



The interaction *every youngster*  
is looking forward to...

विद्यया ऽ मृतमश्नुते



एन सी ई आर टी  
NCERT

EXPRESSION of INTEREST  
for  
**Virtual Exhibition of Pariksha Pe Charcha**

NCERT  
Sri Aurobindo Marg  
New Delhi 110016

## **Disclaimer**

The information contained in this Expression of Interest (EoI) document or information provided subsequently to the Bidder(s) or applicants whether verbally or in documentary form, by or on behalf of NCERT is provided to the Bidder(s) on the terms and conditions set out in this EoI document and all other terms and conditions, subject to which such information is provided.

This EoI document is not an agreement and is neither an offer nor an invitation to offer by NCERT. This EOI is to invite proposals from applicants who are qualified to submit the bids ("Bidders"). The purpose of this EoI is to provide the Bidder(s) with information and to assist them in formulation of their proposals (Bids). This EoI does not claim to contain all the information, which each Bidder may require. Each Bidder should, at its own costs without any right to claim reimbursement, conduct its own investigations, analysis and should check the accuracy, reliability and completeness of the information in this EoI and wherever felt necessary obtain independent advice. NCERT makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of this EoI.

The information contained in this EoI document is selective and is subject to update, expansion, revision and amendment. NCERT does not undertake to provide any Bidder with access to any additional information or to update the information in this EoI document or to correct any inaccuracies if any therein, which may become apparent. NCERT reserves the right of discretion to change, modify, add to, alter or cancel any or all of the provisions of this EoI and/or the bidding process, without assigning any reasons whatsoever. Such change will be intimated or made accessible to all Bidders or can be accessed on the website of NCERT. Any information contained in this EoI document will be superseded by any later written information on the same subject made available/accessible to Bidder(s) by NCERT.

Information provided in this EoI is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. Further, NCERT also does not accept liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this EoI.

## Section 1: Fact Sheet

This document for Expression of Interest (EOI) cum Market Assessment is issued by NCERT. NCERT reserves the right to reject any or all the proposals without assigning any reason.

Sr. No.	Item	Description
1.	Project Title	Virtual Exhibition for Pariksha Pe Charcha
2	Name of Issuing Authority	NCERT
3.	Contact Person	Under Secretary, CIET -NCERT Email: spsciet@gmail.com
4.	Contact Address	Under Secretary, CIET-NCET Chacha Nehru Bhawan National Council of Educational Research and Training, Sri Aurobindo Marg, New Delhi, Delhi 110016
5.	Website	<a href="http://www.ciet.ncert.gov.in">www.ciet.ncert.gov.in</a>
6.	Date & Time of Issue	Date: 01 <sup>st</sup> July 2024 Time: 18:00:Hrs
7.	Details for Submission of Response	Last Date & Time for Submission of Response Date :10 <sup>th</sup> July 2024 Time: 18:00:Hrs
8.	Details of Pre-EOI Consultation	Will be communicated later stage

## **Section 2: Background**

National Council of Educational Research and Training (NCERT) has issued this EoI cum Market Assessment to identify vendors for developing the virtual exhibition of Pariksha Pe Charcha (PPC). Post the completion of the EoI and the market assessment exercise, the suggestions and inputs received during this process may be considered for drafting the RFP and the approach of the content procurement model.

### **2.1 About NCERT**

The National Council of Educational Research and Training (NCERT) is an autonomous organization set up in 1961 by the Government of India to assist and advise the Central and State Governments on policies and programs for qualitative improvement in school education. The major objectives of NCERT and its constituent units are to: undertake, promote and coordinate research in areas related to school education; prepare and publish model textbooks, supplementary material, newsletters, and journals and develop educational kits, multimedia digital materials, etc. organize pre-service and in- service training of teachers; develop and disseminate innovative educational techniques and practices; collaborate and network with state educational departments, universities, NGOs and other educational institutions; act as a clearing house for ideas and information in matters related to school education; and act as a nodal agency for achieving the goals of Universalization of Elementary Education.

### **2.2 About Pariksha Pe Charcha -Virtual Exhibition**

Pariksha Pe Charcha is an annual event that takes place each year, during which the Honorable Prime Minister Shri Narendra Modi interacts with students, parents, and teachers from across the country. The Prime Minister shares valuable tips on how to approach board and entrance exams in a relaxed and stress-free manner.

The 7th edition of Pariksha Pe Charcha was held on January 29th, 2024, at the Bharat Mandapam in New Delhi. During this event, the Prime Minister engaged with students, teachers, and parents, offering guidance and encouragement.

During this event, students also have the opportunity to present their exhibits to the Honourable Prime Minister. These exhibits represent the unique perspective of the student in integrating art, life experiences, science, design and technology and therefore is worth preserving in forms other than just physical artifacts.

The aim is to recreate Pariksha Pe Charcha in a virtual format, allowing audiences from across the country to experience the event all through the year from the comfort of their homes. The virtual platform will showcase the arts, crafts, and innovation projects undertaken by students, providing inspiration and motivation to others. The experience will be an immersive 3D/ 2D experience, similar to the physical exhibition, offering attendees a unique and engaging virtual environment.

### **2.3 Technical Specifications for Pariksha Pe Charcha -Virtual Exhibition**

The Pariksha Pe Charcha virtual platform has to be an interactive 3D/2D environment with comprehensive features to facilitate attendee engagement and interaction. However, in the interest of making quality content accessible, NCERT is open to exploring other additional technical specifications.

- Total Attendees Expected: 1,00,00,000 (1 Crore+) through the year
- Concurrency Expected: 10,000

Platform should be ready for the virtual traffic.

Key components of the platform include:

#### **1. Landing Page, Registration, and Login:**

- A landing page which will provide an overview of the event and serve as the registration portal for attendees. Registration will collect basic details such as name, email, phone number, state, and city.
- Attendees can log in to the platform after registration
- All Registration data should be available for download in Excel format from the platform dashboard

#### **2. Lobby of Event:**

- This is where the attendee will land and can go to different zones of the event
- The lobby would be used to display information & branding of the sponsors and organization bodies
- The creative design for the lobby will be handled by the vendor

#### **3. Exhibition Hall:**

- The 3D/2D exhibition hall will display projects from students in arts, crafts, and science fields, with approximately 120 booths assigned.
- Each booth could either feature a 3D/2D avatar of the student along with their exhibits in interactive 3D/2D format (Paintings & sculptures) or a video recording of the program or a 2D exhibit
- Attendees should be able to explore the hall, interact with exhibits, and engage with student avatars to learn about their creations and stories.
- The exhibition area may be categorized into halls if required based on project categories for ease of navigation.

#### **4. Auditorium:**

- The auditorium will feature speeches and addresses from Honorable Prime Minister of India and esteemed ministers, as well as essential sessions and discussions necessary for students.
- The Auditorium could feature recordings of various sessions throughout the year
- For Live streams, there could be a facility to send emails/ share live status on social media to all registered attendees from within the platform

5. **Selfie Zone:**
  - A dedicated selfie zone could be there to allow attendees to capture selfies with the Honorable Prime Minister, post them on a selfie wall or download them and share them on social media.
6. **Quiz Zone:**
  - A quiz zone could also be there to promote active learning with quizzes on Indian culture and festivals, encouraging attendee participation.
  - Attendees will earn points based on quiz performance, contributing to a leaderboard that fosters healthy competition.
7. **Leaderboard:**
  - Leaderboard could feature the top 100 attendees in the last 7 days based on their engagement score to foster healthy competition which will compel attendees to explore as much as they can.
8. **Multilingual Support:**
  - The platform should have multilingual support, allowing attendees to access content in different Indian languages.
  - All elements, from registration forms to user interface buttons, will be available in multiple languages for attendee's convenience.
9. **Live Notifications& Automated Ticketing**
  - Platform should have a feature to send notifications to the attendees
  - Notification can be Live or Persistent where live notifications will be sent to only attendees who are presently live whereas persistent notification can be sent to all registered attendees and will be available at all times
  - There should be a feature to schedule the notifications also
  - The bugs and issues faced by users should be resolved via an automated ticketing system.
10. **Dashboard:**
  - A dashboard to manage user database, emails, notifications etc.
  - The dashboard should also show the user statistics
11. **Server:**
  - The server space will be provided based on the projected requirement by the Ministry of Education through the Ministry of Electronics and Information Technology.

**IMPORTANT NOTE:** To ensure a seamless and engaging experience for users, the interactive exhibition platform should also be extended into a mobile app. This mobile app will mirror the functionalities of the web-based platform while leveraging the advantages of mobile technology to enhance user interaction and accessibility. The mobile app should provide users with convenient access to the interactive exhibition, fostering engagement and participation through an optimized mobile experience.

Suggestive KPIs for the Platform / Mobile App that could be demonstrated via previous work include

### **1. User Registration and Engagement**

- Registration Rate: Number of users registering on the app.
- Login Frequency: Average number of logins per user per week.
- User Retention Rate: Percentage of users returning to the app within 7, 30, and 90 days.
- Active Users: Number of daily, weekly, and monthly active users.

### **2. Event Navigation and Participation**

- Lobby Engagement: Time spent in the lobby and number of interactions with sponsor information and branding.
- Exhibition Hall Visits: Number of visits to the 3D/2D exhibition hall and average time spent per visit.
- Booth Interactions: Number of interactions with student booths, including views of 3D/2D avatars, video recordings, and 2D exhibits.
- Category Navigation: Ease of navigation based on user feedback and time taken to find specific categories.

### **3. Auditorium and Content Consumption**

- Live Stream Attendance: Number of attendees viewing live streams.
- Recorded Session Views: Number of views of recorded sessions.
- Engagement with Content: Average duration of live stream sessions and recorded videos watched.

### **4. Selfie Zone Interaction**

- Selfie Captures: Number of selfies taken with the Prime Minister's avatar.
- Social Media Shares: Number of selfies shared on social media.
- Selfie Wall Participation: Number of selfies posted on the selfie wall.

### **5. Quiz Zone Activity**

- Quiz Participation Rate: Number of users participating in quizzes.
- Quiz Completion Rate: Percentage of quizzes completed.
- Leaderboard Engagement: Number of users checking the leaderboard and average score improvements over time.

### **6. Multilingual Support Utilization**

- Language Preference: Distribution of language preferences among users.
- Language Switch Rate: Number of times users switch languages.
- Feedback on Language Support: User feedback regarding the quality and accuracy of multilingual support.

### **7. Notifications and Communication**

- Notification Open Rate: Percentage of notifications opened by users.
- Live Notification Engagement: Engagement rate with live notifications.
- Scheduled Notification Effectiveness: Effectiveness of scheduled notifications in driving user engagement.

### **8. Automated Ticketing and Issue Resolution**

- Ticket Submission Rate: Number of issues reported via the automated ticketing system.
- Resolution Time: Average time taken to resolve reported issues.
- User Satisfaction: User satisfaction ratings regarding issue resolution.

#### **9. Dashboard and Data Management**

- Data Accuracy: Accuracy of user database and registration details.
- Email Campaign Effectiveness: Open and click-through rates of emails sent from the dashboard.
- User Statistics Monitoring: Frequency and detail of user statistics reports generated and reviewed.

#### **10. Overall User Satisfaction**

- User Ratings: Average rating of the app in app stores.
- Feedback Volume: Number of feedback entries submitted through the app.
- Improvement Suggestions: Number and nature of suggestions for app improvement.

*It is to be noted that this is a EoI only and firms / agencies/institutions will not be shortlisted only on the basis of this exercise however the suggestions inputs received during this process may be considered while drafting the RFP.*

### **2.4 Timelines, QC Process, Security Compliance and Service and Maintenance**

It is incumbent upon the applicant to provide the following as a separate annexure -6

- a detailed timeline for the delivery of the web-based platform and an app (both Android and iOS) for the Virtual Exhibition of PPC.
- discuss the QC process in place so as to ensure the virtual exhibition of PPC in both the web -platform and the app maintain the highest standards.
- Discuss the various security compliances that will be adhered to in line with the GoI rules and regulations and the industry best practices
- List in detail the Service and Maintenance plan for the web-based platform and an app (both Android and iOS) for the Virtual Exhibition of PPC.
- Elaborate on the platform's performance metrics

### **2.5 Vendor Evaluation Criteria:**

Based on the received EoI NCERT will evaluate them on the following criteria:

- Experience: The company must have completed at least 2 similar projects for government organizations and at least 8 similar projects in total, demonstrating familiarity with the requirements & expectations.
- Technical Expertise: Evaluation of the company's technical capabilities in developing interactive 3D/2D platforms, handling large-scale events, implementing multilingual support and AI supported tools and apps
- Technical Presentation of Proposed Solution: Qualifying companies will be called for assessment of their proposed solution's alignment with the project requirements,



including the ability to recreate Pariksha Pe Charcha in a virtual format, provide an immersive 3D/2D experience, and facilitate attendee engagement.

- **Timeliness:** Evaluation of the proposed development methodology and timeline to ensure the project can be completed within the specified timeframe.
- **Cost:** Financial bid of Technically qualified companies will be opened and L1 will be awarded the tender

## **2.6 Legal and Contractual:**

- The legal and contractual aspects of the project will be governed by a formal agreement between the selected vendor and NCERT. The contract will include provisions related to:
  - **Intellectual Property Rights:** Clarifying ownership of the developed software, including source code, design assets, and documentation.
  - **Liability and Indemnification:** Defining each party's liability in case of breaches or damages and outlining indemnification procedures.
  - **Dispute Resolution:** Establishing mechanisms for resolving disputes, such as mediation, arbitration, or litigation.
  - **Confidentiality:** We will protect sensitive information shared during the project, including proprietary data, trade secrets, and personal information.
  - **Governing Law:** Specifying the jurisdiction and applicable laws governing the contract.

## **2.7 Submission Instructions:**

- Interested applicants are invited to submit their proposals in accordance with the instructions provided in the tender document. Proposals should be submitted electronically by the specified deadline and include all required documentation, such as company profiles, project portfolios, technical specifications, and cost estimates. Any additional requirements or instructions for submission will be outlined in the tender document.

## **Section 3: Instruction to the Applicants**

### **3.1 Submission of the EoI**

The applicants need to submit the responses along with all the supporting documents on CPP portal by the date and time communicated above in the factsheet. The applicants are also requested to submit sample content in standalone Digital Format that can be viewed by the committee.

### **3.2 Preparation of EoI**

#### **Applicants should:**

1. Consider any corrigendum/addendum published on the portal before submitting

their EoIs.

2. Use Annexure 1 and submit necessary documents as per Pre- Qualification criteria for individual categories.
3. Refer to the EoI advertisement and document carefully to understand the documents required to be submitted as part of the procedure. Please note the number of documents-including the names and content of each of the documents that need to be submitted. NCERT may ask for additional information during the process of this EOI and bidder's are requested to provide for the same in a timely manner. Quality cum Cost-Based Selection (QCBS) process with Technical Score having weightage of 70% and financial price having weightage of 30% will be used in the selection process.
4. Ensure that the EoI documents are submitted as adhering to the deadlines.

**3.2.2** The Expression of Interest is to be submitted in the manner prescribed below: -

1. Covering letter as per Annexure-1
2. Details of Applicant's agency as per Annexure -2.
3. Financial Summary as per Annexure -3.
4. Self-declaration for non-blacklisting as per Annexure - 4
5. Experience in related projects as per Annexure -5
6. Details of Timelines, QC Process, Security Compliance and Service and Maintenance and platform performance matrix as per Annexure -6
7. Understanding of Scope of Work & High-level Approach & Methodology as per Annexure - 7
8. Pre-Bid Query Format as per Annexure - 8

Kindly note, applicants must ensure that their EoI response is submitted as per the format attached to this document. Special comments on the objectives and scope of the service projected in the inquiry may also be submitted. Applicants must keep the following things in mind while submitting the EoI.

### **3.3 Support to the Applicants**

Any queries relating to the EoI document, and the terms and conditions contained therein should be addressed to the Inviting Authority. For any other related queries applicants are requested to mail the queries to Joint Director, CIET the Pre-EOI Query Format (Annexure 9) by 05<sup>th</sup> July 2024. NCERT will invite applicants for a Pre-EoI Consultation cum discussion to give a walkthrough of the requirement and the address any queries as received. The date and time of the same will be communicated.

## **Section 4: Objective**

Virtual exhibitions are important because they provide children and adults alike with accessible, interactive, and engaging learning experiences that can enhance their understanding of diverse subjects from anywhere in the world. Additionally, they showcase creativity and enhance curiosity by allowing the viewer to explore content at their own pace, often incorporating multimedia elements that make learning more dynamic and enjoyable.

Pariksha Pe Charcha is an annual event that takes place each year, during which the Honorable Prime Minister Shri Narendra Modi interacts with students, parents, and teachers from across the country. He shares valuable tips on how to approach board and entrance exams in a relaxed and stress-free manner. In this event, students also display their artefacts. These exhibits represent the unique perspective of the student in integrating art, life experiences, science, design and technology and therefore is worth preserving in forms other than just physical artifacts.

The objective of the EoI is identify vendors who can recreate Pariksha Pe Charcha in a virtual format, allowing audiences from across the country to experience the event all through the year from the comfort of their homes. The virtual platform will showcase the arts, crafts, and innovation projects undertaken by students, providing inspiration and motivation to others. The experience will be an immersive 3D/2D experience, similar to the physical exhibition, offering attendees a unique and engaging virtual environment.

## **Section 5: Scope of Work**

The scope of work outlined here is tentative and can be modified based on the suggestions of the stakeholders. This approach ensures that the project remains adaptable and responsive to the needs and insights of those involved, allowing for adjustments that can enhance the overall effectiveness and relevance of the work being undertaken.

### **1. Landing Page, Registration, and Login:**

- A landing page which will provide an overview of the event and serve as the registration portal for attendees. Registration will collect basic details such as name, email, phone number, state, and city.
- Attendees can log in to the platform after registration
- All Registration data should be available for download in Excel format from the platform dashboard

### **2. Lobby of Event:**

- This is where the attendee will land and can go to different zones of the event
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- The creative design for the lobby will be handled by the vendor

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- The exhibition area may be categorized into halls if required based on project categories for ease of navigation.

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- The auditorium will feature speeches and addresses from Honorable Prime Minister of India and esteemed ministers, as well as essential sessions and discussions necessary for students.
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#### **5. Selfie Zone:**

- A dedicated selfie zone could be there to allow attendees to capture selfies with the Honorable Prime Minister, post them on a selfie wall or download them and share them on social media.

#### **6. Quiz Zone:**

- A quiz zone could also be there to promote active learning with quizzes on Indian culture and festivals, encouraging attendee participation.
- Attendees will earn points based on quiz performance, contributing to a leaderboard that fosters healthy competition.

#### **7. Leaderboard:**

- Leaderboard could feature the top 100 attendees in the last 7 days based on their engagement score to foster healthy competition which will compel attendees to explore as much as they can.

#### **8. Multilingual Support:**

- The platform should have multilingual support, allowing attendees to access content in different Indian languages.
- All elements, from registration forms to user interface buttons, will be available in multiple languages for attendee's convenience.

#### **9. Live Notifications& Automated Ticketing**

- Platform should have a feature to send notifications to the attendees
- Notification can be Live or Persistent where live notifications will be sent to only attendees who are presently live whereas persistent notification can be sent to all registered attendees and will be available at all times
- There should be a feature to schedule the notifications also

- The bugs and issues faced by users should be resolved via an automated ticketing system.

#### **10. Dashboard:**

- A dashboard to manage user database, emails, notifications etc.
- The dashboard should also show the user statistics

#### **5.1 Post-Submission**

Post the review of the submitted applications, NCERT would invite qualified applicants for a walkthrough of the Proposal, customer interaction of project experiences for evaluation, detailed presentation on planning, conceptualization and execution plan for the virtual exhibition of PPC.

Kindly note that this EoI cum market assessment does not constitute an offer by NCERT and will not result in shortlisting any agencies.

## Section 6: Annexures

### Checklist for proposal Submission

NCERT invites response to this EoI in the form of a proposal as per the checklist below:

#	Particulars	Enclosed (Y/N)	Page No.
1.	Covering letter (Refer to Annexure 1)		
2.	About the Organization. (Refer to Annexure 2, Annexure 3, and Annexure 4)		
3.	Proven experience in delivering similar content (Refer to Annexure 5) Note: Share relevant projects (up to 5) executed / ongoing in past 5 years		
4.	Details of the type of content offered for procurement (Refer to Annexure 6)		
5.	Understanding of Scope of Work & High-level Approach & Methodology, suggestion on procurement model etc. (Refer Annexure 7)		

Note: Above checklist should be duly filled and submitted along with the response proposal.

#### Important Instructions:

1. This EoI does not commit NCERT India to award a contract or to engage any organization. Further, no reimbursable cost may be incurred in anticipation of award or for preparing a response for this EoI. The vendor/agency/institution is responsible for all costs incurred in connection with participation in this EoI process.
2. NCERT reserves the right to withdraw, amend, modify the EoI document, its scope, terms & conditions, and or vary any part thereof at any stage. NCERT further reserves the right to terminate this EoI at any stage without assigning any reason. NCERT makes no commitments, express or implied, that this process will result in a business transaction with anyone.

**Annexure - 1**  
**Covering Letter (On the company Letterhead)**

To,  
Joint Director  
CIET – NCERT  
NCERT  
Sri Aurobindo Marg  
New Delhi 110016

Sub: Submission of response in reference to “Expression of Interest (EOI) or Virtual Exhibition of Pariksha Pe Charcha

In response to the Invitation for Expressions of Interest (EOI) published for the above-mentioned purpose, we would like to submit the required information and express our interest for the Development of Quality E-Content

As instructed, we have attached the following documents in response:

1. Details of Applicant’s agency as per Annexure -2.
2. Financial Summary as per Annexure -3.
3. Self-declaration for non-Blacklisting as per Annexure - 4
4. Experience in Related Projects as per Annexure-5
5. Details of the Virtual Exhibition for PPC as per Annexure-6 \_\_\_\_\_
6. Understanding of Project High Level Approach & Methodology as per Annexure - 7 \_\_\_\_\_

Yours Sincerely,

Signature of the applicant:

Full name & Designation of applicant: Agency

Name:

Stamp

Date:

Place:

## Annexure - 2

### Details of Applicant's Agency

S.No.	Particular	Details & Supporting Documents
1.	Agencies' legal entity & Name	
2.	Type of organization (Proprietorship/Partnership/Private Ltd./Public Ltd./Startup/MSME, etc.)	
3.	Country of Incorporation/Registration	
4.	Incorporation Document / Date of Incorporation/Registration	
5.	PAN Number	
6.	GST Registration Number	
7.	Registered And Corporate Office Address	
8.	Mobile Number	
9.	Email ID	
10.	Company Website	
11.	Empanelment with Govt. Organizations (Mention names along with copies of Certificates)	
12.	Employee Strength	
13.	ISO certification / Other certification (if any)	
14.	Whether the Agency has been blacklisted/debarred by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
15.	Details of Domain Experts in the Education Sector, may be on payroll or any other form	

Note: Self attested copies shall be provided in support of the documentary evidence mentioned above.

Signature of the applicant

Full name & Designation of applicant: Agency

Name:

Stamp

Date:



**Annexure - 3**  
**Financial Summary**

**Name of the Applicant Agency, Turn-over, profit & loss and Net Worth accounts for last FIVE years:**

	Particulars	1 <sup>st</sup> FY (2017-18) Rs. (In Crores)	2 <sup>nd</sup> FY (2018-2019) Rs. (In Crores)	3 <sup>rd</sup> FY (2019-2020) Rs. (In Crores)	4 <sup>th</sup> FY (2020-2021) Rs (In Crores)	5 <sup>th</sup> FY (2021-2022) Rs (In Crores)
1.	Annual Turnover					
2.	Profit & Loss Account					
3.	Net Worth					
4	Turnover from similar projects or equivalent business in INDIA or Global to be mentioned separately					

Signature of the applicant

Full name & Designation of applicant: Agency

Name:

Stamp

Date:

## **Annexure - 4**

### **Self-declaration for non-blacklisting**

(The certificate below is to be provided by the applicant and must be printed on the company letterhead.)

<To be printed on Company letterhead>

#### Self-declaration for non-black listing

We confirm that our company as on the date of submission of the proposal is not blacklisted or banned by any ministry/department/attached offices/sub-ordinate offices under Government of India and any State government, autonomous bodies (established by Central/State govt), any Central/State PSUs in India for corrupt, fraudulent or any other unethical business practices.

Sincerely,

(Signature)

(Name & Signature of Key Managerial Personnel)

## Annexure - 5

### **Experience in Related Projects for Virtual Exhibitions or equivalent business in India or Global (to be mentioned explicitly) (Project Experience Template)**

The bidder needs to provide a minimum of 3 projects of value in descending order of value of contract. The bidder can provide for more projects. These projects need to be contract signed in last 5 years and should have delivered to the end customer.

S.No.	Item	Agency Response
1.	Name of Client	
2.	Assignment Name	
3.	Country ( Specify )	
4.	Contact Details (Contact name, Address & Tel No.) of Client	
6.	Tools and technologies used	
7.	Approx. Value of Contract	
8.	Duration of Assignment	
9.	Award Date (Month/ Year)	
10.	Completion Date (Month/ year)	
11.	Narrative description of the Project Digital Content Language	
12.	Provide web link of content developed / solution (along with demo credentials wherever necessary)	
13.	Documentary evidence attached <ul style="list-style-type: none"> <li>• Copy of the Work order and</li> <li>• Completion/Deployment certificate from the client</li> </ul>	
14	Contact details of customer for interaction as part of feedback Or Certificate from Customer or Proof of content Download on Internet with feedback	

15	Specific Outcome achieved from the Virtual Exhibitions in terms of Goals achieved of the customer	
16	Technical Solution/ Platform details along with Terms of Usage	

Signature of the applicant

Full name & Designation of applicant: Agency

Name:

Stamp:

Date:

Place:

## **Annexure – 6**

### **Details of the Timelines, QC Process, Security Compliance, Service and Maintenance; and Performance Matrices**

- a detailed timeline for the delivery of the web-based platform and an app (both Android and iOS) for the Virtual Exhibition of PPC.
- Detailed outline of the QC process in place so as to ensure the virtual exhibition of PPC in both the web -platform and the app maintain the highest standards.
- Detailed outline the various security compliances that will be adhered to in line with the GoI rules and regulations and the industry best practices
- List in detail the Service and Maintenance plan for the web-based platform and an app (both Android and iOS) for the Virtual Exhibition of PPC.
- Detailed outline on the platform's performance metrics that can be used to meet the KPIs of the program

Signature of the applicant

Full name & Designation of applicant: Agency

Name:

Stamp

Date:

Place:

## **Annexure - 7**

### **Understanding of Scope of Work & high-level Approach & Methodology**

- The bidder needs to provide for its experience in details in any one or more of the similar projects.
- Proposed Approach and Methodology to ensure the deliverability of the Virtual Exhibition of PPC via web-based platform and an app.
- Project Plan and Team Structure: - Proposed Project Team to be deployed for delivering to the scope of work. To deliver for the Scope of Work the Bidder needs to propose an Organization chart of resources with roles and skills

**Annexure – 8**  
**Pre-EOI Query Format**

Pre-bid queries should be submitted in word format

EoI Description		Expression of Interest (EOI) cum Market Assessment for Virtual Exhibition of PPC		
EoI No.				
Organization Name				
Address				
Contact Person				
Contact No.				
Official E-Mail Id				
S.No.	Section No.	Page No.	Clause as per EoI	Clarification Sought

Signature of the applicant

Full name & Designation of applicant: Agency

Name:

Stamp

Date:

Place: