

**Central Institute of Educational Technology (CIET)**  
**National Council of Educational Research and Training**

Sri Aurobindo Marg, New Delhi – 110016

Website: <https://ciet.ncert.gov.in>

**Dated: 01.07.2026**

CIET-NCERT invites Expression of Interest (EOI) through the CPP Portal from eligible agencies for the design, development and delivery of AI-enabled digital educational content.

**CRITICAL INFORMATION**

Particulars	Details
Tender Reference Number	EOI_CIET_Market_Study
Tender ID	2026_NCERT_915269_1
Name of the Work	EOI for exploring agencies for AI-Enabled Digital Content Development
Organisation	National Council of Educational Research and Training (NCERT)
Issuing Authority	Joint Director, CIET
Mode of Submission	CPP Portal / eProcurement Portal (online mode only)
Bid Submission Start Date	01.07.2026 at 05:30 PM
Last Date & Time of Bid Submission	22.07.2026 at 10:00 AM
Bid Validity	120 days
Presentation / Interaction	As per EOI document; shortlisted agencies may be required to present the proposed solution
Website for Download / Submission	<a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a>

For queries relating to the EOI, agencies may refer to the EOI document and communicate through the prescribed mail id in the tender. For online submission support, agencies may refer to the CPP Portal/eProcurement Portal instructions.

**Dr. Amarendra P. Behera**  
Joint Director  
Central Institute of Educational Technology (CIET)  
NCERT, New Delhi – 110016

# EXPRESSION OF INTEREST

for

Exploring agencies for AI-Enabled Digital Content Development

Central Institute of Educational Technology (CIET) , NIE Campus , National Council  
of Educational Research and Training  
Sri Aurobindo Marg, New Delhi- 110016  
Website: <https://ciet.ncert.gov.in/w&t>

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NCERT

Date: 01<sup>st</sup> July 2026

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## 1. TEXT OF ADVERTISEMENT

National Council of Educational Research and Training  
Sri Aurobindo Marg, New Delhi- 110016

### INVITATION FOR EXPRESSION OF INTEREST

CIET-NCERT (National Council of Educational Research and Training) invites Expression of Interest (EOI) from eligible agencies for the design, development, and delivery of AI-enabled digital educational content.

The initiative focuses on leveraging Artificial Intelligence, multilingual content generation, instructional design frameworks, and Human-in-the-Loop (HITL) validation to produce engaging, pedagogically sound, and curriculum-aligned digital content across multiple formats.

The engagement includes development of short-form and explainer videos, multilingual adaptation (22 Indian languages), AI-assisted production workflows, and analytics-driven optimization.

Last Date for Submission: 20<sup>th</sup> July 2026

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*Note: Director, CIET-NCERT or any other designated officer reserves the right to cancel this request for EOI and/or invite afresh with or without amendments, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and Director, CIET-NCERT reserves the right to amend/add further details in the EOI.*

## 2. LETTER OF INVITATION

Central Institute of Educational Technology (CIET) ,  
NIE Campus , NCERT,  
Sri Aurobindo Marg, New Delhi- 110016  
Dated: 01/07/2026

Dear Sir/Madam,

CIET-NCERT invites sealed Expression of Interest (EOI) from qualified agencies for providing services related to:

1. AI-enabled digital content creation (short-form and detailed explanation videos)
2. Curriculum-aligned instructional content design
3. Multilingual content creation across 22 Indian languages
4. AI-based production workflows and process of content creation
5. Technology tools/platforms for content generation and analytics

The EOI document contains details on scope, objectives, eligibility criteria, and evaluation process. Agencies are requested to submit their responses within the prescribed timelines.

Dr. Amarendra P. Behera  
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**Note:** Queries, if any, may be communicated via email to the Dr. Rejaul Karim Barbhuiya, Assistant Professor, Central Institute of Educational Technology (CIET), NIE Campus, NCERT, Sri Aurobindo Marg, New Delhi- 110016 at [rejaul.karim@ciet.nic.in](mailto:rejaul.karim@ciet.nic.in) on or before 20<sup>th</sup> July 2026, 1700 hrs in the prescribed format:

S. No.	Page No.	Clause No.	Description of clause for which clarification is required	Clarification Sought

1	Name of the Work	EOI for exploring agencies for AI-Enabled Digital Content Development
2	Name of the Issuer	Joint Director, CIET
3	Date of Issue	1 <sup>st</sup> July 2026
4	Last Date to Respond	22 <sup>nd</sup> July 2026
5	Date of Presentation	27 <sup>th</sup> July 2026
6	Address of Communication	Central Institute of Educational Technology (CIET) ,NIE Campus , NCERT, Sri Aurobindo Marg, New Delhi- 110016 Dated: 01/07/2026

### 3. BACKGROUND

CIET/NCERT aims to strengthen digital learning through scalable, engaging, and AI-enabled educational content ecosystems.

*Key observations (from your notes translated into formal context):*

- a) Increasing reliance on AI-generated content (social media bytes, explainer videos)
- b) Need to scale content production across formats (shorts, reels, videos, long-form)

### 4. OVERVIEW

National Council of Educational Research and Training (NCERT), established in 1961, is an autonomous organization under the Government of India entrusted with advising and supporting Central and State Governments in enhancing the quality of school education through research, curriculum development, and creation of educational resources.

Central Institute of Educational Technology (CIET), a constituent unit of NCERT, plays a pivotal role in leveraging media and digital technologies to strengthen teaching–learning processes and expand access to quality education across the country.

In this context, CIET-NCERT proposes to explore agencies for the development of AI-enabled digital educational content for the DIKSHA platform. The initiative aims to establish a comprehensive, AI-driven content ecosystem that integrates advanced technologies with pedagogically sound design and human oversight, ensuring scalable, accurate, and engaging learning experiences.

The scope of the initiative covers the entire content lifecycle, including conceptualization, development, validation, multilingual adaptation, deployment, and performance analytics, to enable continuous improvement and wider outreach.

## 4.1 AI-Enabled Content Development Framework

The core component of the initiative is the development of an AI-assisted content generation framework capable of producing diverse formats of digital educational content, including:

- i. Short-form videos (30 seconds to 1 minute) designed for high engagement and rapid consumption across social media platforms
- ii. Explainer videos (2–3 minutes) focused on concept clarity and structured learning

The framework will utilize AI tools for:

- i. Script generation
- ii. Video and animation creation
- iii. Voice synthesis
- iv. Content personalization
- v. Lip synchronization with Indian language tonal accuracy

## 4.2 Pedagogical Alignment and Instructional Design

A key pillar of the initiative is ensuring that all generated content is pedagogically robust and curriculum-aligned. The content development process shall:

- i. Align with NCERT curriculum frameworks and learning standards
- ii. Be tailored to specific grade levels and learner categories
- iii. Follow instructional design principles, ensuring structured delivery of concepts
- iv. Focus on learning outcomes, conceptual clarity, and cognitive appropriateness

## 4.3 Interactive and Learner-Centric Engagement Model

The initiative emphasizes the creation of interactive, engaging, and learner-centric content to improve:

- i. Viewer retention via creation of engaging content
- ii. Concept understanding

The agency is expected to integrate:

- i. Storytelling techniques
- ii. Visual elements such as animations and dynamic graphics
- iii. Interactive components like quizzes, prompts, and reflective questions
- iv. Gamification techniques where appropriate

## 4.4 Character and Content Continuity Framework

For content involving animated characters, mascots, or visual identities, the initiative requires a structured approach to ensure:

- i. Consistent use of characters across all videos and formats
- ii. Uniformity in personality traits, voice, tone, and visual design

- iii. Strong recall value and familiarity for learners

#### **4.5 Human-in-the-Loop (HITL) Governance Model**

While AI technologies will be extensively used, the initiative mandates a Human-in-the-Loop (HITL) framework to ensure quality and accuracy.

This includes:

- i. Review and validation of AI-generated outputs by Subject Matter Experts (SMEs)
- ii. Pedagogical review by educators and instructional designers
- iii. Editorial oversight by content specialists

The agency must define:

- i. Levels of human intervention across stages
- ii. Clearly demarcated checkpoints for validation

#### **4.6 Structured Review and Approval Workflow**

A formal multi-stage review and approval mechanism shall be implemented to maintain quality and accountability:

- i. Internal quality checks by the agency
- ii. SME validation of educational accuracy
- iii. Final approval by CIET/NCERT or designated authority

The system must support:

- i. Version control mechanisms
- ii. Audit trails for all modifications and approvals

#### **4.7 Multilingual Content Ecosystem**

To ensure inclusivity and nationwide reach, the initiative requires development of content across 22 Indian languages.

Key features include:

- i. English as the base language for content creation
- ii. AI-enabled translation and voice synthesis, with integrated lip synchronization and adherence to natural Indian linguistic tones

Localization ensuring:

- i. Linguistic accuracy
- ii. Cultural relevance
- iii. Contextual appropriateness

#### **4.8 Technology and Platform Architecture**

The agency is expected to propose a robust, scalable, and integrated technology stack, comprising:

- i. AI/ML-based tools for:
  - a) Text and script generation
  - b) Voice synthesis
  - c) Video and animation creation
- ii. Workflow automation platforms for task management
- iii. Analytics dashboards for performance monitoring

Additional capabilities should include:

- i. Multilingual translation tools
- ii. Video editing and rendering platforms

Preference will be given to solutions offering:

- i. Scalability
- ii. Customization
- iii. Integration with existing government systems

## 5. DURATION OF ENGAGEMENT & DELIVERABLE TIMELINES

Based on the aforementioned terms of reference the agency should propose timelines for completion of the potential scope of work.

## 6. QUALIFICATION CRITERIA

Following will be the minimum qualification criteria. Each eligible consultant should possess all the following criteria. Responses not meeting the minimum qualification criteria will be rejected.

Sr. No.	Qualification Criteria	Supporting Documents
1	The applicant should be a legally registered entity in India, such as a company, partnership firm, LLP, or proprietorship, with a valid registration under applicable laws. The entity must have an operational office in India.	Copy of Certificate of Incorporation / Registration, Partnership Deed, or relevant registration documents
2	The applicant must have a minimum of 3 years of experience (as on the proposal submission date) in one or more of the following areas: AI-based content creation, digital media production, marketing/content strategy, online platform development, or technology-driven engagement solutions.	Certificate from Statutory Auditor / Company Secretary along with relevant project details, case studies, and work orders/completion certificates
3	The applicant should be financially sound and must have been profitable in at least two out of the last three financial years.	Certificate from Statutory Auditor / Company Secretary with audited financial statements (Balance Sheet & P&L)

Sr. No.	Qualification Criteria	Supporting Documents
4	The applicant should have a minimum average annual turnover of INR 2 Crores in the last three financial years from relevant service areas such as content creation, digital engagement, technology solutions, or research services.	Certificate from Statutory Auditor / Company Secretary clearly mentioning turnover for the last three financial years
5	The applicant should have successfully executed relevant projects in areas such as AI-based content creation, digital campaigns, video production, online platforms, or survey/market research solutions, for Government / PSUs / private sector clients: <ul style="list-style-type: none"> <li>• At least Three projects of value INR 15 lakhs or more each, OR</li> <li>• At least Two projects of value INR 25 lakhs or more each</li> </ul>	Copies of Work Orders / Agreements and Project Completion Certificates
6	The applicant should have an adequate team strength with at least 20 full-time professionals, including resources in content development, AI/technology, digital marketing, and analytics.	Self-certification letter signed by Authorized Signatory / HR certificate
7	The applicant should not be blacklisted or debarred by any Central/State Government, PSU, or Government body in India as on the date of submission.	Self-declaration on company letterhead signed by Authorized Signatory
8	The applicant must possess valid statutory registrations including PAN and GST.	Copies of PAN Card and GST Registration Certificate

## 7. POINTS FOR PRESENTATION

The presentation on the specified date shall be mandatory for shortlisting. Each agency will be allotted a time slot of maximum 30 minutes to present their proposed solution. The presentation shall not exceed 25 slides. The presentation should mandatorily cover the following aspects:

- a) Overall approach and engagement methodology to achieve the stated "Objectives" and "Scope of Work", along with indicative timelines.
- b) Demonstration of use of advanced technologies such as Artificial Intelligence, Machine Learning, Automation tools, and Analytics platforms in content creation, optimization, and personalization.

c) Demo of the proposed technology platform/tools, including features for content creation, workflow automation, performance tracking, and dashboard-based monitoring.

d) Demonstration of any additional tools, innovations, or technologies that add value to achieving the project objectives.

## **8. CONDITION UNDER WHICH EOI IS ISSUED**

The EOI is not an offer and is issued with no commitment. CIET-NCERT reserves the right to withdraw EOI and or vary any part thereof at any stage. CIET-NCERT further reserves the right to disqualify any agency, should it be so necessary at any stage.

## **9. CRITICAL INFORMATION**

Interested agencies are advised to study this EOI document carefully before submitting their prequalification documents and copy of technical presentation in response to this EOI. Submission of a proposal in response to this EOI shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

**\*\*\*\*\*End of Document\*\*\*\*\***