

GOVERNMENT OF INDIA

**NATIONAL COUNCIL OF EDUCATIONAL RESEARCH  
AND TRAINING (NCERT)**

NEW DELHI

**EXPRESSION OF INTEREST Cum Market Exploration**

**Selection of Agency/Agencies for Providing Digital Content  
for DIKSHA, TV Channels, Radio etc. under PM eVIDYA  
Program**

## **1. GOALS OF THIS EXPRESSION OF INTEREST (EOI)**

The objective of this EOI is to finalise the procurement process for the Selection of Agency/Agencies for Providing Digital Content for DIKSHA, TV Channels, Radio etc. Under PM eVIDYA.

To meet the desired objectives of a transparent procurement that ensures value for money simultaneously ensuring structured, curated and high quality digital content across all channels, National Council of Educational Research and Training (NCERT) is inviting Expression of Interest (EOI) to finalise procurement model based on technical discussions/presentations with the relevant agencies in a transparent manner.

**The objective of this EOI is market exploration and no short listing will be done based on these technical presentations.**

## **2. BACKGROUND**

We have an unprecedented situation created due to the spread of COVID-19 pandemic. This has mandated school closures; to mitigate the loss of learning, education is now increasingly resourced and conducted through digital devices. It is imperative therefore, that we put our efforts and resources together to provide the means and infrastructure for making remote learning meaningful and effective for the teachers and children in our country. It is with this objective in mind that the Union Finance Minister launched the PM e-Vidya programme on 17th May 2020. With this, students and teachers will get multimode access to digital education through DIKSHA in State/UTs as 'One nation, One digital platform', one earmarked TV channel per class from 1 to 12 for content dissemination by centre and states/UTs, and extensive use of Radio, Community radio and Podcasts.

In recent months DIKSHA and other remote learning platforms have seen a manifold increase in use by both teachers and students across the country. However, there are still some gaps which need to be addressed to ensure high quality, interactive content resources which are comprehensive and coherent in terms of multimode access.

**NCERT is initiating intent for procurement of high-quality digital content for DIKSHA, TV channels, Radio and other channels for ensuring coherent delivery of content.**

Interested agencies are requested to provide details as per Annexure A and send to [pmevidya.eoi@ciet.nic.in](mailto:pmevidya.eoi@ciet.nic.in) by 5:00PM, 30<sup>th</sup> July 2020. NCERT will publish the presentation slots for the selected agencies based on the information provided in Annexure A and sample content by 31<sup>st</sup> July 2020.

## Annexure A

### A. About the firm:

<b>Name of Firm</b>	
<b>Name of the Contact Person, Email id and mobile number</b>	
<b>Address of the firm in India</b>	
<b>Year of Establishment</b>	
<b>Place of Registration</b>	
<b>Type of Organization</b>	
<b>Organization Summary (150-200 words)</b>	

**B. About the Digital Content:**

<b>Target Audience of the Content:</b>	
<b>Student</b>	
<b>Teacher</b>	
<b>Both</b>	
<b>Target users by grade/class:</b>	
<b>1-5(Primary)</b>	
<b>6-7(Upper Primary)</b>	
<b>9-10(Secondary)</b>	
<b>11-12(Higher Secondary)</b>	
<b>Content alignment with curriculum:</b>	
<b>Board (for e.g. CBSE, State Board etc.)</b>	
<b>Medium (for e.g. Hindi, English, etc.)</b>	

<b>Grade ( Class 1-5, Class 6-8, Class 9-10 and Class 11-12 )</b>	
<b>Subject (English, Hindi, Maths, Science, Social Science etc.)</b>	
<b>Content Type</b>	
<b>Explanation of Concept</b>	
<b>Practice Questions</b>	
<b>Lesson Plan</b>	
<b>Learning Outcome</b>	
<b>Other (specify)</b>	
<b>Content Format and sample</b>	
<b>Format of Digital Content (like if Video then specify like MP4, WEBM etc.)</b>	
<b>Please provide link of 2 sample content</b>	