

## **REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES– FIRMS SELECTION)**

Country - INDIA  
Project - ENHANCING TEACHER EFFECTIVENESS IN BIHAR  
OPERATION  
Credit No. - 5578-IN

**Assignment Title:** Short Term Technical Assistance for Graphic Design & Layout of ODL (Open and Distance Learning) Print Materials for the Diploma in Elementary Education

**Reference No.** NIT No. 5 /16-17

1. **The Department of Education, Government of Bihar, through Government of India** has received financing from the World Bank towards the cost of the ENHANCING TEACHER EFFECTIVENESS IN BIHAR OPERATION, and intends to apply part of the proceeds for consulting services for this assignment.
2. The consulting services (“Services”) are for “An expert agency required to support the re-design of ODL (Open and Distance Learning) print materials for the Diploma in Elementary Education currently being offered by the State Council of Education Research and Training (SCERT) in Bihar. The programme comprises a total of 20 modules and two School Internship Activities, and all of the current print materials can be viewed at <http://www.odlscertbihar.com/>. These materials are all available in both Microsoft Word and Corel Draw files designing of print materials in English, Hindi, and Urdu. All applicants will be expected to submit samples of work that they have completed in English, Hindi, and Urdu. The firm must be experienced to work creatively in Microsoft Word to design user-friendly content templates that can be easily edited. This request for Expression of Interest invites proposals from interested parties to provide

consultancy services for a period of 25 days (where 20 days would be required as initial support and 5 more days on consultancy visit basis as post consultancy support for the project) . The service provider will be required to provide the following services :

- a. Develop a generic layout template in Microsoft Word that enables the incorporation of a range of suitable layout techniques and strategies to make the current learning materials more accessible and user friendly for the purposes of independent study.
- b. The purpose of designing the template in Microsoft Word will be to ensure that all course materials can be updated and edited in future without requiring specialist layout experts to implement the changes.
- c. The designed template should include use, where relevant, of Unicode Hindi and Urdu fonts, to enable use of speech recognition software by visually impaired students.
- d. To contain the cost of printing, all design should be completed in black, grey, and white only, with no incorporation of other colours.
- e. Prepare a suitable set of graphics, icons, and visual cues to provide learners visual guidance through the learning materials, drawing on international best practice in ODL materials design.
- f. Once the layout template and graphics/icons have been approved by SCERT, apply the templates, graphics, icons, and visual cues to all module materials.
- g. Deliver to SCERT a full set of Microsoft Word documents containing the re-designed print materials, together with a flash drive contained both uncompressed and compressed versions of all images designed for the materials. It is expected that the copyright to these images will be transferred to the SCERT to facilitate future adaptation and use.

**3. Bihar State Educational Infrastructure Development Corporation Ltd (BSEIDC)** under Department of Education (DOE), Government of Bihar invites Expression of Interest from consultancy firms (“Consultants”) to indicate their interest in providing the Services as mentioned in this Expression of Interest. Interested Consultants should provide information demonstrating that they have the required strength and relevant experience to perform the Services as per terms of EoI . The Expression of Interest should include the following information which shall form the part of short listing criteria:

- a) The Organization/ Applicant should be a Firm /Proprietorship /Partnership/ company for the last 5 (Five) years.

Note: - Applicant’s JV companies or consortium of entities shall not be considered for participation in the Bid

- b) Organizational set-up and structure
  - c) Availability of key professionals of required qualification with the firm i.e Technical team and expertise available with the organization (attach short CVs)
  - d) Experience of the firm in design and layout of printed materials, design of graphics, icons, and visual cues for printed materials, design of educational materials and similar type of assignments relevant to experience in design and layout of printed materials in English, Hindi, and Urdu. (Enclose list of relevant assignments executed with customer name & address, contact details, order value and performance certificates )
  - e) Experience of the firm to work with Governments / PSU
  - f) The firm should have sound financial performance and resources i.e. (Firms financial standing: Annual turnover of the last three years.
4. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers [January 2011, revised July 2014] ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. The Consultants while submitting EOI should clearly state that they do not attract any of these provisions.
- 5. A Consultant will be selected in accordance with the Selection Based on Consultants' Qualifications (CQS) method set out in the Consultant Guidelines.**
6. Interested Consultants may obtain further information at the address below during office hours i.e. 10.00 to 17.00 hours on all working days.
7. The "Expression of Interest" is available on the website <https://www.eproc.bihar.gov.in> / [www.bseidc.in](http://www.bseidc.in) for free download.
8. **Online Application** can be submitted only through online on E-Tendering website of BELTRON (<https://www.eproc.bihar.gov.in>).

9. For Evaluation of Online Application Forms, BSEIDC will form a Evaluation Committee to evaluate the applications submitted based on the shortlisting criteria above.
10. List of documents to be submitted through online ( as mentioned in Para 3)
  - a. Details of Organizational set-up and structure
  - b. Details of Key professionals and qualification etc.
  - c. Details of Experience related to required domain
  - d. Details of Experience of the firm to work with Governments / PSU
  - e. Details of financial performance and resources.
11. Online Application Form, complete in all respects must be submitted as time and date mentioned below:
  - a. Last Date & Time for Submission of Online Form: – 27<sup>th</sup> June 2016 up to 23.59 Hrs.

**Address for Communication:**

**The Managing Director**

Bihar State Educational Infrastructure Development Corporation Ltd

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