REQUEST FOR PROPOSAL

Tender Document No.: NIHFW/CHI/NHH/2016

APPOINTMENT OF A CENTRALISED HELPDESK FOR DELIVERING REMOTE HEALTH ADVISORY AND INTERVENTION
(Doctor on Call – DoC)

21st October 2016

Centre for Health Informatics,
National Institute of Health and Family Welfare,
Ministry of Health & Family Welfare,
Government of India
Baba Gangnath Marg, Munirka,
New Delhi - 110067
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>A&amp;M</td>
<td>Approach &amp; Methodology</td>
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<tr>
<td>ACD</td>
<td>Automatic Call Distributor</td>
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<tr>
<td>AHT</td>
<td>Average Call Handling Time</td>
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<td>AMC</td>
<td>Annual Maintenance Contract</td>
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<td>ANM</td>
<td>Auxiliary Nurse Midwife</td>
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<td>ASHA</td>
<td>Accredited Social Health Activist</td>
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<td>ATS</td>
<td>Annual Technical Support</td>
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<tr>
<td>BCA</td>
<td>Bachelor of Computer Applications</td>
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<td>BOM</td>
<td>Bill of Materials</td>
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<td>BPO</td>
<td>Business Process Outsourcing</td>
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<td>CB</td>
<td>Commercial Bid</td>
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<td>CCN</td>
<td>Change Control Notes</td>
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<td>CD</td>
<td>Compact Disc</td>
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<tr>
<td>CD</td>
<td>Compact Disk</td>
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<td>CHI</td>
<td>CENTRE FOR HEALTH INFORMATICS</td>
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<td>CIP</td>
<td>Continuous Improvement Plan</td>
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<td>COTS</td>
<td>Commercially Off The Shelf</td>
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<td>CRM</td>
<td>Customer Relationship Management</td>
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<td>CS</td>
<td>Computer Science</td>
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<td>CSA</td>
<td>Customer Service Associate</td>
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<td>CTI</td>
<td>Computer Telephony Integration</td>
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<td>CV</td>
<td>Curriculum Vitae</td>
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<td>CVC</td>
<td>Central Vigilance Commission</td>
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<td>DC</td>
<td>Data Centre</td>
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<td>DD</td>
<td>Demand Draft</td>
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<td>DeitY</td>
<td>Department of Electronics and Information Technology</td>
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<td>DR</td>
<td>Disaster Recovery</td>
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<td>EMD</td>
<td>Earnest Money Deposit</td>
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<td>EMS</td>
<td>Enterprise Management System</td>
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<td>EOI</td>
<td>Expression of Interest</td>
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<td>ESH</td>
<td>Extended Service Hours</td>
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<td>FIC</td>
<td>Functional cum Implementation Committee</td>
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<tr>
<td>FR</td>
<td>Functional Requirements</td>
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<tr>
<td>FTE</td>
<td>Full Time Equivalent</td>
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<tr>
<td>GFR</td>
<td>General Financial Rules</td>
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<td>GIS</td>
<td>Geographical Information System</td>
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<td>GoI</td>
<td>Government of India</td>
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<td>HA</td>
<td>Helpdesk Agent</td>
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<td>HSP</td>
<td>Helpdesk Service Provider</td>
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<td>ICT</td>
<td>Information and Communication Technology</td>
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<td>IEC</td>
<td>Information, Education and Communication</td>
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<td>Acronym</td>
<td>Description</td>
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<tr>
<td>IEEE</td>
<td>Institute of Electronic &amp; Electrical Engineers</td>
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<td>INR</td>
<td>Indian Rupee</td>
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<td>IP</td>
<td>Implementation Partner</td>
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<td>ISO</td>
<td>International Organization for Standardization</td>
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<td>IT</td>
<td>Information Technology</td>
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<td>IVR</td>
<td>Interactive Voice Response</td>
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<td>KPI</td>
<td>Key Performance Indicator</td>
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<td>KPI</td>
<td>Key Performance Indicators</td>
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<td>LD</td>
<td>Liquidated Damages</td>
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<td>LoI</td>
<td>Letter of Intent</td>
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<td>MIS</td>
<td>Management Information System</td>
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<td>MMP</td>
<td>Mission Mode Project</td>
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<td>MoHFW</td>
<td>Ministry of Health and Family Welfare, Government of India</td>
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<td>MSA</td>
<td>Master Services Agreement</td>
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<td>NCR</td>
<td>National Capital Region</td>
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<td>NDA</td>
<td>Non-Disclosure Agreement</td>
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<td>NeGP</td>
<td>National e-Governance Plan</td>
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<td>NHM</td>
<td>National Health Mission</td>
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<td>NIHFW</td>
<td>National Institute of Health and Family Welfare</td>
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<td>NRHM</td>
<td>National Rural Health Mission</td>
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<td>O&amp;M</td>
<td>Operations and Maintenance</td>
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<td>OEM</td>
<td>Original Equipment Manufacturer</td>
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<td>PAN</td>
<td>Permanent Account Number</td>
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<td>PBG</td>
<td>Performance Bank Guarantee</td>
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<td>PE</td>
<td>Past Experience</td>
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<td>PHC</td>
<td>Primary Health Centre</td>
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<td>PO</td>
<td>Purchase Order</td>
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<td>PoA</td>
<td>Power of Attorney</td>
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<td>PoC</td>
<td>Proof of Concept</td>
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<td>PoP</td>
<td>Point of Presence</td>
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<td>PSU</td>
<td>Public Sector Undertaking</td>
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<td>QAM</td>
<td>Quality Assurance Manager</td>
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<td>QCBS</td>
<td>Quality Cum Cost Based Selection</td>
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<td>RCA</td>
<td>Root cause analysis</td>
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<td>RCH</td>
<td>Reproductive and Child Health</td>
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<td>RFE</td>
<td>Request for Empanelment</td>
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<td>RFP</td>
<td>Request for Proposal</td>
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<td>RoC</td>
<td>Registrar of Companies</td>
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<td>SI</td>
<td>System Integrator</td>
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<td>SLA</td>
<td>Service Level Agreement</td>
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<td>SLR</td>
<td>Service Level Requirements</td>
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<td>SOW</td>
<td>Scope of Work</td>
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<td>T&amp;M</td>
<td>Time and Material</td>
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<td>TB</td>
<td>Technical Bid</td>
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<td>Acronym</td>
<td>Description</td>
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<tr>
<td>TCO</td>
<td>Total Cost of Ownership</td>
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<td>TL</td>
<td>Team Leader</td>
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<td>ToR</td>
<td>Terms of Reference</td>
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<td>TR</td>
<td>Technical Requirements</td>
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<tr>
<td>UAT</td>
<td>User Acceptance Test</td>
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## Important Dates for RFP

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particular</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Start date of issuance / sale of RFP document</td>
<td>21&lt;sup&gt;th&lt;/sup&gt; October, 2016</td>
</tr>
<tr>
<td>2.</td>
<td>Last date for submission of pre-bid queries</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; November, 2016 up to 11:30 am</td>
</tr>
<tr>
<td>3.</td>
<td>Pre-bid meeting</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; November, 2016 at 10 AM noon at Committee Room, NIHFW</td>
</tr>
<tr>
<td>4.</td>
<td>Last date for issuance / sale of RFP document</td>
<td>9&lt;sup&gt;th&lt;/sup&gt; November, 2016 up to 5:30 PM</td>
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<tr>
<td>5.</td>
<td>Last date and time for bid submission</td>
<td>11&lt;sup&gt;th&lt;/sup&gt; November, 2016 up to 11:00 AM</td>
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<td>6.</td>
<td>Date and time of opening of pre-qualification cum technical bids</td>
<td>11&lt;sup&gt;th&lt;/sup&gt; November, 2016 at 11:30 AM</td>
</tr>
<tr>
<td>7.</td>
<td>Presentation by the bidders on the proposed Solution</td>
<td>To be communicated later (by 1 week after opening of the bids)</td>
</tr>
<tr>
<td>8.</td>
<td>Date and time for opening of financial bids</td>
<td>To be communicated later</td>
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1. **RFP Document for Helpdesk Service Provider**

1.1 **Fact Sheet**

<table>
<thead>
<tr>
<th>Clause Reference</th>
<th>Topic</th>
</tr>
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<tbody>
<tr>
<td>Evaluation Method</td>
<td>The method of selection is: QCBS</td>
</tr>
<tr>
<td>Nodal Contact Person</td>
<td>Prof. S. N. Sarbadhikari, Project Director, Centre for Health Informatics, National Institute of Health and Family Welfare, MoHFW, Baba Gangnath Marg, Munirka, New Delhi - 110067 Phone No: 011-26165959, Extn. 328 Email: <a href="mailto:supten@nihfw.org">supten@nihfw.org</a></td>
</tr>
<tr>
<td>Method for obtaining RFP</td>
<td>RFP can be collected from the Nodal Contact Person mentioned above on or before the date and time mentioned in Important Dates for RFP table by paying the tender fee of Rs 10000.00 by Demand Draft in favour of “Director, National Institute of Health &amp; Family Welfare, New Delhi” payable at Delhi from any of the commercial bank OR Downloaded from <a href="http://www.nhp.gov.in">www.nhp.gov.in</a> or <a href="http://www.eprocure.gov.in">www.eprocure.gov.in</a>. However, in this case, the bidders are required to submit the tender fee in the form of a Demand Draft, as per details mentioned above, along with the bid.</td>
</tr>
<tr>
<td>EMD</td>
<td>The bidder shall furnish, as part of its bid, EMD only in the form of Bank Guarantee or Fixed Deposit Receipt drawn in favour of “Director, National Institute of Health &amp; Family Welfare, New Delhi” for an amount of Rs. 5.86 Cr. payable at Delhi. EMD should be valid for a period of 180 days from the last date of submission of the bid.</td>
</tr>
<tr>
<td>Scope of work</td>
<td>The detailed scope of work is provided in Section 3.</td>
</tr>
<tr>
<td>Pre-bid meeting</td>
<td>A pre-bid meeting will be held on date, time and venue mentioned in Important Dates for RFP table. All the queries should be sent to Nodal Contact Person mentioned above on or before date and time mentioned in Important Dates for RFP table either through post or e-mail.</td>
</tr>
<tr>
<td>Language of bid</td>
<td>Bid should be submitted in the English language only.</td>
</tr>
<tr>
<td>Bid validity</td>
<td>Bid must remain valid for 180 days from the last date of submission of the bid.</td>
</tr>
</tbody>
</table>
| Bid documents | Bidders must submit  
  a) An original and one additional copy of each bid along with one copy of non-editable CD / DVD for Pre-qualification and Technical bid  
  b) One original copy of the Financial bid  
  c) In case of any variation between soft copy and hard copy, signed hard copy will prevail. |
The bid should be submitted in the Tender Box available at Administrative Block (Near reception Desk), NIHF Win the name of Nodal person mentioned above along with project name.

Bid must be submitted no later than the date and time mentioned in Important Dates for RFP table.

1.2 Request for Proposal

Sealed bids are invited from eligible, reputed, qualified entities with sound technical and financial capabilities for design, development, implementation and maintenance of an end to end call centre solution as detailed out in the Scope of Work of this RFP document. This invitation to bid is open to all bidders meeting the minimum eligibility criteria as mentioned in Annexure 3 of this RFP document.

1.3 Structure of the RFP

This Request for Proposal (RFP) document for the project of Appointment of a centralised helpdesk system for delivering online health services to citizen (D.O.C) for Ministry of Health and Family Welfare (MoHFW) comprise of the following.

i. Instructions on the Bid process for the purpose of responding to this RFP. This broadly covers:
   a) General instructions for bidding process
   b) Bid evaluation process including the parameters for Pre-qualification, Technical
   c) evaluation and commercial evaluation to facilitate CHI in determining
   d) bidder’s suitability as the implementation partner
   e) Payment schedule
   f) Commercial bid and other formats

ii. Functional and Technical Requirements of the project. The contents of the document broadly cover the following areas:
   a) About the project and its objectives
   b) Scope of work for the Implementation Partner
   c) Functional and Technical requirements
   d) Project Schedule
   e) Service levels for the implementation partner

The bidder is expected to respond to the requirements as completely and in as much relevant detail as possible and focus on demonstrating bidder’s suitability to become the HSP of Centre for Health Informatics, National Institute of Health and Family Welfare, Ministry of Health & Family Welfare.

The bidders are expected to examine all instructions, forms, terms, project requirements and other information in the RFP document. Failure to furnish all information required as mentioned in the RFP document or submission of a bid not substantially responsive to the RFP document in every respect will be at the bidder's risk and may result in rejection of the bid.
2. Background Information

2.1 Basic Information

a) CHI invites responses (“Tenders”) to this Request for Proposals (“RFP”) from Systems Implementation Agencies/Partners (“Bidders”) for the D.O.C as described in Section 2.8 of this RFP, “Scope of Work”.

b) Any contract that may result from this Government procurement competition will be issued for a term of three years from the date of GO-Live (“the Term”).

c) The CHI reserves the right to extend the Term for a period or periods of up to 2 years with a maximum of 2 such extension or extensions on the same terms and conditions, subject to the CHI obligations at law.

d) Proposals must be received not later than time, date and venue mentioned in RFP.

e) Sheet. Proposals that are received late WILL NOT be considered in this procurement process.

2.2 Project Background

Introduction

i. Studies claim that 85% of patients who visit PHC require symptomatic treatment only.

ii. Many personal visits to doctor are avoidable and the issues can be resolved without precious waste of time and money.

iii. Patients have to travel for 20 kilometer or more just for one doctor consultation especially in RURAL AREAS where the POOREST reside.

iv. Throughout the day, communication facilities exist for the villagers like mobiles but transport facilities gets available only once in a day.

v. In most cases the cost of accessing information is disproportionate to the needs.

vi. Many of the times, in emergency, the health practitioners are not found to be accessible quickly, leading to costly loss of life.

vii. In many Rural Areas, the PHC & CHC are far off and the rural citizen has to travel a lot, losing her/his daily wage.

A service like providing free consultation with a doctor via a phone can help us deliver medical service of a doctor at every door step – reliable and quick consultation to even the most inaccessible of the places. National level helpline 1104 has been proposed to begin with this as one of the major goals. The following is proposed in this concept note –

• A Ministry of Health & Family Welfare initiative in phase 1 proposes to set up this D.O.C (Doctor on call) 1104/1075 HELPLINE NUMBER which will run 24*365 to provide health related information in Hindi, English and other regional languages across the country.
• Phase 1 will also include a self-service portal for the citizens which will have standardized algorithm and ‘Doctor on Text’ service on TWO PLATFORMS – NHP and Mobile APP to citizens to put up their medical queries which will be responded to in a time bound manner.

This initiative focuses on harnessing the high number of mobile phones currently being used by almost every household in the India to create a tool to get free consultation by a qualified doctor on the phone. Also making this information available in the regional language increases the penetration and relevance. Focus will also be on giving scientific prescription based on standardized and uniform code that too all for free to the citizens. This would be path breaking and will reduce the expenditure being incurred today on health and hence could lead to a healthier India especially for the rural poor.

Firstly the registration of the patient will be done, where AADHAR number will also be taken along with mobile number and email. This AADHAR number will help maintain a call history as well as the case history of the patient which can help in better understanding of the patient.

Giving the following services will be the core work of the helpline:-

- Medical consultation
- Directory Information Services
- Counselling as a service
- Grievance Registration
- Mother & Child Tracking Systems (MCTS)
- Feedback of Central Schemes
- Tracking and Mapping of Emergency Diseases
- Integration with Telemedicine Centres
2.3 Key Stakeholders

a) About Ministry of Health and Family Welfare

The Ministry of Health and Family Welfare (MoHFW) is the apex governmental body responsible for implementation of national health programmes running in India in the areas of family welfare, public health, prevention and control of major communicable diseases, promotion of traditional and indigenous systems of medicines etc.

MoHFW looks after the overall health situation in the country and is responsible for areas that have a wide impact on the aspects of public health and medical services in the country, e.g. population control, medical education, prevention of food adulteration, quality control in manufacture and sale of drugs etc.

The key functions / services performed by the MoHFW include:

i. Visioning, policy making on health related aspects in the country
ii. Designing and planning (centre and State / UT level) of national health programs
iii. Performance monitoring of programs being implemented by the States / UTs
iv. Financial disbursals to States / UTs and management (for the programs)
v. Providing inputs on medical education and curative care
vi. Health research, setting food and drug standards and infrastructure
vii. Providing health care services to central government employees and pensioners
viii. Health manpower development and setting norms
ix. International health regulations and treaties
x. Supervising sub-ordinate offices.

b) About Centre for Health Informatics

Centre for Health Informatics under the aegis of Ministry of Health and Family Welfare will undertake the activity of setting of online medical consultation centre. Centre for Health Informatics (CHI) has undertaken various activities relating to e-Governance/e-Health for improving the efficiency and effectiveness of healthcare system. CHI is progressively planning several new initiatives to be implemented in the near future for promotion of healthcare system across the country.

3. Instructions to the Bidders

2.4 General

a) While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may wish to consult their own legal advisers in relation to this RFP.
b) All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by the CHI on the basis of this RFP.

c) No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the CHI. Any notification of preferred bidder status by the CHI shall not give rise to any enforceable rights by the Bidder. The CHI may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of the CHI.

d) This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.
2.5 Compliant Proposals / Completeness of Response

a) Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
b) Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must:
   i. Include all documentation specified in this RFP;
   ii. Follow the format of this RFP and respond to each element in the order as set out in this RFP
   iii. Comply with all requirements as set out within this RFP.

2.6 Pre-Bid Meeting & Clarifications

3.3.1. Pre-bid Conference

a) CHI shall hold a pre-bid meeting with the prospective bidders on 2nd November, 2016, 12:00 noon at Conference hall, NIHFW, Munirka, New Delhi.
b) The Bidders will have to ensure that their queries for Pre-Bid meeting should reach to:
   Prof. S. N. Sarbadhikari,
   Project Director, Centre for Health Informatics,
   Email: supten@nihfw.org by post or email on or before 14th October, 2016, 12:00 noon

c) The queries should necessarily be submitted in the following format:

3.3.2. Responses to Pre-Bid Queries and Issue of Corrigendum

a) The Nodal Officer notified by the CHI will endeavor to provide timely response to all queries.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>RFP Document Reference(s) (Section &amp; Page Number(s))</th>
<th>Content of RFP requiring Clarification(s)</th>
<th>Points of clarification</th>
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<tbody>
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However, CHI makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does CHI undertake to answer all the queries that have been posed by the bidders.
b) At any time prior to the last date for receipt of bids, CHI may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.
c) The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on the www.nhp.gov.in&www.eprocure.gov.in and emailed to all participants of the pre-bid conference.
d) Any such corrigendum shall be deemed to be incorporated into this RFP.

e) In order to provide prospective Bidders reasonable time for taking the corrigendum into account, CHI may, at its discretion, extend the last date for the receipt of Proposals.

2.7 Key Requirements of the Bid

3.4.1. Right to Terminate the Process

a) CHI may terminate the RFP process at any time and without assigning any reason. CHI makes no commitments, express or implied, that this process will result in a business transaction with anyone.

3.4.2. RFP Document Fees

a) RFP document can be purchased at the address & dates provided in the Fact sheet by submitting a non-refundable bank demand draft of Rs. 5000, drawn in favor of Director NIHFW, payable at New Delhi from any scheduled commercial banks.

b) The bidder may also download the RFP documents from the website www.nhp.gov.in & www.eprocure.gov.in. In such case, the demand draft of RFP document fees should be submitted along with Proposal. Proposals received without or with inadequate RFP Document fees shall be rejected.

3.4.3. Earnest Money Deposit (EMD)

a) Bidders shall submit, along with their Bids, EMD of Rs. 5.86 Cr. only, in the form of Bank Guarantee or Fixed Deposit (in the format specified in Appendix I: Form 3) issued by any nationalized bank in favor of Director, National Institute of Health & Family Welfare, New Delhi and should be valid for 6 months from the due date of the tender / RFP.

b) EMD of all unsuccessful bidders would be refunded by CHI within 30 days of the bidder being notified as being unsuccessful. The EMD, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in Appendix III.

c) The EMD amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.

d) The bid / proposal submitted without EMD, mentioned above, will be summarily rejected.

e) The EMD may be forfeited:
   • If a bidder withdraws its bid during the period of bid validity.
   • In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.
3.4.4. Inclusion of MSMEs in Project Delivery

The Bidder are encouraged to include Medium and Small & Medium Enterprises (MSMEs) in the delivery of the project by Subcontracting or Outsourcing a certain value of the total contract. The MSME partner should be registered under the Micro Small Medium Enterprise Act, 2006. This encouragement is in form a extra marks provided in the Evaluation Criteria. This is in addition to the tax exemptions/benefits (if any) for Subcontracting or Outsourcing to the MSMEs.

3.4.5. Submission of Proposals

a) a. The bidders should submit their responses as per the format given in this RFP in the following manner
   - Response to Pre-Qualification Criterion : (1 Original + <1> Copies +<1>CD) in first envelope
   - Technical Proposal - (1 Original + <1> Copies +<1>CD) in second envelope
   - Commercial Proposal - (1 Original) in third envelope
b) The Response to Pre-Qualification criterion, Technical Proposal and Commercial Proposal (As mentioned in previous paragraph) should be covered in separate sealed envelopes superscribing “Pre-Qualification Proposal”, "Technical Proposal" and “Commercial Proposal” respectively. Each copy of each bid should also be marked as "Original" OR "Copy" as the case may be.
c) Please Note that Prices should not be indicated in the Pre-Qualification Proposal or Technical Proposal but should only be indicated in the Commercial Proposal.
d) The three envelopes containing copies of Pre-qualification Proposal, Technical Proposal and Commercial Proposal should be put in another single sealed envelope clearly marked “Response to RFP for APPOINTMENT OF A CENTRALISED HELPDESK FOR DELIVERING REMOTE HEALTH ADVISORY AND INTERVENTION - < RFP Reference Number> and the wordings “DO NOT OPEN BEFORE 11th November, 2016 at 11:30 AM”.
e) The outer envelope thus prepared should also indicate clearly the name, address, telephonenumber, E-mail ID and fax number of the bidder to enable the Bid to be returned unopened in case it is declared "Late".
f) All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
g) The original proposal/bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initialed by the person (or persons) who sign(s) the proposals.
h) All pages of the bid including the duplicate copies, shall be initialed and stamped by the person or persons who sign the bid.
i) In case of any discrepancy observed by CHI in the contents of the submitted original paper bid documents with respective copies, the information furnished on original paper bid document will prevail over others.
j) Bidder must ensure that the information furnished by him in respective CDs is identical to that submitted by him in the original paper bid document. In case of any discrepancy observed by CHI 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.

3.4.6. Authentication of Bids

A Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal.

2.8 Preparation and Submission of Proposal
3.5.1. Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by CHI to facilitate the evaluation process, and innegotiating a definitive contract or all such activities related to the bid process.

CHI will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

3.5.2. Language

The Proposal should be filled by the Bidder in English language only. If any supporting documentssubmitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the English translationshall govern.

3.5.3. Venue & Deadline for Submission of Proposals

Proposals, in its complete form in all respects as specified in the RFP, must be submitted to CHI at the address specified below:

<table>
<thead>
<tr>
<th>Addressed To</th>
<th>Prof. S. N. Sarbadhikari, Project Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note: The document should be submitted in the tender box available at reception desk, Administrative Block, NIHFW</td>
<td></td>
</tr>
<tr>
<td>Name</td>
<td>Centre for Health Informatics, National Institute of Health and Family Welfare,</td>
</tr>
<tr>
<td>Address</td>
<td>Baba Gangnath Marg, Munirka, New Delhi – 110067</td>
</tr>
<tr>
<td>Telephone</td>
<td>011-26165959, Extn. 328</td>
</tr>
<tr>
<td>Email ids</td>
<td><a href="mailto:supten@nihfw.org">supten@nihfw.org</a></td>
</tr>
<tr>
<td>Last Date &amp; Time of Submission</td>
<td>11th November, 2016 up to 11:00 AM</td>
</tr>
</tbody>
</table>

3.5.4. Late Bids

a) Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.

b) The bids submitted by telex/telegram/fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.

c) CHI shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.

d) CHI reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.
3.5.5. Deviations

The bidder may provide deviation to the contents of the RFP document. It may be noted that once the deviation are provided, the bidder would not be allowed to withdraw the deviation submitted.

The Proposal evaluation committee would evaluate and classify them as “material deviation” or “non material deviation”. In case of material deviation, the committee may decide to “monetize” the value of the deviations, which will be added to the price bid submitted by the bidder OR declare the bid as non-responsive.

The bidders would be informed in writing on the committee’s decision on the deviation, prior to the announcement of technical scores. The bidders would not be allowed to withdraw the deviations at this stage. No correspondence in this matter will be entertained.

In case of non-material deviations, the deviations would form a part of the proposal & contract.

<table>
<thead>
<tr>
<th>No.</th>
<th>Deviation</th>
<th>Material</th>
<th>Non-Material</th>
<th>Impacted Deliverable(s)</th>
<th>Impacted Timeline(s)</th>
<th>Financial Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>&lt;Deviation description&gt;</td>
<td>&lt;Yes / No&gt;</td>
<td>&lt;Yes / No&gt;</td>
<td>&lt;Name(s) of Deliverables to get affected by the Deviation&gt;</td>
<td>&lt;Effect on Timelines due to the Deviation&gt;</td>
<td>&lt;Value&gt;</td>
</tr>
<tr>
<td>2.</td>
<td>&lt;Deviation description&gt;</td>
<td>&lt;Yes / No&gt;</td>
<td>&lt;Yes / No&gt;</td>
<td>&lt;Name(s) of Deliverables to get affected by the Deviation&gt;</td>
<td>&lt;Effect on Timelines due to the Deviation&gt;</td>
<td>&lt;Value&gt;</td>
</tr>
<tr>
<td>3.</td>
<td>&lt;Deviation description&gt;</td>
<td>&lt;Yes / No&gt;</td>
<td>&lt;Yes / No&gt;</td>
<td>&lt;Name(s) of Deliverables to get affected by the Deviation&gt;</td>
<td>&lt;Effect on Timelines due to the Deviation&gt;</td>
<td>&lt;Value&gt;</td>
</tr>
</tbody>
</table>

3.5.6. Evaluation Process

a) CHI will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders
b) The Proposal Evaluation Committee constituted by the CHI shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection.
c) The decision of the Proposal Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/discussion with the Committee.
d) The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals.
e) The Proposal Evaluation Committee reserves the right to reject any or all proposals on the basis of any deviations.
f) Each of the responses shall be evaluated as per the criterions and requirements specified in this RFP.
3.5.7. Tender Opening

The Proposals submitted up to 11:00 AM on 11th November, 2016 will be opened at 11:30 AM on 11th November, 2016 by Nodal officer or any other officer authorized by CHI, in the presence of such of those Bidders or their representatives who may be present at the time of opening.

The representatives of the bidders should be advised to carry the identity card or a letter of authority from the tendering firms to identify their bonafides for attending the opening of the proposal.

3.5.8. Tender Validity

The offer submitted by the Bidders should be valid for minimum period of 180 days from the date of submission of Tender.

3.5.9. Tender Evaluation

a) Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive, if Proposals:
   - Are not submitted in as specified in the RFP document
   - Received without the Letter of Authorization (Power of Attorney)
   - Are found with suppression of details
   - With incomplete information, subjective, conditional offers and partial offers submitted
   - Submitted without the documents requested in the checklist
   - Have non-compliance of any of the clauses stipulated in the RFP
   - With lesser validity period

b) All responsive Bids will be considered for further processing as below.
CHI will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by a Committee according to the Evaluation process defined in this RFP document. The decision of the Committee will be final in this regard.

3.5.10. Rejection Clause

- The Proposal has to be submitted in the form of printed document. The Proposals submitted by Telex, fax or email shall not be entertained.
- Any condition put forth by the agency non-conforming to the Proposal requirements shall not be entertained at all and such Proposal shall be rejected.
- If a Proposal is not responsive and not fulfilling the conditions it will be rejected by NIHFW and shall not subsequently be accepted even if it is made responsive by the agency by correction of the nonconformity. No further communication will be made in the regards.
3. **Criteria for Evaluation**

The objective of the evaluation process is to evaluate the bids to select an effective and best fit Service at a competitive price. The evaluation will be undertaken by TEC. TEC may consider recommendations made by external experts/consultants. The decision of TEC shall be final.

TEC will scrutinize the offers to determine whether they are complete, whether any errors have been made in the offer, whether required technical documentation has been furnished, whether the documents have been properly signed, and whether items are quoted as per the required format. TEC may call for any clarifications/additional particulars required, if any, on the technical/commercial bids submitted. The bidder has to submit the clarifications/additional particulars in writing within the specified date and time. The bidder’s offer may be disqualified, if the clarifications/additional particulars sought are not submitted within the specified date and time.

The competitive bids shall be evaluated in the following stages:

- Stage 1 – Pre-Qualification (PQ) Criteria
- Stage 2 – Technical Qualification Criteria (Technical Bid)
- Stage 3 – Commercial Bid

Based upon the final technical scoring, short listing would be made of the eligible bidders for final commercial evaluation.

### 3.1 Pre-Qualification (PQ) Criteria (Stage-1)

TEC will evaluate the Bidders on each criteria separately and satisfy itself beyond doubt on the Bidder’s ability/position to meet the criteria. Those Bidders who qualify on ALL the criteria will only be considered as “Qualified under Stage 1” of evaluation and will be considered for evaluation under Stage 2.

Those Bidders who do not qualify at this Stage 1 will not be considered for any further processing. The EMD money in respect of such Bidders will be returned on declaration of Successful Bidder. TEC, therefore, requests that only those Bidders who are sure of meeting all the eligibility criteria, respond to this RFP process.

Evaluation of eligibility criteria will be as per the information/response provided by the bidder and the supporting documents as mentioned below.

Only those bidders who fulfil the criteria mentioned in the table below are eligible for technical evaluation. Offers received from the bidders who do not fulfil any of the following eligibility criteria are liable to be rejected.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Prequalification Criteria</th>
<th>Proof Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Bidder/consortium partner should have:</td>
<td>▪ Audited financial statements (reflecting overall turnover)/ annual report containing financial statement for the last three financial years ▪ A certificate duly certified by the statutory auditor/ca of the bidder clearly mentioning the average annual turnover of the bidder in total and from call centre operations</td>
</tr>
<tr>
<td></td>
<td>▪ An average annual turnover of not less than Rupees 240 Crore for last three financial years (i.e. 2016-2015, 2015-2014 &amp; 2014-2013).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>▪ Out of the above turnover, a minimum of Rupees 50 Crore should be from call centre operations, for each of last three financial years (i.e. 2016-2015, 2015-2014 &amp; 2014-2013).</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Criteria</td>
<td>Documentation Required</td>
</tr>
<tr>
<td>-----</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>2.</td>
<td>- The Bidder/consortium partner should have at least 1000 Agents on payroll of the firm.</td>
<td>Certificate from the Bidder’s HR head&lt;br&gt;As per Annexure-1, Form – 5 enclosed</td>
</tr>
<tr>
<td>3.</td>
<td>- Bidder and consortium partner should be a 100% owned company and registered under Companies Act (1956) for a period of at least 5 years as on 31-3-2016.&lt;br&gt;- All other members in case of consortium, should be registered in India for a period of at least 3 years as on 31-3-2016.</td>
<td>Copy of Certificate of Incorporation / Registration&lt;br&gt;As per Annexure-1, Form – 6 enclosed</td>
</tr>
<tr>
<td>4.</td>
<td>- Bidder (each member in the case of consortium) should be profitable and have a positive Net Worth for each of the last three financial years (i.e. 2016-2015, 2015-2014, 2014-2013).</td>
<td>▪ Statutory Auditor’s certificate, and&lt;br&gt;certificate of Audited Profit and Loss Statement and Balance Sheet or&lt;br▪ Annual report of the bidder’s company containing financial statement (Profit and Loss Statement and Balance Sheet)&lt;br&gt;As per Annexure-1, Form – 9 enclosed</td>
</tr>
<tr>
<td>5.</td>
<td>- Bidder should not have defaulted in payment of statutory dues or liability in India as on date of submission of bid (in case of consortium, none of the members should have defaulted in payment of statutory dues or liability in India as on date of submission of bid).</td>
<td>Certificate from statutory auditor&lt;br&gt;Or&lt;br&gt;No statutory dues certificate signed by authorised signatory</td>
</tr>
<tr>
<td>6.</td>
<td>- The Bidder/consortium partner providing BPO/Call Centre services must have registered itself with Department of Telecommunication (DoT)/ TRAI.</td>
<td>Copy of DOT/ TRAI certificate for the proposed sites</td>
</tr>
<tr>
<td>7.</td>
<td>- Experience of bidder (prime bidder) in establishing, implementation of call centre technology and managing call centre operations of at least 100 seats on turnkey basis within the last 5 years in India or abroad.</td>
<td>▪ Relevant client certificate for establishing and managing call centre operations of at least 200 seats on turnkey basis within the last 5 years.&lt;br&gt;Or&lt;br▪ Work order/LOI along with the project completion certificate or equivalent document establishing the said criterion&lt;br&gt;As per Annexure-1, Form – 4 enclosed</td>
</tr>
<tr>
<td>8.</td>
<td>- As on date of submission of the bid, the bidder should not be blacklisted by any Government entity in India (in case of consortium, none of the members should be blacklisted by any Government entity in India).</td>
<td>Certificate duly signed by authorised signatory&lt;br&gt;As per Annexure-1, Form – 10 enclosed</td>
</tr>
<tr>
<td>9.</td>
<td>- The Bidder should have obtained an ISO 27001:2013 &amp; ISO20000 certification.</td>
<td>Copy of the certificate</td>
</tr>
<tr>
<td>10.</td>
<td>- Bidder should provide an undertaking for providing adequate data and information security.</td>
<td>As per Annexure-1, Form-12 Undertaking for Data and Information and Security</td>
</tr>
</tbody>
</table>

**Note:**

Bidders need to ensure compliance to all the eligibility criteria points.<br>The decision of the TEC shall be final and binding in this regard.<br>The Bidders meeting the eligibility criteria will be shortlisted for the Phase 2 – Technical Proposal Evaluation.
3.2 Technical Qualification Criteria (Stage-2)

This evaluation will be carried out on a total score of 100 on the basis of the following evaluation parameters defined in this section.

The evaluation methodology is further broken down into sub areas as under.

<table>
<thead>
<tr>
<th>S.no</th>
<th>Evaluation Criteria</th>
<th>Description</th>
<th>Maximum Marks</th>
<th>Minimum Passing Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Relevant Experience (break up in 4.2.1)</td>
<td>Evaluation of experience of managing Call Centers in India/abroad</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Relevant Experience in implementation &amp; Data ware housing and analytics (breakup in table 4.2.1)</td>
<td>Experience in creating Data ware housing and analytics</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Completeness of Solution Proposed</td>
<td>Call Center technology proposed Approach during initial setup period, operations period and transition management.</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Relevant Experience in implementation of CRM Solutions (Solo or Turnkey)</td>
<td>3 CRM implementations and Completeness of the CRM solution proposed</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>Team Profile</td>
<td>Evaluation of Bidder's proposed team for the engagement including FTEs for multiple languages</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td>Presentation of proposal and solution walkthrough TEC</td>
<td>Presentation of proposal to CHI to gauge their understanding of CHI's expectation and product demonstration/ walkthrough of capabilities of the proposed Call Centre</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>7</td>
<td>Total Marks</td>
<td></td>
<td>100</td>
<td>60</td>
</tr>
</tbody>
</table>

Any critical noncompliance/deviations may lead to disqualification of the Bidder. The scores will be evaluated taking as a whole number.

Bidders achieving the minimum passing mark for ALL of the individual evaluation activities from Sr. No. 1 to 6 will be considered eligible for Commercial evaluation process

The minimum qualifying aggregate technical score for Stage 2 will be 65% of total score for the technical evaluation. Only those bidders who qualify through the Stage 2 - Technical evaluation stage will be short listed for commercial evaluation.

Also TEC may, at its sole discretion, decide to seek more information from the bidders in order to normalize the bids. However, bidders will be notified separately, if such normalization exercise is resorted to.
4.2.1. Relevant Experience

The bidder is required to provide documentary evidence of its relevant past experience for the various parameters identified in the table below.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Past Experience</th>
<th>Score</th>
<th>Min Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Implementing and Managing Call Centre operations for any client is India with over 100 FTEs (for each client) during the last 5 years on the date of publication of RFP</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>3 or more Clients</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 clients</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 client</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Client</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Should have experience in completion of turnkey projects worth 10 cr which included large dataset handling. Data analytics, data warehousing and extensive reporting.</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>3 or more Clients</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 clients</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 client</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No Client</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

4.2.2. Completeness of Solution Proposed

Responses received in Technical Bid would be used for evaluating the Bidder on the understanding of Completeness of solution proposed.

a) The Bidder will be scored on the following parameters for project approach & methodology

Suggested Project Methodology
- Adherence to Timelines
- Solution Proposed
- Value add proposed to TEC
- Governance & project Management Methodology
- Security of the Data
- CRM
- Addressing Language Issues
- Hiring of Resources
- Designing the Algorithms for medical consultation
4.2.3. **Team Profile**

a) **Responses received in Annexure-2, Form-7** would be used for evaluating the bidder on the skills and experience of the proposed project team and in accordance with the requirements of this project.

b) The bidder is required to provide the governance structure/ escalation matrix and profile of all the key personal of the organization including the proposed FTEs/Agents who would support the project.

4.2.4. **Presentation of proposal**

CHI will schedule the presentations and intimate the bidders of the time and locations. Failure of a bidder to complete a scheduled presentation may result in the rejection of that Bidder’s proposal.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Presentation Agenda</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Proposed Contact Centre solution and its components (including infrastructure, people, Contact Centre, security and services provided)</td>
<td>Detailed presentation on the solution scope components as per requirements</td>
</tr>
<tr>
<td>2</td>
<td>Contact Centre management and governance approach</td>
<td>Structure, governance processes and SLA adherence as defined in the RFP</td>
</tr>
<tr>
<td>3</td>
<td>Project implementation plan</td>
<td>Proposed project approach which would ensure smooth transition from present state to desired state</td>
</tr>
<tr>
<td>4</td>
<td>Key value propositions</td>
<td>Key differentiators/ value-add presented by the bidder</td>
</tr>
<tr>
<td>5</td>
<td>Relevant case studies</td>
<td>Relevant case studies where requirements similar to those mentioned in this document have been met.</td>
</tr>
</tbody>
</table>

4.2.5. **Reference Site Feedbacks**

The Bidder is required to provide particulars for clients as per the following requirements. The Clients for which the bidder is providing services for Call Centre operations in India, preferably in Health care domain in India/abroad, for the following services,

a) Inbound call handling for queries/requests/complaints handling and

b) Outbound call handling for Grievance Redressal and query solving

TEC reserves the right to visit the same and include the same for evaluation.

3.3 **Commercial Bid Evaluation (Stage-3)**

a) The Financial Bids of technically qualified bidders will be opened on the prescribed date in the presence of bidder representatives.

b) Financial Bids that are less than 30% of the average bid price will be disqualified (the average bid price is computed by adding all Financial Bid values of all the qualified bidders and dividing the same by the number of bidders).

c) The bidder with lowest qualifying financial bid (L1) will be awarded 100% score (amongst the bidders which did not get disqualified on the basis of point b above). Financial Scores for other than L1 bidders will be evaluated using the following formula: 

Financial Score of a Bidder (Fn) =
Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.

d) The bid price will include all taxes and levies and shall be in Indian Rupees and mentioned separately.

e) Any conditional bid would be rejected

f) Errors & Rectification: Arithmetical errors will be rectified on the following basis: “If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail”.

4.3.1. Combined and Final Evaluation

a) The technical and financial scores secured by each bidder will be added using weightage of 70% and 30% respectively to compute a Composite Bid Score.

b) The bidder securing the highest Composite Bid Score will be adjudicated as the most responsive Bidder for award of the Project. The overall score will be calculated as follows:-

\[ B_n = 0.70 \times T_n + 0.30 \times F_n \]

Where

Bn = overall score of bidder

Tn = Technical score of the bidder (out of maximum of 100 marks)

Fn = Normalized financial score of the bidder

c) In the event the bid composite bid scores are ‘tied’, the bidder securing the highest technical score will be adjudicated as the Best Value Bidder for award of the Project.
4. Appointment of Systems Implementation Agency/Partner

4.1 Award Criteria

CHI will award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined above.

4.2 Right to Accept Any Proposal and To Reject Any or All Proposal(s)

CHI reserves the right to accept or reject any proposal, and to annul the tendering process / Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for CHI action.

4.3 Notification of Award

Prior to the expiration of the validity period, CHI will notify the successful bidder in writing or by fax or email, that its proposal has been accepted. In case the tendering process / public procurement process has not been completed within the stipulated period, CHI, may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute the formation of the contract. Upon the successful bidder’s furnishing of Performance Bank Guarantee, CHI will notify each unsuccessful bidder and return their EMD.

4.4 Contract Finalization and Award

The CHI shall reserve the right to negotiate with the bidder(s) whose proposal has been ranked best value bid on the basis of Technical and Commercial Evaluation to the proposed Project, as per the guidance provided by CVC. On this basis the draft contract agreement would be finalized for award & signing.

4.5 Performance Guarantee

The CHI will require the selected bidder to provide a Performance Bank Guarantee, within 15 days from the Notification of award, for a value equivalent to 10% of the total cost of ownership. The Performance Guarantee should be valid for a period of entire project. The Performance Guarantee shall be kept valid till completion of the project and Warranty period. The Performance Guarantee shall contain a claim period of three months from the last date of validity. The selected bidder shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the project and Warranty period. In case the selected bidder fails to submit performance guarantee within the time stipulated, the CHI at its discretion may cancel the order placed on the selected bidder without giving any notice. CHI shall invoke the performance guarantee in case the selected Vendor fails to discharge their contractual obligations during the period or CHI incurs any loss due to Vendor’s negligence in carrying out the project implementation as per the agreed terms & conditions.
4.6 Signing of Contract

After the CHI notifies the successful bidder that its proposal has been accepted, CHI shall enter into a contract, incorporating all clauses, pre-bid clarifications and the proposal of the bidder between CHI and the successful bidder. The Draft Legal Agreement is provided as a separate document as a template.

4.7 Failure to Agree with the Terms and Conditions of the RFP

Failure of the successful bidder to agree with the Draft Legal Agreement and Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event CHI may award the contract to the next best value bidder or call for new proposals from the interested bidders. In such a case, the CHI shall invoke the PBG of the most responsive bidder.

4.8 Currency of Payments

Payment shall be made in Indian Rupees (INR) only.

4.9 Repeat Order

CHI at its discretion may place Repeat Orders for additional quantities based on its requirements during the tenure of the Contract.

4.10 Completeness of the Project

The Project will be deemed as incomplete if the desired objectives mentioned in Section 2–Detailed Scope of Work of this document are not achieved.

4.11 Canvassing / Contacting

Any effort by a Bidder to influence the Company in its decisions on Bid evaluation, Bid comparison or Award of Contract may result in the rejection of the Bidder’s Bid. No Bidder shall contact the Company on any matter relating to its Bid, from the time of opening of Commercial Bid to the time the Contract is awarded.
5. **Scope of Work**

This section contains scope of work for Call Centre establishment, operation and maintenance for a period of 3 years.

CHI envisages establishment of call centre on outsourcing model to suitable bidder, who will be responsible for establishing, operating and managing the end-to-end Call Centre services for CHI. Call Centre operations should be purely on outsourced model and will be setup at bidder premises. The bidder should setup all required infrastructure as required for operation of Call Centre.

The Overall Scope of Work Will Include:

- Setting up of Call Centre infrastructure
- Hiring of Expert Manpower
- Training of Manpower
- Design and Development of algorithms to diagnose the health problem
- Integration with State call centre for transfer of call & existing telemedicine centre

5.1 **Detailed Scope of Work**

The system is envisaged to start with a capacity of 500 seats which may be scalable up to 600 over a period of 3 years depends upon the response of citizens. Following are the key features of call centre:-

<table>
<thead>
<tr>
<th></th>
<th>500 approx.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No of Seats</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Languages Supported</strong></td>
<td>English, Hindi, Bhojpuri, Maithili, Sindhi, Kashmiri, Dogri, Punjabi, Urdu, Assamese, Bengali, Bodo, Manipuri, Odia, Santhali, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Konkani</td>
</tr>
<tr>
<td><strong>Operations</strong></td>
<td>As per service window mentioned and consistent with the service level mentioned in Section 4.2</td>
</tr>
<tr>
<td><strong>Accessibility</strong></td>
<td>Accessible through a Toll Free Number. Presently CHI has a toll free number 1075, which may be used for this purpose.</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>To be identified by the bidder.</td>
</tr>
<tr>
<td><strong>Service Window</strong></td>
<td>24<em>7</em>365 days a year</td>
</tr>
</tbody>
</table>

The bidders are expected to ramp-up or ramp-down operation capacity by 15% in 10 days of notice period for all sets of agents to handle certain surges during operation period. This project on turnkey basis would be understood to mean that the call centre vendor shall have the complete responsibility to design, establish, operate and maintain the complete setup at its premises and provide agent based cost to the Ministry.

Bidder has to identify the space prior to participating in the bid. CHI at its discretion may visit the site before the evaluation of bid or award of tender. CHI at its discretion may ask the vendor to change the place of call centre. In this case the alternative space may be provided by the vendor within 15 days.
Through this RFP document CHI invites interested parties and established call centre players who have expertise in the area to submit their bid.

Bidder shall understand the processes of MoHFW and various service requirements at the Call Centre. Call Centre services would be required for - Inbound Calls, Outbound Calls, IVR functions, etc.

Bidder shall leverage the toll free number 1075 owned by MoHFW/CHI and bidder will be responsible to transfer the same at the end of the contract. However, the arrangement of PRI lines as per capacity will be arranged by the bidder.

Bidder shall be responsible for integrating this centralized call centre with states where this service is already running in the same form or other. Bidder shall design the overall approach for call centre operations, which will include but not limited to the following:

- Detailed plan including timelines for setup of call centre
- Defining various procedures linked to call centre like call handling procedure, call routing procedure, interface between CHI and call centre systems
- Reporting requirements
- Designing call scripts for various types of calls.
- Designing of algorithms for solving various health issues & diseases.
- Deployment of dedicated Human resources as mentioned in scope of work.

5.1.1. Key Considerations while designing the scope of work

Key activities that will be carried out in this phase are as follows:

a) The call will be landed at IVR and from there it will be transferred to registration agents/FTEs at Level-1.

b) The call centre will have Nursing and medical staff at the second-level who will take voice and non-voice queries supported by a team of dedicated doctors and medical practitioners and the queries will be bifurcated into subheads like information seeking enquiries, grievances, queries related to other programmes (both centre and state) and health related queries. All the queries will be handled in a set call flow that will be discussed with the bidder at the time of execution however a sample treatment to queries is as below:

c) Resolution of queries posed by citizens based on the knowledge base that would be created in the initial in consultation with CHI. This will be kept centrally along with CRM setup. Inputs can also be taken from the existing information available on our websites. This knowledge base needs to properly maintained, indexed and should allow dynamic addition of data and present the most viewed information automatically. The knowledge base should be accessible to citizens as well through the existing CHI/NHP portal. Bidders will be given access rights to central CRM software and Knowledge Management portal for updating and retrieving the information.
d) In case citizen is looking for a specific program run in a state or centre the call should be directly transferred to that number.

e) With reference to the health specific issues call will be categorized as emergency/ non-emergency cases. Emergency cases will be immediately referred to team of allopathic doctors while the non emergency once callers will be given an option to choose the type of treatment they wish to avail. i.e. allopathic, homeopathic, Ayurveda etc.

f) Dissemination of standardized awareness messages tailored to the region with the broadcasted as a part of this project. Dissemination will happen through emails, outbound calls or through social media.

g) Bidder will frame a complete digital strategy for health sector engaging with citizens over various channels covering voice, email, chat, kiosks etc. self service options integrated with the Ministry portal. The channels will be used for both in-bound and out-bound communication. A case management system would be used to capture the details of citizens calling and keep a track of communication systems. A robust CRM is expected to be used that store millions of records.

5.1.2. Design, Development, Testing and Implementation Solution

Selected Vendor will have to design, develop, test and implement the solution as per the requirements mentioned in the RFP

Following communication channels will be used for operations:

a) All Inbound calling will be received on a toll free number and in no case wait time of the caller will be more than 60 sec.

b) In case of text response/chat wait times should not be more that 90 sec with a clear message to citizen on his number in the queue and expected time of wait. Knowledge base should be made available to the user during this time for self service integrated in chat module.

5.1.3. Go-Live / Operationalization

Go-Live of the setup will take place within 45 days of award of contract.

5.1.4. Services to be provided by Call Centre

Below are the indicative list of services which are required to be given through the call centre. Below mentioned Services may be increased or decreased as per the requirement of the CHI:

a) Medical Consultation & Counselling

First the caller will be run through a series of standardized algorithms by a paramedic/nurse which will help give preventive and curative advice along with Do’s/don’ts, home remedies etc. These paramedic/nurse staff will be trained well on the algorithm, soft skills and process to quickly finish this step. Then the caller will be asked whether he/she wants to be connected to an allopathic doctor/AYUSH/counsellor. Diagnosis and prescription will be given only by a doctor. On getting connected to the doctor, the caller will be given the consultation along with a detailed SMS giving the dosage and prescription. In phase one, Prescription given will be for Over-the-counter
(OTC) drugs for First Aid from a pre-specified list only. Phase two onwards changes can be made according to the new or existing legislations and rules in the health sector. This information will be given to the caller in her/his regional language on the phone. The SMS will be in English in Phase one. In phase two of the initiative, specialized doctors can also be added like ortho, gynecologist, paediatrician etc. depending on the response and need. Counselling service will be inbuilt and will include counselling for AIDS patients, tobacco de-addiction, suicide attempters, chronic disease etc. On the choice of the caller and gravity of the situation, ASHA/ANM can also be notified by a message to call back the caller to continuously monitor the situation. In future the calls could also be connected to Jan Aushadhi and the caller can be briefed about the whereabouts of the pharmacy where the medicine prescribed to her/him will be available. This can be clubbed along with inbuilt GPS in the mobile app and NHP page. Detailed information on a disease can also be sought by the caller. Broadcasting messages can be used to encourage prevention and increase awareness.

b) Directory Information Services

Here the caller can ask for information on the nearest government hospital, PHC, CHC and the facilities being provided by them. It can again be linked with GPS for mobile application and NHP page. The phone number of the Head doctor of PHC and CHC will also be SMS to the caller on request. The details of the patient on request of the patient can be forwarded to the ASHA or ANM, which can be further followed up.

Information can also be given to patients about various health schemes present in the country along with full information of eligible beneficiary, amount of subsidy/grant which the beneficiary is eligible for, registered ultrasound centres in the country etc. Blood bank information will also be given along with information on diagnostic centres and details of doctors registered in NHP repository. More database can be added as and when data repositories are updated to facilitate lives of citizens. CGHS related date and helpline can also be linked.

c) ASHA Connect & Mother & Child Tracking System (MCTS)

The MCTFC can be linked to our helpline where in MCTS i.e. mother and child tracking system a series of interaction with the mother before and after delivery giving her a full informative account on the nutritional care she needs to take of herself, her child, vaccinations required etc. This will include at least four phone calls to the mother two before delivery and two after. The ASHA will also be called along with ANM for a 3 way conference call with the mother where the operator will record whether all services which the mother is eligible for is availed by her or not. This will go a long way in dissemination of nutrition, health and vaccination information to the mother along with improved health of the mother and her child.

d) Public Grievance & Feedback

Here the grievance against the infrastructural health units including government hospitals, local CHCs and PHCs will be recorded and sent to respective authorities for redressal. These complaints will be tracked and regular reports will be compiled by the
call centre to give an idea of the quality of health services being provided all over the country. These reports will be regularly examined and will be sent to the states as well. The grievance will include complaints of lack of medicine, corruption cases, lack of cleanliness etc. There will also be a list of registered ultrasound centres with the call centre and complaints will be taken by the call centre on illegal sex determination of the foetus being done. The complainant’s identity will be kept anonymous when the complaint will be forwarded to respective authority for further action. Feedback will also be taken on various central government schemes by calling the beneficiaries from the databases asking them questions like whether they received the service on time, whether they had to pay anything other than the prescribed costs, their satisfaction etc. Feedback on the services and service agents of D.O.C. 1104/1075 helpline will also be taken along with internal quality maintenance done by monitoring recorded calls.

e) Tracking & Mapping

The helpline can help track and map various diseases like Dengue and Encephalitis. This mechanism can also be used to dissemination emergency information to the patients of the diseases like Dengue, tuberculosis, chikungunya etc. Information can be taken of high risk patients and they can be tracked while they will be treated. Whenever updated about specific diseases, the helpline can keep a tab, and whenever instances of those diseases are reported, authorities can be immediately notified for further examination of lead and swift action can be taken by respective authorities. This will help the health ministry to keep a tab on ground status effectively and even avert spreading of dangerous communicable disease at source.

f) Integration with existing Telemedicine Centre

The doctor may refer the patient to nearby Hospital or Government Health care facility for in-person services where telemedicine facility is available. Once the patient is referred by the Doctor, the patient visits the nearby facility and would have the option to connect to Doctor utilizing Tele-Medicine solution with assistance from health paramedics/ANM/ASHAs at centre. This existing telemedicine centres will be integrated with D.O.C in phase-2.
5.1.5. Tentative Call Flow of D.O.C

Citizen Places a call with Contact Centre

IVR Menu

Hindi, English & other Languages

(L-1) Contact Centre Registers basic information

Information Services/ Grievance registered

Whether information/ Grievance registration Counselling/Medical Advise is required?

Counselling

(L-2) Counsellor

Medical Advise

Yes

(L-2) Paramedical/Nurse by using algorithms gives advise and solves problem or provide consultations

Issue Resolved

Yes

(L-3) Doctor Address the problem and give consultation (Prescription/referral)

Referral

Prescription/referral)

e-Prescription

Referred to Counsellor

Citizen Issue resolved and e-prescription/information details will sent through SMS

Counselling Done

Yes

No

Counselling

Done
5.1.6. Languages Supported
The languages supported by the call centre are:

English, Hindi, Bhojpuri, Maithili, Sindhi, Kashmiri, Dogri, Punjabi, Urdu, Assamese, Bengali, Bodo, Manipuri, Odia, Santhali, Nepali, Gujarati, Marathi, Kannada, Telugu, Tamil, Malayalam, Konkani

<table>
<thead>
<tr>
<th>Language</th>
<th>Percentage split (in %) (notional &amp; estimated value)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindi</td>
<td>55</td>
</tr>
<tr>
<td>Telugu</td>
<td>3</td>
</tr>
<tr>
<td>Tamil</td>
<td>3</td>
</tr>
<tr>
<td>Kannada</td>
<td>3</td>
</tr>
<tr>
<td>Malayalam</td>
<td>3</td>
</tr>
<tr>
<td>Odiya</td>
<td>3</td>
</tr>
<tr>
<td>Bengali</td>
<td>5</td>
</tr>
<tr>
<td>Assamese</td>
<td>3</td>
</tr>
<tr>
<td>Gujarati</td>
<td>4</td>
</tr>
<tr>
<td>English</td>
<td>5</td>
</tr>
<tr>
<td>Marathi</td>
<td>5</td>
</tr>
<tr>
<td>Urdu</td>
<td>3</td>
</tr>
<tr>
<td>Bhojpuri</td>
<td>2</td>
</tr>
<tr>
<td>Kashmiri</td>
<td>2</td>
</tr>
<tr>
<td>Dogri</td>
<td>3</td>
</tr>
<tr>
<td>Bodo</td>
<td>2</td>
</tr>
<tr>
<td>Santhali</td>
<td>1</td>
</tr>
<tr>
<td>Nepali</td>
<td>2</td>
</tr>
<tr>
<td>Punjabi</td>
<td>5</td>
</tr>
<tr>
<td>Konkani</td>
<td>3</td>
</tr>
<tr>
<td>Maithli</td>
<td>2</td>
</tr>
<tr>
<td>Manipuri</td>
<td>3</td>
</tr>
<tr>
<td>Sindhi</td>
<td>2</td>
</tr>
</tbody>
</table>

Vendor maybe be asked to add other regional languages if required by the CHI at the same cost quoted in their financial bid. It is preferable that the agent should know more than two languages in order to meet the percentage split of language.

5.1.7. Call Centre Infrastructure and Technology

a) Bidder shall be responsible for providing premises duly equipped with requisite infrastructure like power, lighting, network connectivity, security systems, etc.

b) Provision must be made for dedicated seating for FTEs for CHI with proper lighting, air conditioning etc. to ensure sufficient comfort levels to the FTEs/Agents as well as the CHI officials, if any. Other basic facilities like water, toilets, canteen etc. should also be provided.

c) Adequate training facilities should also be provided to FTE/Agents on health care, medical problems and guidelines including availability of proper rooms with whiteboards, projectors and other appliances.
d) The Call Centre should have the scalability to accommodate/create the additional number of seats, if so required by CHI.

e) Bidder shall arrange for IVRS, Dialler and related hardware, software and network components for running the call centre operations.

f) IVR

   i. IVRS should have an easy navigable voice assistance for the caller to select the desired option of language, IVRS should promote and educate beneficiaries regarding government schemes and programs with a permission from caller preferable at the end of the call and all messages should be tailor made considering the profile of the person calling, region, gender etc.

   ii. Receive all inbound calls on the telephone number specified by CHI

   iii. And prompts the callers to make their selection(s)

   iv. Identify customer through CLI and support intelligent call routing

   v. Ability to identify state and language based on originating number and IVR should communicate in the same language.

   vi. Ability to direct the calls to a regional language speaking FTE/Agent based on originating number

   vii. IVR should be able to support speech recognition for multiple languages, especially English for future requirement

   viii. Text – to – speech capability must be supported for multiple languages including English and Hindi

   ix. Provide an easy to configure system that enables the users to change the IVR tree with no hard coding

   x. Support messages scheduling

   xi. The IVR solution must be capable to capture usage details of each customer as the customer traverses through a call. The IVR solution should have an interface through which usage details can be shared with other solutions.

   xii. The IVR must integrate with the rest of the proposed solution to provide seamless call centre performance

   xiii. Bidder shall configure and implement the IVR product and dialer along with any required third party solutions to meet CHI’s requirements.

  xiv. Bidder shall design the IVR tree structure in consultation and with the approval of CHI. CHI may suggest changes and customization in IVR tree structure from time to time, which the bidder shall execute within 15 working day at no additional cost.

   xv. There shall also be a provision of ignoring the IVRS and directly landing the call with FTE/Agent

   xvi. In case of additional language request from CHI the bidder should be able to configure the additional language in the IVR.

   xvii. Bidder should be able to configure important messages/advertisements on IVR free of cost during the waiting period. The content and time period for such messages/advertisements shall be decided by CHI.

g) Computer Telephone Integration (CTI)

   i. Should be able to integrate with call centre solution

   ii. It may be interfaced with the Core system of CHI i.e. National Health Portal so send/receive data which needs to be populated (as in when developed).

   iii. Ability to generate service requests and register grievances

   iv. On transferring the call to another FTE/Agent the screen too should be transferred to that FTE’s/Agents’s screen
v. The CTI must be capable of activating the fast dialling feature of the ACD
vi. Call events should be handled from the system such as hold, retrieve hold, conference, transfer etc.

h) Call centre application:
i. The software would maintain complete call history and case history of all calls received and the patients at the call centre through a central customer relationship management tool as specified in section 5.1.8. CRM system and the database will be hosted at BSNL Data Centre, for which hosting space will be made available by CHI. The responsibility of connectivity from BSNL data centre to bidder’s location will be the responsibility of bidder.

i) The bidder shall provide access for all the data of this application and reports to CHI.Toll Free Number:
i. Bidder shall use toll free no. provided by CHI.
ii. Bidder will provide the PRI line(s) to route the toll free number(s) and all integration work related to this.

j) Automatic Call Distributor (ACD):
ACD distributes incoming calls to FTEs/Agents as they are received. It should be pre-integrated with the IVR with the following features:
i. Handle high call volumes efficiently
ii. Provide the capability of combining data with the Interactive Voice Response (IVR) menu system that can intelligently route calls requesting further assistance to a smart Automatic Call Distributor (ACD)
iii. Provide highly configurable system for adding/removing users, assigning users to different queues and defining skill sets
iv. Support skill-based routing
v. Allow calls to be transferred within the call center and outside the call centre
vi. Support relaying of the information messages to voice callers waiting in queues or on hold
vii. Skill based routing: Standard features like Call Transfer, Conference, Barge in, Dialed Number Identification Sequence (DNIS), Automatic Number Identification (ANI), Caller Line Identification (CLI), etc.
viii. System should be able to intelligently route the call to FTE’s/Agents as defined by the administration
ix. System should announce the queue waiting time for the caller before getting attended by an FTE

k) Other Infrastructure, but not limited to, to be provided by bidder are:
i. Call barging and recording software.
ii. FTE’s computers, phone sets and head sets.
5.1.8. Customer Relationship Management tool

Customer relationship management (CRM) technology has become increasingly relevant in the public sector as citizens have become accustomed to high levels of service and convenience. Government agencies share a common set of imperatives that are the driving force in this evolution. Performance-driven government represents a shift toward processes that address citizen needs efficiently and effectively, delivering the highest return on government and taxpayer investments. The CRM should be a COTS solution with seamless integration to the other tools such as IVRS, CTI, SMS gateway etc.

The CRM system should be able to integrate existing or future multimedia such as Voice, Web or Email. It should be possible to capture and route requests received from multiple channels – Call, Web Self Service, Email, SMS, Direct contact, etc.

CRM system needs to act as a HelpDesk and it should have a case management, grievance management, knowledge management, chat functionality, remote management, multi-lingual self service features, and CRM system must comes pre-integrated with social media to handle grievances from social media as well. The CRM system to be used by bidder should be in Gartner’s leaders quadrant (2016 report).

All technologies/features should be owned/ provided and supported natively by a single OEM.

The system should provide virtual contact centre functionality, so that agents can be geographically dispersed.

CRM solution used by bidder should have the capability to deliver just-in-time, personalized, interactive assistance at the right stage of every citizen interaction. The technologies to be implemented would include an online chat, remote management and user intuitive policy engine.

CRM System needs to act as a HelpDesk, which provides a vital day to day contact point between citizens, backend teams, Consultancy Services team, and third party support organizations. A HelpDesk should also delivers services with multi-channel employee services and should have integration with other centralized healthcare systems preserving the healthcare details/records of the citizens. A centralized access to Citizen Records information, documents, benefits and claim information, and much more need to be part of the CRM System.

Business Process Automation

The Helpdesk should have the capability of working on citizen cases with wizard-like user interface that guides the end user through task execution, allows navigation both forward and backward within task execution, and allows task execution to be paused and resumed as needed, and until this reaches to a logical point, the information should remain transient, i.e., the data shouldn’t be saved in the main entities in the system.

It should allow the Helpdesk to pass the task for the necessary consultation in the adequate queue of the doctors, and doctors should be able to see the queue relevant to them. This could happen using the rules set in the system or can be manually forwarded.
Guided Assistance for Help Desk Agent

Each Help Desk Agent should get to see the scripts relevant to the context of the call or as per the IVR choices made by the citizen.

Automatic allocation

All the cases should be automatically allocated on the basis of allocation criteria both in case of voice and non voice cases, so as to resolve the cases/grievances efficiently and effectively. However if any case left for allocation, then supervisor can either key in the relevant information or assign the case directly to some Help Desk Agent.

Self Service

With the growing internet and mobile penetration in urban and rural areas in is imperative to give self service options to citizens. A Guided Assistance self service solution in local languages should route the citizen to the relevant information on the portal, it should also provide the dosage required on the common illness. Guided assistance hence used should be policy based and should be dynamic nature to accommodate the changes and should not require any technical manpower help to make those changes. Content management / knowledge repository (i.e. both standard and temporary question bank)with a robust search engine to ensure efficient retrieval of information availability for the Health Agent

Collaborative knowledge management module with role-based logins which will act as a collaboration tool for discussion between HSP, FIC and CHI. Also, the tool should define the workflow for approval of responses to new queries faced by HA before it is added to standard question bank.

Email Functionality.

- Whenever a case is opened/updated/closed, an email should go to the citizen.
- There need to be a central email id, where if the email is sent the case should get created automatically, and automatically allocated as well if the necessary information for routing is already given in it.
- If citizen is sending response to an email coming from a system then that should get appended to the previous conversation.
- System should be able to create the email templates for quick reference.

With the implementation of CTI Ministry has decided to provide:

1. Excellent Experience to Citizens
2. An effective & efficient service

It is expected from the system that the citizen’s information to be readily available with the HelpDesk Agent, even before conversation starts with the HelpDesk Agent. This will equip the HelpDesk Agent with the information on the citizens concern in the shortest time possible and will ensure a higher first time resolution rates, shorter Average Handling Time and better citizen experience.
**Citizen Experience:**

**Pop-ups for Helpdesk Agent:**

On all incoming calls transferred to the HelpDesk Agent the CTI pop-up needs to contain a summary of the incoming caller’s profile from various data sources/applications in the enterprise to give a heads-up to the HelpDesk Agent on probable reason for calling.

Making available this information will help improve caller experience. HelpDesk Agent will be better prepared while responding to the citizen query, which will in turn increase the trust factor of citizen on HelpDesk.

The following are the details that need to be made available on the CTI pop-up:

- Key details of the citizen to be displayed viz. Name, Citizen id., Status, Medical History, Language preferred to speak in, City, Last called date, etc.
- Updates of any failure points i.e. any pending issues viz. Internal Consultancy Details pending from doctors, Medical Details pending from agencies, Pending details from citizen etc.
- Number of times called earlier during the day and in the last 30 days.
- Details of the IVR Path taken by the citizen and time taken on the IVR before reaching a HelpDesk Agent, Phone number from which he is calling.
- A summary of Call logs for the last 10 days along with summary on what the citizen had called before (call log disposition)

Screen transfer to happen along with call transfer i.e. pop-up should appear even in case of Vector Directory Number (VDN) to VDN transfers with details of even the agent & VDN trace. In case the citizen has called different call centre during the day the HelpDesk Agent should be able to get details of calls made to all centres.

In cases where the citizen is not identified, the CTI pop-up to contain the number called from and the IVR path taken by the citizen/prospect.

**Single view for calls being handled:**

Supervisors to be able to view details of calls being handled by his/her team real time. The supervisor should be able to view Login Id., Agent name, Citizen Id., Number of times called during the day and CLI details.

The above will help the supervisor take action on real time basis to avoid future repeat calls and escalations from citizens Viz. barge into calls / take over calls if required.

**Dynamic routing of calls:**

Depending on the number of times a citizen has called during the day the call to be differentially routed to different Vector Directory Numbers Viz. Citizen who has called >2 times to be transferred to priority desk and a citizen who has called >5 times to be transferred to Sr. Contact Centre Executive desk.
The above will help ensure that the citizen is given due attention and issue addressed without the need for the citizen to call back.

**Tagging of calls in voice logger:**

Apart from the current details being captured in the voice logger all incoming calls recorded on the voice logger to be tagged with interaction details viz. Citizen Id., Language, Type of call, Interaction id.

**Efficient Service:**

The expectations written above from the CRM system under citizen experience also contribute towards providing efficient service by allowing the HelpDesk Agent to understand the citizens concern with lesser Agent Handling Time and allow the HelpDesk Agent to handle the call in the shortest time possible. Additional requirements that will help service efficacy by reducing processing time for the HelpDesk Agent on CRM/phone:

- Case Details of the Citizen on the CRM Needs to Popup basis the CLI Information
- Incase of citizens with multiple Citizen id the CTI Pop-up should indicate the HelpDesk Agent about the Phone number being registered against multiple Phone Nos/Citizen ids. and display the list of citizen ids against which the Phone no. is registered. The HelpDesk Agent should then be able to select the citizen id from the CRM pop-up, basis which the summary screen should popup on the CRM.
- In cases where the citizen/prospect is not identified the HelpDesk Agent should be given an option in the pop-up to retrieve the citizen record manually from CRM. Once the citizen record is identified the CTI Soft phone popup information will need to be captured in CRM along with citizen ID. for future identification and retrieval of citizen record.
- In cases where citizen tries a self care option on the IVR and fails and if the call lands up at the HelpDesk Agent desk appropriate view should open up in the CRM e.g.: Citizen tries to take advice related to some common illness medicines on the IVR and the call lands up at the HelpDesk Agent desk, views related to advisory assistance on CRM should open up.
- The soft phone should allow the HelpDesk Agent to transfer the citizen to any option on the IVR which the citizen wants to benefit from and also reroute to any other centre. The Helpdesk Agent should be able to transfer the citizen to the specific branch on the IVR directly instead of going through the entire IVR tree.
- Incase of transaction failures on IVR leading to transfers to the HelpDesk Agent, HDA should be able to take the citizen back to the step in the menu option from where s/he has been transferred, .
- Call Summary information after a Call completion to be made available along with CRM call wrap disposition including details like IVR Trace, Handled Time, No of Holds, and Overall Hold Time.

**Additional Expectations from CRM System:**

- There need to be a powerful single field search engine available in the system for agents which can search in all the entities of the CRM system at once and give the results in less than 10 seconds. As the agent types, the type ahead should auto suggest on the basis of the indexed data. Once the entities in which the set of keywords exist are listed, agent should be able to click and view the search results in new popped up window.
• Trace of all options traversed by the HelpDesk Agent, like call type wise click-through in CRM should be captured for better CRM usage and CRM Screen optimization.
• CRM System should be deployable on both Linux and windows operating systems, and all layers that is web, application, database tiers must be scalable to add more physical and virtual servers without any code modification in case number of users increases.

Chat Functionality from CRM System

Chat invitations have to be proactively initiated based on built-in rules, such as length of time a citizen has spent on a web page, chat agent availability, and estimated wait time.

Single chat engine should be independent of device and assessable across multiple devices, from PCs to smartphones/any device that can access the web including capability of integration with futuristic devices, whatsapp like apps etc.

Chat engine should be scalable to leverage the existing knowledge base, allowing citizens and agents to search for answers while waiting for an agent without changing the screens

In case of failure of Internet connection midway during a chat, citizens should be reconnected to the same agent again, exactly where the chat was left off. If the agent is disconnected, the customer is placed back into the queue without losing any session information.

Citizens should be kept informed of their place in the queue, the average wait time for the queue, and their individual expected wait time.

Citizens should be able to send file attachments to the agent during a chat session to provide additional information, resulting in increased first contact resolution. Attachments should be automatically stored with the chat transcript in the customer’s incident record

Chat engine should have inbuilt skill based routing mechanism so that citizens are guided to the relevant agents at earliest and should provide analytics for each and every activity performed.

System should have capability of chat conferencing so that agents can handle complex issues that may require support from different skill sets.

The solution should be PCI complied so that sensitive information can be masked and is not stored in transcripts.

The chat hereby proposed should be integrated with a remote management option so that agent can assist the citizen in handling complex web menus.

The remote - management technology proposed should not require any download at citizen end and should be 100% browser based. It should support all browsers like internet explorer, firefox, safari and all operating systems like windows, linux, mac (citizen can choose any OS or browser).

From safety perspective citizen should have the control of system at all times and remote access should be allowed in different modes namely:

a) view only

b) view and point
c) full keyboard and mouse control

Solution should have privacy options to ensure regulatory compliance (PCI, HIPAA, etc.) and complete control of what content is shown to agent during an assisted management session.

Remote management solution should provide In-Application reports and analytics with audit trails including session ID’s, source, session start/end time, chat time etc.

A business rule management engine should allow business users to write business rules in excel and word form without the intervention of any technical resources and then open them for self service to the citizens for easy viewing and information dissemination.

All business rules, policies, & regulations should be centralized and once written should be reusable to all platforms and devices including desktops, mobile etc.

Business rule engine should have regression testing tool and help business users to validate rules before deployment, perform a what if analysis, simulate the impact of policy or rule change.

Tool should be able to design survey questions, create forms and screens natively with a provision for screen customization.

Real-time monitoring and live reporting with remote access availability at the secondary control room at CHI

- Online report generation on the data where the citizen has called the X number of times in a month. This will help us outcall the citizen and thereby prevent another repeat call for (x) reason / days.
- Provide real-time and historic information of each Call detail with the IVR path and time taken at various levels basis which various reports can be pulled out for analysis.
- The call type wise summary of the average Agent Handling Time, hold time etc.
- HA scoring (by defining KPIs).

- An elaborate business analytics and data warehousing tool will be required to support business decisions, understand complex data, trends using maps, graphics, grasp relationship between nature of calls received in a single dashboard. This dashboard will need to be integrated with the central dashboard that is being developed at Ministry of Health and Family Welfare. Some of the stats required include : seasonal and yearly trends, area wise vulnerability of disease outbreak, most prevalent ailments etc.

- All the licenses for the CRM and allied database will have to be in the name of “Center for Health Informatics, Ministry of Health and Family Welfare”. The data in the CRM along with all customisations of CRM tool will need to be handed over to CHI after the contract period of 3 years is over.

5.1.9. Security Infrastructure of Call Centre

Security of data/information is the most important component for health care system. Seeing the criticality of data/information in order to maintain CIA (Confidentiality, Integrity & Availability) and to avoid data leakage, the security system of this project should be separate from the security system of the bidder. The bidder should deploy separate security infrastructure required for this project. The Security Infrastructure include:-
a) Next Generation Firewall
The next Generation Firewall should be Appliance based and have inbuilt features Firewall, IPS,

i. Support of 20 Gbps Maximum Firewall throughput & 3 Gbps Inspected throughput all modules enabled

ii. Support of 1000000 or more concurrent connections.

iii. Support of 3 Gbps or more IPSec VPN throughput and 15000 or more IPSec VPN Tunnels

iv. The firewall should support a minimum of 4x 1G Copper Ethernet interfaces and 4x10G interface or 8x1G ports

v. For future redeployment flexibility, the firewall shall be a dedicated appliance supporting multi product roles capable of switching between L2FW/IPS/NGFW roles without change of licenses and additional cost.

vi. The firewall shall achieve the following industry recognized security certification standards: Common Criteria EAL4+, FIPS 140-2, Tested and achieve recommended status by NSS Labs Next Generation Firewall Group Test, VPN Consortium Certification (vpnc.org)

vii. The firewall must include support for high availability feature - Active-Active Load Sharing or Active-Standby, Stateful failover including VPN connections. The firewall shall support minimally 2 independent ISP connections concurrently and the ability to combine and aggregate multiple ISP link. (not just active/standby), VPN Load balancing (Active/Active). The Firewall should support inbound load balancing with Dynamic DNS support.

viii. The firewall must support high availability clustering operating with mixture of firewall software versions within the same HA cluster. The firewall shall include the ability to support high availability of different model of appliances within the same HA cluster.

ix. The firewall must be a Next Generation firewall that includes features like Application ID, User ID and Intrusion Prevention System (IPS) as basic and not as an add-on license or subscription. The firewall must support Full QoS or DSCP/ToS Throttling with granular QoS configuration per interface and/or individual rule basis

x. The firewall shall support full stack, multilayer normalization, and stream-based data inspection and detection processes to detect advanced evasion techniques. The firewall shall include anti-evasion capability which is tested against over 100 million advance evasion technique.

xi. The solution should have separate management console of security policies by giving administrators the ability to create reusable network and service object groups that can be referenced by multiple security policies, simplifying initial policy definition and ongoing policy maintenance. The firewall management console should support HA and shall be capable of managing up to 2000 NGFW nodes in future and integration with advance security (Web, Email and DLP console). The firewall shall offer centralized management with integrated log server, with options to upgrade to multi domain architecture.

xii. The firewall shall offer centralized management with integrated log server, with options to upgrade to multi domain architecture. The logs displayed on the firewall management console shall minimally contain the following fields on the same page: Timestamp, Sender (which Firewall sends the log), Geo Location, Source and Destination IP, Source and destination port, Service / Application, User, NAT address / Interface, Client Executable/File/MD5 hash, Rule, Event description, hit counts, action

b) Web Security Specifications
i. The solution should provide proxy, caching, content filtering, SSL inspection, protocol filtering, inline AV and content inspection in block mode on the same Appliance. The solution should support behavioural sandboxing to enhances advanced threat detection.

ii. The solution should be capable of dynamically blocking a legitimate website which has become infected and unblock the site in real time when the threat has been removed for below mentioned security categories and vulnerabilities. The solution should have real time content classification and security scanning with automatic database updates for security categories: Advanced malware command and control, Advanced malware payloads, Bot networks, Compromised websites, key loggers, Phishing and other frauds, Spywares.

iii. The solution should inspect the sensitive content through 1500 pre-defined templates, textual content inside image, cumulative content control and inspection through web channel and solution should be able to scan files, folders, databases and prevent the content from being sent over outbound web channel. The solution should have ability to provide geo-location awareness for security incidents. The solution should have ability to protect the sensitive data exfiltration based on geo-location.

iv. The solution should have at least 20+ million websites in its URL filtering database and should have pre-defined URL categories and application protocols along with YouTube, Facebook and linked-in controls. Solution vendor should ensure that 100 predefined categories & 100+ pre-defined protocols.

v. The solution should support same policy enforcement in real time policy sync for users even when they access Internet outside the corporate network, this should be enforced through an agent deployment on roaming endpoints (MAC and Windows - MAC OS X 10.10 and MS Windows 10). And this solution should be on premises and not with the help of SAAS i.e. mobile user traffic should redirect to on-premise solution for policy checks.

vi. The solution should have ability to block anonymizer sites or proxy avoidance tools. Should be provided in default protocol database Ghost surf, Google web accelerator, Hopster, Jap, Real tunnel, Socks online, Tongtongtong, Toonel, Tor, Yourfreedom. The solution must provide mentioned categories -Facebook Posting: Facebook function that enables a user to share a post, status or link, Facebook Commenting, Facebook Friends, Facebook Photo Upload, Facebook Mail, Facebook Events, Facebook Apps, Facebook Chat, Facebook Questions, Facebook Video Upload, Facebook Groups etc.

vii. The solution should apply security policy to more than 100 protocols in multiple categories more than 15. This includes the ability to allow, block, log, and assign quota time for IM, P2P, and streaming media and solution should provide at least below mentioned security categories as below RIGHT FROM FIRST DAY: 1) Advanced Malware Command and Control category 2) Advanced Malware payload detection category 3) Malicious embedded links and iframe detection category 4) Mobile malware category 5) Key logger and Spyware category 6) P2P software database from day 1 to control/block the below P2P protocols.

viii. The solution should have granular control over popular social web applications like Facebook, LinkedIn, Twitter, YouTube, and others. The solution should have social control Video UPLOADS to Facebook and YouTube applications. The solution should have built-in or custom policies for identifying and segregate You Tube traffic for Education only and Other irrelevant non-compliance video, It should simplify design and implementation of policy to ensure user compliance.

ix. The solution should provide geo-location awareness for security incidents. The solution should provide inbuilt capability malicious content of password and unknown encryption files. The solution should support to have capability to differentiate between YouTube...
educational and entertainment videos through default categories and should have separate default categories for the same.

x. The OEM should be in the Gartner leaders Quadrant for Secure web gateway solution. The OEM should have own T AC centre in India.

c) Data Leakage Prevention (DLP) Specifications

i. The solution should be able to enforce policies by URL’s, domains or URL categories either natively with a Web Security solution. The solution should be able to prevent content getting posted or uploaded to specific geo-destinations on HTTP and HTTPS. The solution should be able to monitor FTP traffic including fully correlating transferred file data with control information and should be able to monitor IM traffic even if its tunnelled over HTTP protocol.

ii. The endpoint solution should inspect data leaks over HTTP, HTTPs and SMTP. The solution should monitor and control sensitive emails downloaded to mobile devices through ActiveSync. The solution should be able to block outbound emails sent via SMTP if it violates the policy. The proposed solution should work as a MTA to receive mails from mail server and inspect content before delivering mails to next hop and should quarantine emails that are in violation of company policy.

iii. The endpoint solution should have pre-defined applications and application groups and allow each application/application group to monitor operations like Cut/Copy, Paste, File Access and Screen Capture. The endpoint solution should be able to monitor data copied to network file shares and should enforce structured and unstructured fingerprint policies even when disconnected from corporate network.

iv. The endpoint would be able to store both structured and unstructured fingerprints on the endpoint itself and should perform all analysis locally and not contact network components to reduce WAN overheads. The solution should be able to enforce different policies for desktops and laptops. The endpoint solution should have capabilities to monitor applications and ensure unauthorized applications do not have access to sensitive files. The endpoint solution should be able to perform discovery only when the endpoint is connected to external power.

v. The endpoint solution should encrypt information copied to removable media. The endpoint solution should Blocking of non-Windows CD/DVD burners, it should also inspect and optionally block Explorer writes to WPD class devices. Endpoint solution should support win 32 and 64 bit OS, Mac & Linux OS, Support wide variety of platforms. The proposed solution should be able to encrypt content copied to removable media natively.

vi. The solution should have a comprehensive list of pre-defined policies and templates with over 1700+ patterns to identify and classify information pertaining to different industry like Energy, Petroleum industry vertical etc and India IT Act.

vii. The proposed solution should provide pre-defined policies for identifying possible for identifying possible expression that are indicative of cyber bullying, self-destructive pattern or employee discontent. The solution should be able to detect encrypted and password protected files. The solution should be able to do full binary fingerprint of files and also should be able to detect even if partial information gets leaks from fingerprinted files or folders.

viii. The Solution should have advanced Machine Learning – Ability to automatically learn sensitive information from copies of information that needs to be protected and also automatically learn false positives. The solution should be able to enforce policies to detect data leaks even on image files through OCR technology. The solution should enforce policies to detect low and slow data leaks.
ix. The solution should be able to alert and notify sender, sender’s manager and the policy owner whenever there is a policy violation. Different notification templates for different audience should be possible. The solution should support quarantine as an action for email policy violations and should allow the sender’s manager to review the mail and provide permissions for him to release the mail without logging into the UI.

x. The incident should display the complete identity of the sender (Full name, Business unit, manager name etc.) and destination of transmission for all network and endpoint channels. The solution should also allow assigning of incidents to a specific incident manager. The solution should provide automatic notification to incident managers when a new incident is assigned to them and the incident should not allowed for deletion even by the product administrator. The solution should allow a specific incident manager to manage incidents of specific policy violation, specific user groups etc.

xi. The solution must be present in the latest Gartner’s leader quadrant for Data Loss Prevention. The OEM should have own TAC center in India.

d) Email security Specifications
i. The proposed system should be a dedicated appliance based solution or Virtual Application image for email security. The solution should have feature of virus scanning engine strip the infected attachments and the solution should detect known or suspect secure-risk URLs embedded in the email, which are reliable indicators of spyware, malware or phishing attacks.

ii. The Solution should have feature of virus scanning engine strip the infected attachments and The Solution should detect known or suspect secure-risk URLs embedded in the email, which are reliable indicators of spyware, malware or phishing attacks. The solution should support dictionaries scanning and dictionaries are built-in the product and allow customer to create his own dictionary. The solution should have at least 1500+ predefined content rules inbuilt with Email Security & embedded in the product

iii. The Solution should have close to 100% virus detection rate for known viruses. The Solution should have multiple AV engines for anti-virus and malware scanning. The Solution should provide proactive virus detection methods for new email-borne virus. The Solution should have feature of virus scanning engine strip the infected attachments.

iv. The Solution should support URL classification of the embedded links and it contributes for SPAM detection. The solution should support image based spam detection capability, such as the pornography images within the email and it allow customer to adjust the sensitivity level.

v. The solution should perform image based filtering. It’s should use sophisticated analytical algorithm to analyse image to determine attributes that indicate the image may be of a pornographic or non-pornographic nature in known and unknown spams emails. The solution should have capability to analyse text inside image going through email. The solution should monitor and control sensitive email download to mobile devices through active sync

vi. The solution should provide the capability of connection control and message rates control for inbound and outbound respectively. The solution should support policy based TLS encryption between mail domains. The solution should have directory harvesting and DoS prevention capabilities. The solution should support internal sender authentication. The solution should provide real time IP reputation system. The solution should allow the administrator to specify the re-try time for a delivery failure.

vii. The solution should have centralized management, including policy configuration, quarantines and logs/reporting. The solution should support the real-time graphical and chart-based dashboard for the summary of email filtering activities. The solution should
be able to manage the complete solution - DLP, Email and web security through same centralized management

viii. The Solution should have option for end user notification for email quarantining letter to be customized and click boxes that enable the user to release e-mail, report false positives, add senders to allow-or block lists and direct links to personal email management portal. The solution should allow where Administrator can specify which queues can be accessed by end user

ix. The solution should have True Source IP Detection and Connection Blocking feature should work even if Email Security is deployed behind Corporate Email Relay Server/Firewall SMTP. The solution should able to provide the complete forensics of the sensitive outbound data based on the policy defined and should be able to quarantine and release as per automated workflow

x. The solution should support Domain-based Message Authentication, Reporting, and Conformance (DMARC) validation integration. It should also support DomainKeys (DKIM) Identified Mail integration

5.1.10. Certifications

ISO 27001 Certification:
Bidders are required to submit the ISO 27001 implementation cum certification plan as part of their technical proposal. This plan should be comprehensive enough and will include the milestones, description, timelines etc. Bidders have to ensure to establish Plan-Do-Check-Act (PDCA) model for the ISMS, Bidder would be responsible for establishing, operating, monitoring, reviewing, maintaining and improving the Information Security Management System at call centre. For the purpose call centre vendor shall implement ISO 27001 standard and get certification from the certification body within 6 months of implementation of call centre.
All the Cost towards certification and its maintenance over three years will be borne by the bidder for the entire duration of the contract.

ISO 20000 Certification:
Bidders are required to submit the ISO 20000 implementation cum certification plan as part of their technical proposal. This plan should be comprehensive enough and will include the milestones, description, timelines etc. DCO shall implement ISO20000 standard and get certification from the certification body within 6 months of implementation of call centre.
All the Cost towards certification & maintenance of the certificates will be borne by the bidder for the entire project period.

5.1.11. Resource on-boarding

i. Bidder shall select & deploy the skilled and qualified manpower as defined in the RFP required for running the Call Centre.

ii. Bidder shall, in its response, propose the Call Centre model based on SLA requirements from Call Centre as specified in this RFP.

iii. CHI may depute its officials, at Call Centre location, to ensure quality of service and control over day to day functioning of the Call Centre. The decision of the CHI will prevail in every case of dispute.

iv. Minimum Manpower Profile – Manpower deployed by bidder for CHI Call Centre should comply with minimum qualification as mentioned in following table.
<table>
<thead>
<tr>
<th>S.no.</th>
<th>Position</th>
<th>Minimum Qualification</th>
</tr>
</thead>
</table>
| 1    | FTE/Agent                       | • Minimum 12th passed and pursuing graduation, preferably graduate or equivalent.  
• Able to speak, read and write in any one of the languages as required by CHI including English.  
• Able to communicate confidently and politely, with good speaking skills. |
| 2    | Team Leaders                    | • Must be a Graduate or equivalent  
• Able to speak, read and write in Hindi and English  
• Able to communicate confidently and politely, with good speaking skills  
• Knowledge of healthcare sector is preferable.  
• Experience of at least 3 years in a Call Centre, or in direct selling/telemarketing in the service industry (Fresh candidates cannot be considered)  
• Experience in coaching and developing skills of people  
• Effective problem-solving and decision-making skills |
| 3    | Paramedic Staff                 | • Must be B Pharmacy/BSc Nursing/ANM/GNM or equivalent  
• Able to speak, read and write in Hindi, English and any one of the languages as required by CHI  
• Able to communicate confidently and politely, with good speaking skills  
• At least 3 years of experience in Healthcare sector |
| 4    | Team Leader (Paramedic)         | • Must be minimum B Pharmacy/BSc Nursing/ANM/GNM or equivalent  
• Able to speak, read and write in Hindi, English and any one of the languages as required by CHI  
• Able to communicate confidently and politely, with good speaking skills  
• At least 5 years of experience in Healthcare sector  
• At least 2 years of similar experience of resolving health issues using phone or chat  
• Experience in coaching and developing skills of people  
• Effective problem-solving and decision-making skills  
• Knowledge of EHR/EMR/PHR standards is preferable |
| 5    | Doctors                         | • Must be minimum MBBS/BDS/BAMS/BHMS/Unani or equivalent  
• Able to speak, read and write in Hindi, English and any one of the languages as required by CHI  
• Able to communicate confidently and politely, with good speaking skills  
• At least 3 years of experience in Healthcare sector  
• Effective problem-solving and decision-making skills  
• Knowledge of EHR/EMR/PHR standards is preferable |
| 6    | Team Leader (Doctors)           | • Must be minimum MBBS/BDS/BAMS/BHMS/Unani or equivalent  
• Able to speak, read and write in Hindi, English and any one of the languages as required by CHI  
• Able to communicate confidently and politely, with good speaking skills  
• At least 5 years of experience in Healthcare sector  
• At least 3 years of similar experience of resolving health issues using phone or chat  
• Effective problem-solving and decision-making skills  
• Knowledge of EHR/EMR/PHR standards is preferable |
| 7    | Quality Analyst (QA)            | • Minimum of 2 years of recent experience as a call center QA  
• Experience measuring employee performance including coaching to call center metrics |
v. Manpower profiles could be audited by CHI on an ad hoc basis.
vi. Bidder shall submit an undertaking with the invoice declaring the compliance to minimum manpower profile.

vii. Bidder shall take prior approval from CHI before increasing or decreasing the no. of FTE deployed for CHI as mentioned in their proposal.

5.1.12. Resource Training

i. Considering the nature of the services, training is an important aspect of CHI Call Centre. The Bidder should make arrangements for imparting proper training in soft skills; call handling, exposure to related application so as to prepare the FTE to answer different types of queries, and on other aspects of Call Centre services.

ii. The bidder should ensure that all the FTE are put on actual duty only after providing them proper training on at least the following areas:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Training Area</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Soft Skills</td>
<td>Bidder</td>
</tr>
<tr>
<td>2</td>
<td>Application (s)</td>
<td>Bidder</td>
</tr>
<tr>
<td>3</td>
<td>Call Handling procedures</td>
<td>Bidder</td>
</tr>
<tr>
<td>4</td>
<td>Online medical consultation</td>
<td>Bidder</td>
</tr>
</tbody>
</table>

Note: For such training sessions, arrangement of logistics, travel, etc. for shall be the responsibility of the bidder.

iii. CHI shall assist bidder in preparing training material (which can be further customized) for business related trainings.

iv. CHI, at its discretion, may provide refresher training to the Team Leaders as a part of train the trainer methodology. The bidder needs to ensure that their Team Leaders provide further in house refresher training to FTEs.
v. Vendor needs to train / retrain its team on health solution afresh or for any changes made later on. The training manuals and related material for the same would be prepared by the HSP. Vendor shall provide training to Helpdesk Agents, other members of team and selected personnel of CHI and / or nominated by CHI.

vi. Vendor should provide regular soft-skill training to the HAs (paramedics and doctors) for handling calls in an appropriate manner. The training schedule shall also include coverage of soft skills training on a periodic basis to maintain quality of service.

vii. Vendor will appoint domain experts / institutions for providing domain-specific knowledge training to the HAs. It will be the responsibility of the vendor to ensure that all paramedics and doctors receive appropriate domain training.

5.1.13. Operational Team

Minimum onsite resource requirement per shift for Operation Team is mentioned in below table and bidder should propose resources for the successful operationalization of the helpdesk and grievance management system.

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Qualification</th>
<th>Type</th>
<th>Total</th>
<th>Grand Total Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Registration Agent</td>
<td></td>
<td>137</td>
<td>137</td>
</tr>
<tr>
<td>2</td>
<td>Paramedical/ Nursing Agent</td>
<td>Voice</td>
<td>160</td>
<td>200</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Non Voice (Chat/Web)</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Ayush Doctors</td>
<td>Voice</td>
<td>55</td>
<td>146</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Non voice</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Allopathic Doctors</td>
<td>Voice (Chat/Web)</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Non voice</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Quality Analysts</td>
<td>As per Requirement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Trainer (Domain and Soft skills)</td>
<td>As per Requirement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Program Manager</td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

viii. It is the responsibility of the bidder to fine tune the requirement of total resources required considering the above shift requirement keeping operation of call centre in mind it is envisaged in night shift and in off peak shift, the capacity of agents deployed will reduce to half of the above mentioned park time shift. Bidder has to provide the details of the same in the RFP and presentation.

ix. The Call centre vendor would be required to provide CVs of the Core Team and CVs of the Medical Consultants as per the format given in RFP.

x. In case, a resource is replaced, Call centre vendor will ensure that the replacement resource should be equally or more qualified as per the qualification / experience criteria mentioned above with written approval from CHI

xi. Call centre vendor shall not make any changes to the composition of the Key Personnel and not require or request any member of the Key Personnel to cease or reduce his or her involvement in the provision of the services during the term of Call centre vendor’s contract with CHI (or agree to any request other than from CHI that would have the same effect)

xii. All members of the Call centre vendor’s personnel shall be appropriately qualified, experienced to ensure that the HSP complies with all the Call centre vendor's obligations under this project.
xiii. The core team members may be interviewed by the Ministry and their CV’s to be submitted along the bid response.

xiv. If CHI considers any member of the Call centre vendor’s personnel unsuitable, the vendor shall substitute such member quickly but not later than 2 weeks from the date of written intimation by the CHI.

xv. The Call centre vendor has to provide replacement resource that scores at least the same marks as the resource proposed originally on the same evaluation parameters defined in this RFP document.

xvi. The Call centre vendor has to ensure at least 2 weeks of overlap period in such replacements.

xvii. Call centre vendor should carry out policies and procedures complying with Industry Practices to ensure minimum attrition rate.

5.1.14. Quality Assurance

i. Each call would have a unique identifier i.e. Call ID and in case there is any query/grievance/any other request, member/provider/other stakeholder shall be intimated about the call id for future tracking purpose.

ii. Every call received/done from the call centre would be recorded in the call centre application against the respective FTE and Call id.

iii. To ensure Customer Service Quality, CHI, at its discretion, may conduct Regular audits, Random audits and call barging.

iv. CHI may do a random sample survey of calls on Call Quality as well as be involved into calls without prior notification on a daily basis. For this purpose administration level permissions to access relevant sub-systems/servers (including IVR, ACD, security measures including data & software backups, firewalls, antivirus software updates, etc. related to CHI Call Centre Setup)

v. To monitor and generate reports including those required for cross-verification of SLAs and related payments will be provided by the bidder.

vi. The call data from the tapes/voice logger should be archived on to hard disk every 15 days. The data on the hard disk should be stored in using such naming conventions that support easy retrieval. These records shall be retained on hard disk for another 45 days. CHI might require the records to be kept for longer period of time. Commercials for the same shall be provided by the bidder along with the proposal.

vii. If it is observed by CHI that a FTE/Team leader has misbehaved with a caller on telephone, or if complaint is received against any of the FTE/Team leader/Paramedics/doctor or if his/her performance is found to be lacking in the opinion of CHI, CHI may instruct the bidder to remove such person from CHI Call Centre.

viii. A facility should be available for CHI’s monitoring team, external & internal auditors to periodically inspect the functioning of Call Centre.

ix. Additionally, it should be possible to remotely monitor performance on all SLAs/KPIs and also of all the applications provided by the system i.e. real time ACD statistics, calls in queue, number of FTEs logged in, number of FTEs abandoned answered calls, query of the call logs of a particular customer etc. by designated Call Centre Coordinator or Call Centre in-charge.

5.1.15. Monitoring and Reporting

i. Suitable reporting software should be available to generate standard report formats to measure/verify various SLAs, for monitoring the performance of FTEs, IVRS, ACD, etc. Bidder has to provide a portal for report viewing by the CHI or its designated vendor(s).
ii. Reports should also be available in common format like Excel, PDF, Word, etc. & should be configurable to be mailed to a defined mailing list.

iii. The successful bidder shall also assist CHI in responding to queries and investigations initiated by the statutory bodies or law enforcement agencies as well as in fulfilling regulatory reporting requirements.

iv. The Bidder and CHI will mutually agree on the format of the reports to be submitted by the Bidder to CHI. If CHI requests the Bidder to provide customized reports, the Bidder will provide customized reports at no cost to CHI. The following reports, but not limited to, must be provided by the Bidder:
   o Reports based on time period/location wise/office wise
   o Type of grievances/queries/demand/analysis location wise
   o Repeat request or complaints analysis
   o Call waiting time
   o Disposal rate through IVRS and FTE
   o Lost calls/unanswered calls
   o System/position log on off or breakdowns
   o Call time (Average Talk Time/Hold Time/Handle Time)
   o Hourly call details
   o Complaints pending for more than defined time period
   o Calls Handled
   o Abandoned Call Rate
   o Delay Before Abandon (Average/Longest)
   o Time for After Call Work (Wrap Up)
   o Staffing related Report
   o Call origination report (from MOA portal or toll free number)
   o Other monthly MIS, SLA reports, number of FTEs logged in FTE wise, language wise, etc.
   o Any other report as requested by CHI

v. System performance report
   o Application availability
   o Dialer availability
   o Network availability
   o Power availability

vi. Manpower performance report
   o Availability of deployed call centre staff& attendance report
   o Number of Emails Sent related to health awareness initiatives of MOH&FW

vii. Performance report
   o Performance reports generated based on the feedback of beneficiary and other stakeholders
   o Beneficiary satisfaction report
   o Call status report
   o Call status report should contain the details such as number of calls and duration of calls.
   o Health Campaigns run on Social Media & its benefits. Report on timely Increase in reach & likes/followers on social media=
   o Other parameters like sensitivity of handling call, accuracy of information provided, effectiveness of health advice imparted etc will be monitored.
5.2 Project Management

5.1.16. Project Governance

Bidder shall be expected to propose the Governance structure as part of response to the RFP which would be further discussed and finalized mutually between Bidder and CHI team at the time of on-boarding. However, some of the key requirements for governance of this project are mentioned as follows.

5.1.16.1. Project Management Committee

i. The Bidder shall participate in periodic Project Management Committee meetings and update Project Management Committee on Project progress, Risk parameters (if any), Resource requirements, immediate next project steps, and any obstacles in project.

ii. All relevant records of proceedings of Project Management Committee should be maintained and shared with the Project Management Committee and Project Management Office.

iii. Other than the planned meetings, CHI may call for Project Management Committee meeting with prior notice to the Bidder.

iv. The Project Management Committee will consist of stakeholders from CHI, its nominated agencies (if required) & stakeholders from Bidder.

5.1.16.2. Transition and Exit Management

i. At the end of the contract period or during the contract period, if any other agency is identified or selected for providing services related to Bidder’s scope of work. The bidder needs to ensure a smooth transition to new agency/vendor.

ii. All risk during transition stage shall be properly documented by Bidder and mitigation measures should be planned in advance so as to ensure smooth transition without any service disruption.

iii. The transition plan along with period shall be mutually agreed between Bidder and CHI and/or its designated agency when the situation occurs. Bidder shall be released from the project once successful transition is done meeting the parameters defined for successful transition.

5.3 Knowledge Management (KM)

i. Call Centre Vendor will be responsible for creation, management and updating knowledge repository for the project content after due approval from CHI.

ii. It will be the responsibility of the Call Centre Vendor to develop the initial standard knowledge bank. The question bank developed by the Call Centre Vendor will only be validated by FIC appointed by CHI for this purpose.

iii. KM tool should be dynamic in nature and should put frequently searched questions on top automatically. It should able to add information dynamically and be self-learning with a provision of defining synonyms/similar words.

iv. HSP would be responsible for identifying the knowledge gaps for domain specific areas and is expected to collaborate with the domain experts appointed by CHI to develop appropriate content.

v. Maintaining the database of Frequently Asked Questions (FAQs) by callers.
vi. Call Centre Vendor will ensure that validated and updated information is available within the system for answering the FAQs. Updating FAQs question bank on fortnightly-basis. The response to new question should be validated and approved by FIC appointed by CHI.

vii. The Knowledge management tool used should be able to get the intent of the user while searching through the content in pdf’s, videos, word docs etc.

### 5.4 Roles and Responsibilities

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Area</th>
<th>Successful Bidder</th>
<th>CHI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call Centre Infrastructure:</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td></td>
<td>• Office space for Call Centre operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Head-sets</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Telephone Instruments</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Desktop</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Other applicable infrastructure components, CCTV etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Network, Security, Server management, Required Storage Space, email gateway, CRM etc as per the requirement &amp; need of call centre</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>3</td>
<td>Call centre application license, implementation, customization and support</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>4</td>
<td>IVRS</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>5</td>
<td>ACD</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>6</td>
<td>Call barging and recording software</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>7</td>
<td>PRI Lines</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>8</td>
<td>Toll free number</td>
<td>x</td>
<td>✓</td>
</tr>
<tr>
<td>9</td>
<td>Network Connectivity (MPLS) (between Call Centre and DR)</td>
<td>✓</td>
<td>x</td>
</tr>
<tr>
<td>10</td>
<td>Customization, development, integration of applications with CHI’s systems, automated SMS gateway &amp; Bidder’s email gateway</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>11</td>
<td>Implementation of ISMS and ITSM in CHI Call centre &amp; certification from reputed agency</td>
<td>x</td>
<td>✓</td>
</tr>
<tr>
<td>12</td>
<td>Training (Soft skill and Domain) after getting approval From CHI</td>
<td>x</td>
<td>✓</td>
</tr>
<tr>
<td>13</td>
<td>Design and development of algorithms for disease management and online consultation for doctors and paramedics</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Note:**

i. Any component (service/hardware/Software) that is not explicitly mentioned in the table above is to be provided by the successful bidder if required for completing the objective of the RFP.
ii. Along with the seats and cabin at the Call Centre, bidder is also required to provide supporting infrastructure including training rooms and meeting rooms with facilities, desktop sets, connectivity, application access, etc. as well as seats, furniture etc.

5.3.1. Responsibility of Call Centre Vendor/HSP

HSP shall operate contact centre the contact centre as a service for CHI and will be responsible for arranging all the infrastructure, software as per specifications (where ever given in the RFP). Customised portions of the CRM, associated citizen database, Knowledge Management content, will be handed over to ministry post the contract period of 3 years. CHI will have a right to inspect the premises and infrastructure. If the infrastructure is not found to be up to mark to deliver given SLA’s, CHI will have the right to reject the bid or it may need to be renewed. Bidder will submit the list of IT, non-IT infrastructure to be used in the technical proposal at the time of bidding. Bidder would not be allowed to change the infrastructure during the contract period or unless due approvals have been sought.

i. HSP shall have the complete responsibility of data security for the project.
ii. HSP shall manage the overall project as a single point of contact
iii. HSP shall obtain the license of call centre operation for the project
iv. HSP shall prepare and monitor the project plan, periodic status reports, training guidelines and modules, knowledge management protocol, prepare and submit risk and mitigation strategies, exit management plan, Standard Operating Procedures and Practices, attend/organize review meetings etc.

v. HSP shall understand the business requirements of CHI for helpdesk and grievance management system
vi. Periodic revision in the formats and data to be incorporated by the HSP in the monthly / quarterly / yearly reports to be submitted for approval of CHI with regards to operations & SLAs
vii. HSP shall prepare guidelines and details of the changes, if any, that are required in the CRM, IVRS applications, SLAs, reporting formats and take proper sign-off from CHI / TCC / FIC before implementing them into the solution
viii. HSP shall provide training to Helpdesk Agents, other members of team and selected personnel of CHI and / or nominated by CHI
ix. HSP shall establish and maintain the specified SLAs. HSP should provide all the system generated reports that are applicable to monitor the SLA for the project
x. HSP shall have the responsibility to maintain discipline of the office environment and safety of the Helpdesk Agents and other support staff deployed at the Project site
xi. The HSP would ensure strict compliance to all laws, regulations, rules and guidelines governing the operation of call centres like safety of employees, reimbursement for night working hours etc
xii. The HSP would ensure that all laws, regulations, rules and guidelines governing the applications and the security guidelines of Ministry of Communications & Information Technology are adhered to

xiii. HSP shall ensure that all its employee should maintain professional conduct. If CHI identifies any deviation in this regard, it reserves the right to take appropriate measures including seeking the replacement of the resources within 2 weeks. The recommendation / measures of CHI in this regard will be binding on HSP
xiv. HSP shall be responsible for maintaining order in Project site and will be responsible for any legal, security and medical issues related to personnel deployed by them.

xv. HSP will make the payment of bills for PRI lines raised by the TSP which in turn will be reimbursed by CHI on submission of payment acknowledgement from the TSP along with other supporting documents including deduction of SLA (if any). While availing
the services from the Telecom Service Provider (TSP) and providing the same to the CHI, the HSP shall comply with all applicable legal provisions including provisions relating to ensuring that these services do not tantamount to re-sale to CHI and also CHI does not end up paying any additional / double taxes (e.g. Service Tax, etc.) thereon while reimbursing the expenses to the HSP.

5.3.2. Telecom Service Provider

TSP will raise the invoice to the HSP and HSP will make the payment of bills for PRI lines which in turn will be reimbursed by CHI on submission of payment acknowledgement from the TSP along with other supporting documents including deduction of SLA (if any). TSP will ensure the provision of following services to the HSP as per their contract:

i. PRI line for inbound IVRS calls
ii. PRI line for outbound IVRS calls
iii. PRI line for outbound Helpdesk Agent calls
iv. PRI line for inbound Helpdesk Agent calls

5.3.3. CHI, Ministry of Health and Family Welfare, Government of India

i. CHI will provide support to the HSP in smooth coordination with the stakeholders.
ii. CHI will constitute a TCC that will steer and monitor the project implementation, operation and support. Further, TCC will decide on the matters where clarity is required for project execution. In this regard, the decision of TCC would be final and binding on HSP. TCC for project will be responsible for following activities:

iii. Overall responsibility of steering and managing the project
iv. Monitoring the deliverables submitted by HSP, as well as coordination of operations
v. Addressing all issues pertaining to the project including taking on the responsibility for the final sign off as well as annual performance review of the project
vi. Recommending extension of the project based on mutually accepted and agreed terms
vii. Recommending termination of contract on breach of contract terms and conditions (including those contained in RFP and related documents) by the HSP or otherwise
viii. Monitoring the performance of the HSP through SLAs as mentioned in this document
ix. Deciding on matters where further clarity is required for project execution. The decision of TCC would be final and binding
x. Recommend on waiving off penalty
xi. Final approval on man effort proposed by HSP for Change Control Note (CCN)
xii. CHI will facilitate effective coordination between the HSP and the other authorities.
xiii. CHI reserves the right to terminate the contract on breach of the contract terms and conditions (including those contained in RFP and related documents) by the HSP or otherwise
## 6. Deliverables and Timelines

<table>
<thead>
<tr>
<th>S.no.</th>
<th>Deliverables</th>
<th>Timelines (from Signing of Contract)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project Kickoff</td>
<td>3 days</td>
</tr>
<tr>
<td>2</td>
<td>Commencement of Work by SI</td>
<td>1 Week</td>
</tr>
<tr>
<td>3</td>
<td>Hiring of Resources by SI</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>4</td>
<td>Training to Resources by SI</td>
<td>3 weeks</td>
</tr>
<tr>
<td>5</td>
<td>Completion of Call Center Setup by SI</td>
<td>7 weeks</td>
</tr>
<tr>
<td>6</td>
<td>Test run by SI</td>
<td>1 week after completion of call center setup</td>
</tr>
<tr>
<td>7</td>
<td>Launch of Call center (Go Live)</td>
<td>8 week</td>
</tr>
<tr>
<td>8</td>
<td>Project Sign off</td>
<td>9 Week</td>
</tr>
<tr>
<td>9</td>
<td>Implementation of ISMS and ITSM in CHI Call center &amp; certification from reputed agency</td>
<td>24 weeks</td>
</tr>
</tbody>
</table>
7. Payments terms, Service Level Agreement and Penalties

7.1. Payment terms

The call centre payments will be paid on Quarterly basis after adjusting for penalty (if any) as per Call Centre Cost given by bidder. The Cost will be computed by multiplying the number of persons deployed every month (language wise & Domain wise) with that of cost of per person per month rate.

Bidder shall submit all the reports as mutually agreed between CHI team and bidder, after respective period before the payment of that period. These reports may include but not limited to:

- SLA Compliance Reports
- Inbound call details
- Outbound call details
- Staffing related Report
- Any other report as requested by CHI

The payment will be made after the go-live.

7.2. Service Level Requirements (SLR) and Penalties

7.2.1. Service Disruption Incidents:

Service disruption is defined as the events and parameters due to which Contact Centre services are completely/partial unavailable for the citizens. The service disruption parameters are defined below:

<table>
<thead>
<tr>
<th>Severity</th>
<th>Impact Area</th>
<th>Indicative lists of incidents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severity1</td>
<td>Site Unavailability</td>
<td>Any unplanned event due to which 50% or more of the deployed Contact Centre agents cannot service the citizens due to factors like application malfunction, site unavailability, mass absence of the staff etc.</td>
</tr>
<tr>
<td></td>
<td>System Unavailability</td>
<td>Unavailability of critical business applications/modules provided by the bidder including CRM, IVR Application, CTI solution, etc. that hampers the performance of CSAs.</td>
</tr>
<tr>
<td></td>
<td>Infrastructure &amp; Systems</td>
<td>Unavailability of production environment at both DC and DR simultaneously. DR should be factored @1/4th of the capacity of DC.</td>
</tr>
<tr>
<td>Severity2</td>
<td>Site Unavailability</td>
<td>Any unplanned event due to which 15% to 50% of the deployed Contact Centre agents cannot service the citizens due to factors like application malfunction, site unavailability, mass absence of the staff etc.</td>
</tr>
<tr>
<td></td>
<td>System Unavailability</td>
<td>Unavailability of other critical business applications/modules provided by the bidder including Knowledge Management System, Complaint Management System, etc. that hampers the performance of CSAs.</td>
</tr>
<tr>
<td></td>
<td>Infrastructure &amp; Systems</td>
<td>Integration issue between other critical application like Knowledge Management System, Complaint Management System, Call Monitoring System etc.</td>
</tr>
<tr>
<td></td>
<td>Infrastructure &amp; Systems</td>
<td>Production environment either at DC and DR but not simultaneously at both locations getting disrupted</td>
</tr>
</tbody>
</table>
### Severity 3

<table>
<thead>
<tr>
<th>Site Unavailability</th>
<th>Any unplanned event due to which 5% to 15% of the deployed Contact Centre agents cannot service the citizens due to factors like application malfunction, site unavailability, mass absence of the staff etc</th>
</tr>
</thead>
<tbody>
<tr>
<td>System Unavailability</td>
<td>Unavailability of systems not covered above that provided by the bidder that hampers the performance of CSAs as well as reporting capabilities. Integration issue between non critical applications</td>
</tr>
<tr>
<td>Infrastructure &amp; Systems</td>
<td>Unavailability of infrastructure components but not amounting to DC/ DR being down Test, Migration and Training Infrastructure and Application</td>
</tr>
</tbody>
</table>

### 7.2.2. Service Resolution Time

<table>
<thead>
<tr>
<th>Issue Classification</th>
<th>Response Time</th>
<th>Resolution Time</th>
<th>Penalty in case of nonresolution after proposed resolution time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Severity 1</td>
<td>15 Minutes</td>
<td>1 Hours</td>
<td>2% of Monthly billed amount</td>
</tr>
<tr>
<td>Severity 2</td>
<td>30 Minutes</td>
<td>4 Hours</td>
<td>2% of Monthly billed amount</td>
</tr>
<tr>
<td>Severity 3</td>
<td>2 Hours</td>
<td>24 Hours</td>
<td>1% of Monthly billed amount</td>
</tr>
</tbody>
</table>

For the first severity 1 incident in a rolling quarter (same incident should not have happened in last 90 days), the resolution time is relaxed to two hours.

The penalty percentage would increase by the factor defined in “Penalty in case of non-resolution after proposed resolution time” after completion of each time bucket defined in Resolution Time e.g. for first Severity 1 incident in a rolling quarter if incident is resolved in 5 hours 15 minutes. Penalty will be calculated based on the following calculation methodology:

<table>
<thead>
<tr>
<th>Period</th>
<th>Penalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 2 Hours</td>
<td>No penalty</td>
</tr>
<tr>
<td>&lt; 3 Hours</td>
<td>2% of Monthly billed amount</td>
</tr>
<tr>
<td>&lt; 4 Hours</td>
<td>4% of Monthly billed amount</td>
</tr>
<tr>
<td>5 Hours 15 Minutes</td>
<td>5% of Monthly billed amount</td>
</tr>
</tbody>
</table>

If same incident happens for the second time in a rolling quarter (last 90 calendar days) then the penalties would start from the moment the incident was identified.

E.g. for severity 2 incident in a rolling quarter if incident is resolved in 8 hours 15 minutes. Penalty will be calculated based on the following calculation methodology:

<table>
<thead>
<tr>
<th>Period</th>
<th>Penalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 4 Hours</td>
<td>No penalty</td>
</tr>
<tr>
<td>&lt; 8 Hours</td>
<td>2% of Monthly billed amount</td>
</tr>
<tr>
<td>8 Hours 15 Minutes</td>
<td>4% of Monthly billed amount</td>
</tr>
</tbody>
</table>

If same incident happens for the second time in a rolling quarter (last 90 calendar days) then the penalties would start from the moment the incident was identified.

E.g. for severity 3 incident in a rolling quarter if incident is resolved in 49 hours. Penalty will be calculated based on the following calculation methodology:
If same incident happens for the second time in a rolling quarter (last 90 calendar days) then the penalties would start from the moment the incident was identified.

### 7.2.3. Service Expectations

These are critical performance parameters that shall be tracked on a regular basis to evaluate the Contact Centre’s performance. The successful bidder is expected to maintain and ensure that its performance on these parameters is acceptable. In the review meetings, the CHI and the successful bidder shall jointly take decisions regarding acceptable performance, on different parameters.

#### 7.2.3.1. Identified Parameters

<table>
<thead>
<tr>
<th>S.N</th>
<th>Parameter Description</th>
<th>Definition</th>
<th>Data to be captured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call abandonment rate at IVR</td>
<td>Number of calls which were abandoned on IVR without execution of a single function / Number of calls which reached IVR</td>
<td>The number of calls that reached IVR and the number of calls which were abandoned on IVR without execution of a single function, both, would need to be captured.</td>
</tr>
<tr>
<td>2</td>
<td>Call abandonment rate at ACD</td>
<td>Number of calls abandoned on ACD / Number of calls which reached ACD</td>
<td>The number of calls requesting for agents and the number of calls which are answered by the agents, both, would need to be captured.</td>
</tr>
<tr>
<td>3</td>
<td>Occupancy Ratio for agents</td>
<td>Average utilization time of the agents on a monthly basis</td>
<td>Bidder is required to monitor TOS (Time on System) which is summation of total idle time, Total Handling Time, Total Hold time and Total Wrap time for the given period. Occupancy Ratio = (Handling Time + Hold Time + Wrap Time) / TOS</td>
</tr>
<tr>
<td>4</td>
<td>Call queue wait time</td>
<td>The waiting time in Automatic Call Distributor (ACD) queue after pressing prescribed digit to talk to the agent but before being answered by the agent</td>
<td>This will be captured from the time the customer has keyed the relevant number in the IVR option menu, for speaking to an agent.</td>
</tr>
<tr>
<td>5</td>
<td>Call quality score</td>
<td>This is measured by scoring a random sample of calls on agreed parameters</td>
<td>The Contact Centre needs to have a call logging facility to record all the different calls that have been handled by the agents. A random sample of these calls will then be graded by the CHI call quality audit team against agreed parameters. CHI will ensure that there are at least 2 dedicated employees from CHI to monitor and score these calls.</td>
</tr>
</tbody>
</table>

#### 7.2.3.2. Expected Service Levels

<table>
<thead>
<tr>
<th>S.No</th>
<th>Parameter Description</th>
<th>Periodicity</th>
<th>Expected Service Level</th>
<th>Service Deviation</th>
<th>Penalty as % of Monthly Billed Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Call abandonment rate at IVR</td>
<td>Monthly</td>
<td>&lt;7%</td>
<td>10% &gt; Service Level &gt;= 7%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20% &gt; Service Level &gt;= 10%</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Service Level &gt;= 20%</td>
<td>5%</td>
</tr>
</tbody>
</table>
### 7.2.3.3. Other Parameters

These are critical performance parameters that shall be tracked on a regular basis to evaluate the Call Centre's performance. The CHI reserves the right to include any of these parameters as part of the SLAs from a future date in consultation with the Bidder.

Unlike SLAs, these parameters shall not be linked to commercial penalties, but the Bidder is expected to maintain and ensure that its performance on these parameters is acceptable. In the review meetings, the CHI and Bidder shall jointly take decisions regarding acceptable performance, on different parameters.

<table>
<thead>
<tr>
<th>S.no</th>
<th>Parameters</th>
<th>Definition</th>
<th>Periodicity</th>
<th>Expected Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IVR efficiency Rate</td>
<td>Number of calls satisfactorily disposed of at IVR / Total number of calls reaching IVR. The calls considered disposed of at the IVR are the calls that are terminated at IVR menu and which are not opted for talking to the operator</td>
<td>Monthly</td>
<td>&gt;90%</td>
</tr>
<tr>
<td>2</td>
<td>Average time taken for a customer to be disposed of at IVR</td>
<td>This is measured as the time it takes for the customers to be successfully serviced by IVR on calls where customer does not ask for an operator</td>
<td>Monthly</td>
<td>&gt; 90% calls to be disposed of within 45 seconds</td>
</tr>
<tr>
<td>3</td>
<td>Hold Time</td>
<td>This is measured as the total time a call was put on hold by the agent</td>
<td>Daily</td>
<td>&lt;10 seconds (on an average)</td>
</tr>
<tr>
<td>4</td>
<td>Wrap Time</td>
<td>This is measured as the total time that was taken by the agent in closing the active call</td>
<td>Daily</td>
<td>&lt;15 seconds (on an average)</td>
</tr>
<tr>
<td>5</td>
<td>Average handling time (AHT) for the customer</td>
<td>Total time taken by the agent for supporting customer requirements in case of registration agents, paramedics, nursing agents only. Active Time + Hold Time + Wrap Time</td>
<td>Weekly</td>
<td>195 seconds &lt;= AHT &lt;= 225 seconds</td>
</tr>
</tbody>
</table>
| 6    | Call handling efficiency of agents managing inbound/outbound calls | This KPI measures the efficiency of operators in making inbound/outbound calls (if applicable) in terms of average:  
  - Number of calls answered/made by an agent per day  
  - Talk time taken to complete calls | Monthly | >120 calls per agent per day |
| 7    | Resource Qualification | As defined in section 5.1.11 of this RFP to be evaluated on ad hoc basis by the CHI's staff | On going | 100% |
7.2.4. Penalties for Delayed Implementation

i. The successful bidder must strictly adhere to the delivery dates or lead times identified in its proposal. Failure to meet these delivery dates, unless it is due to reasons entirely attributable to CHI, may constitute a material breach of the Bidder’s performance. As a deterrent for delays during implementation, CHI may levy penalties for delays attributable to the successful bidder. The reasons like non-familiarity with the site conditions, CHI applications and/or existing IT infrastructure will not be considered as a reason for delay.

ii. Penalty based on following table will be levied for every week’s delay in meeting any milestone agreed as part of project plan. If two separate milestones (running parallel) are defaulted then the penalty for all such delays shall be aggregated. Minimum 7 milestones need to be agreed as part of the project plan.

iii. A cap of 10% of the Projected Outflow would be reserved as penalties against any delay in meeting milestones.

<table>
<thead>
<tr>
<th>Delay</th>
<th>Penalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 1 Week</td>
<td>Grace Period. No penalty</td>
</tr>
<tr>
<td>1 – 2 Weeks</td>
<td>1% of Projected Outflow</td>
</tr>
<tr>
<td>2 – 3 Weeks</td>
<td>2% of Projected Outflow</td>
</tr>
<tr>
<td>3 – 4 Weeks</td>
<td>3% of Projected Outflow</td>
</tr>
<tr>
<td>4 – 5 Weeks</td>
<td>6% of Projected Outflow</td>
</tr>
<tr>
<td>5 – 6 weeks</td>
<td>8% of Projected Outflow</td>
</tr>
<tr>
<td>&gt;6 weeks</td>
<td>10% of Projected Outflow</td>
</tr>
</tbody>
</table>

For a delay of more than 6 weeks in implementation, CHI will have the option of looking at more severe options like cancelling the awarded contract and the PBG will be forfeited.

7.2.5. Cap on penalties

Cap on the quarterly penalty is fixed at 10% of the quarterly payout. With the overall cap being 20% of projected outflow. Projected outflow for the penalty calculation will be as follows:

Projected Outflow = FTE Cost per month * 100 * Number of months of Contact Centre operations

FTE (Agent/Paramedic/doctor) Cost per month: FTE cost proposed by the successful bidder

Number of months of Contact Centre operations: 36 months

7.2.6. Overall Liability of the Bidder

The bidder’s aggregate liability in connection with obligations undertaken as a part of the project regardless of the form or nature of the action giving rise to such liability (whether in contract, tort or otherwise), shall be at actuals.

8. Acceptance Testing and Go Live

Before the start of acceptance testing, the successful bidder has to give the self-completion certificate along with details of work.
CHI’s designated official or any other third party agency will inspect the call centre and its functionality as per RFP and as committed by the bidder. Bidder will assist the CHI official for deep inspection of material provided by the call centre vendor.

As part of Acceptance testing, performed through a third party agency, CHI shall review all aspects of project development and implementation covering software, hardware and networking including the processes relating to the design of solution architecture, design of systems and sub-systems, coding, testing, business process description, documentation, version control, change management, security, service oriented architecture, performance in relation to defined requirements, interoperability, scalability, availability and compliance with all the technical and functional requirements of the RFP and the agreement.

The procedures and parameters for testing will be laid down by the Third Party Agency after approval from CHI; the solution deployed by the vendor has to satisfy third party acceptance testing upon which the system shall go-live, subject to CHI/Departmental approval.

The Department / CHI will establish appropriate processes for notifying the selected vendor of any shortcomings from defined requirements at the earliest instance after noticing the same to enable the selected vendor to take corrective action. All gaps identified shall be addressed by the vendor immediately prior to Go-live of the solution. It is the responsibility of the selected Bidder to take any corrective action required to remove all shortcomings, before the roll out of the project.

A test run with all the agents (as committed by Bidder) on board will be carried out for week. The SLA parameters as mentioned in the RFP section 8.2 will be considered for a week. After successful adherence to SLA parameters as defined in sec 8.2 of RFP. The Call centre will be declared as Go-Live.

9. Fraud and Corrupt Practices

a) The Bidders/Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the CHI shall reject a Proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the “Prohibited Practices”) in the Selection Process. In such an event, the CHI shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Bid Security or Performance Security, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Bidder’s Proposal.

b) Without prejudice to the rights of the CHI under Clause above and the rights and remedies which the CHI may have under the LOI or the Agreement, if an Bidder or Systems Implementation Agency, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LOI or the execution of the Agreement, such Bidder or Systems Implementation Agency shall not be eligible to participate in any tender or RFP issued by the CHI during a period of <2 (two) years> from the date such Bidder or Systems Implementation Agency, as the case may be, is found by the CHI to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
c) For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:

i. “corrupt practice” means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the CHI who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOI or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the CHI, shall be deemed to constitute influencing the actions of a person connected with the Selection Process); or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LOA or the Agreement, who at any time has been or is a legal, financial or technical consultant/adviser of the CHI in relation to any matter concerning the Project;

ii. “fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;

iii. “coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;

iv. “undesirable practice” means (i) establishing contact with any person connected with or employed or engaged by CHI with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and

v. “restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Bidders with the objective of restricting or manipulating a full and fair competition in the Selection Process.

10. Conflict of Interest

a) A bidder shall not have a conflict of interest that may affect the Selection Process or the Solution delivery (the “Conflict of Interest”). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the CHI shall forfeit and appropriate the EMD, if available, as mutually agreed genuine pre-estimated compensation and damages payable to the CHI for, inter alia, the time, cost and effort of the CHI including consideration of such Bidder’s Proposal, without prejudice to any other right or remedy that may be available to the CHI hereunder or otherwise.

b) The CHI requires that the Implementation Agency provides solutions which at all times hold the CHI’s interests paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The Systems Implementation Agency shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of the CHI.

c) Without limiting the generality of the above, an Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if:

i. the Bidder, its consortium member (the “Member”) or Associates (or any constituent thereof) and any other Bidder, its consortium member or Associate (or
any constituent thereof) have common controlling shareholders or other ownership interest; provided that this disqualification shall not apply in cases where the direct or indirect shareholding or ownership interest of an Bidder, its Member or Associate (or any shareholder thereof having a shareholding of more than 5 per cent of the paid up and subscribed share capital of such Bidder, Member or Associate, as the case may be) in the other Bidder, its consortium member or Associate is less than 5% (five per cent) of the subscribed and paid up equity share capital thereof. For the purposes of this Clause, indirect shareholding held through one or more intermediate persons shall be computed as follows:

− where any intermediary controlled by a person through management control or otherwise, the entire shareholding held by such controlled intermediary in any other person (the “Subject Person”) shall be taken into account for computing the shareholding of such controlling person in the Subject Person; where a person does not exercise control over an intermediary, which has shareholding in the Subject Person, the computation of indirect shareholding of such person in the Subject Person shall be undertaken on

− a proportionate basis; provided, however, that no such shareholding shall be reckoned under this Sub-clause if the shareholding of such person in the intermediary is less than 26% (twenty six per cent) of the subscribed and paid up equity shareholding of such intermediary; or

ii. A constituent of such Bidder is also a constituent of another Bidder; or

iii. such Bidder or its Associate receives or has received any direct or indirect subsidy or grant from any other Bidder or its Associate; or

iv. such Bidder has the same legal representative for purposes of this Application as any other Bidder; or

v. such Bidder has a relationship with another Bidder, directly or through common third parties, that puts them in a position to have access to each others’ information about, or to influence the Application of either or each of the other Bidder; or

vi. there is a conflict among this and other Systems Implementation/Turnkey solution assignments of the Bidder (including its personnel and other members, if any) and any subsidiaries or entities controlled by such Bidder or having common controlling shareholders. The duties of the Systems Implementation Agency will depend on the circumstances of each case. While providing software implementation and related solutions to the CHI for this particular assignment, the Systems Implementation Agency shall not take up any assignment that by its nature will result in conflict with the present assignment; or

vii. A firm hired to provide System Integration/Turnkey solutions for the implementation of a project, and its Members or Associates, will be disqualified from subsequently providing goods or works or services related to the same project;

d) An Bidder eventually appointed to implement software solutions for this Project, its Associates, affiliates and the Financial Expert, shall be disqualified from subsequently providing goods or works or services related to the construction and operation of the same Project and any breach of this obligation shall be construed as Conflict of Interest; provided that the restriction herein shall not apply after a period of 12 months from the completion of this assignment; provided further that this restriction shall not apply to software solutions delivered to the CHI in continuation of this systems implementation or to any subsequent systems implementation executed for the CHI in accordance with the rules of the CHI.
11. Consortium

Consortiums are allowed for the project so that required expertise can be brought upon by the consortium member for the implementation of the project. For the activities of the project that are carried out by the consortium member, the prime bidder shall be responsible for consortium member’s act and conduct as well as for the entire activity that is being carried out by the consortium member. In case of consortium, the following additional requirements should be complied with:

i. The number of members in a consortium shall not be more than two (2), i.e. one prime bidder and other consortium member.

ii. The bid should contain details of all the members of the consortium including their legal status as well as the Memorandum of Agreement / Consortium Agreement.

iii. Prime bidder can participate in only one bid. In case prime bidder participates in other consortium bids, all such bids will be rejected.

iv. Bidder(s) need to sign a consortium agreement clearly defining their roles and responsibilities for execution of this project. One of the consortium members will be nominated as prime bidder which should be supported with a documentary proof in the form of MoA (Memorandum of Agreement) / Consortium Agreement.

v. Nothing in this MoA / Consortium Agreement shall constitute, create or give effect or recognize a joint venture, partnership or business entity of any kind.

vi. The MoA / Consortium Agreement shall be governed by the laws of India.

vii. Any matter, which is not stipulated in the MoA / Consortium Agreement, shall be settled in good faith by discussion among the parties in the spirit of understanding and cooperation in the favour of the project.

viii. Where the prime bidder / any of the consortium member’s ability to survive as an independent corporate entity is threatened or is lost owing to any reason whatsoever, including inter alia the filing of any bankruptcy proceedings against the prime bidder or its consortium members, any failure by the prime bidder or its consortium member to pay any of its dues to its creditors, the institution of any winding up proceedings against the prime bidder / consortium member or the happening of any such events that are adverse to the commercial viability of the prime bidder / consortium member, CHI shall reserve the right to take any steps as deemed necessary, to ensure the effective transition of the project to a successor agency and to ensure business continuity.

Manner influencing or attempting to influence the selection process; or (ii) having a conflict of interest;

and

“Restrictive practice” means forming a cartel or arriving at any understanding or arrangement among bidders with the objective of restricting or manipulating a full and fair competition in the selection process.

12. Indemnity

The Bidder’s should indemnify CHI (including its employees, directors or representatives) from and against claims, losses, and liabilities arising from:

a) Non-compliance of the Bidder with Laws/Governmental requirements
b) IP infringement  
c) Negligence and misconduct of the Bidder, its employees, and FTEs  
Indemnity would be limited to court awarded damages and shall exclude indirect, consequential and incidental damages. However, indemnity would cover damages, loss or liabilities suffered by CHI arising out of claims made by its customers and/or regulatory authorities.  
The Bidder shall not indemnify CHI for  
(i) Any loss of profits, revenue, contracts, or anticipated savings or  
(ii) Any consequential or indirect loss or damage however caused.

13. Inspection of records

All Bidder records with respect to any matters covered by this RFP shall be made available to CHI or its designees at any time during normal business hours, as often as CHI deems necessary, to audit, examine, and make excerpts or transcripts of all relevant data. Said records are subject to examination. CHI would execute confidentiality agreement with the Bidder, provided that the auditors would be permitted to submit their findings to CHI, which would be used by CHI. The cost of the audit will be borne by CHI. The scope of such audit would be limited to Service Levels being covered under this RFP and subsequent contract, and financial information would be excluded from such inspection, which will be subject to the requirements of statutory and regulatory authorities. The Bidder’s records and sites managed for CHI shall also be subject to Regulator/CHI inspection.

14. Publicity

Any publicity by the Bidder in which the name of CHI is to be used, should be done only with the explicit written permission from CHI.

15. Force Majeure

i. Definition:

   a) For the purposes of this Contract, “Force Majeure” means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a Party’s performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government Agencies.

   b) Force Majeure shall not include:

      • Any event which is caused by the negligence or intentional action of a Party or by or of such Party’s Sub-Consultants or FTEs or Employees, or
• Any event which a diligent Party could reasonably have been expected both to take into account at the time of the conclusion of this Contract, and avoid or overcome in the carrying out of its obligations hereunder.

c) Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.

ii. No Breach of Contract:

• The failure of a Party to fulfil any of its obligations hereunder shall not be considered to be a breach of, or default under, this Contract insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures, all with the objective of carrying out the terms and conditions of this Contract.

iii. Measures to be taken:

a) A Party affected by an event of Force Majeure shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall take all reasonable measures to minimize the consequences of any event of Force Majeure.

b) A Party affected by an event of Force Majeure shall notify the other Party of such event as soon as possible, and in any case not later than fourteen (14) days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

c) Any period within which a Party shall, pursuant to this Contract, complete any action or task, shall be extended for a period equal to the time during which such Party was unable to perform such action as a result of Force Majeure.

d) During the period of their inability to perform the Services as a result of an event of Force Majeure, the Bidder, upon instructions by CHI, shall either:

• demobilize; or

• Continue with the Services to the extent possible, in which case they shall continue to be paid proportionately and on pro rate basis, under the terms of this Contract.

e) In the case of disagreement between the Parties as to the existence or extent of Force Majeure, the matter shall be settled according to Clause 6.24.
16. Resolution of disputes

CHI and the Bidder shall make every effort to resolve amicably, by direct informal discussions between the respective Project Managers of CHI and the Bidder, any disagreement or dispute arising between them under or in connection with the Contract. If CHI’s Project Manager and the Bidder’s Project Manager are unable to resolve the dispute they shall immediately escalate the dispute to the senior authorized personnel designated by the Bidder and CHI respectively. If after thirty days from the commencement of such discussions between the senior authorized personnel designated by the Bidder and CHI, CHI and the Bidder have been unable to resolve amicably a Contract dispute; either party may require that the dispute be referred for resolution through formal arbitration. All questions, claims, disputes or differences arising under and out of, or in connection with the Contract or carrying out of the work whether during the progress of the work or after the completion and whether before or after the determination, abandonment or breach of the Contract shall be referred to arbitration by a sole Arbitrator acceptable to both parties failing which the number of arbitrators shall be three, with each side to the dispute being entitled to engage one arbitrator. The two arbitrators engaged by the parties shall engage a third arbitrator who shall act as the presiding arbitrator. The Arbitration and Reconciliation Act, 1996 or any statutory modification thereof shall apply to the arbitration proceedings and the venue of the arbitration shall be New Delhi. The arbitration proceedings shall be conducted in English language. Subject to the above, the courts of law at New Delhi alone shall have the jurisdiction in respect of all matters connected with the Contract. The arbitration award shall be final, conclusive and binding upon the Parties and judgment may be entered thereon, upon the application of either Party to a court of competent jurisdiction. Each Party shall bear the cost of preparing and presenting its case, and the cost of arbitration, including fees and expenses of the arbitrators, shall be shared equally by the Parties unless the award otherwise provides.

17. Waiver

No failure or delay on the part of either party relating to the exercise of any right, power, privilege or remedy provided under this RFP document or subsequent agreement with the other party shall operate as a waiver of such right, power, privilege or remedy or as a waiver of any preceding or succeeding breach by the other party nor shall any single or partial exercise of any right power privilege or remedy preclude any other or further exercise of such or any other right power privilege or remedy provided in this RFP document all of which are several and cumulative and are not exclusive of each other or of any other rights or remedies otherwise available to either party at law or in equity.

18. Violation of terms

CHI clarifies that CHI shall be entitled to an injunction, restraining order, right for recovery, suit for specific performance or such other equitable relief as a court of competent jurisdiction may deem necessary or appropriate to restrain the Bidder from committing any violation or enforce the performance of the covenants, obligations and representations contained in this RFP
document. These injunctive remedies are cumulative and are in addition to any other rights and remedies CHI may have at law or in equity, including without limitation a right for recovery of any amounts and related costs and a right for damages.

19. Termination for Default

CHI may, without prejudice to any other remedy for breach of contract, by 90 calendar days written notice of default sent to the SP, terminate the Contract in whole or in part:

a) If the Bidder fails to deliver any or all of the Solution and services within the time period(s) specified in the Contract, or any extension thereof granted by CHI; or

b) If the Bidder fails to perform any other obligation(s) under the Contract.

In the event of CHI terminating the Contract in whole or in part, pursuant to above mentioned clause, CHI may procure, upon such terms and in such manner, as it deems appropriate, goods and services similar to those undelivered and the Bidder shall be liable to CHI for any excess costs incurred for procurement of such similar goods or services. However, the bidder shall continue performance of the Contract to the extent not terminated.

20. Termination for Insolvency

CHI may, at any time, terminate the Contract by giving 90 calendar days written notice to the Bidder, without any compensation to the Bidder, whatsoever if:

a) The Bidder becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to CHI.

b) The Bidder being a company is wound up voluntarily or by the order of a court or a receiver, or manager is appointed on behalf of the debenture/shareholders or circumstances occur entitling the court or debenture/shareholders to appoint a receiver or a manager, provided that such termination will not prejudice or affect any right of action or remedy accrued or that might accrue thereafter to the CHI.

21. Termination for Convenience

Either party may, by 90 calendar days written notice sent to the other party, terminate the Contract, in whole or in part at any time of their convenience. The notice of termination shall specify the extent to which performance of work under the Contract is terminated, and the date upon which such termination becomes effective.

22. Information Ownership

All information processed, stored, or transmitted by Bidder equipment belongs to CHI. By having the responsibility to maintain the equipment, the Bidder does not acquire implicit access rights to
the information or rights to redistribute the information. The Bidder understands that civil, criminal, or administrative penalties may apply for failure to protect information appropriately.

23. Sensitive Information

Any information considered sensitive must be protected by the Bidder from unauthorized disclosure, modification or access.

24. Technological Advancements

The Bidder agrees to incorporate all changes relating to the facilities being offered, announced by them from time to time keeping in view the advancement in technology, shortcomings of the facilities and services made available to CHI and any changes required for improving the overall efficiency of the hosting facilities and services.

25. Governing Language

The Contract shall be written in the language of the Bid i.e. English. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, shall be written in that same language. English Language version of the Contract shall govern its implementation.

26. Applicable Law

The Contract shall be interpreted in accordance with the Indian Laws for the time being in force and will be subject to the exclusive jurisdiction of Courts at Delhi (with the exclusion of all other

Prices

The prices quoted (as mentioned in Annexure 10-Bill of Materials submitted by the Bidder) for the solution and services shall be firm throughout the period of Contract and shall not be subject to any escalation.

27. Deduction

Payments shall be subject to deductions (such as TDS) of any amount, for which the Bidder is liable under the agreement against this RFP.

28. Taxes and Duties

The prices quoted by the Bidder shall include all costs such as, taxes, levies, cess, excise, Octroi and custom duties, installation, commissioning, insurance, etc. as applicable in India, that need to be incurred. The Bidder has to quote the Service Tax, Swach Bharat Cess and VAT in separate columns. In case of any variation (upward or down ward) in Service tax, VAT or any other tax quoted which has been included as part of the Commercial Bid, such variation will be borne by or passed on to CHI. Any new applicable tax introduced by the Government after the submission of
Bid will be borne by CHI. The entire benefits/ advantages, arising out of fall in prices, taxes, duties or any other reason, must be passed on to CHI.

29. No Claim Certificate

The bidder shall not be entitled to make any claim whatsoever against CHI under or by virtue of or arising out of this Contract, nor shall CHI entertain or consider any such claim, if made by the Bidder after he shall have signed a “No Claim” certificate in favor of CHI in such forms as shall be required by CHI after all payments due to Bidder are made in full.

30. Limitation of Liability

Bidder’s cumulative liability for its obligations under the Contract shall not exceed the Contract value and the Bidder shall not be liable for incidental/consequential or indirect damages including loss of profit or saving.

31. Rights reserved by CHI

a. Company reserves the right to accept or reject any or all Bids without assigning any reasons.

b. Company reserves the right to verify the validity of information given by the Bidders. If at any future point of time, it is found that the Bidder had made a statement, which is factually incorrect, CHI will reserve the right to debar the Bidder from bidding prospectively for a period to be decided by CHI and take any other action as maybe deemed necessary.

c. CHI reserves the right to issue a fresh RFP for Call Centre Services at any time during the validity of the Contract period with the selected Bidder.
ANNEXURE-1 for Pre-Qualifications (Stage-1)

Forms for Bid Submission

Cover Letter

[On the letterhead of the organization]

To
Project Director
Centre for Health Informatics
National Institute of Health and Family Welfare
Ministry of Health & Family Welfare, Govt. of India
Baba Gang Nath Marg, Munirka
New Delhi – 110067

Sub: Prequalification-cum-Technical Bid for Appointment of Helpdesk Service Provider (HSP)

Dear Sir,

Having examined the RFP, Annexures and addenda numbers _____ thereto, we, the undersigned, in conformity with the said RFP, offer to provide the said services on terms of reference to be signed upon the award of contract for the sum indicated as per financial bid.

We acknowledge having received the following addenda / pre-bid clarifications to the RFP:

<table>
<thead>
<tr>
<th>Addendum No.</th>
<th>Dated</th>
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</tbody>
</table>

We have read the provisions of the RFP and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, suggestions if any, found in our bid shall not be given effect to.

We undertake, if our bid is accepted, to provide the services comprised in the RFP within time frame specified, starting from the date of receipt of notification of award from CHI.

We agree to abide by this bid for a period of 180 days from the date of bid submission and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We agree to execute a contract in the form to be communicated by CHI, incorporating all terms and conditions with such alterations or additions thereto as may be necessary to adapt such contract to the circumstances of the standard and notice of the award within time prescribed after notification of the acceptance of this bid.

We agree that if any day during the entire project duration, our act breaches the contract terms and conditions or we express our inability to execute the project, CHI reserves all the rights to terminate the contract and appropriate penalty will be borne on us.

We hereby confirm that we do not have any conflict of interest in accordance with Clause 8.3 of RFP Vol. II.

Unless and until a formal contract is prepared and executed, this bid together with your written acceptance thereof shall constitute a binding agreement.

As security for the due performance of the undertaking and obligation of the bid we submit herewith a Bank guarantee bearing number ____________ dated ___________ drawn in favour
of “Director, National Institute of Health & Family Welfare, New Delhi” for an amount of Rs._________ payable at Delhi

We understand that if the details given in support of claims made above are found to be untenable or unverifiable, or both, our bid may be rejected without any reference to us. We also understand that if there is any change in our prequalification criteria status till the date of award of contract to the HSP, it is our responsibility to inform CHI of the changed status at the earliest.

We further clearly understand that CHI is not obliged to inform us of the reasons of rejection of our bid.

Dated this _____ day of ____________________ 2016

Signature

(Bidder Seal)

________________________
In the capacity of

________________________________________
Duly authorized to sign bids for and on behalf of:
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Prequalification Criteria</th>
<th>Proof Required</th>
<th>Check List (Yes/No)</th>
<th>Page Reference</th>
</tr>
</thead>
</table>
| 1.     | The Bidder/ consortium partner should have:  
  - An average annual turnover of not less than Rupees 200 Crore for last three financial years (i.e. 2016-2015, 2015-2014, & 2014-2013).  
  - Out of the above turnover, a minimum of Rupees 50 Crores on an average should be from call centre operations, for last three financial years (i.e. 2016-2015, 2015-2014, & 2014-2013).  
  - Audited financial statements (reflecting overall turnover)/ annual report containing financial statement for the last three financial years  
  - A certificate duly certified by the statutory auditor/ca of the bidder clearly mentioning the average annual turnover of the bidder in total and from call centre operations | Yes / No | Page No. (<<>) |
| 2.     | The Bidder Bidder/consortium partner should Have At least 1000 Agents on payroll of the firm | Certificate from the Bidder's HR head  
As per Form – 5 enclosed | Yes / No | Page No. (<<>) |
| 3.     | Bidder and consortium partners should be a 100% owned company and registered Companies Act (1956) for a period of at least 5 years as on 31-3-2016  
All other members in case of consortium, should registered in India for a period of at least 3 years as on 31-3-2016 | Copy of Certificate of Incorporation / Registration  
As per Form – 6 enclosed | Yes / No | Page No. (<<>) |
| 4.     | Bidder (each member in case of consortium) should have a positive Net Worth (Paid up Share Capital plus Free Reserves) for each of the last three financial years (i.e. 2016-2015, 2015-2014, & 2014-2013).  
  - Statutory Auditor’s certificate, and cop of Audited Profit and Loss Statement and Balance Sheet  
  - Annual report of the bidder’s company containing financial statement (Profit and Loss Statement and Balance Sheet) | Yes / No | Page No. (<<>) |
| 5.     | Bidder should not have defaulted in payment of statutory dues or liability in India as on date of submission of bid (in case of consortium, none of the members should have defaulted in payment of statutory dues or liability in India as on date of submission of bid) | Certificate from statutory auditor  
Or  
No statutory dues certificate signed by authorised signatory | |
| 6.     | Bidder/consortium partner providing BPO/Call Centre services must have registered itself with Department of Telecommunication (DoT)/ TRAI. | Copy of DOT/ TRAI certificate for the proposed sites | Yes / No | Page No. (<<>) |
| 7.     | Experience of bidder (prime bidder) in establishing and managing call centre operations of at least 200 seats on turnkey basis within the last 5 years in India or abroad. | Relevant client certificate for establishing and managing call centre operations of at least 200 seats on turnkey basis | Yes / No | Page No. (<<>) |
within the last 5 years. Or
  • Work order/LOI along with the project completion certificate or equivalent document establishing the said criterion
  As per Form – 4 enclosed

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| 8. | As on date of submission of the bid, the bidder should not be blacklisted by any Government entity in India (in case of consortium, none of the members should be blacklisted by any Government entity in India) | Certificate duly signed by authorised signatory
As per Form – 10 enclosed |
|   |   | Yes / No |

| 9. | Bidder should not have withdrawn from similar government projects or should Not have any contract termination from similar project with Government entities in the last 3 years (in case of consortium none of the members should have withdrawn from similar government projects or have any contract termination from similar project with Government entities in the last 3 years) | Certificate duly signed by authorised signatory
As per Form – 11 enclosed |
|   |   | Yes / No |

| 10. | The Bidder should have obtained an ISO 27001:2013 & ISO20000 certification | Copy of the certificate |
|     |   | Yes / No |

| 11. | Bidder should provide an undertaking for providing adequate data and information security | Annexure 04 – Undertaking for Data and Information and Security |
|     |   | Yes / No |
Form – 1: Undertaking

Bidder should provide an undertaking in the format given below on the letterhead of the bidder’s organization.

[On the letterhead of the organization]
It is certified that the information furnished here in and as per the bid / documents / clarifications submitted is true and correct and nothing has been concealed or tampered with. We have gone through all the conditions of RFP and are liable to any punitive action for furnishing false information / documents.

We have read the provisions of the RFP, Annexure thereto and addenda. We understand that any additional conditions, deviations, suggestions, assumptions, if any, found in our bid shall not be given effect to and shall not be binding on CHI in case our bid is accepted.

We understand that any component or service required for completion of the project will be made available by us without any additional financial implication, except those explicitly mentioned in the RFP, to the CHI.

Dated this _____ day of ____________________ 2016

Signature

(Bidder Seal)

In the capacity of

Duly authorized to sign bids for and on behalf of:
Form – 2: Format of power-of-attorney for signing of bid

POWER OF ATTORNEY

(On Stamp Paper of relevant value)

Know all men by these presents, we (name of the company and address of the registered office) do hereby appoint and authorize Mr / Ms (full name and residential address) who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our bid document for ‘Appointment of a Helpdesk Service Provider (HSP) for “CENTRALISED HELPDESK SYSTEM FOR DELIVERING ONLINE HEALTH SERVICES TO CITIZENS” for CHI’, in response to the tenders invited by Ministry of Health and Family Welfare (referred to as CHI), including signing and submission of all documents and providing information / responses to CHI in all matters in connection with our bid.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Dated this _____ day of ____________________ 2016

For _________________________________

(Signature)

(Name, Designation and Address) Accepted

(Signature)

(Name, Title and Address of the Attorney)

Date:

Note:
The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants and when it is so required the same should be under common seal affixed in accordance with the required procedure. Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the bidder.

In case the bid is signed by an authorized Director / Partner or Proprietor of the bidder, a certified copy of the appropriate resolution / document conveying such authority may be enclosed in lieu of the Power of Attorney.
Form – 3: Format for Bank Guarantee for EMD

Whereas ________________________________(hereinafter called "the bidder") has submitted its bid offer dated ________ 2016 for “APPOINTMENT OF A CENTRALISED HELPDESK SYSTEM FOR DELIVERING ONLINE HEALTH SERVICES TO CITIZENS” for CHI” for Request for Proposal (RFP)' (hereinafter called "the bid") presents that WE __{Bank name}_ having head office at __{( head office Address)}_ (hereinafter called “the Bank”) are bound upto __{date till bid validity}_ to Ministry of Health & Family Welfare (hereinafter called "CHI" in the sum of Rs ---- for which payment will and truly to be made to the CHI the Bank binds itself, its successors and assigns by these presents. Sealed with the common seal of the said Bank this ________ day of _______2016.

THE CONDITIONS of this obligation are:

If the bidder withdraws its bid during the period of bid validity specified by the bidder on the bid; or if the bidder, having been notified of the acceptance of its bid by CHI during the period of bid validity: fails or refuses to execute the contract if required; or fails or refuses to furnish the Performance Bank Guarantee, in accordance with the instruction given in Request for Proposal; we undertake to pay the CHI up to the above amount upon receipt of its first written demand, without the CHI having to substantiate its demand, provided that in its demand the CHI will note that the amount claimed by it is due it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions. This guarantee will remain in force up to and including and any demand in respect thereof should reach the Bank not later than the above date.

Date: ________________________________

Place: ________________________________

(Signature/ seal of the Bank)
Form – 4: Annual Turnover

We hereby certify that total annual turnover and average turnover of M/s ____________________ (name of the bidder) for the last three years is as given below:

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</table>

We also certify that the total annual and average turnover of M/s ____________________ (name of the bidder) for the last three years from call centre services is as given below:

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</tbody>
</table>

(Signature of Statutory Auditor)
Name of Statutory Auditor:
Name of Statutory Auditor Firm:
Seal

Form – 5: Number of call centre agents

Certificate

We hereby certify that the M/s ____________________ (name of the bidder), having registered office at--------------------- (address of the registered office) have ------------------ <<mention the number of agents>> call centre agents employed and are on payroll of the company in India as on_____________<< mention the date >>for providing helpdesk call centre services to its clients.

Yours Sincerely,

(Signature of HR head of the company)
Name of the Signatory:
Seal:
Form – 6: Certificate of Incorporation  (Each member in case of Consortium)

<table>
<thead>
<tr>
<th>Bidder Name:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Incorporated as ___________________ in year ___________ at __________________.</td>
<td></td>
</tr>
<tr>
<td>Registration Number</td>
<td></td>
</tr>
</tbody>
</table>

Supporting Documents: Please provide copy of Certificate of Incorporation.

Form – 7: Call Centre Operations

The bidder should present its experience of running call centre operations for at least last three years (i.e. 2013-2014, 2014-2015 & 2015-2016) in India or abroad.

As proof, the bidder should submit a self-declaration certified by the authorized signatory of the bidder in the format given below:

[On the letterhead of the organization]

Certificate

We hereby certify that the M/s ____________________ (name of the bidder), having registered office at---------------------- (address of the registered office) has experience of running call centre operations in India or abroad for at least last three years (i.e. 2013-2014, 2014-2015 & 2015-2016)

Yours Sincerely,

(Signature of Authorized Signatory)
Name of Authorized Signatory:
Seal:

Form – 8: Call Centre Set-up Experience

Bidders have to provide the experience in establishing and managing call centre operations of at least 200 seats on turnkey basis within the last 5 years in India or abroad in the format mentioned in Section Form 4 Call Centre Set-up Experience
**Form – 9: Format for Statutory Auditor’s Certificate for Furnishing Net worth Details (Each member in case of Consortium)**

<<On Statutory Auditor Letter Head>>

We hereby certify that Positive Net Worth of M/s ____________________ (name of the bidder) as on 31st March, 2014 is positive and is as given below: Net worth as on 31st March, 2015 in Indian Rupees (in Crores)

<table>
<thead>
<tr>
<th>Particular</th>
<th>Net worth as on 31st March, 2014 in Indian Rupees (in Crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>As on 31st March, 2015</td>
</tr>
<tr>
<td>Paid Up Share Capital</td>
<td></td>
</tr>
<tr>
<td>Free Reserve</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

(Signature of Statutory Auditor)
Name of Statutory Auditor:
Name of Statutory Auditor Firm:
Seal

**Form – 10: No Blacklisting Certificate (Each member in case of Consortium)**

[On the letterhead of the organization]

No Blacklisting Certificate

This is to certify that ---------------------- (name of the organization), having registered office at ------

------- (address of the registered office), as on date of submission of the bid, the bidder has not been blacklisted by any Government entity in India.

Signature:
Name of the Authorized Signatory:
Designation:
Form – 11: Non Termination Certificate (Each member in case of Consortium)

[On the letterhead of the organization]

Non Termination Certificate

This is to certify that --------------- (name of the organization), having registered office at ------
----- (address of the registered office), as on date of submission of the bid, has not withdrawn
from similar project or have not had any termination of contract from similar project with
Government entities in the last 3 years.

Signature:
Name of the Authorized Signatory:
Designation:

Note: In case information required by CHI is not provided by the bidder in the forms / formats
provided above, CHI shall proceed with evaluation based on information provided and may not
request the bidder for further information. Hence, responsibility for providing information as
required in the above forms lies solely with the bidder.
Form -12 : Undertaking for Data and Information Security

(On the Letterhead of the bidder)

Strictly Private and Confidential

To,

Project Director
Centre for Health Informatics
National Institute of Health and Family Welfare
Ministry of Health & Family Welfare, Govt. of India
Baba Gang Nath Marg, Munirka
New Delhi – 110067

Dear Sir,

Sub: (to be mentioned by the bidder)

We acknowledge that during the course of Bid evaluation and subsequent signing of contract with the successful bidder against Request for Proposal (RFP) floated for Call Center to CHI, we shall have access to and be entrusted with Confidential Information. In this letter, the phrase "Confidential Information" shall mean information (whether of a commercial, technical, scientific, operational, administrative, financial, marketing, business, physical data, digital data or intellectual property nature or otherwise), whether oral or written, relating to CHI and its business that is provided to us pursuant to this undertaking.

In consideration of you making Confidential Information available to us, we agree to the terms set out below:

We shall treat all Confidential Information as strictly private and confidential and take all steps necessary (including but not limited to those required by this undertaking) to preserve such confidentiality.

We shall use the Confidential Information solely for the preparation of our response to the RFP and subsequently showcasing our capabilities to the evaluation committee and not for any other purpose.

We shall not disclose any Confidential Information to any other person or firm, other than as permitted by CHI.

We shall not disclose or divulge any of the Confidential Information to any other client of [name of product vendor / implementation partner].

This undertaking shall not prohibit disclosure of Confidential Information:

To our partners/ directors and employees who need to know such Confidential Information to assist with the bidding for RFP floated for Call Center:

To the extent that such disclosure is required by law;

To the extent that such disclosure is required by any rule or requirement of any regulatory authority with which we are bound to comply; and
To our professional advisers for the purposes of our seeking advice. Such professional advisers will be informed of the need to keep the information confidential.

Upon your request we shall arrange delivery to you of all Confidential Information, and copies thereof, that is in documentary or other tangible form, except:

To the extent that we reasonably require to retain sufficient documentation that is necessary to support any advice, reports, or opinions that we may provide.

This undertaking shall not apply to Confidential Information that:

Is in the public domain at the time it is acquired by us;
Enters the public domain after that, otherwise than as a result of unauthorized disclosure by us;
Is already in our possession prior to its disclosure to us; and is independently developed by us.

This undertaking shall continue perpetually unless and to the extent that you may release it in writing.

We warrant that we are acting as principal in this matter and not as FTE/paramedics/doctor or broker for any person, company, or firm.

We acknowledge that no failure or delay by you in exercising any right, power or privilege under this undertaking shall operate as a waiver thereof nor shall any single or partial exercise thereof or the exercise of any other right, power, or privilege.

This undertaking shall be governed by and construed in accordance with Indian law and any dispute arising from it shall be subject to the exclusive jurisdiction of the Delhi courts.

Yours sincerely

Name of Authorized Representative: ______________________

Signature of Authorized Representative: ____________________

Verified above signature Place: 
Date: Seal and signature of the bidder
Annexure-2 for Technical bid (Stage-2)

Form – 1: Number of call centre agents

The bidder should provide details of number of call centre agents employed for providing call centre services in India. The bidder should submit a self-declaration duly signed by the HR head of the company regarding the same in the format mentioned in Annexure-1, Form – 5: Number of call centre agents

Form – 2: Past Experience

Instructions

Bidder should provide details of its experience in various competency areas as required by the project and as mentioned in the technical criteria in Section 4.2 of this RFP.

Bidder is required to submit separate credentials for each of the following competencies:

- Experience of bidder (any consortium member) in establishing and managing call centre operations of at least 200 seats on turnkey basis within the last 5 years.
- The experience of bidder (any consortium member) in operating call centre in any language other than Hindi and English mentioned in the RFP within the last 5 years.
- The experience of bidder (any consortium member) in the design and implementation of call centre solution (i.e. integrated CRM, IVRS, CTI, Voice Logger etc.) for at least 200 users within the last 5 years.

The bidder should submit credentials that best illustrate ability to provide the services required as per the RFP. Credentials in similar environments in terms of scope coverage, implementing same solution components, magnitude in terms of calls handled or seats would be given preference.

Even if the same credential covers more than one competency, it still needs to be repeated under the specific competency heading.

The bidder needs to strictly adhere to the formats provided below and provide information against each of the line items. Any non-conformance shall constitute a deviation from RFP conditions.

The bidder should provide copy of work order and certificate of completion etc. for each project.

If the bidder fails to provide the additional supporting document for any credential then that particular credential will not be considered for evaluation purpose.

<table>
<thead>
<tr>
<th>Project Title:</th>
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<tbody>
<tr>
<td>(Attach separate sheet for each project)</td>
<td></td>
</tr>
<tr>
<td>Project Category: &lt;&lt;Please mention the relevant criteria for which the citation is being submitted&gt;&gt;</td>
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</tr>
<tr>
<td>Country:</td>
<td>Duration of assignment (in years):</td>
</tr>
<tr>
<td>Name and type (Government / Private) of</td>
<td>Approximate value of services provided:</td>
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<tr>
<td>Client:</td>
<td>Referrals (Client side):</td>
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<td>--------------------------</td>
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<td>Address:</td>
<td>Name:</td>
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<td>Designation:</td>
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<td>Role in the project:</td>
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<tr>
<td></td>
<td>Contact number:</td>
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<td></td>
<td>Email Id:</td>
</tr>
<tr>
<td>Start Date (month / year):</td>
<td>Status of the assignment (successfully implemented, complemented, ongoing, under support / maintenance phase):</td>
</tr>
<tr>
<td>End Date (month / year):</td>
<td>Description of call centre solution set up by the bidder:</td>
</tr>
<tr>
<td>Number of professional staff provided by the bidder</td>
<td>Number of seats:</td>
</tr>
<tr>
<td>Number of seats:</td>
<td>Nature of call centre: (out-bound / in-bound / both)</td>
</tr>
<tr>
<td>Number of call centre agents for Hindi and English languages only:</td>
<td>Number of call centre agents for Hindi, English and regional languages as specified in RFP:</td>
</tr>
<tr>
<td>Regional languages in which the call centre was operational (If applicable):</td>
<td>Narrative description of project: (in not more than 500 words)</td>
</tr>
<tr>
<td>Call centre technology used in implementation:</td>
<td>Call centre technology used in implementation which have also been proposed in solution:</td>
</tr>
</tbody>
</table>

**Project Title:**
(Attach separate sheet for each project)

**Description of actual services provided by your staff within the assignment:** (in not more than 500 words)

**Relevance of assignment to current project:** (in not more than 500 words)
**Form – 3: Call Centre Set-up Experience**

The bidder and / or any consortium member should provide their experience in competency area as required by the project and as mentioned in the technical criteria in section 3.2 of this RFP.

The bidder and / or any consortium member should have set up call centres with at least 200 call centre agents within the last 5 years in India or abroad.

Bidder and / or any consortium member should provide the number of credentials as per the Technical Bid Evaluation Methodology as mentioned in the Section 3.2 of Technical Qualification Criteria of this RFP document. Please provide details of the assignments as per below given format.

**Note:**

As applicable, please provide the following proof:

- Copy of work order and certificate of completion / self-certificate attested.
- Documentary proof for the stated number of call centre agents, attested by the client.
- This citation would be admissible only for that consortium member who has submitted citation, Formats for technical bid

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<tr>
<td>Country</td>
<td>Address</td>
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<tr>
<td>Name of client</td>
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<tr>
<td>Location of call centre</td>
<td></td>
</tr>
<tr>
<td>Total seats</td>
<td></td>
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<tr>
<td>Duration of the assignment</td>
<td>Start date (month / year)</td>
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<tr>
<td></td>
<td>Date of successful Implementation/Go-Live (month / year)</td>
</tr>
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<td></td>
<td>End date (month / year)</td>
</tr>
<tr>
<td>Name of senior staff Associated with the assignment</td>
<td>Name</td>
</tr>
<tr>
<td></td>
<td>Designation</td>
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<td></td>
<td>Role in the project</td>
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<td>Contact number</td>
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<td>Email ID</td>
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</table>
Form – 4: Implementation Experience (CRM)

The bidders and / or any consortium member should provide their experience in competency areas as required by the project and as mentioned in the technical criteria in Section 3.2 of this RFP.

The bidder and / or any consortium member should provide details of successful implementation of at least 1 proposed Customer Relationship Management (CRM) solutions integrated with IVRS, ACD and CTI within the last 5 years, with the total user base being at least 100.

Bidder and / or any consortium member should provide the number of credentials as per the Technical Bid Evaluation Methodology as mentioned in the Annexure 3 of this RFP document. Please provide details of the assignments as per below given format.

Note:

As applicable, please provide the following proof:

- Copy of work order and certificate of completion / self-certificate attested by the client OR certificate from the authorized signatory of the bidder in case the call centre was set up by the bidding agency for itself.
- Documentary proof for the stated number of users of the CRM, attested by the client or self-certified by the authorized signatory of the bidder.
- This citation would be admissible only for that consortium member who has submitted citation, Formats for technical bid

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<td>Name of client</td>
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<tr>
<td>Location of call centre</td>
<td>Total number of seats</td>
</tr>
<tr>
<td>Total call centre agents using the call centre solution (Integrated CRM)</td>
<td>Status of the assignment (successfully implemented, complemented, ongoing, under support/maintenance phase)</td>
</tr>
<tr>
<td>Duration of the assignment</td>
<td>Start date (month / year)</td>
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<td>Date of successful</td>
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<tr>
<td>Implementation /Go-Live (month / year)</td>
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<tr>
<td>End date (month / year)</td>
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</tr>
<tr>
<td>Name of senior staff Associated with the assignment</td>
<td>Name</td>
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<td>Designation</td>
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<td></td>
<td>Role in the project</td>
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<td></td>
<td>Contact number</td>
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<td>Email ID</td>
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Narrative description of project: (in not more than 500 words)

Details of solution implemented:
- Architecture of the implemented solution:
- COTS solution implemented if any (please provide appropriate versions):
- Which of these COTS solutions are being proposed for project:

Description of actual services provided by your staff within the assignment: (in not more than 500 words)

**Form – 5: Health Care Call Centre Experience**

The bidder or any consortium member should provide their experience in competency area as required by the project and as mentioned in the technical criteria in Section 3.2 of this RFP. The bidder or any consortium member should have operated call centres in areas such as public health, healthcare advisory and health counselling. Bidder and / or any consortium member should provide the number of credentials as per the Technical Bid Evaluation Methodology as mentioned in the Section 3.2 of Technical Qualification Criteria of this RFP document. Please provide details of the assignments as per below given format.

**Note:**

As applicable, please provide the following proof:

- Copy of work order and certificate of completion / self-certificate attested by the client.
- This citation would be admissible only for that consortium member who has submitted citation in form 3
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<th>Country</th>
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<tbody>
<tr>
<td>Name of client</td>
<td></td>
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<tr>
<td>Location of call centre</td>
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<tr>
<td>Total number of seats</td>
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<tr>
<td>Duration of the assignment</td>
<td>Start date (month / year)</td>
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<td>Date of successful Implementation /Go-Live (month / year)</td>
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<td>End date (month / year)</td>
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<tr>
<td>Name of senior staff Associated with the assignment</td>
<td>Name</td>
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<td>Designation</td>
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<td></td>
<td>Role in the project</td>
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<th>Email ID</th>
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</table>

Narrative description of project: (in not more than 500 words)

Details of solution implemented:

Architecture of the implemented solution:

COTS solution implemented if any (please provide appropriate versions):

Which of these COTS solutions are being proposed for project:

Description of actual services provided by your staff within the assignment: (in not more than 500 words)
Form 6: Proposed Solution

Technical approach, methodology and work plan are key components of the technical bid. Bidder is required to present approach and methodology divided into the following sections:

Solution proposed
Understanding of the project (how the solution proposed is relevant to the understanding)
Technical approach and methodology

Form 6A: Solution Proposed

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Proposed Solution (Provide the product name or write ‘Custom Built’ in case of a new development)</th>
<th>Version And Year of Release</th>
<th>OEM</th>
<th>Features and Functionalities</th>
<th>O&amp;M Support (Warranty/AMC) as per RFP</th>
<th>Reference in the Submitted Bid (Please provide Page number / section number / volume)</th>
</tr>
</thead>
</table>
Form – 7: Proposed Team Profile

The bidder should submit the CVs of the following key personnel for evaluation of resource persons:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of Proposed Team Lead/Proposed Team Members</th>
<th>Position proposed for (Team Leader/Team Member)</th>
<th>Professional qualifications and Certifications /Accreditations</th>
<th>Total years of relevant experience</th>
<th>Language (s) known</th>
<th>Number of years of experience in the Language (s) known</th>
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Place:
Date: Seal and signature of the bidder
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Type of Resources</th>
<th>Monthly Cost</th>
<th>Yearly Cost (first Year)</th>
<th>Yearly Cost (Second Year) with 10% increment</th>
<th>Yearly Cost (Third Year) with 10% increment</th>
<th>Total without Tax</th>
<th>Tax Percentage</th>
<th>Monthly Cost</th>
<th>Yearly Cost (first Year)</th>
<th>Yearly Cost (Second Year) with 10% increment</th>
<th>Yearly Cost (Third Year) with 10% increment</th>
<th>Total with Tax</th>
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<tbody>
<tr>
<td>1.</td>
<td>Registration Agent</td>
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<td>2.</td>
<td>Paramedical/ Nursing Agent/counsellor staff</td>
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<td>3.</td>
<td>Ayush Doctors</td>
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<td>4.</td>
<td>Allopathic Doctors</td>
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<td>5.</td>
<td>Quality Analysts</td>
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<td>6.</td>
<td>Trainer</td>
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<td>7.</td>
<td>Program Manager</td>
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<td>8.</td>
<td>Call Centre Seat Cost (incremental not applicable) including the cost of CRM* and allied software*</td>
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<td>9.</td>
<td>Grand Total</td>
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<td>10.</td>
<td>Total Price (Figures) INR</td>
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<td>11.</td>
<td>Total Price (Words) INR</td>
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1) Per month seat rate would remain fixed for the duration of the contract
2) Bidder needs to additionally provide seat/ cabin prices that CHI may avail over the duration of contract for increasing the seating of CHI’s staff members

Seal and signature of the bidder
3) No counter condition/assumption in response to commercial bid will be accepted. CHI has a right to reject such bid.

4) 

5) No extra costs on account of any items or services or by way of any out of pocket expenses, including travel, boarding and lodging etc. will be payable by the CHI. The bidder cannot take the plea of omitting any charges or costs and later lodge a claim on the CHI for the same. CHI would be bearing the cost of network and telecom charges as indicated in this RFP including outbound telecom charges which would be paid at actuals.

6) Actual pay out for the Contact Center services would be based on the actual number of FTEs deployed.

7) For any increase or decrease in the number of FTE requirement has to be justified by the successful bidder and same has to be approved by the CHI.

* The CRM and allied software will be the property of CHI, Ministry of Health and Family Welfare, Govt. of India.

Place: 
Date: 

Seal and signature of the bidder