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Expression of Interest (EoI)
for
Updating and Translation of Financial Education Video
Series for School Students
(Document Reference Number : NCFE/2025-26/EoI/01)

6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi,
Navi Mumbai - 400 703 Maharashtra
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1. ACRONYMS

Acronym	Description
CA	Chartered Accountant
EoI	Expression of Interest
FY	Financial Year
GST	Goods and Services Tax
INR	Indian Rupee
IRDAI	Insurance Regulatory and Development Authority of India
MoA	Memorandum of Association
NCFE	National Centre For Financial Education
PAN	Permanent Account Number
PFRDA	Pension Fund Regulatory and Development Authority
RBI	Reserve Bank of India
RFP	Request for Proposal
SEBI	Securities and Exchange Board of India
PSU	Public Sector Undertaking

Kindly Note: For the purpose of this document the terms “Bidder,” “Suppliers”, “Agency” and “Company” shall be used interchangeably and shall mean any legal entity participating in the EoI process by submitting a proposal to supply services under this EoI.

2. IMPORTANT DATES

Sr No.	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	Updating and Translation of Financial Education Video Series for School Students
3	Issue date of the EoI	June 20, 2025
4	Last date for receiving queries (through emails only)	June 30, 2025 by 17:00 hrs
5	Last date for submission of proposal in response to the EoI	July 11, 2025 by 16:00 hrs
6	Date & Time of Opening of EoI	<p>July 11, 2025 at 17:00 hrs</p> <p>Will be conducted in hybrid mode.</p> <p>Bidders who want to attend the meeting in person will have to be present in the Board Room, NCFE, 6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi, Navi- Mumbai - 400 703, Maharashtra.</p> <p>Bidders who wish to attend the meeting online may use the following link :</p> <p>Link: https://ncfeindia.webex.com/ncfeindia/j.php?MTID=mdfbde8dc232d34a2d357d8d5a2a261b6</p> <p>Meeting number : 2510 124 8100</p> <p>Password : 1234</p>

* All costs and expenses incurred by bidders associated in any way with the development, preparation, and submission of responses, including but not limited to the attendance at meetings, discussions, presentations etc. and/or providing any additional information required by NCFE, will be borne entirely and exclusively by the bidders. Stamp duty and registration charges if any, that may be incurred towards entering into agreement with the selected bidder has to be borne by the selected bidder. The rates of Stamp duty and registration charges will be applicable as per the rules of the Government of Maharashtra from time to time.

3. INVITATION OF EXPRESSION OF INTEREST

Expression of Interest (EoI) are invited from the suppliers who meet the minimum Eligibility Criteria mentioned in this document to update and translate Financial Education Video Series for School Students.

For any queries, you may contact the following:

Mr. Ravi Somani
Senior Manager, NCFE
Email : ravi.somani@ncfe.org.in
Phone : 022-68265105 / 115 / 116

4. INFORMATION TO SUPPLIERS

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. 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 of regulated entities with fair and transparent machinery for consumer protection and grievance redressal.

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

One of the strategic goals under NSFE 2020:25 is to develop Financial Literacy content for school children. Accordingly NCFE has developed Financial Education Video Series for School Students (available at :

<https://www.youtube.com/watch?v=Bqyek4dnycM&list=PLPzJTdI3TPeuG49uFCpmBnIvmQB7f7kV4&index=1>). NCFE intends to Update the content and subsequently translate the updated Videos into Hindi and eleven regional languages to enhance accessibility, outreach and dissemination of financial literacy messages among school students and all sections of population across the country.

This invitation to EoI seeks proposals from qualified suppliers with proven experience in updating and translation of videos in financial education or other relevant domains.

5. EoI SUBMISSION

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

Sr. No.	Item
1	Covering Letter as per the format given in Annexure I .
2	Details of Company as per the format given in Annexure II . A cancelled cheque of the bank account of the bidder as mentioned in Annexure II
3	No Conviction Letter as per the format given in Annexure III .
4	Confirmation of Project Completion as per the format given in Annexure IV .
5	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.
6	Copy of Purchase Orders for amounts mentioned in Section 8 along with details of the works carried out in the past.
7	Copy of Audited Profit and Loss Statements and Balance Sheet/ Certificate from CA for FY 2021-22, 2022-23, 2023-24.
8	Original Solvency Certificate from the bank for an amount of Rs. 76,00,000/- (Indian Rupees Seventy Six Lakh). Kindly note that the failure to furnish a valid Solvency certificate shall lead to automatic disqualification of the bidder.
9	Hard Copy of this EoI Document duly Signed and Stamped on each page by the authorized signatory of the company.
10	A copy of Certificate of Incorporation/ Registration/ MoA as applicable.
11	Copy of PAN card.
12	Copy of GST Registration Certificate.

The above-mentioned documents must be enclosed in a sealed envelope super scribed as “Expression of Interest - Updating and Translation of Financial Education Video Series for School Students (NCFE/2025-26/EoI/01)”. The envelope must clearly state the bidder name, email id, contact number and address of the bidder for communication. Kindly note that any communication regarding the opening of proposals shall be communicated via email only to the email id mentioned on the envelope.

The envelope must be delivered to the following address by hand or by registered post on or before the deadline mentioned in Section 2.

To,
Mr. Ravi Somani,
The Senior Manager, NCFE,
6th Floor, NISM Bhavan, Plot No. 82, Sector-17,
Vashi, Navi Mumbai, Maharashtra - 400 703

6. INSTRUCTIONS TO SUPPLIERS

- i. No proposals shall be accepted after the due date and time. Proposals received after the last date and time 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.
- ii. Please note that Request for Proposal (RFP) shall be issued only to the shortlisted Suppliers who will be found to be eligible based on their response to this EoI.
- iii. NCFE reserves the right to reject any or all proposals received in response to the EoI without assigning any reasons whatsoever.
- iv. 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.
- v. The Suppliers shall bear all the costs incurred for preparation and submission of response to this EoI.
- vi. The Suppliers are advised to submit all documents as mentioned in Section 5 strictly in the prescribed format.
- vii. Incomplete and conditional proposals shall not be accepted.
- viii. Submission of more than one proposal by a Supplier will render the proposal liable for rejection. Suppliers may assess the nature and quantum of the activities before submitting their proposals.
- ix. NCFE reserves the right to either shortlist the Suppliers or cancel the shortlisting process all together. The decision taken by NCFE in this regard shall be final and binding on the Suppliers responding to this EoI.
- x. 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 is embarking on an important initiative to disseminate financial education content. An essential element of the scope of work will be to update and subsequently translate the existing Financial Education Video Series for School Students into Hindi and eleven regional languages with subtitles in English based on current financial landscape, products, policies, and practices to enhance accessibility, outreach and dissemination of financial literacy messages among school students across the country. The concept, design and production should be simple and easily understandable to the target audience as mentioned in NSFE 2020:25 document.

List of languages for translation: Hindi, Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu, Urdu.

The broad scope of work includes:

- a) **To Review and Update** the content of existing video materials to ensure alignment with the current financial and regulatory landscape. NCFE will identify and provide the necessary updates, and the supplier will be responsible for incorporating the updates into the videos accordingly.
- b) **Content Production Services** including but not limited to scripting, video editing, voiceover recording, audio dubbing and enhancement as may be required to ensure the quality, accuracy and relevance of the material.
- c) **Translation and Localization** of the revised scripts into Hindi and eleven regional languages along with the inclusion of English subtitles.

The current Educational Video Series of NCFE for School Students is available at :

<https://www.youtube.com/watch?v=Bqyek4dnycM&list=PLPzJTDI3TPeuG49uFCpmBnIvmQB7f7kV4&index=1>

Note: A detailed and comprehensive scope of work shall be provided in the Request for Proposal (RFP), which shall be issued subsequently to eligible shortlisted suppliers only.

8. ELIGIBILITY CRITERIA

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

Sr. No.	Minimum Qualification/ Eligibility Criteria	Proof Required
1	The Supplier should be registered under the Indian Companies Act, 1956/2013, Society Registration Act, 1860/ Autonomous Body of Govt. / Partnership Firm. It should be in existence for at least past 4 years as on May 31, 2025.	Copy of Certificate of Incorporation / Registration / MoA/Partnership deed as applicable.
2	The supplier must have the past experience in developing animated 2D or 3D Educational Videos in English, Hindi and other regional languages in Financial Education or other related domain during the past 7 years (prior to May 31, 2025). Please note that the past experience must be in the areas as mentioned above.	Copy of Work Orders.

<p>While considering the value of the Work Orders / Agreements submitted by the supplier, only the cost of animated video development work in Financial Education or related domain and translation services in regional languages shall be taken in to consideration towards the actual value of the concerned Work Order and the eligibility of the supplier shall be decided accordingly.</p> <p>If the Work Orders/ Agreements issued by the suppliers 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 supplier clearly stating the above-mentioned components and the total cost of the components.</p> <p>The Supplier should fulfill <u>one of the following criteria</u> in respect of the work orders reflecting the past experience as mentioned-above:</p> <p>(i) Completed three (3) works of the above-mentioned nature each costing not less than INR 30,50,000/- (Rupees Thirty Lakh Fifty Thousand 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 38,00,000 (Rupees Thirty Eight Lakh 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 61,00,000 (Rupees Sixty One Lakh Only).</p>	
<p>3 A copy of Certificate of Completion for the Work Orders as mentioned above.</p>	<p>Copy of Completion Certificates.</p>
<p>4 The Supplier should have a minimum average annual turnover of INR 68,50,000/- (Rupees Sixty Eight Lakh Fifty Thousand Only) during the past three (3) financial years i.e. FY 2021-22, FY 2022-23 and FY 2023-24. The suppliers are</p>	<p>Copy of Audited Financial Statements (Profit and Loss Statement and Balance Sheet) for FY 2021-22, FY 2022-23 and FY</p>

	required to submit a copy of the audited Balance Sheet and Profit & Loss Statement for the FY 2021-22, FY 2022-23 and FY 2023-24. Average annual turnover of the three financial years shall be considered for assessment of eligibility.	2023-24.
5	<p>The bidder shall furnish a original Solvency Certificate issued by their banker for an amount of INR 76,00,000/- (Rupees Seventy Six Lakh Only). The solvency certificate must be dated later than June 20, 2025.</p> <p>Please note that if the said Solvency Certificate is not submitted as part of your proposal, the proposal will be summarily rejected. Date of the issuance of solvency certificate must be indicated on the certificate.</p>	Solvency certificate issued by the Banker
6	The Supplier should have a valid PAN and GST Registration in India.	Copy of PAN card and GST Registration Certificate.
7	<p>The Supplier should not have been blacklisted by Central /State Government departments/undertakings/ Financial Sector Regulators/NCFE and not involved in any major litigation that may affect or compromise the delivery of service required.</p> <p>The Supplier should not have been penalized or found guilty in Court of Law. Neither the Supplier nor its proprietors/directors/partners have defaulted to any Bank.</p>	No Conviction Letter duly signed as per the Format provided in Annexure III .
8	Suppliers should not have rejected the Letter of Intent/Purchase Order/Work Order issued to them by the client after winning a tender based on their bid which was fully compliant with the terms and conditions of the tender.	Covering letter as per Annexure-I duly signed by the authorized signatory of the Supplier.
9	Suppliers who have not failed to deliver products and services in accordance with the terms and conditions of the Work Order/Project Implementation Agreement for reasons not attributed to the client or not due to force majeure.	Covering letter as per Annexure-I duly signed by the authorized signatory of the Supplier.

9. SHORTLISTING PROCEDURE

- i. Proposals received from suppliers shall be assessed based on the eligibility criteria mentioned in Section 8.
- ii. All proposals, meeting the eligibility criteria shall be shortlisted and only the shortlisted suppliers shall be informed.
- iii. The RFP for the above mentioned work will be issued only to the shortlisted suppliers.
- iv. Please note that unselected bidders will be informed about the decision only after the entire tendering process is completed.



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 – Updating and Translation of Financial Education Video Series for School Students

Respected Sir,

Having examined your Expression of Interest (EoI) 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/Partnership deed as applicable.
2. Copy of PAN Card and GST Registration Certificate.
3. Copy of Audited Financial Statements (Profit and Loss Statement and Balance Sheet) FY 2021-22, FY 2022-23 and FY 2023-24.
4. Copy of covering letter as per the format given in [Annexure I](#).
5. Copy of details of Supplier 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 Project completion certificates 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 8.
10. Copy of this EoI document Signed and stamped on each page by authorized signatory of the company.
11. Solvency certificate issued by bank as stated in item no 5 of table mentioned in Section 8.

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 and competently within the quoted price and agreed time frame prescribed according to the scope, deliverables and costs quoted as part of this proposal.
6. We have adequate facilities and expertise in delivering the prescribed services mentioned in Section 7. We will create appropriate mechanism to store soft copies of all raw files, footages, audio visuals, data etc. as part of this project and provide the same to NCFE in the required readable format.
7. We confirm that we never rejected any Letter of Intent/Purchase Order issued by the client in the past after winning a tender based on our bid which was fully compliant with the terms and conditions of the tender.
8. We confirm that we have never failed to deliver products and services in accordance with the terms and conditions of the Work Order/Project Implementation Agreement for reasons not attributed to the client or not due to force majeure.
9. We hereby affirm that we shall maintain complete integrity, honesty, and fairness throughout the tendering process, including bid preparation, submission, evaluation, and execution of the contract. We shall refrain from any practice that may compromise the fairness and transparency of the procurement process.
10. We undertake to adhere strictly to the instructions and guidelines of the Central Vigilance Commission (CVC) applicable to public procurement and pledge to uphold ethical standards in our participation in this tender.
11. We understand that any violation of the above declarations may invite disciplinary action by NCFE, including disqualification from the current and future tenders.
12. We shall be responsible for submitting all the documents mentioned in the EoI NCFE/2025-26/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 :



ANNEXURE II
DETAILS OF THE SUPPLIER
(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 Supplier.

Respected Sir,

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

Brief Profile is as under:

Sr No.	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 3 financial years / Certificate from a CA for computation of average annual turnover.	1. FY2021-22: 2. FY2022-23: 3. FY 2023-24:		
5	Number of years of experience in developing, updating and translation of animated 2D/3D Videos of 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.)			

8	Contact Details of Authorized Signatory	Name: Email ID: Phone no:
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*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 : Signature of Authorized Signatory :

Place : Name of the Authorized Signatory :

Designation :

Name of the Organization :

Company 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 EoI 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 / NCFE 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 (proprietors / 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 :

Company 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 on _____ (Name of the project as mentioned in the Work Order/Contract/Agreement). The value of the project is Rs._____.

The project was carried out from _____ (date) to _____ (date).

The performance of the company 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:

Note: Deviation in format of this Annexure is allowed provided the following information is available in the client's letter- Company name, Client name, Name of the Project, Nature of the project, Work order number, Value/Cost of the project, Project start and completion date.

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,

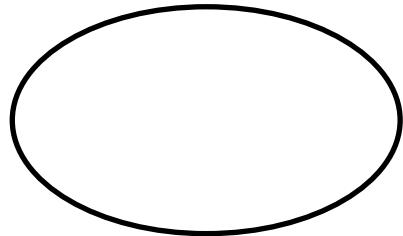
I/We, _____, in the capacity of _____ (Designation) hereby authorize Mr./Ms. _____, (Designation) to act on behalf of our company for submission of EoI for “Updating and Translation the existing Financial Education Video Series for School Students”.

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.



(Signature of the Authorized Person must be placed inside the above circle)

I attest the above signature.

Yours sincerely,

Signature: _____

Name: _____

Designation: _____

Date: _____

Seal of Company

