# 📑 Final RFP (DOCX Outline)

**Header:**

* Project Name: Audio/Video IVR MVP Platform
* Version: 2.1 (Revised with Change Log)
* Date: 23 Sept 2025

### Sections

1. **Executive Summary**
   * Lean MVP in ₹1L budget.
   * Google-style UI.
   * Outbound & inbound IVR recording.
   * MIS dashboard + auto invoicing.
2. **Objectives**
   * Secure, scalable IVR recording platform.
   * Real-time MIS.
   * Advance payment integration.
3. **Scope of Work**

#### Functional (MVP)

* + KYC, ULA acceptance, 2FA login.
  + CSV upload + **manual entry fallback**.
  + OTP validation for recipient mobile.
  + Calendar sync.
  + IVR flow: context → consent → record → re-record → playback.
  + Missed call handling.
  + Auto file naming.
  + Dashboard (real-time MIS, soft delete).
  + **Admin Owner vs Admin Operator roles**.

#### Payment & Billing

* + Advance payment activates campaign.
  + Subscription balance tracked.
  + Cost per call configurable.
  + Razorpay integration.
  + Auto invoice + invoice history/ledger.

#### Non-Functional

* + Google-style UI.
  + AWS/Firebase hosting.
  + 30-day auto-purge.
  + Audit logs (granular).
  + Scalability roadmap: 500 → 1000 → 5000 calls/month.

#### Legal & Compliance

* + NDA (vendors).
  + ULA (users).
  + Indian IT Act, GST compliance.

1. **Future Upgrades (Optional Scope)**
   * AI transcription, translation, audio enhancement.
   * Multilingual IVR expansion.
   * Analytics dashboards.
   * Gamification (polls, contests, elocution, singing).
   * Aadhaar/PAN verification for secure participation.
   * Native iOS/Android apps.
   * White-label branding.
   * Extended storage.
   * Escrow payments **only for sponsor–broadcaster–campaign manager** (not MVP).
2. **Deliverables & Timelines**
   * Week 1–2: UI + DB + IVR setup.
   * Week 3–4: Recording + MIS + Admin + Payments.
   * Week 5–6: Testing + invoicing.
   * Week 7: Deployment & pilot.
3. **Technical Stack**
   * React.js (PWA), Node.js backend.
   * DB: PostgreSQL/Firebase.
   * Hosting: AWS/Firebase.
   * IVR: Exotel/Knowlarity.
   * Payments: Razorpay.
   * Calendar: Google/Outlook.
4. **Evaluation Criteria**
   * Technical expertise (30%).
   * Security & compliance (20%).
   * Cost efficiency (20%).
   * UI/UX (15%).
   * SLA & support (10%).
   * References (5%).
5. **Appendices**
   * A: CSV schema.
   * B: IVR script.
   * C: Sample invoice.
   * D: ULA template.
   * E: NDA template.
6. **Change Log (vs RFP v1.0)**
   * Added **manual entry fallback**.
   * Added **OTP mobile validation**.
   * Added **calendar sync**.
   * Added **soft delete**.
   * Added **Admin Owner vs Admin Operator**.
   * Added **missed call handling**.
   * Added **advance payment model**.
   * Added **invoice history**.
   * Added **explicit ULA & NDA**.
   * Added **2FA login**.
   * Added **scalability roadmap**.
   * Clarified **escrow = sponsor–broadcaster–manager only (future)**.