

**REQUEST FOR PROPOSALS (RFP)
FOR**

**Selection of Training Provider for Conducting Short Term Training in
the Digital Marketing Job Role for 30 Candidates to be Implemented
in Agartala West District. Tripura**

**No.F.5(173)TSDM/2023/ Linkfile 1 - Part(3) / 9536
Dated12..... August, 2025**

Tripura Skill Development Mission (TSDM)

Directorate of Skill Development

Department of Industries & Commerce

Government of Tripura

**Indranagar, Agartala-799006 Phone: (0381)2353166 e-mail:
skilltripura@gmail.com**

Request for Proposal (RFP) for conducting short term training in the Digital Marketing Job role to be implemented in Agartala West District. Tripura

1. Background

The Directorate of Skill Development invites proposals from eligible and experienced Training Providers (TPs) for the implementation of Short –Term Training (STT) Programmes. This initiative aims to provide gainful employment through quality skill training in relevant sectors and job roles, aligned with local demand through industry partners, knowledge partners and training providers, Government Institutions and Sector Skills Council.

The primary objective of this RFP is to select eligible Training Providers/SSC's/LLP's with a demonstrable track record in delivering quality, outcome-based skill training, and verifiable placement linkages and entrepreneurship development.

2. Details of Job role

Sl. No	Name of the Job role	Sector	Qp Nos (NSQF)	Total Training Hrs.	Target Beneficiaries	Target Age Group	Educational Qualification	Expected Salary
1	Digital Marketing	Media & Entertainment	(MES/Q0706, Version 2.0, NSQF Level 6)	305	30	18 years and above	Higher Secondary and above	

3.. Eligibility Criteria

Interested Training Providers must meet all of the following minimum eligibility conditions:

i. Legal Status:-

Must be a legally registered entity

Company/LLP/Firm/Society/Trust/Proprietorship/Government Departments/Autonomous bodies) with valid registration certificates under applicable laws. Copies of incorporation or registration documents must be submitted

ii. Experience:

Minimum of **three (3) financial years** of continuous and active presence in the Indian skill ecosystem, particularly in implementing government, PSU, CSR, or self-funded skill development programs. Documentary proof in the form of **Work Orders /Office Orders/MoUs** with government departments or reputed organizations along with **Work Completion Certificates** must be attached.

iii. LoI submission:-

Training Providers must submit valid Letters of Intent (LoIs) from companies that meet the following criteria:

- The company with registration in Company's act (registered with MCA/MSME registration) along with a valid workforce entity for a minimum of three years, with an organizational validity of at least three years.

- The company must have been profit-making for at least the past three financial years as of the date of RFP submission.
 - The company must commit to retaining the placed candidates for a minimum period of one year.
- iv. **Address of Training Infrastructure:-**
Training centers must have basic infrastructure as per NSDC norms and must be located within the state of Tripura. Ownership or lease documentation of the training centers must be submitted along with geo-tag photographs.
- v. **Certified Trainers**
Trainers must possess **valid ToT (Training of Trainers)** certification for the relevant job roles issued by the Sector Skill Councils (SSCs) and the job role for which the agency has applied for. The copy of ToT Certificate needs to be submitted.
- vi. **Legal & Statutory Compliance**
The TP must submit valid PAN, GST Registration, ESIC, EPFO registration (if applicable), /IT return (Last Three years) and Audit Report (Last Three Years) and other applicable compliance certificates. Copy of all these documents need to be submitted.
- vii. **Training Session Plan**
TPs must provide a detailed day wise /week wise **Session Plan with targets and sub targets** aligned with the National Occupational Standards (NOS) for each job role before getting the approval.
- viii. **On-the-Job Training (OJT) Plan Submission:**
Training Providers must **submit a detailed OJT plan** for each of the proposed job roles. The OJT plan must clearly include the following:
- Job Role-wise OJT framework
 - Duration of OJT
 - Proposed OJT locations
 - **Supporting documents or letters of consent** from associated **industries, departments, or institutions** confirming their willingness to host the OJT.

Note:-

N.B.:- The mobilization list must be submitted prior to the commencement of the training batch. The list of candidates shall also be communicated to the respective District authorities. Candidate mobilization shall be the sole responsibility of the Training Provider.

Proposal Evaluation Criteria

Proposals will be evaluated on a point-based system with the following key evaluation parameters:

Sl. No.	Evaluation Parameter	Maximum Marks
1	Number of years of experience in skill-based training	5
2	Evidence of working with Government/PSUs/CSR projects (attach Work Orders/MoUs along with work completion certificate)	10
3	Valid Lols from Placement Agencies/Employers within State	35
4	Valid Lols from Placement Agencies/Employers outside state	10
5	Centre readiness as per NSDC Norms	10
6	Trainer ToT certifications from SSCs	10
7	Detailed Session Plans and OJT Roadmap	15
8	Proper Submission of PAF-Annexure-I along with valid documents as mentioned in point 6	5
Total		100

5. Submission Requirements

Training Providers must submit a structured proposal that includes the following:

- Cover Letter (**Annexure IV**) on letterhead, signed by authorized representative.
- Duly filled **Annexure I** (Project Application Form - PAF).
- **Annexure II** – List of Job Roles proposed.
- **Annexure III** – Self-declaration of compliance with eligibility.
- **Annexure-V** – Self Declaration for authenticity and compliance
- Detailed session plans and OJT plans per job role.
- Supporting documents (refer checklist below).

6. Document Checklist (Self-attested copies required)

- Legal Registration Certificate of the entity
- PAN, GST, and other applicable legal registrations
- Work Orders / Office Orders / MoUs from previous projects
- Valid NSDC Registration of the Training provider
- SMART NSDC Accreditation Certificate for training centres
- ToT Certificates for proposed Trainers (job role specific)
- Placement Proof ($\geq 75\%$ placement in last 3 years)
- Valid LoIs from Employers/Placement Agencies
- Centre ownership/lease agreement
- Infrastructure readiness documents
- Trainer resumes and qualifications
- Residential facility details (if applicable)
- Any other supporting evidence for claims in PAF

7. Additional Notes

- Incomplete or unsigned applications will be rejected.
- Misrepresentation or submission of fraudulent documentation will lead to blacklisting.
- Directorate of Skill Development reserves the right to accept or reject any proposal at its sole discretion, without assigning any reasons.
- Directorate of Skill Development reserves the right to select any agency for implementation of the skill development training at its sole discretion, without assigning any reasons.
- Only shortlisted Training Providers will be contacted for further evaluation, including presentation or physical centre inspection, if required.
- The proposal must be submitted in hard copy by **5:00 PM on 25th August 2025** to the Directorate of Skill Development, Government of Tripura, Department of Industries & Commerce, ITI Road, Indranagar, Agartala, West Tripura, PIN – 799006.

Authorized Signatory

(With seal, Name, Designation, and Date)

Terms and Conditions for Short-Term Training (STT)

The terms and conditions for Training Providers (TPs) remain same and unchanged unless any change has been mentioned under MSDE guidelines. The Training providers shortlisted under this RFP shall be required to strictly adhere to the following terms and conditions for implementation of Short-Term Training (STT) under the:

1. Training Specifications

- **Job Role:** Digital Marketing
- **Duration:** 305 Hours
- **Training Hours:** 6/8 hours per day
- **Batch Size:** 30
- **Locations:** Agartala, West Tripura

2. Cost Norms & Payment Guidelines

- **Training Cost:** Rs 42 per Hours, (As per common cost norms for NSQF aligned courses)
- **Refreshment(Non residential):** ₹100 per day per candidate (For non-residential)
- **Residential Charges:** ₹375 per day per candidate (for residential)
- **Conveyance:** ₹2000 (non-residential) or ₹500 (residential) –only for those who passes the assessment.
- No training cost shall be made for any candidate who drops out of the training program. However, if a candidate discontinues the training after the release of the first tranche, the corresponding amount will be adjusted against the subsequent tranche or the final tranche payment.

N.B.:- For NSQF aligned courses common cost norms will be followed and for Non-NSQF courses, DSD shall decide the cost norms.

3. Batch Approval & Registration

- TPs must submit **batch-wise candidate details** with Adhar Card and Ration Card to DSD.
- Batches can commence **only after receiving formal approval** from DSD and uploading on the MIS Portal.
- Prior notification must be sent to DM, SDM, BDO, or GM-DIC by DSD before the start of training.

4. Training Centre Infrastructure

- Centres must be equipped as per **SSC norms** with internet, biometric attendance, CCTV, and basic amenities including facilities for PWDs.
- **CCTV hard disk** must be submitted with bills for verification.
- Biometric attendance records for each candidate throughout the training duration must be submitted to the Department of Skill Development (DSD).
- Geo-tagged photographs must be submitted daily as a mandatory requirement for bill settlement. These should be shared via email at trmmdup2025@gmail.com.

Training Content & Delivery

- Orientation must cover **digital literacy, BHIM app, QR code usage, entrepreneurship.**
- TPs must provide **handbooks, pens, writing pads, and T-shirts** (if applicable).
- Training must commence **only after ToT-certified trainers are deployed.**

6. Branding & Publicity

- All centers must be branded with **Skill India, Skill Tripura, and respective scheme logos** with DSD approval.
- **Daily visual content** and success stories must be shared via Social Media platforms.

7. Monitoring & Supervision

- Respective **District Magistrate offices must be informed** prior to batch commencement.
- Monitoring by **DSD, DSC, BSC, DM office, Skill Nodal Officers, etc.**, is mandatory and binding.
- Multiple monitoring visits will be conducted by officials from the Department of Skill Development (DSD), and the findings from these monitoring reports will be taken into consideration during the invoice approval and payment process.
- **Unethical or non-compliant behavior** of the Industrial Partners/TP's /Training Institutes may lead to immediate cancellation and legal consequences.

8. Assessment & Certification

- Assessments will be conducted **after 80% minimum biometric attendance** and will be carried out by SSCs or assessment agencies appointed by DSD. The assessment will be very strict and the quality of the training must be maintained.
- **Assessment Cost:** For NSQF courses upto ₹1200 per candidate (to be paid to SSC) as per Common Cost Norms but for Non-NSQF courses the assessment charges will be up to Rs.1000 per candidate.
- **Re-assessment** is permitted only once and will be at TP's expense.

9. Placement Obligations

- TPs must ensure **minimum 75% placement** of certified candidates in wage or self-employment to claim full 60% tranche (3rd tranche for placement).
- Valid **Letters of Intent (LoI's)** submitted by TP's must be included with the proposal.
- **No sub-allocation** of targets is permitted.

10. Financial Milestones & Payment Tranches

#Tranche 1 – 20%: Upon batch commencement

- Batch details, session plan, approval email, and every day Geo-tagged photos must be submitted to DSD to claim the 1st Tranche (20%).

#Tranche 2 – 20%: Upon successful certification

- Assessment results, biometric attendance
- Candidate data in soft copy, certificate distribution photos
- Bank Passbook photo.
- Ration Card Copy.
- Conveyance sheets signed by candidates
- Photos of successful candidates for BMS Portal
- 75% attendance report during monitoring visit.
- Multiple monitoring visits will be conducted by DSD officials and the monitoring report will taken for consideration for payment release

#Tranche 3 – 60%: Placement-Based

- **Timeline:** Within 2 month post-assessment.
 - **Placement Requirement:** At least 75% of the total number of passed candidates must be placed to claim the full 60% tranche.
 - **Mandatory Documentation for Claim Processing:**
 1. **Valid Placement Proofs** for each placed candidate, which may include:
 - Signed offer letter on company letterhead.
 - Salary/pay slips for a minimum of 2 consecutive months signed by employer and candidate.
- OR
- 1. Bank statement (with candidate name visible) showing salary credit for at least 2 months.
 2. **Employer Verification Letter** confirming the employment details, including joining date, designation, and CTC.
 3. **Candidate Consent Forms** authorizing the sharing of employment details for verification purposes.
 4. **Updated Candidate Contact Information** (phone/email) to facilitate post-placement verification calls.
 5. **Consolidated Placement Summary Report** containing: candidate name, assessment result, employer name, joining date, designation, and offered CTC.
 - All documents must be clear, legible, and verifiable. Any falsified, incomplete, or unverifiable submissions will result in rejection of the tranche claim

Note:

1. Any aspect, condition, or requirement not explicitly covered under the provisions of this RFP shall be interpreted and implemented in accordance with the prevailing guidelines and instructions issued under the Mukhya Mantri Dakshata Unyayan Prokolpo (MMDUP) scheme. In case of any ambiguity, the MMDUP guidelines shall take precedence.
2. Conveyance allowance will be disbursed to candidates directly via BMS Portal upon successful training and documentation.

Delay Notification: In the event of any interim delay in meeting placement obligations, submitting required documentation, or conducting scheduled training sessions under the scope of this RFP, the Training Provider (TP) shall be required to formally notify the Directorate of Skill Development (DSD) in writing. Such notification must clearly specify the nature and cause of the delay, the anticipated resolution timeline, and be accompanied by all relevant supporting evidence. **The TP shall also obtain prior written approval/consent from the DSD for such delay before proceeding with revised timelines.** Failure to submit this written communication within the prescribed timeframe will constitute a breach of contractual obligations, and the DSD reserves the unequivocal right to cancel the Work Order (WO) without further notice or liability.

Project Application Form (PAF)

[Under Mukhya Mantri Dakshata Unnyayan Prakaalpo(MMDUP) Scheme]

PART I: Organization Details

1. **Name of the Training Provider (TP):**
2. **Registered Office Address:**
(Full address with PIN, Contact Number, Email, and Fax)
3. **Year of Incorporation:**
4. **Legal Status of the Organization:**
(Please tick one)
 - ☐ Company
 - ☐ LLP
 - ☐ Firm
 - ☐ Society
 - ☐ Trust
 - ☐ Proprietorship
 - ☐ Government Institute
5. **TP Registration Number:**

PART II: Contact Information

6. **Details of CEO/MD/Head of Organization:**
(Name, Designation, Phone, Email)
7. **Details of Single Point of Contact (SPOC):**
(Name, Designation, Phone, Email)

PART III: Experience in Skill Development

8. **Total Years of Experience in Skill Development:**
9. **Training Data for Last 3 Financial Years:**

Financial Year	Scheme Type	Trained	Certified	Placed	Self-Paid	CSR Funded	Govt. Funded	Placement %	Remarks
2021-2022									
2022-2023									
2023-2024									

PART IV: Details of schemes implemented till date

10. **Number of training centres in Tripura:**
11. **Centre Details (Attach separate sheet in following format):**

Sl.	Centre	Registration	Full	Area (sq.	Job	QP	Capacity	Accreditation
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Name	No.	Address	ft.)	Roles	Codes		Status

PART V: Training Centre Details

12. Centre Name and Address:

13. Centre Ownership:

- TP-Owned
- Leased
- Government Institute

14. Type of Centre Building:

- Owned
- Rented
- Govt. Building

15. Area Classification:

- Urban
- Rural

16. Residential Facility Available:

- Yes
- No
- Capacity: Male _____ / Female _____

PART VI: Job Role & Training Capacity

18. Skill Sector & Job Role (with QP Code):

19. Batch Size & Number of Proposed Batches:

20. Annual Effective Training Capacity:

21. Trainer Information:

Job Role	Annual Capacity	Targets from Other Schemes	Availability for This Scheme	Remaining Capacity

PART VII: Details of Trainers

Name	Highest Qualification	Total Experience	SSC Certified (Y/N)	ToT Certificate Validity	ToT Certificate Id

PART VIII: Declarations

22. We certify that the details furnished above are true and correct to the best of our knowledge and confirm that there is no duplication with any other government scheme under execution.

Authorized Signatory

1. Name of the SPOC:.....
2. Organization Name:.....
3. Designation:.....
4. Date:.....
5. Seal:.....

1. Details of job role for which proposal submitted:-

Sl.No	Job role	QP Nos	Proposed Target to be placed	TC Location	Trainer Name	OJT Location

Authorized Signatory

Name of the SPOC:

Organization Name

Designation:

Date:

Seal:

Self-Declaration of Compliance with Eligibility Criteria
 [To be submitted on the official letterhead of the Training Provider]

Director,
Directorate of Skill Development,
Department of Industries and Commerce,
Government of Tripura,
ITI Road, Indranagar,
Agartala – 799006, Tripura (W).

Subject: Self-Declaration of Compliance with Eligibility Criteria for Submission of Proposal under MMDUP component

Respected Sir

With reference to the Request for Proposal (RFP) for conducting Short-Term Training under the Centrally Sponsored State Managed (CSSM) component of PMKVY, we, the undersigned, do hereby declare and affirm the following on behalf of our organization:

1. Legal Entity

We are a legally registered entity under applicable laws in India, operating as a:
(Tick as applicable)

- ☐ Company
- ☐ Firm
- ☐ Society
- ☐ Trust
- ☐ Proprietorship
- ☐ Government Institute.

We have attached valid registration certificates along with the proposal.

2. Training Experience

We have been actively engaged in the skill development ecosystem for the last **three (3) financial years or more**, and have delivered training under government/CSR/self-funded schemes. Relevant work orders and project documents are enclosed.

3. Placement Track Record

We confirm that we have maintained a placement record of at least **75%** of trained candidates over the last three financial years. Supporting documentation including placement records and **valid Letters of Intent (LoIs)** from placement agencies/employers are enclosed.

4. Centre Accreditation

Our training centers in Tripura are accredited and affiliated under the **SMART NSDC** portal. Accreditation certificates are attached.

5. Trainers' Qualification

All trainers proposed for the job roles hold **valid ToT (Training of Trainers)** certificates from the respective Sector Skill Councils (SSCs). These are submitted along with their resumes.

6. Centre Ownership/Infrastructure

Our training centers are either owned, leased, or run in government premises, and are fully

equipped for delivering training as per SSC norms. Relevant ownership/lease/rental agreements and infrastructure details are attached.

7. Legal Compliance

Our organization is in full compliance with statutory requirements including PAN, GST, ESIC, EPFO (if applicable), and we are not blacklisted or debarred by any government agency.

8. Non-Duplication

We confirm that there is no duplication of effort with any ongoing projects of other ministries/departments for the proposed training target.

9. Authenticity and Commitment

All information and documents submitted in the proposal are true, authentic, and verifiable. We understand that any false or misleading information may result in disqualification or cancellation of empanelment at any stage.

10. Placement:-

The specified number of candidatesshall be placed in accordance with the details outlined in the submitted Letter of Intent (LoI).

11. Training Provider Assurance:

We, as the Training Provider, hereby assure that the training program will be executed in a time-bound manner while strictly adhering to all compliances and guidelines prescribed by the Directorate of Skill Development (DSD). We further acknowledge that, in the event of any interim delay in implementing the training or submitting the required documentation, the DSD holds the absolute right to cancel the Work Order (WO) without any further obligation.

We hereby undertake full responsibility for the implementation and outcomes of the proposed training project, if selected.

Authorized Signatory

Name: _____

Designation: _____

Organization Name: _____

Seal: _____

Place: _____

Date: _____

Annexure-IV

[On the Letterhead of the Training Provider]

To
The Director,
Directorate of Skill Development,
Department of Industries and Commerce,
Government of Tripura,
ITI Road, Indranagar,
Agartala – 799006, Tripura (W).

**Subject: Submission of Proposal for Conducting Short-Term Skill Training under Mukhya Mantri
Kshata Unnyayan Prokolpo (MMDUP) Scheme**

Respected Sir,

We, at [Name of the Training Provider], hereby submit our proposal in response to the Request for Proposal (RFP) issued by the Directorate of Skill Development (DSD), Government of Tripura, for the implementation of Short-Term Skill Training under MMDUP employment cum short Scheme.

We humbly submit that our organization fully complies with all the eligibility conditions outlined in the RFP. The necessary supporting documents have been duly attached with this proposal as per the prescribed formats and annexure. We have proposed job roles that are in alignment with the local demand and skill requirements of the region. All relevant centre and trainer information has been provided accordingly.

We sincerely request you to consider our application and **kindly provide us the opportunity** to contribute to the skill development mission of the state by allowing us to implement the proposed training programs in our preferred job roles and training centers.

We remain committed to ensuring the highest standards in training delivery, candidate mobilization, certification, and post-training placement. We assure you that the project will be executed in full compliance with the guidelines and within the specified timelines, if awarded.

Thanking you,

Yours sincerely,

[Name of the Authorized Signatory]

Designation: _____

Organization: _____

Mobile: _____

Email: _____

[Signature with official seal]

Annexure-V

[To be furnished in the Letter-head of then Organization]

Self-Declaration:-

We, the undersigned, do hereby solemnly affirm and declare that all information, data, and documents submitted as part of our proposal—including but not limited to details regarding

organizational experience, training and placement performance, Letters of Intent (LoIs) from placement agencies, training infrastructure, trainer qualifications, statutory registrations, and all other claims—are genuine, valid, and accurate to the best of our knowledge and belief.

We further acknowledge that the submission of any falsified, forged, manipulated, or misleading information or documentation, whether discovered during the proposal evaluation stage or at any point during or after the execution of the project, shall constitute a breach of trust and violation of the terms of this RFP. In such cases, we fully understand and accept that the **Directorate of Skill Development (DSD), Government of Tripura**, reserves the unfettered right to summarily reject our proposal, terminate any ongoing engagements, and permanently blacklist our organization from participating in any present or future skill development initiatives, without the requirement of issuing any prior notice or providing justification.

We undertake full responsibility for the authenticity and verifiability of all submitted materials and agree to cooperate fully in any verification or audit process initiated by the DSD or any competent authority.

Thanking you,

Yours sincerely,

[Name of the Authorized Signatory]

Designation: _____

Organization: _____

Mobile: _____

Email: _____

[Signature with official seal]