

Selection of firms for Providing Animation Lab Services under Samagra Shiksha

RfP No: 1004/C10/ANI/ICT/SS/2022

Corrigendum 1

Sl.	Page No. and Point No.	Existing Clause	Revised Clause/ Clarification
1	Pg. No. 42, 43 & 44; Section 4	C. Detailed Scope of Work: As mentioned in the RfP	Refer to Annexure 1, Part A.
2	Pg. No. 44 & Point No. 10	C. Detailed Scope of Work: As mentioned in the RfP	Refer to Annexure 1 Part B.
3	Pg. No. 46 & Point No. 11	<p>Payment Terms: The payment will be done on a monthly basis, based on the actual work done – measured in terms of the minutes of video generated. Where individual 3D models and such like are made, payments will be made on a monthly basis on a per unit basis as per the rates quoted.</p>	<p>Payment Terms:</p> <p>a) The payment will be done on a monthly basis, based on the actual work done – measured in terms of the minutes of video generated (both 2D and 3D). Where individual 3D models and such like are made, payments will be made on a monthly basis on a per unit basis as per the rates quoted.</p> <p>b) The payment for the manpower assigned for studios (in Part B) shall be released on a monthly basis as per the rates submitted by the bidder, based on the status of the deliverables assigned.</p> <p>c) A formal monthly delivery schedule for shooting shall be drafted and shared with the successful bidder (in the last week of the preceding month). The bidder shall mandatorily adhere to this schedule and the final expected number of videos.</p> <p>d) The work of this team shall be directly reviewed and vetted by a technical review committee at SCERT, prior to the submission of invoice for payments. Any disparity between the assigned number of videos on a monthly basis and the final approved number of videos during invoicing will be resolved as per inputs from SCERT.</p>

Annexure 1: Detailed Scope of Work

C. Detailed Scope of Work

C1. Part A: Animation Lab and Associated Services

The Authority is looking for a service provider to work **with** the Authority to develop animation content to explain the concepts to effectively. Developing educational content is somewhat different from developing content for media. An educational video will have infographic animation or character animation or composite animation or all three based on the concept.

- 1) The Bidder shall provide animation services as per the requirement of the SCERT by setting up a dedicated Animation Lab in the DPI Campus. The bidder must provide all hardware, accessories, software and technical manpower to operate and successfully deliver with the prescribed timelines, the animations required by SCERT for multimedia education content.
- 2) The required space to establish the Animation Lab, along with Air-Conditioners, Power Supply, Power backup facility, LAN-Networking, Internet facility and required Furniture shall be provided by the SCERT at its own cost. The bidder is expected to commission all the Animation Lab equipment and provide technical manpower (*the number of team members for the Animation Lab may be as per the bidder's discretion*) as per the video requirements of SCERT.
- 3) Subject matter expertise will be provided by the Authority. However, the Bidder may be required to bring in a scripting expert to be able to convert the subject matter into a script to suit a suitable video/ animation.
- 4) The bidder should have expertise under following categories to fulfil our requirements for the completion of work in an effective manner. Some samples of output expected are provided below:

Sl. No.	Link for sample of output expected	Description
1	https://www.youtube.com/watch?v=HKEA4p5k66U	Video with 3D model, and voice over
2	https://www.youtube.com/watch?v=98-6WfdumZY	Basic animation in video with voice over
3	https://www.youtube.com/watch?v=FJBPNJR2QJU	Experiment Demo – simple
4	https://www.youtube.com/watch?v=F2KHaUjNHos	Experiment Demo–with graphics
5	https://www.youtube.com/watch?v=G9ppi400xpM&t=769s&ab_channel=MarvelClasses	Teacher in video, using Tablet

- 5) The Animation Lab Should have sufficient computers and software to create the necessary 2D, 3D animations and videos. All licenses will be procured and shall be in the name of the bidder.
- 6) The team deployed in our campus should be well versed in handling the following software (indicative and illustrative list):

Animation & Video Production Software

Sl. No.	Particulars
1	Image Editing Software
	<ul style="list-style-type: none"> • Adobe Photoshop
	<ul style="list-style-type: none"> • Inkscape
	<ul style="list-style-type: none"> • Krita

Sl. No.	Particulars
	<ul style="list-style-type: none"> Gimp
	<ul style="list-style-type: none"> Adobe Illustrator
2	Editing Software
	<ul style="list-style-type: none"> Adobe Premiere Pro
	<ul style="list-style-type: none"> Open Shot
	<ul style="list-style-type: none"> Final Cut Pro
	<ul style="list-style-type: none"> Davinci Resolve
3	Animation Software
	<ul style="list-style-type: none"> Adobe Animate - 2d
	<ul style="list-style-type: none"> Krita - 2d
	<ul style="list-style-type: none"> Clip Studio Paint - 2.5d
	<ul style="list-style-type: none"> After Effects - 3d Composite
	<ul style="list-style-type: none"> Mojou - 2.5d
	<ul style="list-style-type: none"> Crazy Talk - 2d
	<ul style="list-style-type: none"> Movizu - 2d
	<ul style="list-style-type: none"> Iclone - 3d
	<ul style="list-style-type: none"> Blender - 3d Composite
	<ul style="list-style-type: none"> Unreal Engine - 3d Composite
	<ul style="list-style-type: none"> Maya - 3d
	<ul style="list-style-type: none"> Zbrush - Modelling
	<ul style="list-style-type: none"> Cinema 4d - 3d
	<ul style="list-style-type: none"> Open Toonz
4	Audio
	<ul style="list-style-type: none"> Audacity
	<ul style="list-style-type: none"> Adobe Audition

- 7) The bidder shall work closely with SCERT to forecast and plan the work volume at the beginning of every month. The bidder at the end of every month shall provide a Monthly MIS Report with the detailed breakdown of the work done in that month.
- 8) If the qualities of animations are not matching the expectations of SCERT, then the bidder shall do whatever is necessary to ensure that delays do not occur in the overall timelines and that manpower numbers and/ or competence are increased to meet the requirements.
- 9) The Bidder will work with the other vendors working in the Education department so as to ensure that the overall end outcome of creating student centric videos is achieved.

C2. Part B: Additional Manpower for Studios

- 10) In addition to the above scope of work, the bidder shall also provide the required manpower as below (**this shall be a separate team from the Animation lab team**) to ensure efficient operation and functioning of the virtual studios. These shall include, but not be limited to the following:

Sl. No.	Post	Qualification	Experience	No. of Resources
1	Instructional Design Expert	Masters' Degree	Minimum 2 years' experience in EduTech Company in Government	3

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Sl. No.	Post	Qualification	Experience	No. of Resources
			or Private sector.	
2	Data Base Engineer	Masters' Degree Computer Science or B Tech in Computer science	Minimum 2 Years TV Chanel experience in server management and networking in Government or Private sector.	3
3	Sound Engineer	Degree in Sound engineering or sound design	Minimum 3 years' experience in TV channel or any Audio production company.	1
4	Programmer (BGM)	Degree in Sound engineering or sound design	Minimum 2 years' experience as music programmer.	1
5	Story Board Artist	Any Degree	Minimum 3 years' Experience in digital content development.	3
6	Computer Graphic Editor	Degree in Graphics and Animation	Minimum 1 years' experience in TV channel or freelancing production.	3
7	Video Editor	Certified course in Video editing	Minimum 2 years' experience in educational video production company.	10
8	Animator	Certified course in Graphics and animation	Minimum 3 years' experience in Video Production Company or TV channel.	4
9	Camera Operator	Degree in cinematography/ PG Diploma in Cinematography/ Electronic Media/ Visual communication	Minimum 2 years' experience in Edu-tech video production.	10
10	Electrician	Degree or Diploma in Electrical	Minimum 2 years' experience in TV Chanel or any studio	2
11	Floor Manager	Bachelors' Degree	Minimum 2 years' experience in team management	1
12	Accountant	Degree in Commerce	Minimum 1 year experience	2
13	OA	8th Pass and above	N/A	1
	TOTAL			44