

Scope of Work
for
Development of Urdu Language Learning Mobile
Application for Android and iOS



National Council for Promotion of Urdu Language
Ministry of Education, Dept. of Higher Education,
Government of India
Farogh-e-Urdu Bhawan, FC-33/9, Institutional Area, Jasola,
New Delhi, PIN – 110025

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1. Introduction:

National Council for Promotion of Urdu Language (NCPUL) is an autonomous body under the Ministry of Education, Department of Higher Education, Government of India, set up to promote, develop and propagate Urdu language. In its capacity as the National Nodal Agency for the Promotion of the Urdu Language, NCPUL is the principal coordinating and monitoring authority for Promotion of Urdu Language and Urdu Education.

NCPUL intends to develop an Urdu Language Learning Mobile App for Android and iOS. Interested bidders can submit their Technical & Financial Proposal within 24 days of publishing of this document on the NCPUL's website. The Technical Bids will be opened at 03:00 p.m. on the same day of submission of bids i.e. 18/11/2020 by the Expert Committee in the presence of authorized representatives of the Bidders. Subsequently, Financial Bids of those bidders will be opened that qualify in the technical bid. A pre-bid meeting for any clarification from the bidders will be held on 04/11/2020 at 03:00 p.m.

Director (NCPUL) reserves the right to accept or reject any Bid without assigning any reason.

2. Eligibility Criteria

The bidder should be a NICSI's Tier-2 Empaneled agency under the category "Empanelment of Agencies for System Study, Design, Development, Implementation and Maintenance of Mobile Applications."

3. Scope of Work

- I. User friendly Urdu learning mobile app will be developed for Android and iOS based devices such as Mobile, Tab, etc. in accordance with the levels/ phases mentioned in the Scope of Work Document. The content should be designed in such a way that it can be displayed and is fully functional on standard browsers of different screen sizes of Android and iOS based devices, independent of the mobile application. The mobile applications will enhance it by utilizing features native to the OS.
- II. Content creation of each level will be responsibility of the successful bidder. The content may be based on NCPUL's online Urdu learning web-application and books being taught in "Diploma in Urdu language" published by NCPUL. For content development, help from similar type of books/ app may also be taken.
- III. Phase/Level wise content and features of the app including common features will be as under:
 - a. **Common features:**
 - i. The proposed app will be trilingual (English and Hindi corresponding with Urdu Nastaliq Font support).

- ii. The design should be language independent so that rest of the scheduled languages can be added at a later stage.
- iii. The beta version will have an English interface.
- iv. Applicant's registration process will be completed through OTP.
- v. Option to register through Google/ Facebook/ Twitter should be provided.
- vi. At the time of initialization of the app after installation, an option should be given to the user to select the desired medium of learning (English or Hindi).
- vii. Accessibility features (such as better semantics, pronunciation hints, synchronizing pre-recorded media with text display) should be adequately implemented.
- viii. All the content and pictures available in the App must have voice over in mp3 or any other standard audio format that is compatible with both the Operating Systems and all the intended devices.
- ix. Some basic content should get downloaded along with the app so that it can be readily used offline after installation of the app. Thereafter, option to add additional lessons/levels should be available as per the need of the user.
- x. Option of showing completion level/percentage.
- xi. Option should be available to share the app on Social Media and with phone contact through WhatsApp or other massaging/chatting apps.
- xii. Videos available on NCPUL's YouTube channel will be embedded with content.
- xiii. Spelling Check along with variant suggestions for correction.
- xiv. Different themes (user interface) will be available in the app.
- xv. Bookmark/Favourite option should be available as part of each lesson.
- xvi. Text to speech option (pre-recorded media).
- xvii. Speech to text
- xviii. Learning manual
- xix. User Feedback option should be available in the app which should go to the developer as well as NCPUL.
- xx. A basic talking dictionary should be included for Urdu language.

b. Content for Level-1 (1st Phase: For Beginners)

- i. Main content for this level will be based on NCPUL's book 'Urdu for All'.
- ii. Relevant content/part can be taken from the existing online Urdu Learning web Application of NCPUL.
- iii. Recognition of letters (Visual of letter, then Name of letter and then Sound of letter)
- iv. How to write (writing direction of each letter).

- v. Lessons on names of things (fruits, vegetables, etc.), colours, animals, and other common objects seen in day-to-day life.
- vi. Quizzes and Games (e.g. choose correct answer and rearrange these words to make meaningful sentences, etc.)
- vii. Writing box (takhti) for practice.
- viii. Letter's shapes Identification.
- ix. Marker (vowel exercise)
- x. Different shapes of letter (initial, medial and ending shapes).
- xi. Some common Urdu phrases (combining of words).
- xii. Numbers.

c. Level-2 (2nd Phase: Intermediate Level)

- i. Relevant content/part can be taken from the existing online Urdu Learning web application of NCPUL.
- ii. Structured lessons based on basic vocabulary related to situations.
- iii. Integrated grammar lesson.
- iv. Marker (vowel exercise)
- v. Famous/selected poems and biographies of renowned persons, stories. general knowledge based articles (short).
- vi. Sentence writing and spell checker.
- vii. Basic vocabulary, selected words with illustration and meaning.
- viii. Writing box (takhti) for practice.
- ix. How to write (writing direction of each letter and words).
- x. On-Screen BIS standardized Urdu keyboard.
- xi. Some common Urdu phrases based on daily conversations to write short sentences and stories.
- xii. Multimedia and Interactivity (audio/ video support)
- xiii. Meaning of difficult words/Concise dictionary

d. Level-3 (3rd Phase: Advance Level)

- i. Relevant content/part can be taken from the existing online Urdu Learning web Application of NCPUL.
- ii. Multimedia and Interactivity (audio/ video support)
- iii. Writing box having option to share on Social Media and with phone contact.
- iv. On-Screen BIS standardized Urdu keyboard.
- v. Sentence writing and spell checker.
- vi. Famous/selected poems and Biographies/Stories/Knowledge based articles, etc.
- vii. Grammar exercise with examples.
- viii. Some common Urdu idioms, phrases and topics to make sentences and writing short stories/articles.
- ix. Concise dictionary

e. Level-0 (4th Phase: For Kids)

The app for kids will be developed keeping in view the interest and psychology of children. Following content/ features (including applicable common features) will be part of the app:

- i. Animated popular rhymes.
- ii. Animated stories/comics.
- iii. Recognition of alphabets (Visual of letter, *then* Name of letter and *then* Sound of letter)
- iv. Writing stylesheet.
- v. Instruction through symbols/signs.
- vi. Basic structured lesson based on alphabets with voice-over including worksheet.
- vii. Numbers.
- viii. Names of things (fruits, vegetables, etc.), colours, health related words, weather, body parts and other common seen objects in day-to-day life.
- ix. Quizzes and Games (e.g. choose correct answer and rearrange these words to make meaningful sentences).
- x. How to write (direction of each letter).
- xi. Different shapes of a letter (initial, medial and ending shapes).
- xii. Music and different type of voices should be synchronized with content for making it more attractive

4. Critical date Sheet

Tender Publishing/ Issuing Date	: 26/10/2020
Pre-Bid Meeting (online)	: 04/11/2020 at 03:00 p.m.
Bid submission end date & time (Complete documents)	: 18/11/2020 till 01:00 p.m.
Bid opening (technical) Date & Time	: 18/11/2020 at 03:00 p.m.
NCPUL's Website	: www.urducouncil.nic.in

5. Timeline & Payment Terms

The timelines for design & development of the website will be as under:

Phase-1	:	6 months from the date of issue of work order
Phase-2	:	4 months from completion of phase-1
Phase-3	:	4 months from completion of phase-2
Phase-4	:	4 months from completion of phase-3

Payment for Development of applications will be as per terms and condition of NICSI.

6. Terms & Conditions

- a. Technical & Financial Proposal should be submitted in two separate sealed covers. First cover containing "**TECHNICAL BID**" should provide only technical specification and related system offered along with literature, templates, pamphlets, drawing etc. This cover should contain complete technical specifications of the proposed solution. Soft copies of the bid documents in MS word and proposed solution in CD/ Pen-drive along with hard copy must be submitted. In case there is/are any item(s) which is/are necessary in the efficient running of the solution, specifications of these must to be mentioned in the Technical Bid.
- b. Second cover containing "**FINANCIAL BID**" should provide only Price (Manpower requirement wise). Price for 2 years Annual Technical Support (ATS) should be mentioned separately in the quotation. In case there is/are any item(s) which is/are necessary in the efficient running of the solution, the prices must be quoted for such item(s) only in financial bid separately and specifications of these must be mentioned in the Technical Bid.
- c. Both the covers (TECHNICAL BID & FINANCIAL BID) should first be sealed separately and then both the covers should be kept in a single sealed bigger envelope. This envelope should be addressed to:

**Director,
National Council for Promotion of Urdu Language,
Urdu Bhavan, FC-33/9, Institutional Area,
Jasola, New Delhi-110 025.**

The Envelope should bear the inscription **"Urdu Learning Mobile Application for Android and iOS"**

- d. As a part of the Technical Bid, every intending bidder has to present their proposed solution (live demo) before the Technical Evaluation Committee.
- e. The rates should be quoted in Indian Rupees (INR). All prices shall be final and shall not be subject to escalation of any kind. Quoted prices should be inclusive of all statutory taxes, fees, cess, duties, levies, charges, surcharges and other components such as licenses of different software and APIs that would be part of the app, etc. The bidder shall not ask for any extra/increased payment under any head.

- f. A pre-bid meeting with the bidder will be held online on **04/11/2020** at **03:00p.m.** to clarify any doubts or answer the bidder's queries, if any. link/ ID for the meeting will be shared with the intended bidder separately.
- g. The last date for receipt of sealed bids at NCPUL is **18/11/2020** by **01:00 p.m.** ('due date') and the technical bids will be opened on same day at **03:00 p.m.** in the presence of the participating bidders or their authorized representatives who wish to be present. In the event of due date being a closed holiday or declared Holiday for Central Government offices, the due date for opening of the bids will be the following working day at the appointed date, time & venue.
- h. The NCPUL shall not be liable for any postal delays and tender received after the stipulated time/date shall not be entertained.
- i. Statement of Confidentiality:

The information contained in this Tender Document or subsequently provided to Bidder(s) or applicants whether verbally or in documentary form by or on behalf of National Council for Promotion of Urdu Language (hereinafter "NCPUL") or by any of their employees, shall be subject to the terms and conditions set out in this Scope of Work Document and all other terms and conditions subject to which such information is provided. The purpose of this Scope of Work document is to provide the Bidder(s) with information to assist the formulation of their proposals. This Scope of Work/Tender Document does not purport to contain all the information each bidder may require. This Scope of Work/Tender document may not be appropriate for all persons, and it is not possible for NCPUL and its employees to consider the investment objectives, financial situation and particular needs of each bidder who reads or uses this Scope of Work document. Each bidder should conduct his own investigations and analysis and should check the accuracy, reliability and completeness of the information in this Scope of Work/Tender document and where necessary obtain independent advice from appropriate sources. NCPUL and its employees make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the Tender document. NCPUL may in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this Scope of Work/Tender document.

- j. All enquiries/clarifications from the bidders, related to this Tender, must be directed in writing exclusively to the contact person notified by NCPUL. The preferred mode of delivering written questions to the contact person would be through email only.

- k. For any details/clarifications pertaining to the Scope of Work/Tender, please write to Shri Ajmal Saeed, Asst. Education Officer, Web & Language Technology Section in NCPUL (Ph. No. 011-49539075, E-Mail: ajmal.saeed@gov.in) may be contacted

1. Amendment of RFP Documents

- i. At any time prior to the date of submission of bids, NCPUL may for any reason, at its own initiative modify the RFP document by amendments.
 - ii. The amendments shall be notified through corrigendum on NCPUL's website, i.e. at www.urducouncil.nic.in and these amendments will be binding on all the bidders.
 - iii. In order to allow prospective bidders a reasonable time to take the amendment into account in preparing their bids, NCPUL at its discretion, may extend the deadline for the submission of bids suitably and decision of the NCPUL shall be final.
- m. The Financial Bid of only those bidders who qualify in the technical scrutiny will be opened. Time and date for opening the Financial Bid shall be communicated separately to technically qualified bidders only.
- n. Incomplete bid/quotations shall be rejected outrightly and decision of the NCPUL shall be final.
- o. In case of any dispute, differences, claims and demands arising under or pursuant to or touching the contract, the authorized official of the NCPUL and the Bidder shall address the same for mutual resolution failing which, the matter shall be referred to the committee nominated by the Director of the National Council for Promotion of Urdu Language. The recommendation of the Committee subject to the approval of the Director shall be final and binding on both the parties. The place of such arbitration proceedings shall be Delhi. All disputes arising out of this tender are subject to the jurisdiction of Courts in New Delhi.
- p. The quantities indicated in the Tender Document are tentative and may be increased/decreased at the sole discretion of the NCPUL and the bidder shall have no right to claim any minimum/definite volume of business.
- q. The bidder shall maintain the quality of service as per the Scope of Work/ Work Order. No deviations in the specifications of the product/solution would be accepted.
- r. All the APIs and SDKs etc used for development of the software should be handover to the NCPUL along with the perpetual license without any additional cost. The software should not display logo, name, URL or reference of any

third-party software. All software/ API will be perpetual licensed and will be on the name of NCPUL.

- s. Staging, hosting, deployment should be done on the off the shelf available servers, OS and related technologies.
- t. Successful bidder will also be responsible for deployment and hosting of the app on 'Google Play', 'App Store' & 'e-Gov App store' on behalf and in the name of NCPUL and all the guidelines of NIC will be followed during the process.
- u. The successful bidder will be responsible for all the coordination, correspondence and approvals with external agencies, suppliers and other entities.
- v. NCPUL may terminate the project at any time and without assigning any reason. NCPUL makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- w. In case of any work for which there is no specification in this document, such work shall be carried out in accordance with the directions of the NCPUL or its authorized representative.
- x. Time is the essence of the contract and the tenderer is required to complete the work in all respects within the stipulated time of completion and hand over the same, complete in all respects to the satisfaction of the NCPUL.
- y. Director, NCPUL and/ or his representative(s) shall have power to make any alterations or additions to the stipulated specifications, drawings, designs, and instructions that may appeal to him to be necessary or advisable during the progress of the work and the bidder shall abide by the instructions of NCPUL.
- z. The successful bidder shall be bound to carry out the work in accordance with any instructions which may be given to him in writing and such alterations shall not invalidate the contract, and any additional work which the bidder may be directed to do in the manner specified above, as part of the work, shall be carried out by the bidder on the same conditions in all respects on the basis of which he agreed to do the main work and at the same rates as are specified in the tender for the main work without any deviation. The time for the completion of the work shall be extended in the proportion that the additional work bears to the original contract work and the certificate of the NCPUL shall be conclusive as to such proportions.

- aa. Bidder shall not use or disclose any Confidential Information of the NCPUL except as specifically contemplated herein. For purposes of this Contract / Service Level Agreement / tender, "Confidential Information" means information that: (i) is sufficiently secret to derive economic value, actual or potential, from not being generally known to other persons who can obtain economic value from its disclosure or use; and (ii) is the subject of efforts that are reasonable under the circumstances to maintain its secrecy or confidentiality.
- bb. Content creation of each level will be responsibility of the successful bidder. The content may be based on NCPUL's online Urdu learning web-application and books being taught in Diploma in Urdu language of NCPUL.
- cc. The potential bidder could get inspiration/assistance from other language (English, Hindi, French, Russian etc) learning applications (Web/Mobile App).
- dd. For creation, finalization and testing of the content, successful bidder may get help of capable reputed Institutions/ Publishers/ Content creation agencies/ software development agencies worked/working for similar type of project(s) for Urdu language at their own discretion.
- ee. Successful bidder will have to send final content of every level/phase to NCPUL for vetting before starting technical development.
- ff. Successful bidder has to submit monthly progress report of the project.
- gg. Source Code of the all apps including soft copy of content will be handed over to NCPUL by the developing agency before issuance of project completion certificate. The agency will also compile, assemble and run the code to the satisfaction of the authorities at NCPUL and will share all the relevant documents related to the source code, its compilation and deployment.
- hh. NCPUL will be sole owner of the outcome of the project.
- ii. The NCPUL without prejudice to any other remedy, reserves the right to terminate the tender/ Work Order in whole or in part and also to blacklist a Bidder (L-1) for a suitable period in case they fail to honour their bid/ Work Contract or found guilty for breach or contravention of condition(s) of the tender documents/ Work Order, negligence, carelessness, inefficiency, fraud, mischief, misappropriation or any other type of misconduct by such Bidder or by its employees, agents, representatives. In such case of termination, the NCPUL will have the right to put in place next agency (L-2) or any other agency for carrying out the remaining job. Any extra expenditure shall be recovered from the agency failed to deliver.

jj. **Site for delivery:** “Farogh-e-Urdu Bhavan”, FC-33/9, Institutional Area, Jasola, New Delhi-110025.

kk. The Contractor shall at all times indemnify the NCPUL against all claims, damages or compensation under the provisions of Payment of Wages Act, 1936, Minimum Wages Act, 1948, Employers Liability Act, 1938, Workmen’s compensation Act, 1923, Industrial Disputes Act, 1947 and the Maternity Benefit Act, 1961, or any modifications thereof or as a consequence or any accident or injury to any workman or other persons in or about the Works, whether in the employment of contractor or not, save and except where such accident or injury has resulted from any act of NCPUL, his agents or servants, and also against all costs, charges and expenses of any suit, action or proceedings arising out of such accident or injury and against all sum or sums which may, with the consent of the contractor, be paid to compromise or compound and claim, without limiting his obligations and liabilities as above provided, the contractor shall insure against all claims, damages or compensation payable under the Workman’s compensation Act, 1923 or any modification thereof or any other law relating thereto.

1. **Warranty**

Standard Warranty will be for a period of one year after completion of the work for the supplied Applications. During the warranty period, selected bidder shall rectify all technical issues such as not opening of an application/file, corruption of an app/file, image/text deterioration, etc. The defects if any, shall be attended to within 24 (twenty-four) working hours and must be resolved within the next two (2) working days.

2 years Annual Technical Support (ATS) will also be provided by the development agency after expiry of the warranty period.

The NCPUL also reserves the right to discontinue the project in full and/or part (including warranty period and ATS) without assigning any reason and such decision shall be final.

2. **Evaluation Criteria**

Competencies and capabilities of the bidder will be checked by going through the provided Credentials and live demo of the proposed solution before the Technical Evaluation Committee. Financial Bid of only those bidders will be opened who will get technically qualified in the technical bid.