
Mahatma Gandhi University, Meghalaya

A State Private University

UGC-recognized, BCI & PCI approved, recognized by the Meghalaya Nursing Council, and a member of AIU.

Invitation for Bids

**** Academic and industry-aligned video content creation and digital delivery ****

Tender Notice No.: MGU/VIDEO-EXPERT/2026/003
Date of Publication: January 14, 2026

Established Under

Meghalaya State Legislative Act, 2010
(Meghalaya Act No. 6 of 2011)

Statutory Recognition & Memberships

Recognized by the **University Grants Commission (UGC)**
Approved by the **Bar Council of India (BCI)**
Approved by the **Pharmacy Council of India (PCI)**
Recognized by the **Meghalaya Nursing Council**
Member of the **Association of Indian Universities (AIU)**

UGC Authorization

Empowered to Award Degrees
Under Section 22 of the UGC Act, 1956

Website:
www.mgu.edu.in

1. Project Overview

- **Estimated Project Value:** ₹3,00,00,000 (Rupees Three Crore Only) (Indicative)
- **Nature of Work:** Academic and industry-aligned video content creation and digital delivery
- **Mode:** Online, Distance & Blended Learning

2. Programs & Courses Covered

The scope shall include **all existing and future Online & Distance Education programmes** offered by the University, including but not limited to:

Undergraduate Programmes

- BBA, BCA, BCom, BA, BSc, and allied programmes

Postgraduate Programmes

- MBA, MCA, MA, MSc, PGDCA, PGDM, and allied programmes

Diploma / Certificate / Skill-Based Programmes

- PG Diploma programmes
- Industry-aligned and vocational programmes
- Any additional courses introduced during the contract period

Note: Detailed syllabus and course structure shall be provided phase-wise.

3. Scope of Work

The selected bidder shall be responsible for:

A. Video Lecture Production

Studio-quality academic and skill-based video lectures
Faculty-led and expert-led recorded sessions
Subject-wise modular structure aligned with syllabus

B. Video Hosting & Distribution Platform

Secure video hosting and streaming solution
Cross-device compatibility (web & mobile)
Analytics, access control, and content security

C. Industry Expert Lecture Series

Coordination and recording of industry expert sessions
Panel discussions, master classes, and webinars

D. Interactive & Specialized Content

Quizzes, overlays, animations, and visual explainers
Subtitles, transcripts, and learner engagement tools

E. Live Streaming & Virtual Events

Live academic sessions, workshops, and university events

Recording and post-event archival

Value Additions (Encouraged)

- Interactive and AI-enabled video features
- Multilingual subtitles and dubbing
- Accessibility support (captions, sign language, audio descriptions)
- AR/VR or immersive learning modules
- Mobile-first and low-bandwidth optimized delivery

4. Eligibility Criteria (Mandatory)

Bidders must meet **all** of the following:

- Minimum **5 years' experience** in educational or corporate video production
- Must have produced video content for **at least THREE (3) recognized Universities / Colleges**
- Submission of video portfolio, platform demo (if applicable), and client credentials
- Mandatory **30–45 minute live technical & content demonstration**

5. Intellectual Property & University Rights

- All content produced shall be the **exclusive property of MGU**.
- Reuse, redistribution, or commercial exploitation is **strictly prohibited**.
- MGU shall retain **perpetual copyright and publication rights**.
- **University branding and watermarking** shall be mandatory.
- MGU reserves the right to **modify scope/course coverage, engage multiple vendors, conduct academic review (internal/external), and reject any or all bids without assigning reasons**.

6. No Cost to Bidders

The University shall **not bear any costs** related to Sample video creation, Travel or accommodation, Demo setup or equipment, Proposal preparation, All expenses shall be borne entirely by the bidder.

7. Selection Methodology

- **Least Cost Selection (LCS)** after technical qualification
- Financial bids opened only for technically qualified bidders
- Contract awarded to **L1 bidder**
- University reserves the right to negotiate, reject, cancel, split scope, or amend coverage

8. Bid Submission & Contact Details

Bid Submission Mode:

Two sealed envelopes – **Technical Bid** and **Financial Bid**

Submission Address (Also for Official Visits):

Administration Delhi Office
Mahatma Gandhi University, Meghalaya
1E/14, Jhandewalan Extension
New Delhi – 110055

The above address may be visited during office hours for official meetings or discussions, with prior intimation.

For Queries & Clarifications:

Contact Person: Mr. Prashant
Designation: Tender Coordinator
Mobile: 8800697062
Email: tenders@mgu.edu.in

Office Hours: Monday to Friday | 10:00 AM – 5:00 PM

9. Important Dates

Event	Date
Tender Publication	January 14, 2026
Bid Submission Deadline	January 29, 2026
Portfolio Review & Demos	February 4–7, 2026

10. DECLARATION

This tender document is issued by Mahatma Gandhi University Meghalaya. All information provided herein is accurate to the best of our knowledge. Bidders are advised to carefully read all terms and conditions before submitting their bids.

The University reserves the unqualified right to cancel this tender or any part thereof at any time without assigning any reason and without any liability whatsoever.

Issued By:
Registrar
Mahatma Gandhi University Meghalaya
Date: January 14, 2026

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