



Traffic Directorate, Uttar Pradesh

Sector 18, Vrindavan Yojna, PO Kalli Paschim, Mohanlalgunj, Lucknow- 227305

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INVITATION FOR EXPRESSION OF INTEREST

Traffic Training Content Development

EOI No. DT-828-2015 (Dated 26 November, 2015)

The Traffic Directorate, Uttar Pradesh is the nodal department that manages the activities of the traffic police units in all districts of the state. It invites EoIs from reputed companies or agencies that are experienced in development of training content in the form of literature, animations and, videos, quizzes and, examinations. It also proposes to launch a Computer Based Training (CBT) platform. Several forms of training packages have to be designed for 'Traffic Training' and the procurement process shall follow the UP Store Purchase Rules and prevalent GOs. Interested parties are requested to submit their EOI in the prescribed format along with all supporting documents/credentials.

The works includes developing training material for different kinds of road users and traffic police officers. The training material will include, at least, the following topics. It will be in the form of books in Hindi and English (pdf and prints), videos, animations, quizzes, etc. The content shall also be disseminated through a Computer Based Training (CBT) platform. The Directorate is also preparing kits to be used by educators for traffic training in the form of presentation, videos, lesson plans, leaflets, models, etc. The topics would include-

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| 1. Traffic Regulation | 8. Parking Management |
| 2. Traffic Enforcement | 9. Use of Social Media |
| 3. Traffic Engineering | 10. Road Safety |
| 4. Emergency Care | 11. First Aid |
| 5. Traffic Education | 12. Accident Database |
| 6. Traffic Equipment | 13. Office Procedure |
| 7. Behaviour | |

Please submit your EOI in the following format-

1. Name, Address, Contact details
2. Name & Designation of the concerned officer to whom all references shall be made
3. Total No. of Employees/Manpower Strength
4. Particulars of past experience of similar works (please attach documents, videos, links to them)
5. Name & address of local representative
6. Annual Turnover Statement
7. Certifications, Awards, etc won by the firm

Director Traffic, Uttar Pradesh