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

F.No.11/2025(CBC)

03 वैशाख, 1947 / 23rd April, 2025

**Subject: Invitation to Apply as Subject Matter Experts for iGOT Karmayogi Platform – Expression of Interest Issued by Karmayogi Bharat**

**आदरणीय महोदय/महोदया,**

This is to inform you that Karmayogi Bharat, under the Department of Personnel and Training, Government of India, has invited Expressions of Interest (Eoi) for engaging individual consultants as Subject Matter Experts (SMEs) for content development and review on the iGOT Karmayogi Platform, a national digital learning platform for capacity building in public service. This is a part of the World Bank-supported Public Service Capacity Enhancement Project (Loan No. IBRD-93650).

The SMEs will be responsible for:

- Developing and reviewing digital learning content including courses, case studies, and assessments;
- Collaborating with content development agencies or independently creating resources;
- Ensuring quality assurance and final delivery of content as per platform standards.

Interested individuals may apply for one or more areas of domain expertise. This initiative offers a valuable opportunity for **both teaching and non-teaching staff** of your institution to contribute their academic knowledge and practical experience to national-level capacity building efforts. The details are mentioned in the Request for Expression of Interest document attached as Annexure 1.

The **Expression of Interest (Eoi)** is open till **25th April 2025 (5:00 PM)** and can be accessed on the Karmayogi Bharat website: [www.igotkarmayogi.gov.in](http://www.igotkarmayogi.gov.in)

Expression of interest must be sent by email to **tenders.karmayogi@gov.in** latest by April 25, 2025, by 1700 hours along with the below mentioned documents in support of the proposal: -

- a. Resume of their domain experience/expertise
- b. Sample of previous relevant workWS
- c. A cover letter outlining their approach to content review and curation.
- d. The subject line of the mail should read "Application for SME for the <sector(s)>\_\_\_\_\_"

You are kindly requested to circulate this information widely among the faculty and administrative staff in your institution and encourage them to apply.

सादर ,

भवदीय,

(मनिष जोशी)

संलग्नक उपरोक्तानुसार

To:

- 1.The Vice-Chancellors of all Universities
- 2.The Principals of all Colleges

**REQUEST FOR EXPRESSION OF INTEREST**  
**(CONSULTING SERVICES – INDIVIDUAL CONSULTANT SELECTION)**

**INDIA**

**PUBLIC SERVICE CAPACITY ENHANCEMENT PROJECT**

Loan No./Credit No./ Grant No.: IBRD-93650

**Assignment Title: Hiring of subject matter experts for development/ review of content for iGOT Karmayogi Platform**

**Reference No.:** IN-KBL-435787-CS-CQS, IN-KBL-435785-CS-CQS, IN-KBL-435749- CS-CQS, IN-KBL-435790-CS-CQS

1. The Department of Personnel and Training has received financing from the World Bank toward the cost of the Public Service Capacity Enhancement Project and intends to apply part of the proceeds for consulting services.
2. This is a common REOI for hiring for multiple individual consultants, hereinafter referred to as Subject Matter Experts (SME) as per details provided below:
  - a. Hiring of subject matter experts to develop, review and curate courses, case studies, translation of courses or assessments for the iGOT Karmayogi Platform. The experts shall be required to create new courses for the iGOT platform or to review or modify already available courses on the platform.
  - b. In case of development of courses/case studies, the expert shall be required to create story boards, develop graphics, conduct shoot if applicable and create assessments and deliver the final course to Karmayogi Bharat. Alternatively, Karmayogi Bharat may also align content development agencies with the subject matter expert. The expert shall then provide subject matter expertise and inputs to the agency to create and finalize the story boards, review the content created by the agency at various stages such as alpha, beta and gold standard for signoff and finalization of the course/case study. The developed courses/case study shall be reviewed by Karmayogi Bharat and only if the course meets the expectations of the quality standards Karmayogi Bharat may accept the course to be published on iGOT platform. Expert may also be required to create assessment on different topics and competency area's along with question bank, which shall entail creation of items along with appropriate distractors.
  - c. In case of development of courses, the expert shall be paid based on hours of effort required for the development of the course. The expert shall be paid a fee of INR 10,000 (INR Ten Thousand only) per hour of effort for the development of the course. Once a course is assigned to an expert for the development, he/she shall submit the plan for course development clearly outlining the effort required at each stage with Karmayogi Bharat. Karmayogi Bharat shall review the plan and shall

provide approval to the expert to initiate the work for content development. At every stage the course shall be review by experts appointed by Karmayogi Bharat.

- d. The summary of expected deliverables for developing courses is as given below:

Sl. No.	Deliverable/ Reporting requirement	Timeline
1	Submission of plan for the development of courses after assignment	7 working days
2	Submission of course storyboard for review after the approval of the course development plan.	Within 15 days of approval of the course development plan
3	Submission of alpha content after the approval of the storyboard	Within 30 days of the approval of the storyboard
4	Submission of the beta content after the incorporation of feedback on the alpha content	Within 30 days of the of the feedback received on the alpha content
5	Submission of the gold content incorporating feedback from the beta content and finalizing all elements of the course.	Within 15 days of the of the feedback received on the beta content

*\*The above timelines are indicative however the actual timelines shall be dependent on the plan approved by Karmayogi Bharat which may vary on a case-by-case basis.*

- e. It may be noted that based on requirement Karmayogi Bharat may require the expert to undertake all or some of the deliverables listed above and they shall be compensated as per the actual effort approved for completion of the allocated tasks. The hourly rate to be paid to the expert shall be at the rate of INR 10,000 (plus applicable taxes) per hour of effort. The payment shall be due to the expert only after the course is finalized and accepted by Karmayogi Bharat.
- f. In case of review, the courses shall be assigned to the subject matter experts by Karmayogi Bharat, and they shall be required to check the quality and consistency of the courses and provide their feedback and suggestions to enhance the quality of these courses.
- g. A fixed fee of INR 10,000/- (INR Ten Thousand Only) shall be payable for reviewing content up to one hour duration, The SME is expected to review and provide feedback as per the scope of work for each content reviewed with recommendations. This shall include all fees, expenses and applicable taxes. In case the SME gives feedback and suggestions that requires Karmayogi Bharat or the Content Providers to make changes, the SME will be required to review the content again and follow the reporting and approval process for each course/ content, as given in the Annexure- C (Reporting Obligations of SMEs). In case the SME is needed to review the same content more than twice (2 times) to check the compliance of the content recommendation, the additional fees shall be INR 5,000/- (INR Five Thousand Only) per hour of content.
- h. For courses of duration of more than 60 minutes, the payment will be on pro rata basis by considering 30 minutes as one unit. Thus, the fees for review of content for duration between 60 to 90 minutes will be INR 15,000/- (INR Fifteen Thousand Only) for first two reviews and an additional

INR 7,500/- (INR Seven Thousand Five Hundred Only) for a third review, if needed. For courses of duration between 90 minutes and 120 minutes, the fees will be INR 20,000/- (INR Twenty Thousand Only) for the first two reviews and INR 10,000/- (INR Ten Thousand Only) for a third review, if needed.

- i. The maximum amount payable for review and curation of each content shall be INR 30,000/- (INR Thirty Thousand Only) for a particular content/ course of a duration of three hours and above. In case the duration of the course/ content is more than three hours, an additional payment shall be made after mutual agreement and approval by Karmayogi Bharat.
- j. The summary of expected deliverables for reviewing courses is as given below:

Sl. No.	Deliverable/ Reporting requirement	Timeline
1	Review, curation, and submission of recommendations/ report on each course/ content of up to one (1) hour.	5 working days
2	Second review of same content (updated one with modification by content provider, as suggested by Advisor). It also requires coordinating with content providers for the same, as and when required.	Within 3 days of intimation of requirement of second review
3	Third review of same content (up to one hour) (if required)	As per timeline communicated by Karmayogi Bharat

- k. The expected duration of the assignment shall be three years.
  - l. The assignment is expected to start by May 1, 2025.
3. TOR for respective individual SME assignments are attached to this request for expression of interest. In addition, the same can be found on the website [www.igotkarmayogi.gov.in](http://www.igotkarmayogi.gov.in) in the tenders section. The individual SMEs shall be selected in different domains basis the list of sectors given in the Annexure-B of this document.
  4. Please note, this REOI is meant for Individual Consultants (not for Consulting Firms).
  5. Karmayogi Bharat now invites eligible Individual Consultants (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria is as follows. Individual experts may apply for both creation of courses/case studies and review of courses or for either. Individual experts who have already been empaneled by Karmayogi Bharat for review of courses need to apply for creation of courses/case studies separately:
    - a. The proposals of the individual consultants shall be evaluated first based on the below criteria to ascertain the minimum qualifications.

Sl. No.	Evaluation Criteria	Supporting document to be submitted to check compliance
1	20+ years of relevant experience and expertise	Cover letter and CV with clear details of relevant experience and expertise.
2	Domain Expertise – Minimum 5 years of experience in the respective domain as highlighted in the CV	Cover letter and CV with clear details of domain expertise and a sample of previous relevant work

- b. The individuals who meet the above-mentioned criteria shall be evaluated based on their domain expertise on a subject matter, their experience, and the requirement of Karmayogi Bharat for review and creation of courses related to the concerned domain.
  - c. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.
  - d. A Consultant will be selected in accordance with the following procedure:
    - i. The Selection shall be based on the suitability of the consultant as per the criteria given above.
    - ii. If required Karmayogi Bharat may invite the shortlisted consultants for an interaction.
    - iii. Amongst all eligible applicants for a particular domain, a maximum of 5 experts/ consultants shall be empaneled depending on the profile and requirement of the Karmayogi Bharat.
    - iv. Karmayogi Bharat reserves the right to select more consultants for each domain.
6. Further information can be obtained at the address below during office hours 0930 to 1730 hrs.
7. Expression of interest must be sent by email to [tenders.karmayogi@gov.in](mailto:tenders.karmayogi@gov.in) latest by **April 25, 2025, by 1700 hrs.** The consultant is required to submit the below information for their proposal:
- a. Resume of their domain experience/expertise
  - b. Sample of previous relevant work
  - c. Cover letter outlining their approach to content review and curation.
  - d. The subject line of the mail should read “Application for SME for the <sector(s)> \_\_\_\_\_”

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## **ANNEXURE A: SCOPE OF WORK**

### **Objectives:**

The primary objectives of engaging the individual consultants are:

- Development of new courses for the iGOT Karmayogi Platform.
- End-to-end review or creation/ modification of new and existing content from content providers as per Karmayogi Bharat's content quality guidelines for accuracy, relevance, and alignment with mission goals.
- Support in curation and organization of content to enhance accessibility and user engagement as per digital learning standards and best practices.
- Identify gaps in content and propose additions or modifications.
- Ensure that the content adheres to established eLearning guidelines and standards.

### **Scope of Work:**

The consultant will be responsible for a range of activities aimed at ensuring the accuracy, relevance, and quality of content on the iGOT portal. The major responsibilities and tasks are given below, but not limited to:

- Collaborate with relevant stakeholders to understand Mission Karmayogi's goals and content requirements.
- In case of development of content, create storyboards, conduct shooting (if required,) perform video and multimedia editing and create of graphics and animation (if required).
- Conduct a comprehensive review of new and existing content on iGOT Karmayogi Platform (as assigned from Karmayogi Bharat).
- Create quality assessment instruments along with question banks.
- Provide detailed feedback on the quality, accuracy, and relevance of the content as per defined template by Karmayogi Bharat.
- Check consistency in language, style, and format across all materials.
- Review and validate quizzes, tests, and other evaluation tools for accuracy and effectiveness.
- Curate and organize content to improve its structure and accessibility.
- Propose recommendations for content enhancements or modifications.
- Ensure that the content complies with branding guidelines, language standards, and any other

relevant criteria.

- Create engaging assessment questions along with suitable distractors in different formats such as MCQ, Fill in the blanks, match the following etc. based on Karmayogi Competency model.
- All costs of equipment and software's shall be borne by the expert and including their maintenance and insurance.

### **Deliverables:**

The Consultant is expected to deliver the following, but not limited to:

- Delivery of the created courses, case studies and assessments or the milestone as agreed with Karmayogi Bharat.
- Content review report highlighting strengths, gaps, and recommendations.
- Organize and curate content, reflecting improved structure and accessibility.
- Any additional content created or modified as per recommendations.
- List of recommended external resources, including government publications and authoritative sources.

### **Reporting and Communication:**

The Consultants will report to the Chief Executive Officer (CEO)/Chief Learning Officer (CLO), Karmayogi Bharat. Regular check-ins and progress updates will be required as per the agreed-upon schedule.

**ANNEXURE B: SECTORS**

1. Agriculture and Cooperation
2. Animal Husbandry and Fishing
3. Art and Culture
4. Chemicals and Fertilizers
5. Coal and Mines
6. Commerce and Industry
7. Communications and Information Technology
8. Defence
9. Education and Training
10. Employment and Labour
11. Energy and Power
12. Environmental and Natural Resources
13. Finance, Banking and Insurance
14. Food and Public Distribution
15. Forestry and Wildlife
16. Governance and Administration
17. Health and Family Welfare
18. Home Affairs and National Security
19. Housing and Urban Development
20. Information and Broadcasting
21. International Affairs
22. Law and Justice
23. People and Organizations
24. Petroleum, Oil and Natural Gas
25. Rural Development and Panchayati Raj
26. Science, Technology and Research
27. Social Justice and Empowerment
28. Tourism
29. Transport and Infrastructure
30. Youth Affairs and Sports



## **ANNEXURE C: CONSULTANT'S REPORTING OBLIGATIONS**

As part of the engagement for content review and curation, the individual Consultant is obligated to fulfill specific reporting requirements. These reporting obligations are designed to ensure transparency, accountability, and effective communication throughout the consultancy. The Consultant is expected to adhere to the following reporting guidelines:

### **1. Progress Reports:**

The Consultant shall submit regular progress reports to the designated point of contact at Karmayogi Bharat as per the terms of engagement for the task of each review. These reports should include a summary of the tasks completed, challenges encountered, and proposed solutions. Any deviations from the initial work plan should be clearly communicated in these reports.

### **2. Content Review Report:**

A comprehensive content review report is a key deliverable of this consultancy. The Consultant is required to submit a detailed report outlining the strengths, weaknesses, and recommendations for the reviewed content as per Karmayogi Bharat's Content Quality guidelines. This report should be **submitted within 5 working days** from the draft content received, and it will serve as a basis for further discussions and modifications.

### **3. Curated Content Submission:**

Upon completion of the curation process, the Consultant is responsible for submitting the organized and curated content. This submission should reflect the improvements in structure and accessibility as outlined in the terms of reference. The **curated content must be submitted by specific deadline as provided by Karmayogi Bharat** for each course review to allow for further review and implementation.

### **4. Recommendations and Modifications:**

If, during the consultancy, the Consultant identifies additional content needs, modifications, or enhancements beyond the initial scope, these should be promptly communicated in writing. Recommendations for improvements should be accompanied by a rationale and potential impact assessment.

### **5. Check-in Meetings:**

Regular check-in meetings will be scheduled to discuss progress, address any concerns, and provide an opportunity for the Consultant to seek clarification on project-related matters. The Consultant is expected to actively participate in these meetings and come prepared to discuss their work.

**6. Issue Reporting:**

In the event of any challenges, delays, or issues that may impact the successful completion of the consultancy, the Consultant should immediately notify the designated point of contact. Timely reporting allows for collaborative problem-solving and ensures that necessary adjustments can be made.

**7. Final Report and Handover:**

After the consultancy, the Consultant is required to submit a final report summarizing the overall outcomes, lessons learned, and any additional recommendations for future content management. Additionally, the Consultant should provide a clear handover of all relevant materials, tools, or information related to the content review and curation.

**8. Compliance with Guidelines**

Throughout the engagement, the Consultant is expected to ensure that all work complies with established guidelines, branding standards, and any specific requirements outlined by Karmayogi Bharat.

**9. Contractual Compliance:**

The Consultant must adhere to all contractual terms and conditions outlined in the agreement signed at the commencement of the consultancy.

**Note:**

Any changes to reporting obligations or deadlines must be communicated and agreed upon in advance with the relevant stakeholders at Karmayogi Bharat.