GURU NANAK DEV UNIVERSITY, AMRITSAR
E-TENDER NOTICE
(E -Tendering Mode Only)

Online tenders are invited for the Development and Deployment of Fully AI-assisted e-learning content generation from developer/dealers/suppliers. This tender is to be submitted in online (www.eproc.punjab.gov.in) mode upto 08-11-2025 by 5 <mark>p.m.</mark>

E-tender No	Name Of Item	Approximate Cost	Earnest Money	Processing Fee	Cost of Tender Fee
GNDU/37/Gen/2025	Fully AI-assisted Digital e-learning content development for Punjabi Language	To by quoted by firm	Rs 80000/-	Rs 1000/-	Rs. 5900/-

Schedule for sale of Tenders:

Availability of Tenders Online for Bidding	Last date of Submission for Online Bids	Processing Fee/EMD (To be paid online only)	Date of Opening	
			Technical Bid	Financial/ Price Bid*
From: 25-10-2025	08-11-2025 upto: 5.00 PM	08-11-2025 upto: 5.00 PM	10-11-2025	To be intimated later on

Technical Requirements

- The bidder will undertake (but not limited to) the followings:

S.No.	Description

1	**Content & Curriculum Support**
	
	- **Production Services:** End-to-end content production, including studio recording, instructional design, scriptwriting/storyboarding, screen capture, multimedia editing (audio/video), and 2D/3D animation/interactive CGI.
	- **Localization:** Bilingual delivery in Punjabi (Gurmukhi) and English (where applicable).
	- **Delivery Channels:**
	  - **Mobile applications** for **iOS** and **Android** (responsive; offline-ready where applicable).
	  - **Browser-based web application** with a

	modern, intuitive UI; accessible on laptop/PC/tablet/smartphone**.** • **Lesson Development:** Create high-quality**,** interactive video lessons**,** 12-15 minutes each (≈ 25‑30 hours total) for basic Punjabi**.** • **Curriculum Coverage:** Gurmukhi script, essential vocabulary, basic grammar (parts of speech, agreement, word order), pronunciation/phonetics, sentence construction, and everyday communication scenarios; include periodic knowledge checks and practice activities. • **Quality & Vetting:** All content must be linguistically accurate, error-free, and professionally vetted. Lessons must undergo thorough review by qualified language experts and proof readers to ensure there is no spelling, grammatical, or linguistic errors before release. • **Audio/Video Standards:** All audio, video, and animation/interactive CGI must include clear, professional voice-over; ; export in HD (1080p) or higher with standard aspect ratios. • **Interactivity & Assets:** Include embedded quizzes/knowledge checks, pronunciation practice (where relevant), downloadable worksheets/glossaries, and transcripts for accessibility. • **Performance & Bandwidth:** Content delivery must be optimized for low-bandwidth environments**.**
2	**Student Lifecycle Management & Learning Delivery** **A. Student Lifecycle Management** • Enrollment & Admissions: End-to-end student enrollment with configurable workflows. • Query Management & Helpdesk: Centralized query handling with a responsive helpdesk. • Fee Collection & Integrations: Secure online fee collection via payment gateway, with seamless integration to the GNDU website. • Grievance Redressal: Ticketed grievance submission, tracking, and resolution workflows. • Attendance & Performance Tracking: Capture of attendance and continuous performance monitoring with dashboards/reporting.

	B. Learning Delivery (LMS)
	
	• Platform: Deliver all courses through a modern, standards-compliant Learning Management System (LMS).
	
	• Access Channels:
	
	    o Mobile: Responsive iOS and Android applications.
	
	    o Web: Browser-based application with a modern, intuitive user interface.
	
	C. User & Content Management
	
	• User On boarding: Seamless user registration and profile management.
	
	• Security & Roles: Secure, role-based access control for all user types.
	
	• Administration (CMS): Integrated, role-based Content Management System to manage content, users, and permissions efficiently.

3	**Examinations & Evaluation** • **AI-Assisted Remote Proctoring:** Conduct online exams, quizzes, and assignments with AI-assisted proctoring (identity verification, browser lockdown, multi-signal anomaly detection, live/recorded invigilation) • **Secure results processing and transcript generation**
4	**Interactive & Adaptive Learning** • Support branched video lessons with decision points. • Include automatic corrective segments for wrong answers and smooth progression for correct ones. • Capture detailed data on user choices, completion rates, and performance. • Incorporate AI-assisted features such as: o Adaptive and personalized learning paths based on user progress.

	o Pronunciation analysis and feedback.
5	**. Compliance & Interoperability** • Ensure full SCORM 1.2 compliance (packaging, launch, tracking, completion status, and score reporting). • Support xAPI (Tin Can API) for granular learner tracking, offline data capture, LRS integration, and advanced reporting dashboards.
6	**Gamification & Engagement** • Implement leader boards, achievement badges, and AI-driven engagement analytics to motivate learners and improve course completion rates.
7.	**Data Ownership & IP** • Full ownership of all data, source code, videos, analytics, and learner insights will remain with GNDU.
Software Content Management Application, Digital E-learning Content, Mobile App & Portal should support the above (S.NO 1-7)	

- Bidder should be able to develop the customized content and thereafter Supply, Install, Commission & Maintain digital e-learning content for Punjabi subject as per GNDU course contents.

- The bidder should be fully responsible for Development, Supply, Installation, Commissioning, Integration, Maintenance and Customization. At the time of installation, bidder will provide user manual to end-users and provide an on-site walkthrough including informing user of a self-help option in the application.

- The content should not be copy-able. Bidder must submit details explicitly on handling this aspect

- Bidder should have the experience of successfully executing more than one similar project in past 3 years ending date of publish of tender and must enclose relevant documentation in support of meeting requisite experience.

- The bidder should be ISO certified.

- Bidder should have the exclusive IPR rights of the software & content being supplied under this project. The bidder should have presence of local support at regional level.

- The bidder should have the necessary arrangement, owned or franchise logistic support capability, to ensure immediate delivery support during implementation and operations period.

- The bidder should have a 24 x 7 technical assistance center in India and the bidder must have service centers of their own within 200 – 300 Km's radius and qualified developers to handle the project.

- Payment process will be started after the successful development and deployment of the application (with all services).

- The bidder will develop the application on the GNDU's direction in matters in which the GNDU deems it necessary to place restriction.

- University reserves the right to cancel any service or whole tender and to increase or decrease the services without specifying any reason.

- Bidder will be required to sign service level agreement (SLA)

- All documentation from the bidders should be in Original Ink Signed and stamped. It should be noted that Duplicate/Scanned copies will not be accepted.

Terms and Conditions

1. **Tender Fee and EMD:** Tender fee and Earnest money will be accepted online only as per the provision made on the tender website www.eproc.punjab.gov.in. Bank guarantee for EMD will not be accepted. Online submission of EMD is mandatory.

2. The bidder has to quote only Academic Rates.

3. The bidder entity should have average turnover of not less than Rs.1 Crore in last three financial years.

4. The Tender is liable to be rejected in case appropriate Tender Fee/Earnest Money is not received.

5. **Price:** Price should be F.O.R.Guru Nanak Dev University, Amritsar.

6. **Payment:** Payment against development, installation, demonstration and satisfactory working of the entire project.

7. **Contract period: 05 years**

8. **Opening of bids:** Techno-Commercial bids will be opened by the Committee after the closing date and studied. The Tenderers will be invited for presentation and clarifications if needed. Financial bids of the Tenderers complying with the prescribed Techno-commercial specifications will be opened by the Committee. Tenderers or their authorized agents may be present if they so desire during opening of the Tenders.

9. **Rejection of bids:** The Committee reserves the right to reject any or all tenders as whole or part without assigning any reason.

10. **Refund of EMD:** The EMD will be returned to unsuccessful Tenderer only after the Tenders are finalized. In case of successful Tenderer, it will be retained till the completion of warranty period of the equipment.

11. **CIF value and comparison of Financial bids:** CIF value upto Guru Nanak Dev University, Amritsar(*shipment by air upto Delhi and insured upto the installation site*)should be quoted and will be considered for comparison of bids. Bids quoted in foreign currency will be converted into Indian Currency at the exchange rate applicable on the day of opening of the financial bids for comparison purposes.

12. **Documents submission:** Documents specified in Technical bid including payment details of EMD and Form fee, details of item quoted, its technical featuresetc. should be scanned and uploaded compulsory as PDF file with in the period of submission of technical bid (Documents of Technical Bid).

13. **Financial bid should be submitted online only in specified format.** Uploading of Financial bid as scanned copy along with technical bid or any disclosure will leads to rejection of tender.

14. Compliance certificate must be submitted.

15. The system should be compatible with multiple OS and with provision for up-gradability in future.

16. Custom clearance and demurrage charges(if any), octroi, other taxes shall be borne by the supplier.

17. University will provide necessary documents for custom clearance.

18. All necessary arrangements for onsite demonstration, installation and training should be provided by the bidder free of cost.

19. Point by point compliance to all the above mentioned features along with supporting documents should be provided. Details of deviations/better offering, if any, must be clearly stated.

20. University reserves the right to cancel any item or whole tender and to increase or decrease the quantity or configuration of items without specifying any reason.

21. For any clarification/difficulty regarding e-tendering process flow, user id, password, digital signatures please contact ITI Help desk at 0172-2791226; 0172-2791326 (only for portal related query). Bidders are requested to submit the tenders well in time. The university shall not be responsible for any failure of Network or any other reason for non-submission of tenders.

22. Any corrigendum related to tender will be uploaded only on University website **www.gndu.ac.in** and no separate information will be publish on newspaper. Bidders are required to visit the University website regularly.

Registrar