.	Work	Suggested Duration
1.	Digital Contents	SMART Machine Mechanic Course: Duration Approx. 3 Hours 36 Minutes

2. This has to be done as per input of subject expert (hired by vendor) in consultation with ATDC.
3. Video Shoots-Messages (3-4) from senior Management of ATDC.
4. Opening story covering Role and Spread of ATDC & SMART TOT Academy.
5. Linking stories between various sections of the course contents (**Pt. 4 & 5 may be done through a role play/model shoot**).
6. Option of skipping the linking stories and moving directly to the course modules/sections should be incorporated.
7. Since these digital contents have to penetrate into the rural sector, the software compatibility is essential and should be user friendly.
8. To create and develop new content in accordance with Subject matter experts (Hired by Vendor) and as per the requirement of ATDC.
9. The ATDC mascots (Boys & Girl in the SMART logo) have to be used to create brand identity. This may also be used for the stories being developed.
10. The copyright to be incorporated at all places-DVDs, DVD Covers, DVD Stickers and all courses contents created.
11. To provide cover page/slide show casing, for the purpose and relevance of Digital Contents.
12. Auto run as well as Instructor-lead option of running the segments to be provided.
13. Per hour animation/per hour video rates may be provided in case there is a requirement of additional inputs or subsequent adjustments.
14. **To make the format compatible and useable in distance learning.**

15. Per hour and total cost may be quoted. If the content is less or more than the total hours prescribed, pro-rata adjustment of the total cost will be applicable while making payment.



(Dr. R. A. Lal)
HOD (RP/PP)

Technical Details

1. Cost of tender: **Rs.1000.00** (Non Refundable)

a) Bank Draft /Pay Order No.:-----

b) Date of issue of BD/PO:-----

c) Name of the issuing authority:-----

2. Name, complete address of the Firm/Agency and Telephone No., Fax No., with Agency profile if any -----

3. Name, Designation, Address and Telephone Number of Authorized person of Firm / Agency to deal with Fax number and Email address: -----

4. Name of the Bank(s) where the agency has account(s):

Address of the Bank: -----

Telephone number: -----

Fax number):-----

5. Please specify as to whether Tenderer is a sole Proprietor /partnership firm Name, address and Telephone No. of Director/ partners should be specified-----

6. Service Tax Registration No.:-----

7. PAN/GIR No.:-----

8. Details of Earnest Money Deposited:

a) Amount: _____

b) Bank Draft/Pay order_____

c) Date of issue of BD/PO_____

d) Name of the issuing authority_____

Place_____

Signature_____

Date_____

Name_____

Seal of the firm

DECLARATION

1. I, -----Son /Daughter of Shri -----
----- Proprietor /
Partner / Director / Authorized Signatory of -----competent to sign
this Declaration and execute this tender document;

2. I have carefully read and understood all the terms and conditions of the tender and hereby convey my acceptance of the same.

3. The information / documents furnished along with above declaration are true and authentic to the best of my knowledge and belief. I/we am / are well aware of the fact that furnishing of any vague / false information / fabricated document would lead to rejection of my tender at any stage besides liabilities towards prosecution under appropriate law.

Signature of authorized person

Full Name:_____

Company's Seal:_____

New Tender

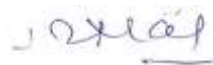
Name of organization	ATDC
TENDER Title	Creating and Developing Multimedia Digital Contents for Smart Machine Mechanic Course
TENDER reference	ATDC/NHO/RP/SMART/05/08/09/VOL-III
Tender type	Limited
Type of bid	Two-Bid System
Location	Gurgaon
Announcement Date	11.08.2014
Pre-bid Meeting	19.08.2014 at 11:30 Hrs
Closing Date/Time	25.08.2014 at 11:30 Hrs
Opening Date/Time	25.08.2014 at 12:00 Hrs
Name of Person in Contact	Dr. R. A. Lal / Rakesh Kumar Balyan
Designation	HOD(RP/PP)/Purchase Officer(RP/PP)
Address	Apparel Training & Design Centre, Paridhan Vikas Bhavan, P-50,Sec-44,Institutional Area, Gurgaon(Haryana)-122003
Email	lal@atdcindia.co.in, balyanrakesh@atdcindia.co.in
Phone	0124-4659-511/507
Fax	0124-4659-500

Terms & Conditions

1. The tender form will be available on our website. Tender form may be downloaded from our website and should be attached with draft of is Rs.1000 as tender fee. No Tender would be accepted without tender fee.
2. The quote validity should be for 120 days from the date of submission. The quotes having validity less than 120 days shall be summarily rejected.
3. The Earnest Money deposit of Rs. **50,000/-** should be paid in the form of Demand Draft drawn in favour of ATDC, payable at Gurgaon or FDR for 6 months in the name of ATDC. Tenders received without EMD will be summarily rejected. EMD will be refunded on finalisation of contract.
4. Performance Security deposit @ 5% of the total contract value has to be submitted on receipt of work order. The Performance Security Deposit will be refunded after completion of warranty period. .
5. The selected party should execute an agreement on stamp paper worth Rs.100/-.
6. The Multimedia Digital Contents for Smart Machine Mechanic Course shall be finalized with the approval of ATDC.
- 7. The tenderer should have subject expert on their panel from Apparel Industry.**
8. The bidder should have excellent technical capacities to ensure smooth and high-quality production (video production staff, owner of its own video production studio or a documented proof of an access to a rented video studio).
- 9. The Digitized Teaching Modules shall be the sole property of ATDC under copy rights and tenderer will not have any right to share/circulate the material to third party after development of the digital contents.**
10. The rates quoted for each item shall be total composite price inclusive of all taxes, incidental charges and all applicable statutory royalty and levies. No extra charge on any account except quoted per hour price will be paid.
11. Any damage caused to the institute property during execution of the work shall be compensated by the vendor.
12. Multimedia Digital Contents for Smart Machine Mechanic Course will have warranty of one year from the date of completion and hand over. Any defect in content, it's operation, DVDs or other material will be set right free of cost during warranty period.
- 13. The rate quoted by the bidder should be firm during the period of contract and also extended period if any. No escalation in cost will be entertained. Rate approved will be valid for one year from the date of contract or completion of the work whichever is later.**
14. Any breach of the contract will result in cancellation of the work order in part or as a whole.
15. Each and every page of the offer should be signed by the Tenderer before submission as a token of acceptance. Corrections, if any, should be duly attested.

16. ATDC reserves the right to accept or reject any or all the offers in full or part or to waive off any formality, minor deviations and omissions without assigning any reason(s) or to cancel the tender in whole. ATDC reserves the right to reject conditional tenders and also relax any quotation's/tender's condition at its discretion.
17. Submission of offers shall be treated as the acceptance of ATDC Terms and Conditions and any counter terms or conditions shall not be accepted.
18. In case of non-compliance of the work order or withdrawing the offer after submitting tender, the Security Deposit will be forfeited and the party will be blacklisted. Also, further action shall be taken at the costs of the party.
19. The tenderer should have its own establishment, which can be inspected at call by ATDC before finalization of the tender.
20. The tenderer should give the details of their current clients where they are executing such works, supported by attested documents.
21. **The work shall be completed within a period of 270 days from the date of issuance of work order.**

HOD (RP&PP)
Paridhan Vikas Bhawan,
P-50, Sec-44, Institutional Area,
Gurgaon (Haryana)-122003


(Dr. R. A. Lal)
HOD (RP/PP)

(On company/firm's letter head)

(Note: The quotes would be accepted in the following format only)

Quotation No. -----

Date: -----

To,

HOD (RP/Purchase Procurement),
 ATDC, Paridhan Vikash Bhavan,
 P-50, Sec-44, Institutional Area,
 Gurgaon (Haryana)-122003

SUBMISSION OF SEALED QUOTES AGAINST
TENDER ENQUIRY NO. -----DATED-----

Dear Sir,

We are pleased to forward the best rates for creating and developing Digital Contents for ATDC courses the as per the following details.

SL NO.	Work	Duration	job	Rate per unit	Total Value
1.	Multimedia Digital Contents	SMART Machine Mechanic Course: Duration Approx-3 Hours 36 Minutes	01		
2	Cost of DVDs with DVD Covers & Stickers	-	300		

Above quoted price should be inclusive of VAT/CST and any other taxes/charges.

Delivery schedule: **270 Days**

Payment terms: **30 days after successful completion of the job**

Warranty/guarantee: **One year from the date of completion and handover**

Validity of quote: **120 Days**

Other Charges: **No**

(Sign. of authorized Signatory
 With rubber stamp)

DIGITAL CONTENTS MAPPING (SMART MACHINE MECHANIC)			
S.NO.	MODULE	MINUTES (Suggested)	CONTENT TYPE (Finished module)
1	Responsibilities of Machine Mechanic	3	Graphic animation & Real time video
2	Machine Mechanic Tool kit	3	
2	Introduction to the sewing machines & its components	10	
	SNLS Machine		
	DNLS Machine		
	Over lock Machine		
	Flat lock Machine		
	Feed of the arm Machine		
	Bartack Machine		
	Button stitch Machine		
	Button hole Machine		
	Blind Hem Machine		
	Main components Of Sewing Machines	30	
	1. Components identification by name 2. Threading exercise for all the above mentioned machines		
3	Stitches	10	Graphic animation, real time videos & pictures
	(Classification of Stitches on the basis of machine series, Identification of stitches through mocks)		
4	Lubrication Systems & Maintenance system	10	
	Manual Lubrication, Automatic Lubrication		
	Semi-Automatic Lubrication, Centralized oil wick lubrication, Preventive maintenance schedule Card, Corrective maintenance)		
5	Feed	8	
	Drop or bottom feed		
	Needle Feed		
	Differential feed		
	Unison Feed		
	Wheel feed		
	Roller feed		
6	Motors	8	
	Clutch Motor, Servo motor, Eddy current Motor, Induction motor, Direct Drive		
7	Sewing Machine Bed	5	
	(Flat Bed, Cylindrical Bed, Post Bed)		

8	Sewing Machine Belt	5	
	(V-Belt, Flat Belt, Round Belt, Belt Radius)		
9	Needle	10	
	Needle Description, Needle types ,Classification and various aspects of needle		
10	Technical Adjustment of Single Needle Lock Stitch Machine	8	
	1. Basic Machine Practice (Loop Exercise)		
	2. Technical Specification		
	3. Installation of needle		
	4. Needle bar Height adjustment		
	5. Hook Set Timing		
	6. Feed Dog adjustment and alignment		
	7. Feed Dog Eccentric cam Adjustment		
8. Pressure foot to Pressure adjustment			
11	Technical adjustment of Double Needle Lock Stitch Machine	10	Graphic animation, real time videos & pictures
	1. Basic Machine Practice		
	2. Technical Specification		
	3. Installation of needle		
	4. Needle bar Height adjustment		
	5. Hook Set Timing		
	6. Feed timing Cam adjustment		
	7. Sprocket belt adjustment and change		
	8. Feed Dog Height adjustment		
	9. Feed Dog Alignment		
10. Thread adjustment			
12	Technical adjustment of Over lock Machine	10	Graphic animation, real time videos & pictures
	1. Basic Machine Practice		
	2. Technical Specification		
	3. Installation of needle		
	4. Needle bar Height adjustment		
	5. Needle to lower looper timing		
	6. Upper Looper Timing		
	7. Chain looper timing (Safety Stitch)		
	8. Upper Knife Adjustment		
	9. Lower Knife adjustment		
	10. Feed Dog Height adjustment		
	11. Cam Timing		
12. Thread Adjustment			

13	Technical adjustment of Flat Lock Machine	10	Graphic animation, real time videos & pictures
	1. Basic Machine Practice		
	2. Technical Specification		
	3. Installation of needle		
	4. Needle bar Height adjustment		
	5. Main looper timing		
	6. Spreader Looper Adjustment		
	7. Stitch Length Adjustment		
	8. Feed Dog Height adjustment		
	9. Cam Timing (Thread)		
10. Needle and looper guard adjustment			
14	Technical adjustment of Feed of the arm machine	10	Graphic animation, real time videos & pictures
	1. Basic Machine Practice		
	2. Technical Specification		
	3. Installation of needle		
	4. Needle bar Height adjustment		
	5. Main looper timing		
	6. Puller adjustment		
	7. Needle Guard Adjustment		
	8. Looper Guard adjustment		
	9. Feed Dog height adjustment		
10. Stitch Length Adjustment (Threading adjustment)			
15	Technical adjustment of Bartack Machine	10	Graphic animation, real time videos & pictures
	1. Basic Machine Practice		
	2. Technical Specification		
	3. Installation of needle		
	4. Needle Bar height adjustment		
	5. Stitch length adjustment		
	6. Hook Set Timing		
	7. Thread trimming (By moving and fix knife) Adjustment		
8. Panel Programming			
16	Technical adjustment of Button Stitch Machine	10	Graphic animation, real time videos & pictures
	1. Basic Machine Practice		
	2. Technical Specification		
	3. Installation of needle		
	4. Button centre adjustment		
	5. Work Clamp adjustment		
6. Needle Bar height adjustment			

	7. Hook Set Timing		
	8. Thread trimming (By moving and fix knife) Adjustment		
	9. Panel Programming		
17	Technical adjustment of Button Hole Machine	10	Graphic animation, real time videos & pictures
	1. Basic Machine Practice		
	2. Technical Specification		
	3. Installation of needle		
	4. Needle Bar height adjustment		
	5. Hook Set Timing clearance		
	6. Thread trimming or scissors timing adjustment		
	7. Knife Adjustment and change		
8. Panel Programming			
18	Technical adjustment of Blind Hem Machine	10	
	1. Basic Machine Practice		
	2. Technical Specifications		
	3. Looper timing adjustment		
19	Work Aids (Attachments)	10	Graphic animation, real time videos & pictures
	Setting of attachment		
	Folder , Binder, Hemmer ,Presser Foot And Guides		
20	Introduction of electronics	3	
	Different Components Identification (PCB, Fuse, and Sensor)		
	Problem Identification in machine and Remedy		
21	Introduction of Cutting Section and Finishing Machines	10	Graphic animation, real time videos & pictures
	Overview of		
	<ul style="list-style-type: none"> • Cutting Section machine • Mid Processing Machine 		
	Finishing Machine		
22	Safe and secure working	3	
	Safety measures ,Self-protection equipments, Safety compliances		
	Total Minutes to be developed	216	
	Total Hours	3hrs 36 mnts	

Annexure-A

Technical bid Evaluation Criteria

Sr. No.	Evaluation Criteria	Maximum Score	Evaluation Criteria	Score of Vendor
1	Total number of Digital Contents' Contracts executed during last 3 years 2011-12, 2012-13 and 2013-14. (to be corroborated with work orders and completion certificates)	10	Documents based	
2	No of Digital Contents' contracts executed specifically for Apparel Industry (to be corroborated with work orders and completion certificates) during the above period	10	Documents based	
3	Feedback report from at least 3 agencies in terms of value for which the Digital Contents job was executed recently. Feedback to be given on the letter head of the agency for which Digital Content job was executed.	10	Documents based	
4	Panel of Subject Matter Experts/resource person (internal and external) to be involved in development of Digital Content for ATDC, with their brief profile specifying expertise in Apparel Industry.	10	Documents based	
5	Details on production facility, video editing facility and set up; In- house or hired.	5	Based on presentation before the Experts Committee	
6	Details on software compatibility in rural areas and platform to be used for developing the Digital Content	10	Based on presentation before the Experts Committee	
7	How do you plan to handle raw video content, audio visual mixing with the use of available photographs, ppt presentation and video clippings, inserting suitable animations with required commentary, editing etc. Outline your strength in the area.	10	Based on presentation before the Experts Committee	
8	Details on auto run and Instructor led training	5	Based on presentation before the Experts Committee	
9	Any additional inputs relevant to the project	10	Based on presentation before the Experts Committee	
10	Vendor's description on Content development plan, output layout and operational method, ease of use, uses of various interface, compatibility for distance education, etc.	20	Based on presentation before the Experts Committee	
	Total	100		