

**Expression of Interest(EoI)  
For  
Making Digitized Activities Content of Maitri Balmanashi  
(Guiding Handbook Part -2) for Anganwadi Sevika  
State Of Maharashtra**

**EOI No.- ICDS/0 /2025**

**Date: 11/ 09/2025**

**PERIOD:- 12/09/2025 to 22/09/2025**



**Issued By**

**The Commissioner,  
Integrated Child Development Services Scheme  
1<sup>st</sup> Floor, Raigad Bhavan, Rear Wing,  
CBD Belapur, Navi Mumbai**





## 1. ACRONYMS

ACRONYMS	DESCRIPTION

**Kindly Note :** For the purpose of this document the terms “Interested Agencies (NGO/PSU/Pvt Ltd) in the field of Digital content creator in Pre-School Education/ECCE”,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.



## **Invitation for Proposal**

The WCD,Mumbai(ICDS,Belapur,Navi Mumbai)(hereinafter referred to as “**Department**”) invites Expression of Interest (EOI) for “Making Digitized Activities Content of Maitri Balmanashi(Guiding Handbook Part -2) for Anganwadi Sevika State Of Maharashtra.”

“Interested Agencies(NGO/PSU/Pvt Ltd)” are advised to study this EOI document carefully before submitting their proposals in response to the EOI Notice. Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

## **Disclaimer**

The WCD, Mumbai(ICDS, Belapur, Navi Mumbai) has issued this Expression of Interest (hereinafter referred to as “EOI”) for “Making Digitized Activities Content of Maitri Balmanashi (Guiding Handbook Part -2) for Anganwadi Sevika State Of Maharashtra” on such terms and conditions as set out in this EOI document, including but not limited to the Technical Specifications set out in different parts of this EOI.

1. This EOI has been prepared with an intention to invite prospective Interested Agencies(NGO/PSU/Pvt Ltd) and to assist them in making their decision of whether or not to submit a proposal. It is hereby clarified that this EOI is an agreement to make activities content for “Maitri Balmanashi” at No Cost to Department.
2. The Department has taken due care in preparation of information contained herein. However, this information is not intended to be exhaustive. Interested Agencies(NGO/PSU/Pvt Ltd) are required to make their own inquiries and respondents shall be required to confirm in writing that they have done so.
3. This EOI is an agreement by and between the Department and the prospective Interested Agencies(NGO/PSU/Pvt Ltd). The information contained in this EOI is provided on the basis that it is non-binding on the Department, any of its authorities or agencies, or any of their respective officers, employees / contractual resources, agents, or advisors. The Department makes no representation or warranty and shall incur no liability under any law as to the accuracy, reliability or completeness of the information contained in the EOI document. The Interested Agencies(NGO/PSU/Pvt Ltd) are also advised to do appropriate





- examination, enquiry and scrutiny of all aspects mentioned in the EOI before bidding. Interested Agencies(NGO/PSU/Pvt Ltd) are encouraged to take professional help of experts on financial, legal, technical, taxation, and any other matters / sectors appearing in the document or specified work. Interested Agencies(NGO/PSU/Pvt Ltd) are also requested to go through the EOI in detail and bring to notice of the Department any kind of error, misprint, inaccuracies, or omission in the document.
4. The Department reserves the right not to proceed with the project, to alter the timetable reflected in this document, or to change the process or procedure to be applied. The Department also reserves the right to decline to discuss the Project further before any party submitting a proposal.
  5. No reimbursement of cost of any type shall be paid to Interested Agencies(NGO/PSU/Pvt Ltd), or entities submitting a Proposal. The Interested Agencies(NGO/PSU/Pvt Ltd) shall bear all costs arising from, associated with or relating to the preparation and submission of its EOI including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Department or any other costs incurred in connection with or relating to its EOI.
  6. This issue of this EOI imply that the Department pre-qualify the content for Anganwadi Sevika to be used in future. The Department reserves the right to reject all or any of the EOI without assigning any reasons whatsoever.



## Events and Dates

**Table: Key Events & Dates**

No	Information	Details
1	EOI issue Date	From
2	Last date to send in requests for clarifications	From: Commissioner ICDS, Raigad Bhavan, 1 <sup>st</sup> Floor, Raigad Bhavan, CBD, Navi Mumbai
3	Date and Time for query submission.	
4	Last date (deadline) for offline submission of EOI at ICDS office	
5	Date for Presentation	To be informed
6	Proposal Opening Date & Time	To be informed
7	Address for communication and hard copy submission	Office of the Commissioner, Integrated Child Development Services Scheme 1st Floor, Raigad Bhavan, Rear Wing, CBD Belapur, Navi Mumbai- 400 614 Email ID- <a href="mailto:comicsdraigadbhavan@gmail.com">comicsdraigadbhavan@gmail.com</a> Phone No. 022-27576388





## Project Objective

The ICDS, Maharashtra has been catering to Pre-School Education to the 27 Lakhs beneficiaries in the Age Group of 3-6 Yrs Across Maharashtra. The Pre-school Education taught by the 110624 Anganwadi Sevika.

The ICDS, Government of Maharashtra has 110624 Anganwadi Centers across 36 Districts the Pre-School Education to the 3-6 yrs children one of the services delivered by Anganwadi Sevika under the ICDS Scheme.

According to National Education Policy – 2020 the Government Of Maharashtra with the help of Education Department(SCERT), Pune has developed “Maitri Balmanashi” Guiding Handbook Part -2 for Anganwadi Sevika. This handbook is based on Adharshila National Curriculum for 3-6 yrs which developed by Savitribai Phule National Institution of Women and Child Development (formerly NIPCID) New Delhi. Maitri Balmanashi contents a various 181 activities as per the Age Group of children (3-4, 4-5 & 5-6) in Anganwadi Centers. (Activities List Attached)

## Project Description

The ICDS Commissioner, Maharashtra invites sealed EOI from competent Bidders for “Making Digitized Activities Content of Maitri Balmanashi (Guiding Handbook Part -2) for Anganwadi Sevika State of Maharashtra”

The award of Contract to all the empaneled bidders will be done based on the evaluation of EOI and Presentation which will be scheduled after EOI Opening.

## Scope of Work

### Roles & Responsibilities of the Agency

- a) ICDS is embarking on an important initiative to disseminate Making Digitized Activities Content of Maitri Balmanashi (Guiding Handbook Part -2) for Anganwadi Sevika State of Maharashtra an essential element of scope of work will be update and subsequently create digitized activities content in Marathi mentioned in Maitri Balmanashi part -2
- b) The concept designed and content should be simple and understandably to the Anganwadi Sevika.



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..

### ELIGIBILITY CRITERIA:

The Proposals received from interested Agencies(NGO/PSU/Pvt Ltd) in response to this EoI shall be evaluated based on the following criteria. The Interested Agencies(NGO/PSU/Pvt Ltd) meeting the said criteria shall be shortlisted ICDS reserves the right to verify the documents submitted by the Interested Agencies(NGO/PSU/Pvt Ltd) in support of the following criteria and seek any further clarification to address any issues of inadequacy of the information in their proposals.

S.No	Minimum Qualification / Eligibility Criteria	Proof Required
1	The Interested Agencies(NGO/PSU/Pvt Ltd)should be registerd under the Indian company Act 1956/2013 , Society Registration Act 1860/ autonomous Body of Govt/ Partnership Firm. It Should be inexistence for at least past 4 years as on May 31,2025	Copy of Certificate of Incorporation /Registration /MoA/Partnership deed as applicable.
2	The Interested Agencies(NGO/PSU/Pvt Ltd) must be listed on GEM in digital E-Learning (V2) & should have experience of content creation supply at least 5000 classrooms of Schools/Anganwadi's in Maharashtra also if should be QCI assessed <b>Please note that the past experience must be in the areas as mentioned above.</b>	Copy of Completion and satisfaction certificate and QCI certificate.
3	The Interested Agencies(NGO/PSU/Pvt Ltd) should have a valid PAN and GST registration in India.	Copy of PAN and GST Registration Certificate.





4	<p>The Interested Agencies(NGO/PSU/Pvt Ltd) should not have been blacklisted by central /state government departments/undertakings/financial sector regulators/ICDS and not involved in any major litigation that may affect or compromise the delivery of service required. The Interested Agencies(NGO/PSU/Pvt Ltd) should not have been penalized or found guilty in court of Law,Neither the Interested Agencies(NGO/PSU/Pvt Ltd) nor its proprietors/ directors/ partners have defaulted to any bank.</p>	<p>No Conviction Letter duly signed as per the Format provided in Annexure III.</p>
5	<p>Interested Agencies(NGO/PSU/Pvt Ltd) 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.</p>	<p>Covering letters Annexure I duly signed by the authorized signatory of the Interested Agencies(NGO/PSU/Pvt Ltd).</p>
6	<p>Interested Agencies(NGO/PSU/Pvt Ltd) 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.</p>	<p>Covering letters Annexure I duly signed by the authorized signatory of the Interested Agencies(NGO/PSU/Pvt Ltd).</p>



## **SHORTLISTING PROCEDURE :**

- A) The proposal received from the Interested Agencies(NGO/PSU/Pvt Ltd) shall be assessed based on the eligibility criteria mentioned in Section 8.
- B) All proposals, Meeting the eligibility criteria shall be shortlisted and only the shortlisted Interested Agencies(NGO/PSU/Pvt Ltd) shall be informed.
- C) The RFP for the above mentioned work will be issued only to the shortlisted Interested Agencies(NGO/PSU/Pvt Ltd).
- D) Please note that unselected Interested Agencies(NGO/PSU/Pvt Ltd) 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 Commissioner ICDS,  
1st Floor, Raigad Bhavan, Rear Wing,  
CBD Belapur, Navi Mumbai- 400 614.

Sub: Eol - Making Digitized Activities Content of Maitri Balmanashi(Guiding Handbook Part -2) for Anganwadi Sevika State Of Maharashtra."

Respected Sir,

Having examined your Expression of Interest (Eol) regarding inviting proposals in response to the Eol, I/We dated hereby declare that I/We fulfill the minimum eligibility criteria to undertake the assignment in full conformity with the terms and conditions of the Fol.

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 Financial.
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 this Eol document Signed and stamped on each page by authorized signatory of company.

I/ We understand that ICDS reserves the right to reject any or all the proposals in response to the Eol 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:

Place:

Signature of Authorized Signatory:

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 Commissioner ICDS,  
1st Floor, Raigad Bhavan, Rear Wing,  
CBD Belapur, Navi Mumbai- 400 614

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
	Name of the Company	
	Address of the Registered office of the Company.	
	Key Management Personnel of the Company with their qualification and experience	
	Turnover (In Rupees) of the Company for the last 3 financial years / Certificate from a CA for computation of average annual turnover.	



	Number of years of experience in developing, updating and translation of animated 2D/3D Videos of financial education or for any other domain.	
	PAN No. (Copy of the certificate to be attached.)	
	GST Registration No. (Copy of the certificate to be attached.	
	Contact Details of Authorized Signatory	Name:  Email ID:  Phone no:

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 knowledge.

In case at any stage, it is found that the information given by me/us is false/incorrect, ICDS shall have the absolute right to take any action as deemed fit, (including termination of contract and/blacklisting and debarring), without any prior intimation to me/us.

Yours faithfully,

Date:

Place:

Signature of Authorized Signatory:

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 Commissioner ICDS,  
1st Floor, Raigad Bhavan, Rear Wing,  
CBD Belapur, Navi Mumbai- 400 614

**Sub: No Conviction Letter.**

Respected Sir,  
Having examined your Eol regarding \_\_\_\_\_ Dated \_\_\_\_\_ inviting  
proposals response to the Eol, 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 /ICDS 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 Eol.

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 ICDS 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:

Place:

Signature of Authorized Signatory:

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 :

Place:

Signature of Authorized Signatory of the client:

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.



## भाग क : दैनंदिन घ्यावयाच्या कृतीचे सविस्तर विवेचन

### वयोगटनिहाय कृती व पृष्ठ क्र. दर्शक सारणी

अ. क्र.	कृती क्रमांक व कृतीचे नाव	पृष्ठ क्र.	अ. क्र.	कृती क्रमांक व कृतीचे नाव	पृष्ठ क्र.
१)	१. गोष्ट	५	२३)	१४. रंग तयार करूया.	४३
२)	२. गाणी	७	२४)	१५. तंत्रज्ञान समजून घेऊया.	४४
३)	३. चित्रगप्पा	९	२५)	१६. रंगांसोबत खेळूया.	४५
४)	४. गोष्ट वाचूया.	१०	२६)	१७. पाहुणा ओळखूया.	४७
५)	५. गोष्ट सांगूया.	१२	२७)	१८. अवतीभवती पाहू बोलू...	४८
६)	६. प्राणी, पक्षी व कीटक ओळखूया.	१४	२८)	१८.१ बनवू तोरण...	४९
७)	७. रंग ओळखूया.	१६	२९)	१९. मोजू आनंदे...	५१
८)	८. आकारांची ओळख करूया.	१८	३०)	२०. वर-खाली	५३
९)	८.१ आकारांच्या जोड्या लावूया.	२०	३१)	२०.१ आत-बाहेर	५४
१०)	९. प्रत्येक वस्तूला जागा व प्रत्येक वस्तू जागेवर.	२३	३२)	२१. गरम आणि गारची गंमत	५५
११)	९.१ वस्तू जागेवर ठेवूया.	२४	३३)	२२. सारखे की वेगळे	५७
१२)	१०. खाण्यास योग्य व अयोग्य पदार्थ	२६	३४)	२३. TANGRAM आकारांची कोडी	५९
१३)	१०.१ काय खातो; काय पितो	२७	३५)	२४. बाजाराला जाऊ	६०
१४)	१०.२ भाज्या ओळखूया आणि खाऊया.	२९	३६)	२५. चला क्रमाने मोजूया.	६१
१५)	११. लहान-मोठे समजून घेऊया.	३०	३७)	२६. अप्रमाणित एकक - ओळख	६३
१६)	११.१ लांब-आखूड समजून घेऊया.	३२	३८)	२६.१ प्रमाणित एकक - ओळख	६४
१७)	११.२ उंच-बुटका समजून घेऊया.	३४	३९)	२७. चित्रकोडी	६५
१८)	११.३ जड-हलके समजून घेऊया.	३५	४०)	२७.१ हरवलेला भाग ओळखा.	६७
१९)	११.४ आकारमान ओळखूया.	३७	४१)	२८. मिळवू मिळवू एकात एक...	६८
२०)	१२. भोवतालच्या फळांची नावे सांगूया.	३८	४२)	२९. घटनाक्रम	७०
२१)	१३. पाण्यात कोण विरघळते चला पाहूया.	४०	४३)	३०. नकाशा तयार करूया.	७२
२२)	१३.१ पाण्यात कोण तरंगते चला पाहूया.	४१	४४)	३१. घरांच्या प्रकारांची ओळख.	७३



अ. क्र.	कृती क्रमांक व कृतीचे नाव	पृष्ठ क्र.	अ. क्र.	कृती क्रमांक व कृतीचे नाव	पृष्ठ क्र.
४५)	३२. सांकेतिक चिन्हे	७५	७०)	५१.३ शब्दकार्ड भेंड्या 1.2.	११८
४६)	३३. ओळख घड्याळाची	७७	७१)	५२. नाटक करूया.	११९
४७)	३४. वर्णानुसार चित्र ओळखूया.	७८	७२)	५३. लोकगीत व लोकनृत्य	१२१
४८)	३५. असा मी असा मी	८०	७३)	५३.१ पारंपरिक खेळ	१२२
४९)	३६. आवाज ऐकू आणि ओळखू.	८२	७४)	५४. स्मरणशक्ती खेळ	१२३
५०)	३७. ओळखा मी कोण? भाषिक कोडी	८४	७५)	५५. आठवडा आणि महिना	१२५
५१)	३८. शब्दातील ध्वनी ओळखूया	८५	७६)	५६. अक्षरध्वनी	१२८
५२)	३८.१ शब्दातील ध्वनी ओळखूया 1.2	८७	७७)	५७. मला काय काय आवडते?	१२९
५३)	३९. सुगंध व दुर्गंध समजून घेऊया.	८८	७८)	५८. सूचना ऐकून वस्तू देऊया.	१३१
५४)	४०. हात स्वच्छ करूया आणि छान दिसूया.	९०	७९)	५९. परिचित-अपरिचित व्यक्ती	१३३
५५)	४१. आपले मदतनीस व व्यावसायिक	९१	८०)	६०. जर आणि तर	१३४
५६)	४१.१ मदतनीस - गप्पा व वेशभूषा शोधूया.	९२	८१)	६१. खाऊ तयार करूया.	१३६
५७)	४२. पोषक खाऊ ओळखू	९४	८२)	६२. क्षेत्रभेट	१३८
५८)	४३. माझे कुटुंब	९६	८३)	६३. ठसेकाम	१४०
५९)	४४. दिनचर्या	९७	८४)	६४. मुक्त चित्र व रंगकाम	१४२
६०)	४५. पादचारी नियम	९९	८५)	६५. वाळूत खेळू	१४४
६१)	४६. परिसरात काय काय आहे बघूया.	१०२	८६)	६६. मी सजवलेले खोके	१४५
६२)	४७. ऐकून कृती करूया.	१०३	८७)	६७. चित्रावर कागदी गोळे चिकटविणे.	१४६
६३)	४८. वस्तुवर्णन	१०६	८८)	६८. घडीकाम	१४८
६४)	४८.१ जादूची पिशवी	१०८	८९)	६९. प्राण्यांचे मुखवटे	१५०
६५)	४९. ऋतूंची ओळख	१०९	९०)	७०. आभार चित्रकार्ड	१५२
६६)	५०. यमकाची गंमत	१११	९१)	७१. चाट/भेळ बनवूया	१५३
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