

Expression of Interest

“Empanelment of Implementing & Operating Citizen Contact Centers”

Tender File No: 3(13) / 2009-EG-II



Department of Information Technology,

Government of India,

Electronic Niketan,

No.6, CGO Complex,

New Delhi - 110003

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1. INTRODUCTION TO THE PROJECT

- 1.1. With the objective of providing better Governance and improving the quality of life of ordinary citizens of the country, Government of India (GoI) has initiated various e-Governance projects at Central and the State level as part of the National e-Governance Plan (NeGP). NeGP seeks to lay the foundation for better Governance and create institutional mechanisms, core infrastructure and policies by implementing a number of Mission Mode Projects at the center, state and integrated service levels to ensure a citizen-centric environment for Governance
- 1.2. In concurrence with the NeGP vision of delivering services to the citizens in a fast, efficient and timely manner, GoI has come up with the vision of setting up Citizen Contact Centers to help provide informational and transactional, non-emergency Government to Citizen (G2C) services for various departments as identified under the Mission Mode Projects (MMPs)
- 1.3. It is envisaged that CCC will be able to leverage the infrastructure developed under the National e-Governance Plan (NeGP) including State Wide Area Network (SWAN), State Data Centre (SDC) and State Service Delivery Gateway (SSDG)
- 1.4. In order to improve the service delivery mechanism, some of Government agencies / departments at the Central and the State level have initiated and established call centers. However, most of these initiatives are stand alone with limited integration with each other and do not have a common platform / interface for the common citizens. This has created a unique problem for the citizens with multiple interfaces and numbers to deal with while availing different set of services. Thus, there is a need for a common service delivery platform like a Contact Center having a single unique, easy to remember number across the country
- 1.5. While other channels of delivery such as departmental counters, websites, and service kiosks serve important functions, contact centers provide the advantage of greater accessibility due to high penetration of telecom and cellular services in rural parts, ease of usage, reduced costs and improved service delivery over these channels
- 1.6. Based on this need for a common service delivery platform, Government of India proposes to start Citizen Contact Centers initially in 6 states in India namely Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and Jammu & Kashmir (J&K) with the objective of delivering non-emergency G2C services to citizens over the

phone through a single unique number which will be common across the country. Some of the key benefits envisaged from CCC are listed as below:

- Single Unique Number common across the country
- Timely access to Information / G2C services
- One number to call, with local language capability
- Provide service tracking information and grievance handling

1.7. CCC shall be implemented in the following two phases:

- **Phase I** will be the pilot phase of the scheme. Based on the interest shown by the States of Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and J&K in the scheme, it has been decided by GoI that the pilot phase of the scheme will be implemented in these States only
- **Phase II** will include the National level roll-out of the scheme in the remaining States and Union Territories. However, the final decision in this regard shall be the sole discretion of GoI

1.8. Technical empanelment of vendors for the project shall be done at the central level through this EoI. Final selection shall be done based on response to the RFP floated at the State level and shall include the financial bid. It is important to note that only empanelled vendors through this EoI shall be eligible to participate in the State level selection process for the States of Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and J&K

2. INVITATION FOR EXPRESSION OF INTEREST

- 2.1. This Expression of Interest (EoI) is for empanelment of agencies for implementing and operating Citizen Contact Centers including the 6 States of Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and J&K. However, in the initial phase, this project shall be implemented only in these 6 States
- 2.2. Empanelment of Agencies for implementation of Citizen Contact Centers at the State level shall remain valid for a period of 3 years from the date of empanelment
- 2.3. Upon successful completion of the initial phase, GoI can decide for roll-out of the project in the remaining States and it shall be the discretion of GoI to extend the empanelment of re-empanel the vendors for the same
- 2.4. Interested bidders are advised to study the EoI document carefully. Submission of EoI shall be deemed to have been done after careful study and examination of the EoI document with full understanding of its implications
- 2.5. Interested bidders may download the EoI document from the website <http://www.mit.gov.in>. EoI responses should reach the Senior Director, e-Governance, DIT 4th Floor, Electronic Niketan, 6 CGO Complex, Lodhi Road, New Delhi – 110003
- 2.6. Empanelment of vendors does not guarantee work / business for the bidder
- 2.7. GoI can stop the process of this empanelment without citing any reason
- 2.8. EoI document is not transferable

3. SCOPE OF WORK

3.1. Objective of EoI

- 3.1.1. Overall objective of this EoI is to shortlist and empanel Implementation Agencies with proven capabilities for implementation of the project in the 6 States of Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and J&K
- 3.1.2. This section describes the broad scope of work that shall be carried out by the bidder who is selected in the RFP stage to implement CCC

3.2. Empanelment Procedure

- 3.2.1. Each bidder shall participate in the following stages to get empanelled:
 - Stage I: Pre Qualification
 - Stage II: Proof of concept
- 3.2.2. Each shortlisted bidder based on the pre-qualification criteria shall mandatorily participate in Proof of Concept (PoC) demonstration which forms an integral part of the EoI process. An indicative process flow and a list of test cases for PoC demonstration is provided in sections 6.7 and 6.8.7 respectively

3.3. Scope of Work post Empanelment and Selection after State RFP

The selected bidder (based on RFP evaluation) shall procure, install, commission, operate and maintain the CCC for a period of 3 years from the date of acceptance of Letter of Intent (LoI) / Work Order. An indicative scope of work to be undertaken by the selected bidder for setting up and operating CCC at the State level listed below:

- Design Phase
- Supply, Installation, Integration and Commissioning Phase
- Operation and Maintenance phase

In order to implement CCC at the State level, the following sites need to be clearly identified in terms of requirements, augmentation and establishment of the infrastructure (IT / Non-IT) by the Implementing Agency.

- Data Center: Current State Data Center (SDC) may be used to co-locate the core IT components for CCC like Application server, ACD, EPABX, CTI server, L2 switch, IVR, Call recording server etc
- Agent Area: It refers to the area where the agents shall be located along-with the machines for performing the operations and functions under CCC. Agent Area shall have a capacity of minimum 100 agents scalable to 500 agents.

3.3.1. Design Phase

- i. The broad scope of work during this phase will include the following, but is not limited to:
 - Project Kickoff Meeting
 - Preparation and submission of Comprehensive Project implementation plans and schedules separately
 - Preparation and submission of the separate site readiness reports for the installation of all required equipments for CCC
 - All paper work and necessary formalities/ liaison with OEM on behalf of tendering authority
 - Preparation and submission of separate Final Acceptance Test (FAT) Plans and schedules for CCC
 - Preparation and submission of any other policies/documentation/reports as demanded in the RFP along with required schedules
 - Preparation and submission of manpower deployment plan and schedule with list of staff to be deployed under the project during different parts / stages of the project
 - Preparation and submission of schedules of supply, installation, testing and commissioning of CCC
 - Multi-layer physical security infrastructure to prevent unauthorized access for CCC
 - Networking & Security Infrastructure and other associated IT Components for CCC
 - Adhere to routing and infrastructure policies of SDC
 - In case the space has been provided by State, the selected agency shall be responsible for Physical Infrastructure comprising of Civil, Electrical, and Mechanical & Plumbing works required to establish CCC

3.3.2. Supply, Installation, Testing and Commissioning Phase

- i. Tendering Authority shall provide the necessary minimum constructed space for locating the CCC. Selected bidder shall arrange for necessary preliminary work which shall enable them to undertake civil, electrical, mechanical & plumbing works including false ceiling, partitioning, installation of electrical components, cable laying etc. at the CCC site for the preparation of CCC site as per the details that shall be given in the RFP
- ii. The selected bidder shall undertake all the necessary civil, electrical, mechanical & plumbing works including false ceiling/ flooring, partitioning, installation of electrical component, cable laying and other necessary services to create the Non – IT / Physical infrastructure

- iii. The selected bidder shall procure and install both IT and Non IT components, install and configure/ reconfigure (at no cost) / integrate every component and subsystem component, required for functioning of the Contact Center
- iv. The selected bidder shall be responsible for but not limited to supply and installation of the following:
 - All active and passive components
 - Physical infrastructure components such as UPS and Air-Conditioning System, Fire Detection and Control System, Diesel Generator Units, Lighting system, Power, CCTV Surveillance systems and cabling etc
 - IT Infrastructure components such as Servers, Databases, Networking & Security components, Storage, Software and other IT components etc required at the Contact Center
 - Commissioning & Acceptance Testing shall involve the completion of the Contact Center site preparation, supply and installation of the required components and making the Contact Center available to the State for carrying out live Operations and getting the acceptance of the same from the tendering authority
 - Training on Contact Center infrastructure
 - All documentation generated during design, installation and commissioning phases shall mandatorily be made available to the tendering authority
 - Testing and Commissioning: Commissioning shall involve the completion of the following:
 - a. Contact Center site preparation
 - b. Supply and installation of all the required IT and Non-IT components
 - c. Making the Contact Center available to State for carrying out live operations
 - d. Getting the acceptance of the same from the DIT / Tendering authority

3.3.3. Operations and Maintenance

- i. The selected bidder shall provide operating and maintaining services for a period of 3 years from the date of commissioning of the Citizen Contact Center. The scope of the services for overall Physical and IT infrastructure management shall include Monitoring, Maintenance and Management of the entire Contact Center
- ii. **Managed Services**
 - Selected bidder shall setup, operate & maintain the contact centers, including agents, at State owned / rented premises with well trained &

empowered staff to handle queries / complaints of the customers and provide solutions to their utmost satisfaction

- Number of agents, equipment & infrastructure required for managing the traffic of queries arriving at the contact center shall be enhanced periodically or as per the requirement which will have to be approved by the identified competent authority to meet the growth in traffic of queries / grievances from different stakeholders of CCC

iii. Channels Supported – Inbound and Outbound

- Scope of services includes handling all types of inbound queries for Informational and Transactional Services and also reaching out to citizens through outbound calls, SMS, Emails, Letters and Fax to respond to queries / grievances of stakeholders not resolved earlier or for pro-actively obtaining feedback on services delivered by the contact center

iv. Window of Operations

- The support window required for CCC shall be for 16 hours a day (6 a.m. – 10 p.m.), 6 days a week (excluding Sundays) throughout the year excluding National Holidays This may scale up to a 24x7 support at a future date depending on volume and /or other parameters

v. Tolled and Premium Services

- The solution design for the contact center shall provide for a tolled number to callers for which the users shall be charged at pre-decided rates. Depending upon the feasibility of reverse charging, which will be evaluated during the Proof of Concept (PoC) phase, DIT, GoI will decide on the mechanism for delivery of Premium services. During PoC, the bidder is required to demonstrate the capabilities and feasibility of various options which are listed under sections 6.7 and 6.8.7

vi. Content Management

- Citizen Contact Center will provide informational and transactional non emergency Government to Citizen (G2C) services to citizens based on the content contributed by various Government entities. Thus the selected bidder shall be responsible for the following:
 - a. Creation of content (based on data / information provided by Government Department / agencies) in the prescribed format both for internal purposes and for services delivered through CCC
 - b. Managing flow of content between State departments and CCC
 - c. Modifying and updating content
 - d. Preparing and maintaining FAQs and citizen database

vii. Recruitment and Training

- The selected bidder shall be responsible for recruiting the staff and agents for CCC. Also, appropriate training shall be conducted to enable them to provide services through CCC
- viii. Apart from the above mentioned points, following is a list of indicative scope of work for the Operations & Maintenance phase:
- a. System administration, maintenance and management services
 - b. Network management services
 - c. Server and storage administration and management services
 - d. Security administration and management services
 - e. Knowledge management
 - f. Performance management

4. INFORMATION AND INSTRUCTIONS TO THE BIDDERS

4.1. Important Information

S. No.	Details
1.	Name of the Client: Department of Information Technology, Ministry of Communications and IT, Government of India
2.	Name of the assignment: “Empanelment of Agencies for Implementing and Operating Citizen Contact Centers”
3.	Method of empanelment: Pre-Qualification criteria and Demonstration of Proof of Concept (PoC)
4.	Validity Period of the Proposals: Proposal must remain valid for one eighty (180) days from the date of submission
5.	Period of Empanelment: The empanelment shall be valid for an initial period of 3 years which may be extended on mutually agreed terms
6.	Date of pre-bid meeting: April 21, 2011 at 11:00 hrs at Conference Room 4009, 4 th Floor, 6 Electronics Niketan, CGO Complex, New Delhi - 110003
<p>Last date for submission of written queries for clarifications is April 21, 2011. Queries can be submitted through email or submitted in hard copy at the following address:</p> <p>Shri S.P.Singh, Senior Director Department of Information Technology, Government of India Room No.: 4002, 6 Electronics Niketan CGO Complex, New Delhi-110003 Email: spsingh@mit.gov.in</p>	
7.	<p>Last Date for submission of bids: 15:00 hrs on May 06, 2011. Proposal submission address is:</p> <p>Shri S.P.Singh, Senior Director Department of Information Technology, Government of India Room No.: 4002, 6 Electronics Niketan CGO Complex, New Delhi-110003 Email: spsingh@mit.gov.in</p> <p>Proposals received after the stated time and date would not be considered and would be returned unopened</p>
8.	Opening of Prequalification Bids: Date of opening of pre-qualification shall be informed to the bidders during the pre-bid meeting
9.	Presentation on technical bid by short-listed bidders, if required
10.	Process for Empanelment: Empanelment of agencies for CCC shall follow the

following process:

- i. Pre Qualification – All agencies responding to this tender would need to meet the pre-qualification criteria as prescribed in section 5 to get qualified
- ii. Demonstration of Proof of Concept (PoC) – Agencies meeting the Pre-qualification criteria would be required to demonstrate a PoC as per the criteria listed in Section 6 of this EoI which describes the test cases for PoC evaluation. PoC is a mandatory activity for the qualified agencies to participate
- iii. Technical evaluation committee appointed by DIT, GoI shall evaluate the PoC demonstration by participating bidders based on the test cases
- iv. Only those bidders who successfully demonstrate a minimum of 6 test cases as mentioned in section 6.8.7 shall be empanelled. It is important to note that the decision of the Technical Committee / DIT shall be final in this case

11. Others:

- i. Bidders are advised that the empanelment of agencies for Implementation of CCC shall be on the basis of the Process for Empanelment specified in this EoI. The bidders shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Process for Empanelment shall be given and that the decisions of DIT, GoI in this regard are without any right of appeal whatsoever
 - ii. Material deficiencies in providing the information requested may result in rejection of the proposal. DIT's decision in this regard shall be final and binding
 - iii. The cost to be incurred by the prospective bidders to prepare the proposals and for negotiating the contract, including any visits to DIT or States/UTs will not be reimbursed
 - iv. Information relating to evaluation of proposals and recommendations concerning award shall not be disclosed to the bidders or to other persons not officially concerned with the process
 - v. During evaluation of the proposals, DIT may, at its discretion, ask the bidders for clarifications on their proposal. The bidders are required to respond within the time frame prescribed by DIT
 - vi. At any time prior to deadline for submission of proposal, DIT may for any reason, modify the EoI. The prospective bidders having received the EoI shall be notified of the amendments through website and such amendments shall be binding on them
 - vii. Right to reject any or all proposals : Notwithstanding anything contained in this EoI, DIT reserves the right to accept or reject any proposal, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof
 - viii. Without prejudice to the generality of Clause vii above, DIT reserves the right to
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reject any Proposal if: (a) at any time, a material misrepresentation is made or discovered, or (b) the Bidder does not provide, within the time specified by the DIT, the supplemental information sought by the DIT for evaluation of the proposal. Misrepresentation / improper response by the Bidder may lead to the disqualification of the Bidder

4.2. Instruction to Bidder for Submission of Proposals

The instructions for submitting the EoI are mentioned below:

- 4.2.1. Based on the empanelment done through this EoI, empanelled bidders shall be willing to implement and operate in any of the States including but not limited to the 6 States of Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and J&K
- 4.2.2. EoI and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the EoI
- 4.2.3. EoI received by Facsimile / Email shall be treated as defective, invalid and rejected. Only detailed complete EoI in a physical format and properly sealed envelopes, as mentioned below, received prior to closing time and date of the proposals shall be taken as valid
- 4.2.4. The bids shall be submitted in a single sealed envelope and superscripted “Prequalification Proposal: Empanelment of Agency for Implementing and Operating Citizen Contact Centers”. This envelope should contain two hard copies of Pre-qualification proposal marked as “First Copy” and “Second Copy” and one soft copy in the form of a non-rewriteable CD. CD media must be duly signed using a Permanent pen Marker and should bear the name of the bidder submitting the bid
 - a. Bids shall consist of the required supporting proofs and documents as defined in the pre-qualification section
 - b. Bidder shall submit all the required documents as mentioned in the annexure including various templates Form 1 to Form 6. It should be ensured that various formats mentioned in this EoI should be adhered to and no changes in the format should be done
- 4.2.5. Envelope should indicate clearly the name, address, telephone number, Email ID and fax number of the bidder
- 4.2.6. Each copy of the tender should be a complete document and should be bound as a volume. The document should be page numbered and appropriately flagged and must contain the list of contents with page numbers. Different copies must be bound separately. Any deficiency in the documentation may result in the rejection of the Bid

- 4.2.7. Bidder must ensure that the information furnished by him / her in respective CDs is identical to that submitted by him in the original paper bid document. In case of any discrepancy observed by the DIT in the contents of the CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy
- 4.2.8. EoI document submitted by the bidder should be concise and contain only relevant information as required under this EoI
- 4.2.9. The bidder would be responsible for all of its expenses, costs and risks incurred towards preparation of the EoI document, attending any pre-bid meeting and visiting the site or any other location in connection therewith. DIT shall, in no case, be responsible or liable for any such costs whatsoever, regardless of the outcome of the EoI process

4.3. Clarification of Bid Document

- 4.3.1. A prospective Bidder requiring any clarification of the Bid Document may submit his / her queries to the Purchaser in writing at the Purchaser's mailing address indicated in Clause 4.1 of Section 4. The last day for submission of query is April 21, 2011
- 4.3.2. Written copies of the Purchaser's response (including an explanation of the query but without identifying the source of inquiry) shall be sent to all prospective Bidders who have either purchased the Bid Document from CCC or have sought clarification(s)
- 4.3.3. The queries must be submitted in the following format:

S.No.	Section	Clause No.	References / Subject	Clarification
		No.		

4.3.4. Amendment of Bid Document

- At any time prior to the last date for receipt of Bids, the Tendering Authority, may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the Bid Document by an amendment
- Any modifications which may become necessary as a result of the pre-bid queries shall be made by the tendering authority exclusively through the issue of an Addendum / Corrigendum on the website <http://www.mit.gov.in>. The Tendering Authority shall be free to amend the documents as per requirements. The notice of change, if any, will be made available on the website as well as communicated through email to all bidders whose email addresses must be

made available to Tendering Authority. No other communication will be made in this regard

- iii. In order to provide prospective Bidders reasonable time in which to take the amendment into account in preparing their Bids, the Purchaser may, at its discretion, extend the last date for the receipt of Bids
- iv. Purchaser may at any time during the bidding process request the Bidder to submit revised Technical / Commercial Bids and/or Supplementary Commercial Bids without thereby incurring any liability to the affected Bidder or Bidders

5. PRE QUALIFICATION CRITERIA

As part of eligibility criteria, only those bidders who meet the following pre-qualification criteria are eligible to participate in the empanelment process. Bidder could be a single entity or a consortium. Bidders failing to meet these criteria or not submitting requisite supporting documents / documentary evidence for supporting prequalification criteria are liable to be rejected summarily.

S. No.	Pre Qualification Criteria	Required Documents
1.	Bidder and Consortium partner should be a Company registered under the Indian companies act, 1956 and who have their registered offices in India with valid Service tax registration	Certificate of Incorporation and Articles of association of the bidder
2.	Apart from company registration, Bidder and Consortium partner must have Registration under Indian Labour laws & Contract Act, valid VAT / Sales Tax Registration Certificate, valid Service Tax Registration Certificate and Income Tax Return with Audit Report from CA	Attested copy of all the mentioned certificates. Bidder and Consortium partner shall attach the Sales Tax clearance certificates of last year. All the certificates have to be certified by statutory auditors of the respective firms
3.	Prime Bidder should have a positive net worth in the last Financial Year 2009-2010	Audited / Certified financial statements & annual report 2009-2010
4.	Prime Bidder should have a turnover of at least INR 250 Crores (INR Two Hundred and Fifty Crores) in each of the last 3 Financial Years (FY 07-08, FY 08-09, FY 09-10) from Call Centre business	Audited / Certified financial statements & annual report for FY 2007-2008, FY 2008-2009 and FY 2009-2010
5.	Bidder / Consortium Partner must have operated One Contact / Call Centre project in India with more than 100 seats and the scope should include management of Contact / Call Centre hardware including CRM platform. This center should have been in operation for more than 3 years	<ul style="list-style-type: none"> • Work order copy • Work progress / Completion certificate (whichever is applicable)

6.	Bidder / Consortium Partner should have experience in management / implementation of multiple channels (including at least SMS / voice / fax / e-Mail / chat) in a Contact / Call Centre, for at least two clients in India	Details of projects including copy of Work order clearly mentioning the among, copy of SLA, client satisfaction, certificate and evidence of multi-channel capability
7.	Bidder / Consortium Partner should not be an entity which has been black-listed by Government as on the bid submission date	Undertaking on company letter head as enclosed in Form 4. In case the bidder / consortium partner is black-listed by any Government agency / department, it is mandatory to enclose relevant letter / communication in this regard by the concerned agency / department
8.	Bidder and Consortium Partner shall have at least 2500+ agents employed in In-bound Contact / Call center operations in India	Certificate from Company Secretary
9.	Bidder / Consortium Partner shall have at least 500 physical in-bound contact center seats operational at a single location in India	Certified list of locations in India by the Company Secretary along with number of in-bound contact center seats at each location
10.	Bidder / Consortium Partner shall have demonstrated capability of serving customers in Hindi, English and prominent regional languages like Punjabi / Kannada / Telegu / Tamil / Malayalam / Gujarati / Marathi / Bengali / Odiya / Assamese etc	Certified list of clients by the Company Secretary with details - languages supported, number of seats of each language
11.	Bidder / Consortium shall have handled at least 30 lakh In-bound calls a month for every month in FY 2009-10	Certified list of clients by the Company Secretary along with contact details mentioning number of in-bound calls per month for FY 2009-10
12.	Bidder or consortium should be BS 7799 / ISO 27001 or BS15000 / ISO 20000 / ISO 9001 or CMM Level 5 certified as per Global Standards	Valid accreditation / certification as on the date of bidding from the statutory authority

6. PROOF OF CONCEPT

6.1. Each shortlisted bidder, based on the Pre-qualification criteria shall have to mandatorily participate in the Proof of Concept (PoC) demonstration. PoC demonstration shall be examined by the Technical Evaluation Committee, appointed by DIT, on the basis of the test cases mentioned in section 6.8.7. Bidder shall have to successfully demonstrate a minimum of 6 test cases from the list of test cases as a pre-requisite for empanelment. Results and output from PoC demonstration shall form as inputs and used while finalization of the Project Design Document (PDD). DIT reserves the right of updating / changing / modifying the test cases even during the PoC demonstration phase and may also review the condition for successful demonstration of at least 6 test cases as a pre-requisite for empanelment, if such a need is felt by the Technical Evaluation Committee. It is important to note that the decision of DIT shall be final and binding in this regard to all the participating bidders.

Every shortlisted bidder shall submit a detailed approach & methodology and work plan / implementation plan for the following points as per the format attached in FORM 5:

Approach & methodology

- i. Understanding of scope
- ii. Proposed Solution (end to end solution design)
 - System architecture
 - Redundancy & scalability
 - Security
 - Technical features offered beyond requirements
 - Content Management
 - Disaster management & Data recovery
- iii. Quality framework
 - SLA
 - Methodology & proposed quality plan
 - Performance management
- iv. Implementation Plan
- v. Proposed business model
- vi. Risk & challenges
- vii. Value addition from bidder

6.2. Apart from the details required above, bidder shall also submit the details required in section 8.1, 8.2, 8.3, 8.4, 8.5, 8.6 and 8.7 as a part of the technical bid in the requisite format

- 6.3. A detailed description of Process Flow and PoC Test Cases for evaluation is given in Section 6.7 and 6.8.7 respectively
- 6.4. Proposal Presentations - The shortlisted bidders based on the pre-qualification criteria shall be invited to make a presentation to the DIT at a date, time and location notified by the DIT. The purpose of such presentations would be to allow the bidders to present their technical solution, approach & Methodology & quality of the professionals proposed to the committee and other key points in their proposals
- 6.5. DIT may require verbal / written clarifications from the bidders to clarify ambiguities and uncertainties arising out of the evaluation of the bid documents and PoC demonstration phase. Verbal clarifications provide the opportunity for DIT to state its requirements clearly and for the bidder to more clearly state its proposal. DIT may seek inputs from their professional, technical faculties in the evaluation process and even during the PoC phase
- 6.6. DIT reserves the right to decide on the number of agencies to be empanelled. Decision of DIT in this regard shall be final & binding and no further discussion / interface shall be held with the bidders whose bids are disqualified / rejected based on pre-qualification criteria or based on the PoC demonstration results
- 6.7. INDICATIVE PROCESS FLOW FOR CCC**
- The indicative process flow for CCC has been explained below and has been included here to provide the bidder with an overview of the envisaged process. A diagrammatic process flow is annexed in section 8.8. Bidders are allowed to propose any alternate process which may be appropriate for CCC
- 6.7.1. The citizen calls on the single unique number for CCC which would be common across the country
- 6.7.2. Call lands at the PSTN network
- 6.7.3. PSTN network patches this call to the Base State CCC. Here Base State CCC is referred to the State where the caller is currently located
- 6.7.4. At this stage the IVR asks for language selection - Press 1 for Hindi, 2 for English or 3 for Regional Language (Voice response for language options shall be in respective language)
- 6.7.5. The call is then transferred to an agent. Firstly it will be ascertained if the call is for Base CCC or any other call centre. If the call is for other call centre, it will be routed to the respective call centre

6.7.6. If the call is for Base CCC, the following procedure is adopted while call handling.

- Firstly it will be checked if the citizen is a registered user. If the citizen is not registered under this CCC, some basic information would be asked from the citizen (like name, phone number, etc) which will be used for further identification
- As a next step, the type of service required will be ascertained by the CCC agent
 - Informational Service or
 - Transactional Service

Case 1: Call is for Informational service

6.7.7. Agent will fetch the information from the State portal, CRM server and available databases and provide the same to the citizen. This will be the L0 level of call handling

6.7.8. If citizen requires more information, the call will be transferred to the domain expert of the State CCC who will be the L1 level of call handling

6.7.9. In case, citizen requires more information which is not available even with L1 level, call will be routed to the level L2 which shall be the identified Departmental officer. This officer shall provide the required information to the citizen

Case 2: Call is for Transactional service

6.7.10. If the service required by the citizen is chargeable, citizen will be informed about the charges

- If the citizen is not willing to pay for the services, citizen will be informed that the service request cannot be processed without payment and the call will be closed
- If the citizen is willing to pay for the service, the service request is accepted and routed to the respective Department for further processing. Also, payment for such services will be charged from the citizen through the identified and pre-defined payment modes including reverse charging, pre-paid cash card, credit card, etc

6.7.11. After the call ends, the database for the citizen would be updated and based on the requirement an SMS or Email will be send to the citizen regarding the closing of the call

6.7.12. Based on the parameter defined in the Recording server, the server will fetch the conversation between the citizen and the agent and store that in the SAN for internal training and quality purpose

6.8. Proof of Concept (PoC)

- 6.8.1. Proof of concept for purpose of this EoI is defined as demonstration of capabilities for setting up and operating a contact center to prove the idea and feasibility of the Citizen Contact Center as envisioned by Government of India. The demonstration could be done using a part of an existing call centre and should provide a representative solution through a relatively small number of users acting in business roles to satisfy various aspects of the requirements
- 6.8.2. A detailed list of test cases has been provided at in section 6.8.6. DIT and its authorized representatives shall witness the PoC results
- 6.8.3. Each shortlisted bidder based on the pre-qualification criteria shall demonstrate the PoC using a combination of a presentation and a floor visit. It could be a 3-5 seater existing call center, for a Government / PSU / NGO process at a location convenient to the bidder (in near State Capitals) or as proposed by DIT. The Service Provider is expected to bear the cost of demonstrating the PoC and would also be responsible for making the test calls
- 6.8.4. PoC shall be demonstrated in English and Hindi and at least one local language of any / all of the 6 States (chosen for initial phase of the project implementation)
- 6.8.5. The following list of Informational and Transactional services shall be demonstrated for the purpose of PoC:
- i. Informational**
 - Information on How to apply for a Domicile Certificate
 - Contact details of Department Officials
 - Documents Required for Application of Passport
 - ii. Transactional**
 - Application for Grievance
 - Application for RTI
 - Application for Domicile Certificate
 - Status Update for each of the above 3 services
- 6.8.6. Proof of Concept should include the five key aspects of successful operations: 1) Customer Orientation, 2) Process Efficiency 3) Language process capabilities. 4) People and Learning and 5) Dependencies related to cross process support and off site data
- 6.8.7. Each bidder shall demonstrate the process flow as mentioned in section 6.7. for the purpose of PoC demonstration which shall be assessed based on the following Test Cases:

Test Cases

Test 1: Call Setup

-
- a. Call Identification (for Personalized Service Delivery)
 - b. Recognize call type – Landline or Mobile
 - c. Recognize Originating Location of the caller
 - d. Routing to State Call Center
 - e. Recognize whether the call is for other state / utility call center – EPABX Level Filtration
 - f. Route Call to other state / utility call center

Test 2: Call Handling

- a. Automatic Call Distribution(ACD) Demonstration
- b. Determine Nature of Call – tolled call or premium call
- c. Conference Forwarding – for Outbound Call to other call centers (toll free or tolled)
- d. Multilingual support
- e. Play advertisement in place of a normal ring tone
- f. Multi-channel integration including voice, email, letter, fax, sms, etc

Test 3: Data Handling

- a. Record Call
- b. Integration of IVR and Agent Desktop (CTI)
- c. Demonstrate ability to fetch data from State Portal and CRM Server.
- d. Initiate Callback (Allows the agent to re-establish contact with a caller)
- e. Ability to send and receive voice, video, text (Instant Messaging [IM], SMS), and data

Test 4: After Call Work

- a. Update data in Storage Area Network
- b. Integration with SMS Gateway for inbound and outbound SMS services to the citizen including push and pull modes. Example – messaging the complaint number and fetching the status update from the CCC application server

Test 5. Processes and Procedures

- a. Data Source Validation
- b. Script Changes – Add, Modify, Delete etc
- c. Cross process linking
- d. Knowledge Management - Caller profile generation and updating

Test 6: Disaster Management and Recovery Procedures

- a. Disaster Management Process
- b. Recovery Process and time

Test 7: Speech Recognition Capability

- a. Speech Recognition
 - b. Call Transfer based on speech recognition
-

Test 8: Dashboards for measuring Metrics

- a. First call resolution
- b. Service Level
- c. Average handling time
- d. Average talk time
- e. Up-sell, Cross-sell, if any, etc
- f. Report on Call life cycle for every call
- g. Creation of online real time MIS reporting system with remote login capability for Government and Departmental stakeholders

Test 9: Payment options

- a. Ability to charge a different rate depending on the type of service selected by the citizen
- b. Payment mechanism for premium services over the phone through reverse charging
- c. Payment mechanism through a credit card / debit card / cash card / internet banking

Test Case 10: Integration with State Service Delivery Gateway (SSDG)

- a. For the purpose of PoC, National Service Delivery Gateway (NSDG) shall be used as an alternative with SSDG
- b. NSDG shall be act as an interface between CCC application and the Departmental database
- c. CCC application shall transact with Departmental database through NSDG by passing relevant parameters

Test Case 11: Remote Agent Area

- a. Demonstration of capability to provide CCC services with agents seated at remote location (s), not co-located with SDC, including remote management for data, application and access control
- b. Identification of minimum bandwidth requirement for providing CCC services through remote management

Test Case 12a: Creation of new application / workflow for identified Departments

- a. Demonstration of the capability for developing new application / workflow for Departments which do not have existing applications
- b. Solution to be developed should support virtualization and multi-tenant deployment
- c. Application instance for every Department should demonstrate the technical ability to self-administer each of the following (indicative) functions
 - Inbound ACD – create and modify properties for agents and queues
 - CTI – customize existing integrations, build new ones, integration with

- the state common application / department wise applications
- IVR – design own IVR call flows. Integrate with external applications, etc
- Outbound Dialling – manage lists, configure rules
- Live web chat / collaboration – database of responses to FAQs
- E-mail Management System – database of responses to FAQs
- Multimedia call recording – start / stop recording. Access recording database
- Reporting – create custom reports. Store database at tenant's site
- Document / Content management
- Forms / Workflows / Business Rules – Creation and Change Management
- d. Single sign on for all applications
- e. Handling of multiple sessions for a given client
- f. Creating and implementing cross application workflows without need to logging in multiple applications and data entry in multiple applications
- g. Ability to integrate multiple applications or onboard new applications as and when they are introduced
- h. Knowledge base

Test Case 12b: Technology Integration

Demonstration of framework for end-to-end integration for existing (and upcoming) applications / systems and present them in a unified manner to both call centre agents and at customer service centers using the following:

- Front end integration / Screen level integration
- Web service integration
- Staging area database access
- Automation tool-kit to perform configuration based quick hosting and automation of various types of applications web, java, windows, mainframe, emulators, etc

6.8.8. Please note that this is an indicative process flow only and bidders can demonstrate value added features and functionalities as part of their solution

7. TERMS AND CONDITIONS FOR EMPANELMENT CONTRACT

7.1. General Conditions

7.1.1. Participation in State RFP

It is mandatory for all the empanelled vendors to participate for every State level CCC implementation at least for the 6 States defined in this EoI. However, DIT, GoI reserves the right of altering / changing this condition and the decision of DIT, GoI in this case shall be final.

7.1.2. Validity of Bid

Bid submitted by the bidders shall remain valid for a period of 180 (one hundred and eighty) days after the date of bid opening. Any bid valid for shorter period shall be treated and rejected as non-responsive. DIT may solicit the bidders consent to an extension of bid validity beyond the mentioned time period but without the modification in the proposal.

7.1.3. Clarifications to EoI

During EoI evaluation, DIT may, at its discretion, ask bidders for clarifications on their EoI. The bidders are required to respond within the time frame prescribed by DIT during release of clarifications.

7.1.4. Amendments in EoI

At any time prior to deadline for submission of EoI, DIT may for any reason, modify the EoI. The prospective bidders having received the EoI shall be notified of the amendments through website and such amendments shall be binding on them.

7.1.5. Disqualification

DIT may at its sole discretion and at any time during the evaluation of EoI, disqualify any bidder, if the bidder has:

- i. Submitted the EoI documents after the response deadline
- ii. Made misleading or false representations in the forms, statements and attachments submitted in proof of the pre-qualification requirements
- iii. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc in any project in the preceding three years
- iv. Submitted an EoI that is not accompanied by required documentation or is non-responsive

- v. Failed to provide clarifications related thereto, when sought
- vi. Submitted more than one EoI
- vii. Declared ineligible by the Government of India / State / UT for corrupt and fraudulent practices or blacklisted

7.1.6. Confidentiality

Information relating to the examination, clarifications and comparison of the EoI shall not be disclosed to any bidders or any other persons not officially concerned with such process until the empanelment process is over. The undue use by any bidder of confidential information related to the process may result in rejection of its EoI.

7.1.7. Force Majeure

No failure or delay or omission by either party to fulfill any of its obligations under empanelment contract (other than the obligations to make payments when due) shall give rise to any claim against such party or be declared to be a breach of any terms and conditions defined in the empanelment contract if any to the extent such failure, delay or omission arises from the “Force Majeure” event not within the reasonable control and at the instance of such Party (each an event of “Force Majeure”). Events of force Majeure shall be:

- i. Blockade, Revolution, Riot, Bombs, Religious strife or civil commotion;
- ii. Strikes, lock-outs or other industrial action (other than those involving primarily Service Provider’s own employees or any of the contractors, sub-contractors, etc. directly associated with the provision of Services under this EoI);
- iii. Act of war (whether declared or undeclared), terrorist or military action, politically motivated sabotage;
- iv. A decision or the order of a court or tribunal, which has the effect of restraining or delaying the provision of Services;
- v. Explosions, accident, breakage of facilities, plant or equipment, structural collapse, fire chemical or radioactive contamination (other than resulting from an act of war, terrorism or sabotage), caused by a person not being the affected Party or one of its contractors or sub-contractors, sub-lessees or any other agencies of the affected Party or any of their respective employees, and not being due to inherent defects of the affected facility or the failure to properly operate the affected facility;
- vi. Fire, lightening, earthquake, cyclone, hurricane, whirlwind, flood, landslide or any such natural disaster;
- vii. Epidemic or plague;

- viii. Any event or circumstance of the nature analogous to any of the above or any natural disaster

7.2. Non Waiver

Waiver of any breach of the provision of, or any default under the empanelment contract must be in writing and signed by the Party granting the waiver. No failure or delay on the part of either Party in exercising or any omission to exercise any right or remedy accruing to either Party under the empanelment contract shall be a waiver thereof, nor will any partial exercise of any right or remedy particular be a waiver of further exercise of that right or remedy.

7.3. Amendment

Terms and conditions as defined in the empanelment contract shall not be modified, added to or amended in any manner except by mutual agreements in writing of the Parties. All modifications, additions or amendments under the empanelment contract must be in writing and signed by an authorized representative of the Parties hereto to be effective and enforceable between the Parties.

7.4. Arbitration

- 7.4.1. All disputes, differences, claims and demands arising under the empanelment contract shall be referred to arbitration of a sole arbitrator to be appointed by the mutual consent. All arbitration shall be held in New Delhi
- 7.4.2. If the parties cannot agree on the appointment of the Arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be nominated by the Department of Legal Affairs, Client. The provisions of the Arbitration and Conciliation Act, 1996 shall be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof

7.5. Governing Laws

- 7.5.1. Empanelment contract shall be covered and construed in accordance with Laws of India including without limitation, the relevant Central and State Acts and Rules, Regulations and Notifications issued and amended there under from time to time
- 7.5.2. Courts at New Delhi shall have the jurisdiction in case of litigation between the parties

7.6. Third Party Claims

Bidder (the "Indemnifying Party") undertakes to indemnify the client (the "Indemnified Party") from and against all losses, claims for damages including losses, claims for damages on account of bodily injury, death or damage to tangible

7.7. Limitation of Liability

There shall be no limitation of liability in case of any damages for bodily injury (including death) and damage to real property and tangible personal property as also intangible personal property and intellectual property rights

8. ANNEXURES AND FORM

8.1. NOTICE OF INTENT TO SUBMIT EXPRESSION OF INTEREST

(To be submitted on the Letterhead of the Bidder)

{Place}

{Date}

To
Shri S.P. Singh
Senior Director (e-Governance)
4th Floor
Department of Information Technology
Electronic Niketan
6, CGO Complex
Lodhi Road
New Delhi – 110 003

Subject: Submission of EoI for ‘Empanelment of Agencies for Implementing and Operating Citizen Contact Centers including but not limited to the states of Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and J&K.

Dear Sir,

1. Having examined the EoI, we, the undersigned, offer to propose for Empanelment of Agencies for Implementing and Operating Citizen Contact Centers, including but not limited to the states of Maharashtra, Tamil Nadu, Rajasthan, Jharkhand, Chhattisgarh and J&K, in full conformity with the said EoI
2. We have read the provisions of the EoI and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our EoI shall not be given effect to
3. We agree to abide by this EoI, consisting of this letter, the detailed response to the EoI and all attachments, for a period of 180 days from the date fixed for submission of EoI as stipulated in the EoI
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification
5. We understand you are not bound to accept any proposal you receive

Our correspondence details with regards to this EoI are:

S. No	Information	Details
1	Name of Bidder	
2	Address of Bidder	
3	Name, Designation and Address of the contact person to whom all references shall be made	
4	Telephone number of contact person	
5	Mobile number of contact person	
6	Fax number of contact person	
7	Email Id of contact person	

We hereby declare that our EoI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

[BIDDER'S NAME]

Name

Title

Signature

Date

8.2. FORM 1: DETAILS OF BIDDER

S.No	Particulars	Details to be furnished
1	Details of the Bidder (Firm/ Company)	
	Name	
	Address	
	Telephone	Fax
	E-mail	- Website
	Details of Authorized person	
	Name	
	Address	
	Telephone	E-mail
2	Information about the Firm/ Company	
	Status of Firm/ Company (Public Ltd. / Pvt. Ltd etc.)	
	Details of Date	
	Registration (Ref eg. ROC Ref #)	Ref #
	Number of full time professionals on rolls	
	Locations and addresses of offices (in India and overseas)	

8.3. FORM 2: DETAILS OF EXPERIENCE OF BIDDER

Using the format below, the bidder should provide details on handling projects of similar nature for Government / PSU / Semi Government / Private sector organizations as elaborated in the pre-qualification criteria

S. No	Item	Details
General In formation		
1	Customer Name	
2	Name of the Contact Person and contact details for the project	
Project Details		
3	Name of the project	
4	Start Date and End Date	
5	Current Status (work in progress/completed)	
6	Contract tenure	
Size of the project		
7	Order Value of the project (in Rs)	
8	Total cost of the services provided (by the	
Project Classification		
Please specify under which of the following area does the Project fall under:		
<ul style="list-style-type: none"> • Project Implementation and support • Post Implementation services • Others: (Please specify) 		
Narrative description of Project:		
Description of actual services provided by your staff within the assignment:		

8.4. FORM 3: PAST EXPERIENCE AND INTENT OF PARTICIPATION

[Using the format below, provide information on the States / UTs where you have prior work experience (as defined under this EoI)]

S. No.	Name of State / UT	Project name/s	Project synopsis
1.			

8.5. FORM 4: DECLARATION LETTER

{Place}

{Date}

To

Mr. S. P. Singh

Senior Director (e-Governance)

Department of Information Technology

Electronics Niketan

6 CGO Complex, Lodhi Road

New Delhi - 110003

Ref: Declaration Letter for ‘Empanelment of Agencies for Implementing and Operating Citizen Contact Centers’

Dear Sir,

This is to notify you that our Firm <Name> intends to submit a proposal in response to EoI for Empanelment of Agencies for Implementing and Operating Citizen Contact Centers. In accordance with the above we would like to declare that:

- a. We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment
- b. We are not black-listed by any Central / State Government / Public Sector Undertaking in India

Sincerely,

[BIDDERS NAME]

Name

Title

Signature

Date

8.6. FORM 5

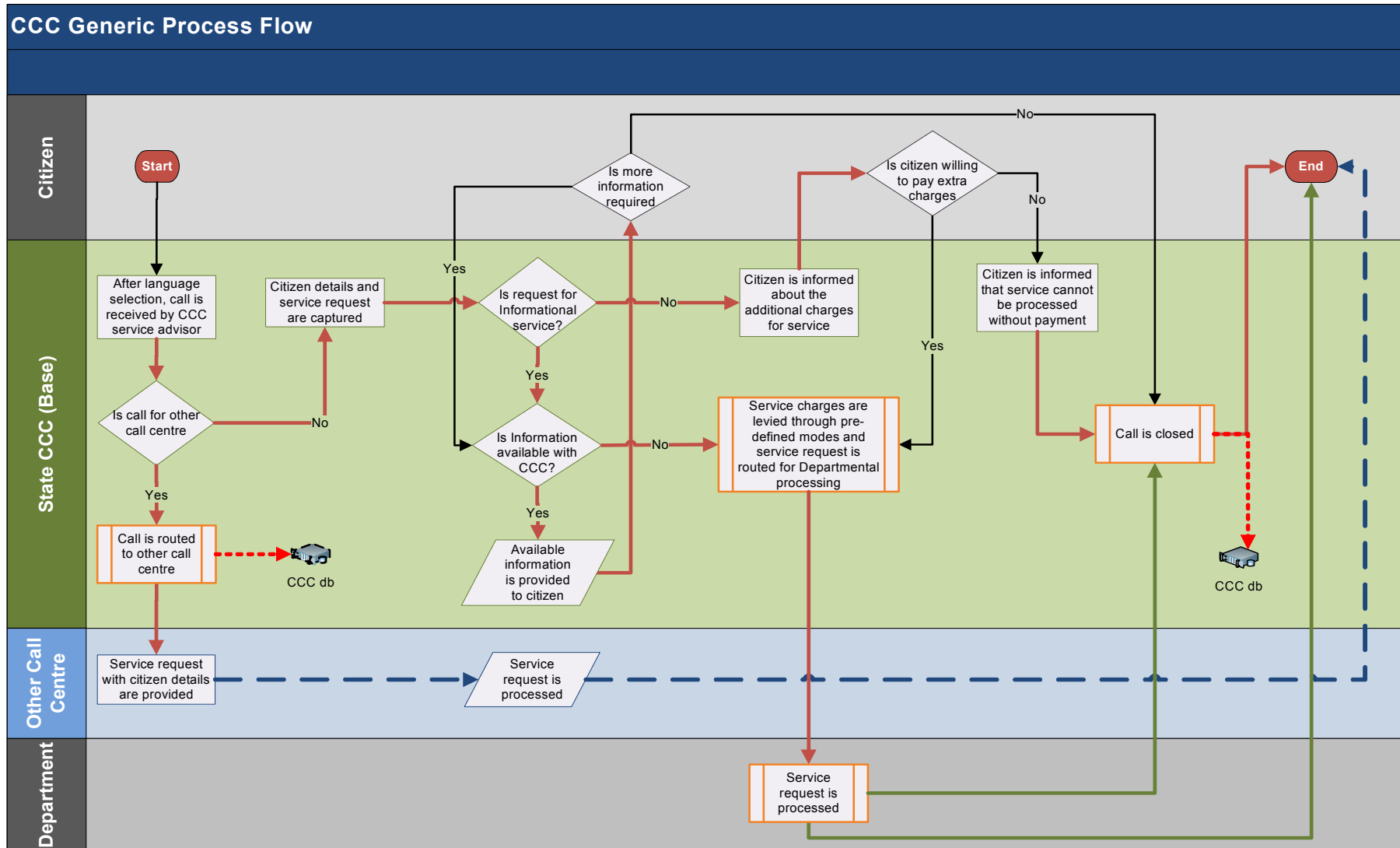
S.No.	Particulars	Details
1	Approach & methodology	
2	Understanding of scope	
3	Proposed Solution (end to end solution design)	<ul style="list-style-type: none"> • System architecture • Redundancy & scalability • Security • Technical features offered beyond requirements • Content Management • Disaster management & Data recovery
4	Quality framework	<ul style="list-style-type: none"> • SLA • Methodology & proposed quality plan • Performance management
5	Implementation Plan	
6	Proposed business model	
7	Risk & challenges	
	Value addition from bidder	

8.7. FORM 6: ADDITIONAL INFORMATION REQUIRED

In addition to the information sought in the above mentioned sections, the bidders are requested to provide the below mentioned information:

1	Number of years of operations in Contact Center business in India
2	Number of Contact Centers Operational
	- In Metro
	- In Non Metro
3	Total number of Contact Centers in Government/PSU/NGO
4	Total number of seats
	- In Metro
	- In Non Metro
5	Total number of resources
	- In Metro
	- In Non Metro
6	Revenues for the last 3 years (In Rs)
	- Year 1
	- Year 2
	- Year 3
7	Profits in the last 3 years (In Rs)
	- Year 1
	- Year 2
	- Year 3
8	Name and number of Indian languages supported through all the call centers in India
9	Does the company have a Government business vertical?
10	Please mention the names of the partners and the kinds of partnerships (Software/networking/hardware/SI etc)

8.8. Diagrammatic Representation of the Process Flow



- Note
- This flow considers only those services which have been identified under CCC
 - State CCC (base) – Refers to the State CCC where the caller is located. For example, a call originating in TN will land at TN CCC by default
 - Other Call Centre – Includes all other State CCC and non-CCC Central / State / Departmental call centers
 - Department – Refers to Government departments within the base State
 - CCC db – Refers to the State CCC database

8.9. LIST OF ABBREVIATIONS

Abbreviation	Full Form
CCC	Citizen Contact Center
CGO	Central Government Office
CRM	Customer Relationship Management
CSC	Common Services Center
CTI	Computer Telephone Integration
EoI	Expression of Interest
EMS	Enterprise Management System
EPABX	Electronic Private Automatic Branch Exchange
FAT	Final Acceptance Test The acceptance testing of the all IT & Non IT equipment installed at all the segments/ levels of CCC
G2C	Government to Citizen
ICT	Information and Communication Technology
IVR	Interactive Voice Response
MMP	Mission Mode Project
NeGP	National e-Governance Plan
PSTN	Public Switched Telephone Network
PoC	Proof of Concept
RFP	Request for Proposal
SDC	State Data Center
SLA	Service Level Agreement
SMS	Short Messaging Service
SSDG	State Service Delivery Gateway
SWAN	State Wide Area Network