



Promoted By :



**Expression of Interest (EoI)**  
**Design, Development, Implementation and**  
**Maintenance of a Learning Management System**  
**(e-LMS) for NCFE**  
**(Document Reference Number: NCFE/2024-25/EoI/01)**

6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17, Vashi,  
Navi Mumbai - 400 703 Maharashtra  
Phone: 022 68265104  
Email id: [itprojects@ncfe.org.in](mailto:itprojects@ncfe.org.in)

## TABLE OF CONTENT

1. ACRONYMS.....	3
2. IMPORTANT DATES .....	4
3. INVITATION OF EXPRESSION OF INTEREST .....	4
4. INFORMATION TO COMPANIES.....	4
5. EoI SUBMISSION .....	5
6. INSTRUCTIONS TO COMPANIES.....	6
7. BROAD SCOPE OF WORK .....	6
8. SUPPORT FROM NCFE.....	8
9. MINIMUM QUALIFICATION CRITERIA.....	8
10. SHORTLISTING PROCEDURE.....	11
ANNEXURE I.....	12
• COVERING LETTER .....	12
ANNEXURE II .....	14
• DETAILS OF THE COMPANY.....	14
ANNEXURE III.....	16
• NO CONVICTION LETTER.....	16
ANNEXURE IV .....	17
• PROJECT COMPLETION CERTIFICATE.....	17
ANNEXURE V.....	18
• LETTER OF AUTHORIZATION.....	18

## 1. ACRONYMS

Acronyms	Description
CA	Chartered Accountant
e-LMS	Learning Management System
EoI	Expression Of Interest
FY	Financial Year
GIF	Graphics Interchange Format
GST	Goods and Services Tax.
HTML	Hyper Text Markup Language
INR	Indian Rupee
IRDAI	Insurance Regulatory and Development Authority of India
IT	Information Technology
JS	JavaScript
MoA	Memorandum of Association
MySQL	My Structured Query Language
NCFE	National Centre For Financial Education
NISM	National Institute of Securities Markets
OWASP	Open Web Application Security Project
PAN	Permanent Account Number
PFRDA	Pension Fund Regulatory and Development Authority
PHP	Hypertext Preprocessor
PSUs	Public Sector Undertakings
RBI	Reserve Bank of India
RFP	Request for Proposal
SCORM	Sharable Content Object Reference Model
SEBI	Securities and Exchange Board of India
SMS	Short Message Service
SOUR	Statement of User Requirements
SQL	Structured Query Language.
STQC	Standardisation Testing and Quality Certification

## 2. IMPORTANT DATES

#	Particulars	Information/ Dates
1	EoI Inviting Authority	National Centre for Financial Education 6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi, Navi Mumbai, Maharashtra - 400 703
2	Job Requirement	Design, Development, Implementation and Maintenance of a Learning Management System (e- LMS) for NCFE
3	Issue date of the EoI	July 18, 2024
4	Last date for receiving queries (through emails only)	July 29, 2024 by 17:00 hrs
5	Last date for submission of proposal in response to the EoI	August 2, 2024 by 17:00 hrs

## 3. INVITATION OF EXPRESSION OF INTEREST

Expression of Interest (EoI) is invited from agencies, meeting the Minimum Qualification mentioned in this document for “Design, Development, Implementation and Maintenance” of a Learning Management System (e-LMS) for NCFE.

For any queries, you may contact the following:

Manager-IT, NCFE

Email: [itprojects@ncfe.org.in](mailto:itprojects@ncfe.org.in)

Phone: 022-68265104

## 4. INFORMATION TO COMPANIES

National Centre for Financial Education (NCFE) is a Company (Not for Profit), registered under section 8 of the Companies Act 2013, promoted by Reserve bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), and Pension Fund Regulatory and Development Authority (PFRDA) to promote Financial Education across India for all sections of the population. Its vision is to undertake initiatives to make the country financially aware and empowered. In view of the said vision, NCFE carries out financial education campaigns to help people manage money more effectively to achieve financial well - being by accessing appropriate financial products and services through regulated entities with fair and transparent machinery for consumer protection and grievance redressal.

NCFE intends to develop and implement an e-LMS System to facilitate easy access to financial education. This invitation to tender seeks proposals from interested suppliers who have sound experience in developing e-LMS systems in financial education or any other domain.

For more information about NCFE, please visit <https://www.ncfe.org.in/>.

## 5. EoI SUBMISSION

Interested Companies shall submit the following documents as part of Expression of Interest:

#	Items
1	Covering letter as per the format given in Annexure I.
2	Details of the Company as per the format given in Annexure II.
3	No Conviction Letter as per the format given in Annexure III.
4	Copy of Work Orders for amounts as mentioned in Section 9.
5	Project Completion Certificates as per the format given in Annexure IV.
6	Copy of Audited Profit and Loss Statements and Balance sheets from CA for FY 2023-24, FY 2022-23, FY 2021-22 and FY 2020-21.
7	Letter of Authorization as per the format given in Annexure V duly authorizing a person as representative with all powers and authority for submission of proposal in response to this EoI.
8	Hard copy of this EoI document Signed and stamped on each page by authorized signatory of the company.
9	A copy of Certificate of Incorporation/ Registration/ MoA as applicable.
10	A copy of PAN card.
11	A copy of GST Registration certificate.

The above mentioned documents must be enclosed in a sealed envelope super-scribed as “Expression of Interest - Design, Development, Implementation and Maintenance of a Learning Management System (e-LMS) for NCFE (NCFE/2024-25/EoI/01)”. The envelope must be delivered to the following address by hand or by registered post on or before the deadline mentioned in Section 2:

The Senior Manager, NCFE,

6th Floor, NISM Bhavan,

Plot No. 82, Sector-17,

Vashi, Navi Mumbai, Maharashtra - 400 703.

## 6. INSTRUCTIONS TO COMPANIES

- No proposals shall be accepted after the due date and time. Proposals received after the last date shall not be opened and no further action shall be taken on such proposals. All, or any, incomplete proposals shall be rejected without any evaluation.
- Please note that Request for Proposal (RFP) shall be issued only to the shortlisted Companies who will be found to be eligible based on their response to this EoI.
- NCFE reserves the right to reject any or all proposals received in response to the EoI without assigning any reasons whatsoever.
- This document does not constitute an offer, nor does this document or anything contained herein, shall form a basis of any contract or commitment whatsoever.
- The Companies shall bear all the costs incurred for preparation and submission of response to this EoI.
- The Companies are advised to submit all documents as mentioned in Section 5 strictly in the prescribed format.
- Incomplete and conditional proposals shall not be accepted.
- Submission of more than one proposal by a company will render the proposal liable for rejection. Companies may assess the nature and quantum of the activities before submitting their proposals.
- NCFE reserves the right to either shortlist the Companies or cancel the shortlisting process all together. The decision taken by NCFE in this regard shall be final and binding on the Companies responding to this EoI.
- NCFE reserves the right to reject a proposal if it was found that there was misleading or false representation of facts or deliberate suppression of information.

## 7. BROAD SCOPE OF WORK

NCFE continuously makes efforts to launch a number of initiatives geared towards spreading financial literacy in different segments of the society. In view of the large population of the country, NCFE feels that the initiatives have to be technology enabled. A Learning Management System is one of such systems which can be effectively used to deliver financial literacy related content/sessions on a significantly large scale. Therefore, NCFE has decided to initiate a project to develop a comprehensive Learning Management System. The broad scope of work is as follows:

## 7.1 Gathering of Functional Requirements, Design & Development, Testing and Hosting of e-LMS

The selected bidder will gather and document the functional and non-functional requirements of the proposed e-LMS in consultation with NCFE. The System will be designed, developed and tested in line with the requirements. The key features of the said System amongst various other features are as follows:

- (i) Must be based on one of the standard Open-Source Learning Management Systems viz. Moodle (preferred), Chamilo or OpenOLAT.
- (ii) Must provide all the **Four Levels** of interaction as listed below:
  - a) Level 1: Passive Interaction.
  - b) Level 2: Limited Interaction.
  - c) Level 3: Moderate/Complex Interaction.
  - d) Level 4: Simulation and Game based Interaction.
- (iii) Supports SCORM based content.
- (iv) Highly flexible System Design offering reasonable degree of control on the User Interface through various parameters offered in the Back-office module.
- (v) Supports the following type of content:
  - a) Textual
  - b) Graphic (Images)
  - c) GIF Images
  - d) Videos
- (vi) Supports comprehensive assessment patterns like Quizzes of all formats like multiple choice questions with single or multiple correct answers, questions with a provision to type numeric answers, questions with a provision to type long answer or answers in a given format or question body supporting textual and images etc.
- (vii) Time bound assessments.
- (viii) Facility to integrate a Payment Gateway Service.
- (ix) Facility to register candidates.
- (x) Well customized candidate dashboard.
- (xi) Comprehensive performance tracking mechanism.
- (xii) Facility to trigger e-Mails and SMSs at required points in the process flow.
- (xiii) Comprehensive Question Bank Management Module.
- (xiv) Facility to issue certificates automatically based on the given performance criteria or based on explicit approval from the system supervisor.
- (xv) Comprehensive Remote Proctoring Facilities.

- (xvi) Facility for candidates to provide feedback.
- (xvii) Must be compliant with security standards like OWASP 10 and/or STQC Standard (as applicable).
- (xviii) Data Archival facility.
- (xix) Responsive to Mobile and Tablet devices in all form factors.
- (xx) Must Support MySQL database.
- (xxi) Language options for customization are Node.js, JS, Python, PHP and HTML. It is a web based system that runs on Linux server and supports Windows/Linux/Ubuntu Clients.

## **7.2 Content Development**

A significant amount of content shall also be developed in various regional languages as part of the project.

## **7.3 Maintenance and Support Service**

Maintenance and Support services shall be provided for a period of three years after the project is signed off.

**Note:** It may be noted that the above sections do not necessarily present the entire scope of work of the project comprehensively. However, the detailed scope of work shall be provided in the RFP.

## **8. SUPPORT FROM NCFE**

NCFE shall make the concerned officers available for any discussions as per the project schedule. Also, NCFE shall provide hosting platform for the proposed e-LMS. Any other support from NCFE needed for the project shall be stated in the RFP.

## **9. MINIMUM QUALIFICATION CRITERIA**

The proposals received from interested Companies in response to this EoI shall be evaluated based on the following criteria. The Companies meeting the said criteria shall be shortlisted. NCFE reserves the right to verify the documents submitted by the Companies in support of the following criteria or seek any further clarification to address the issue of inadequacy of the information in their proposals.



#	Minimum Qualification/ Eligibility criteria	Proof required
1	<p>The Company should be registered under the Companies Act, 1956/2013, Society Registration Act, 1860/ Autonomous Body of Govt. / Partnership Firm. It should be in existence for the at least past 3 years as on June 30, 2024.</p>	<p>Copy of Certificate of Incorporation / Registration / MoA as applicable.</p>
2	<p>The Company should fulfill <u>one of the following criteria</u> in respect of past experience of developing a compressive Learning Management System for financial education or for any other domain during the past 7 years (prior to 30/06/2024).</p> <p><b>Please note that the past experience must be strictly in the development and implementation of e-LMS Systems as mentioned above.</b></p> <p>While considering the value of the Work Orders / Agreements submitted by the supplier, only the following cost components shall be taken in to consideration towards the total value of the e-LMS System and the eligibility of the supplier shall be decided accordingly:</p> <ol style="list-style-type: none"> <li>Cost of development and implementation of e-LMS System.</li> <li>Cost of maintenance and support services.</li> <li>Cost of Content development (If any).</li> </ol> <p>If the Work Orders/ Agreements issued by the clients are not clearly indicating the nature of work as mentioned above then such Work Orders/ Agreements must be accompanied by a special note on the letter-head of the company clearly stating that the project is about <u>development and implementation of an e-LMS application</u> and also has the <u>cost components</u> as mentioned above.</p>	<p>Copy of Work Orders.</p>

	<p>(i) Completed three (3) works of the above-mentioned nature each costing not less than INR 46,00,000 (Rupees Forty-Six Lakh only).</p> <p style="text-align: center;">OR</p> <p>(ii) Completed two (2) works of the above-mentioned nature each costing not less than INR 57,50,000 (Rupees Fifty-Seven Lakh Fifty Thousand only).</p> <p style="text-align: center;">OR</p> <p>(iii) Completed one (1) work of the above-mentioned nature costing not less than INR 92,00,000 (Rupees Ninety-Two Lakh only).</p>	
3	A copy of Certificate of completion for the projects mentioned in item 5 of section 5.	Copy of Completion Certificates.
4	A copy of Audited Profit and Loss Statement and Balance sheet for FY 2023-24, FY 2022-23, FY 2021-22 and FY 2020-21. The Company should have a minimum average annual turnover of INR 1,00,00,000/- (Rupees One Crore only) calculated over a period of three (3) financial years. The best three (3) financial years out of FY 2023-24, FY 2022-23, FY 2021-22 and FY 2020-21 shall be taken into consideration for computation of the said average annual turnover.	Copy of Audited Profit and Loss Statement and Balance sheet FY 2023-24, FY 2022-23, FY 2021-22 and FY 2020-21.
5	The Company should have a valid PAN and GST Registration in India.	Copy of PAN card and GST Registration certificate.
6	<p>The Company should not have been blacklisted by central /state Government departments/ undertakings/Financial sector regulators and not involved in any major litigation that may affect or compromise the delivery of service required.</p> <p>The Company should not have been penalized or found guilty in court of law.</p> <p>Neither the Company nor its directors / partners have defaulted to any Bank.</p>	No Conviction Letter duly signed as per the Format provided in Annexure III.

## 10. SHORTLISTING PROCEDURE

- i. Proposals received from Companies shall be assessed based on the eligibility criteria mentioned in Section 9.
- ii. All proposals, meeting the eligibility criteria shall be shortlisted and the shortlisted Companies shall be informed.
- iii. The RFP for the above-mentioned work will be issued only to the shortlisted Companies.



**ANNEXURE I**  
**COVERING LETTER**

(To be submitted on Company Letter-head duly stamped and signed)

To,  
The Senior Manager,  
National Centre for Financial Education,  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703.

Sub: EoI – Application for Design, Development, Implementation and Maintenance of a Learning Management System (e-LMS) for NCFE.

Respected Sir,

Having examined your advertisement regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting proposals in response to the EoI, I/We \_\_\_\_\_, hereby declare that I/We fulfill the minimum eligibility criteria to undertake the assignment in full conformity with the terms and conditions of the EoI.

We enclose the requisite documents as follows:

1. Copy of Certificate of Incorporation/Registration/MoA as applicable.
2. Copy of PAN card and GST Registration certificate.
3. Copy of audited Profit and Loss Statement and Balance Sheet for FYs 2023-2024, 2022-23, 2021-22 and 2020-21.
4. Copy of covering letter as per the format given in Annexure I.
5. Copy of details of Company as per the format given in Annexure II.
6. Copy of No Conviction Letter duly signed as per the Format provided in Annexure III.
7. Copy of Work orders and Certificates of completion as per the format provided in Annexure IV.
8. Copy of Letter of Authorization duly authorizing a person as representative with all powers and authority to represent the Company for submission of proposal in response to the EoI as per Format provided in Annexure V.
9. Copy of Work Orders for amounts as mentioned in Section 9.
10. Copy of this EoI document Signed and stamped on each page by authorized signatory of the company.

We also understand that,

1. Information/data/particulars furnished in our proposal are factually correct. We understand that NCFE reserves the right to accept or reject any or all proposals at any time without assigning any reasons. We agree to abide by all the decision(s) of NCFE in this regard. We have gone through the EoI document completely and have understood the requirements.
2. Our proposal is made in good faith, without collusion or fraud and the information contained in the proposal is true and correct to the best of our knowledge and belief.
3. We have read, understood and accepted all the terms and conditions. We unconditionally accept and abide by the terms & conditions mentioned in the EoI. Signed hard copies of the entire EoI document is being attached herewith as a proof of acceptance of the same.
4. We understand that we do not have any option to raise any objection against any of the said processes defined in the EoI and RFP on any future date.
5. We have the requisite credentials and resources to deliver the services professionally within the quoted price and agreed time frame.
6. We have adequate facilities and expertise.
7. We shall be responsible for submitting all the documents mentioned in the EoI NCFE/2024-25/EoI/01.

I/ We understand that NCFE reserves the right to reject any or all the proposals in response to the EoI without assigning any reasons whatsoever.

I/ We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

Yours faithfully,

Date :

Signature of Authorized Signatory :

Place :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...

**ANNEXURE II****DETAILS OF THE COMPANY**

(To be submitted on Company Letter-head duly stamped and signed)

To,  
 The Senior Manager,  
 National Centre for Financial Education,  
 6th Floor, NISM Bhavan,  
 Plot No. 82, Sector-17,  
 Vashi, Navi Mumbai, Maharashtra - 400 703.

Sub: Details of the Company.

Respected Sir,

Having examined your advertisement regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting proposals in response to the EoI, I/We \_\_\_\_\_, hereby submit the following details:

Brief Profile is as under:

#	Brief Contents	Application has to be submitted		
1	Name of the company.			
2	Address of the Registered office of the Company.			
3	Key Management Personnel of the Company with their qualification and experience*.	Name	Qualification	Experience
4	Turnover (In Rupees) of the Company for the last 4 financial years / Certificate from a CA. The best 3 financial years shall be taken into consideration for computation of average annual turnover.	1. FY2020-21: 2. FY2021-22: 3. FY2022-23: 4. FY 2023-24:		
5	Number of years of experience in the field of developing a compressive Learning Management System for financial			

	education or for any other domain.	
6	PAN No. (Copy of the certificate to be attached.)	
7	GST Registration No. (Copy of the certificate to be attached.)	

\*Can use a separate sheet if needed.

I/We hereby certify that all particulars given above are correct and true to the best of my / our knowledge. In case at any stage, it is found that the information given by me/us is false/incorrect, NCFE shall have the absolute right to take any action as deemed fit, (including termination of contract and/or blacklisting and debarring), without any prior intimation to me/us.

Yours faithfully,

Date :

Place :

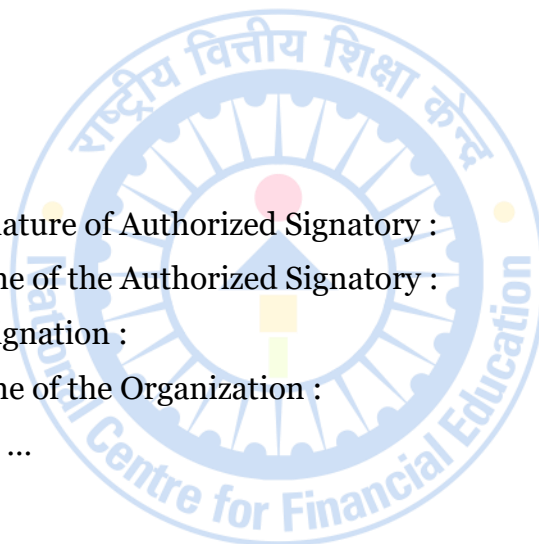
Signature of Authorized Signatory :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...



**ANNEXURE III****NO CONVICTION LETTER**

(To be submitted on Company Letter-head duly stamped and signed)

To,  
 The Senior Manager,  
 National Centre for Financial Education,  
 6th Floor, NISM Bhavan,  
 Plot No. 82, Sector-17,  
 Vashi, Navi Mumbai, Maharashtra - 400 703.

Sub: No Conviction Letter.

Respected Sir,

Having examined your advertisement regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting proposals in response to the EoI, I/We \_\_\_\_\_, hereby submit the No Conviction Letter as follows.

I/We the undersigned, having registered office at (Address of the registered office) declare that I/We have never been blacklisted or restricted to apply for any RFP related activities by any Central / State Government Department /undertakings/Financial Sector Regulators/PSUs or by Court of law anywhere in the country.

I/We have never been involved in any major litigation that may affect or compromise the delivery of services required as stated in this EoI.

I/We have never been penalized or found guilty in the court of law.

I/We (directors / partners) have never been declared as defaulters by any Bank.

On behalf of \_\_\_\_\_, I/We undertake full responsibility of the information submitted herewith and I/We understand that NCFE reserves the right to reject the proposal without assigning any reasons whatsoever if the above information is found incorrect at any stage of the process.

Date : \_\_\_\_\_ Signature of Authorized Signatory :

Place : \_\_\_\_\_ Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...



**ANNEXURE IV****PROJECT COMPLETION CERTIFICATE**

(On the letter-head of the client of the Company, duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that M/s \_\_\_\_\_ has successfully completed the project \_\_\_\_\_ . The value of the project is Rs. \_\_\_\_\_ .

The project was carried out from \_\_\_\_\_ to \_\_\_\_\_ .

The performance of M/s. \_\_\_\_\_ was satisfactory during the tenure of the project with us.

Date :

Signature of Authorized Signatory of the client:

Place :

Name of the Authorized Signatory of the client:

Designation of the client:

Name of the Organization of the client:

Company Seal of the client:

**ANNEXURE V****LETTER OF AUTHORIZATION**

(To be submitted on Company Letter-head duly stamped and signed)

To,  
The Senior Manager,  
National Centre for Financial Education,  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703.

Sub: Authorization of person responsible for submission of EoI.

Respected Sir,

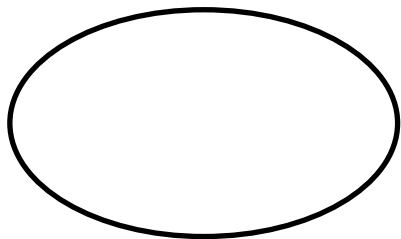
I/We, \_\_\_\_\_, in the capacity of \_\_\_\_\_ (Designation) hereby authorize Mr/Ms \_\_\_\_\_, (Designation) to act on behalf of our company for submission of EoI for “Design, Development, Implementation and Maintenance of a Learning Management System (e-LMS) for NCFE”.

It is further submitted that the person shall be the authorized signatory of the proposal in response to the EoI.

I/We on behalf of our company undertake to take full responsibility of the proposal(s) / information submitted by the authorized person and we shall not hold NCFE responsible for any wrongful act committed by the authorized person during the shortlisting process. In case of any change of the authorized person on a later date, I/We shall inform NCFE immediately.

I/ We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification by NCFE without assigning any reasons whatsoever at any stage of the process.

The signature of the person being authorized is provided in the encircled space below and attested by the undersigned.



I attest the above signature.

Yours sincerely,

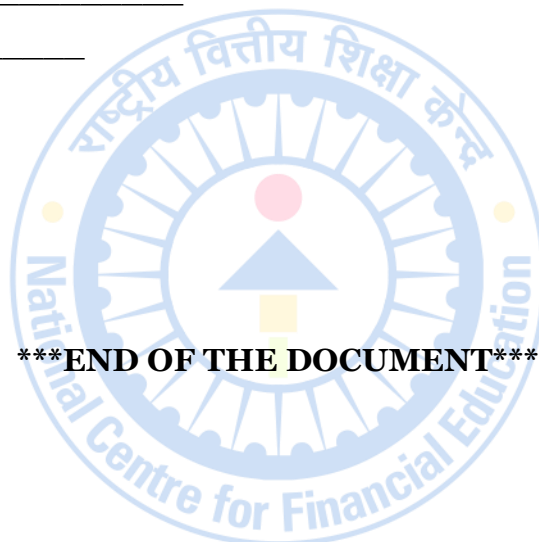
Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Seal of Company



**\*\*\*END OF THE DOCUMENT\*\*\***