



ज्ञान-विज्ञान विमुक्तये

आचार्य मनिष र. जोशी
सचिव

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सत्यमेव जयते

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आज़ादी का
अमृत महोत्सव

विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

F.No. 1-9/2020 (SWAYAM)

27th May, 2024 / 6 ज्येष्ठ, 1946

सार्वजनिक सूचना

Subject: Extension on Empanelment of Agencies/Vendors for Multimedia Related Works for SWAYAM on Rate Contract basis for the period from 08.03.2024 to 31.07.2024 .

UGC, through its letter D.O.F. No.1-9/2020(SWAYAM/Multimedia) dated 21st July 2023, on the feedback of Higher Educational Institutions, extended the Empanelment of Agencies/Vendors for Multimedia Related Works for SWAYAM on Rate Contract basis for the period of another year i.e from 08.03.2023 to 07.03.2024.

UGC has further extended the Empanelment of Agencies/vendors for Multimedia Related works for SWAYAM on Rate Contract basis for the period from 08.03.2024 to 31.07.2024.

The terms and conditions / and rate schedule specified in the Empanelment Notification (No.1-9/2020 (SWAYAM/Multimedia) dated 07.03.2022 (attached for ready reference) will remain in effect in this extension.

(मनिष जोशी)



University Grants Commission
Bahadur Shah Zafar Marg,
New Delhi - 110002.
Website :- www.ugc.ac.in

Notification on Empanelment of Agencies/Vendors for Multimedia Related Works for SWAYAM on Rate Contract basis

F.No1-9/2020(SWAYAM/tender for Multimedia)

Dated: 07.03.2022

Tender Reference Number: F.No1-9/2020(SWAYAM/tender for Multimedia), Dated:04.07.2021 for Selection and Empanelment of Agencies/Vendors for Multimedia Related Works for SWAYAM Project of Ministry of Education, Government of India on Rate Contract basis.

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**A. List of Empanelled Agencies/Vendors for Multimedia Related Works for
SWAYAM on Rate Contract basis**

S. No	Vendor	Contact Number /email ID
1/6	M/s Maieutic Consultant Pvt Ltd, 379, Anu Sid, Omkar Hills Main Road, BHEL Layout, R.R.Nagar, Bangalore – 560098	ravishankara.b@maieutic.co.in 91-9663727955
2/6	M/s Johnson-Suraj Films International, LGF, Shivalik, New Delhi-110017	ipknh.dd@gmail.com 9811191848
3/6	M/s Saurya Edunext Gen Pvt Ltd, Uttam Nagar, New Delh-110059	saurya.enext@gmail.com rpsingh@sauryaskill.com 9968058057
4/6	M/s Softline Studio Services, Lajpat Nagar, New Delhi 110024	softlinestudio@yahoo.co.in 9810003433
5/6	M/S Sonetaas Media & Marketing Pvt Ltd, Indirapuram, Ghaziabad- UP 2010-10	sonetaas19@gmail.com 8527800026, 8076632969
6/6	M/s Genesis Media Pvt. Limited, Nizamuddin, New Delhi – 110003	kala@genesismediamail.com +91-9810221212, +91-9811075246

B. Scope of work and Technical Guidelines

In SWAYAM, one course contains **20 hours (1200 minutes)** of video material which includes multimedia enrichment with animation, graphics, outdoor shooting, etc. There could be four types of videos in a course:

1. **Course introductory video (covering the entire course):-** 5-7 minute duration video (Covers Course objectives, description, structure & brief course content / curriculum , pre-requisites & learning outcomes of the course, duration of the course , grading scheme, and number of credits offered)
2. **Week Introductory Videos (for every week):-** 1-2 minute video covering the week-wise description & brief content and activities to be undertaken by the student/learner during the week.
3. **Week sum-up videos (for every week):-** 1-2 minutes summing up video covering the content taught in the week.
4. **A course video (Module) of 30 minutes duration split into 4-5 videos of 6-8 min each to retain the attention span of a student/learner.**

5. Important points for Video / Self-Learning : recording/editing for Agencies/Vendors:-

- Agencies/Vendors will guide the Subject Matter Expert (SMEs) regarding the Body language/Attire/etc during the video Shoot. Video tutorial which will explain the concept of a module should be initiated by the teacher/expert with appearances (generally less than 25% of the total time) in-between the section/sub-sections of the topic and the entire topic should be in video timeline full of graphics, animations, presentations and not merely the content. Content delivery through Video is an essential component of each module that needs to be incorporated to explain the topic.
- The expert/teacher whose video is recorded should look straight into the lens and talk to the camera and should tell extempore, teleprompter reading is not allowed.
- The Video must not be like a Spoken Tutorial. Agencies/Vendors have the responsibility to produce an interactive video. A reflection spot can be included in the video to make it interactive. Details about a reflection spot and the process to create it can be seen here: <https://www.youtube.com/watch?v=HnnJXzCXS7s>
- A clear description of visuals, as well as text is required on Video Screen.
- Agencies/Vendors are advised to use Indian faces (as far as possible) in animation and images in videos.
- Training demonstration, an illustration of examples, case study, documentary, etc should be added wherever applicable through the Instructional Designer.
- The audio has to be clear and of superior quality. Make sure that there is no distracting background noise.

- The Video must include:- Multimedia, Animation, Documentary, Simulation, Graphics and Virtual Lab appropriately.

NOTE : Agencies/Vendors to use the logo of SWAYAM and MoE in videos. CC's University logo & name /animation/credit slide of agencies/vendors are not permissible in the SWAYAM Course development.

Video recording format:

Technical Parameters for the SWAYAM Course:

- Video recording format: Full HD 1920x1080i/1080P.
- Studio/Outdoor recording on 25 Mbps or better.
- Audio recording should be on AAC 2Ch, 16 Bit, 48 Khz.
- Videos aspect ratio: 16:9 (widescreen).
- Compressed Video: 1920p following MPEG-4 AVC/HEVC Compression @ 5Mbps.
- Audio Channel to have Mixed Audio Track.
- Font size: Heading: 24-30; Sub-heading: 22-26; Body: 20-24;
- All graphs and diagrams must have clear font.
- Video frame to maintain 6-8% headroom
- Video quality and audio levels should be constantly monitored while recording.
- Full-screen Video Frame, space of the Video should be utilized.

Slide Presentation:

- Avoid long blocks of text. Use bulleted points, appropriate fonts (e.g. Arial, Verdana, Helvetica or Myriad pro, etc), and larger font sizes (not less than 20) for clear visibility. Add graphics and images as much as possible at appropriate places. Kindly note that the presentation would be part of the video. Follow 6x6 rule wherein, there should not be more than 6 bullets on any given slide, and no bullet should have more than 6 words in it.

The CC will submit the content to the Agencies/Vendors and the Instructional designer will design the slide (eg.PPT) and Animations wherever required.

PLAGIARISM of Image/Animations/Graphic strictly prohibited :

- The Agencies/Vendors must submit the copyright clearance to Course Coordinators for any readings, images, and video clips used as core and supplementary reading in case of licensed material , if used.
The Creative Commons (<https://creativecommons.org>) guidelines for non-commercial purposes must be followed while using readings, images, and video clips.

Note: Sample video of SWAYAM Courses may be viewed at www.swayam.gov.in

Compliance to MoE Guidelines

Ministry of Education, Guidelines for Developing Online Courses for SWAYAM(https://www.education.gov.in/en/sites/upload_files/mhrd/files/upload_document/Guidelines_Swayam.pdf) dated 15.06.2018 shall be followed and complied.

C. Rate Schedule (item wise)

The rates for items of work connected with creation of an online course module

S N	Item of work	Unit	Rate (in Rs.)
1	Video production including Slide (eg. PPT) and Static graphics	30 minutes Video	8000
2	Post-production - Editing of Video and Audio files including merging with Slide (eg. PPT) static-graphics	30 minutes Video	5000
3	Transcription of video (in English)	30 minutes Video	500
4	Slides (eg. PPT) standardization using info-graphics	Part of 30 minutes Video	1500
5	Static graphics	Part of 30 minutes Video	1000
6	White board Animation	Part of 30 minutes Video	1000
7	2-D Animation	30 seconds	500
8	3-D Animation	30 seconds	1000
9	Illustration	30 seconds	1000
10	Virtual (Video) Tour using compositing software (eg. after effects)	30 seconds	1000
11	Photos	Up to 8 numbers	750

Kindly Note :-

- 1. GST as applicable will be extra.**
- 2. Unit rate has been indicated for all items, the actual payment would depend upon the actual unit of each item of work done by the vendor.**
- 3. While items number 1, 2, and 3 would be part of all online courses produced, the other items would depend upon the nature of the course created by the course coordinators.**
- 4. In case Slides (eg.PPT) are used item number 4 would be applicable. Similarly, item number 5 would be applicable for static graphics.**
- 5. In order to make the course interesting, engaging and impactful it is strongly recommended that the slides (eg.PPT) and animations should be used.**
- 6. White board Animations (or tablet) may be utilised as opposed to blackboard.**

D. Other Terms and Conditions

1. The empanelment would be initially for a period of one year from the date of issue of Empanelment Notification. This may be extended further on year-to-year basis, maximum up to five years on same rates & terms and conditions depending on the performance /services rendered, at the discretion of UGC, New Delhi. The UGC reserves the right to curtail or extend the duration of the Empanelment.
2. The Empanelment Notification shall be shared with Ministry of Education for uploading on the SWAYAM Platform and shall be uploaded on UGC Website.
3. The Empanelment does not guarantee award of any work to any of the vendor. It is entirely at the discretion of the Course Coordinator (CC) / Educational Institution to avail the services of any of the Empanelled vendor.
4. The Course Coordinator (CC) can directly award work to the empanelled vendor as per the approved rate schedule.
5. Performance Security Deposit – On receipt of the work order from the CC / Educational institution, the vendor shall furnish Interest free security deposit amount of Rs.50,000 or 3% of the value of work order, whichever is lower, in the form of Demand Draft in favour of the Educational Institution/organisation placing the work order. The deposit will be refunded after 30 days of completion of the assigned work.
6. The issues such as award of work, adhering to guidelines, monitoring quality of work, ensuring timely delivery, payment as per approved rates, settling disputes if any etc would be strictly a matter between the CC/ Educational Institution and the vendor.
7. If any complaint is received against the vendor from the Course Coordinator regarding non-adherence to the guidelines viz. quality of multimedia produced or rate chart not being followed etc would be viewed very seriously by UGC and enquired. This may, among other actions, result in removing the name of the vendor from the Empanelment list. The decision of UGC in this shall be final.
8. Performance of the vendor will be evaluated based on feedback provided by the Course Coordinator (as per the feedback link below). If performance is found to be satisfactory by the UGC, then the period of contract may be extended further on year-to-year basis maximum up to five years.
9. Feedback link :- <https://forms.gle/KNrsDXCNaS3G5rP78>

Note :- The Empanelment will come into effect from the date of issue of notification by UGC
