

**VOLUME I: PROJECT REQUIREMENT & BIDDING TERMS**

**Tender Document No.: JSK/14(03)/2015/Helpline**

*Request for Proposal (RFP)*  
*for*  
*“Selection of Call-centre Service Provider (CSP) on*  
*Outsourced model for*  
*Ministry of Health & Family Welfare (MoHFW),*  
*Government of India (GoI)*

**27th October, 2017**

**Ministry of Health & Family Welfare,  
Government of India  
Nirman Bhawan, Maulana Azad Road  
New Delhi - 110011**

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**GLOSSARY**

<b>ACD</b>	Automatic Call Distribution
<b>AHT</b>	Average Call Handling Time
<b>CA</b>	Call Centre agent
<b>CDR</b>	Call Detail Record
<b>CRM</b>	Customer Relationship Management
<b>CSP</b>	Call centre Service Provider
<b>CTI</b>	Computer Telephone Integration
<b>CV</b>	Curriculum Vitae
<b>DD</b>	Demand Draft
<b>DoT</b>	Department of Telecom
<b>EMD</b>	Earnest Money Deposit
<b>FAQ</b>	Frequently Asked Questions
<b>FRS</b>	Functional Requirement Specifications
<b>GoI</b>	Government of India
<b>GUI</b>	Graphical User Interface
<b>HDD</b>	Hard Disk Drive
<b>IEC</b>	Information, Education and Communication
<b>INR</b>	Indian Rupee
<b>IT</b>	Information Technology
<b>IVR</b>	Interactive Voice Response System
<b>LoA</b>	Letter of Award
<b>LoI</b>	Letter of Intent
<b>MoHFW</b>	Ministry of Health & Family Welfare
<b>OEM</b>	Original Equipment Manufacturer
<b>PBG</b>	Performance Bank Guarantee
<b>PoC</b>	Proof of Concept
<b>RFP</b>	Request for Proposal
<b>RoC</b>	Registrar of Companies
<b>SLA</b>	Service Level Agreement
<b>SoW</b>	Scope of Work
<b>TSP</b>	Telecom Service Provider
<b>TTS</b>	Text To Speech
<b>UAT</b>	User Acceptance Test
<b>UT</b>	Union Territory

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**IMPORTANT DATES FOR RFP**

<b>S. No.</b>	<b>Particular</b>	<b>Date</b>
1.	Start date of issuance i.e. Publication of RFP document	27th October, 2017
2.	Last date for submission of pre-bid queries	6 <sup>th</sup> November, 2017 by 1500 hrs.
3.	Pre-bid meeting	7 <sup>th</sup> November, 2017 at 1530 hrs. in Conference Room 406 – A, Nirman Bhawan, New Delhi-110011
4.	Last date for issuance / sale of RFP document	17 <sup>th</sup> November, 2017 by 1530 hrs.
5.	Last date and time for bid submission	23 <sup>rd</sup> November, 2017 by 1530 hrs.
6.	Date and time of opening of technical bid	23 <sup>rd</sup> November, 2017 at 1600 hrs.
7.	Presentation by the bidders on their technical bid	To be announced later
8.	Date and time for opening of financial bids of qualifying bidders	To be announced later

## 1. INTRODUCTION TO COMPONENTS OF RFP

Sealed bids are invited from eligible, reputed, qualified entities with sound technical and financial capabilities to provide and operate a Call centre in Delhi/ National Capital Region for various programmes of MoHFW on an outsourced model (hereafter referred to as 'Project') as detailed out in this RFP document. This invitation to bid is open to all bidders meeting the minimum eligibility criteria as mentioned in Annexure 1 of this RFP document.

### 1.1. Fact Sheet

Evaluation Method	The proposal will be evaluated using QCBS method as detailed out in clause 6.5.18 of this RFP.
Nodal Contact Person	Dr. Teja Ram, Dy. Commissioner (Family Planning Division) Room No. 515 A Wing Ministry of Health & Family Welfare Nirman Bhawan, Maulana Azad Road New Delhi – 110011 Phone No: 011-23063483/ 011-26181633 Email: <a href="mailto:drtejaram10461@yahoo.co.in">drtejaram10461@yahoo.co.in</a> / <a href="mailto:jsk.npsf@nic.in">jsk.npsf@nic.in</a>
Method for obtaining RFP	RFP can be collected from the office of 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 INR 5,000/- (INR Five Thousand only) by Demand Draft in favour of "Pay & Accounts Officer(Secretariat), Ministry of Health & Family Welfare, New Delhi" payable at Delhi from any of the commercial bank; Or Downloaded from or <a href="http://www.eprocure.gov.in">www.eprocure.gov.in</a> . <a href="http://www.nhm.gov.in">www.nhm.gov.in</a> , <a href="http://www.jsk.gov.in">http://www.jsk.gov.in</a>  However, in case of download from website, the bidders are required to submit the tender fee in the form of a Demand Draft (DD), as per details mentioned above, along with the bid.
Bid Security / Earnest Money	The bidder shall furnish, as part of its bid, Bid Security i.e. EMD only in the form of Bank Guarantee or Fixed Deposit Receipt drawn in favour of "Pay & Accounts Officer (Secretariat), Ministry of Health & Family Welfare, New Delhi" for an amount of INR 1,00,000/- (Rs One Lakh Only) payable at Delhi. Bid Security should be valid for a period of 225 days from the last date of submission of the bid. The Bid Security submitted in the form of Demand Draft or Banker's Cheque will not be considered, considering their 90 days validity and the same will lead to rejection of the bid. Bid Security having a validity of less than 225 days will not be considered.
Scope of work	The detailed scope of work is provided in clause 3 of this RFP.
Pre-bid meeting	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.
Language of bid	Bid should be submitted in the English language only.
Bid validity	Bid must remain valid for 180 days from the last date of submission of the bid.
Bid documents	Bidders must submit their bids in line with the requirements stated in this RFP.
Bid submission	The bid should be submitted to the Nodal Contact Person mentioned above.
Date of bid submission	Bid must be submitted no later than the date and time mentioned in Important Dates for RFP table.

## 1.2. Structure of the RFP

This RFP document comprises of the following:

- Volume I: Project Requirements & Bidding Terms
- Volume II: Conditions of Contract

The bidder is expected to respond to the requirements as completely and in as much relevant details as possible, and focus on demonstrating bidder's suitability to become the CSP (Call Centre Service Provider) of Ministry of Health & Family Welfare (MoHFW).

The bidders are expected to examine all instructions, forms, terms, project requirements and other information contained in the RFP document. Failure to furnish the information required as mentioned in the RFP document or submission of the 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.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:

- a) Visioning, policy making on health related aspects in the country
- b) Designing and planning (Centre and State / UT level) of national health programmes
- c) Performance monitoring of programmes being implemented by the States / UTs
- d) Financial disbursements to States / UTs and management (for the programmes)
- e) Providing inputs on medical education and curative care
- f) Health research, setting food and drug standards and infrastructure
- g) Providing health care services to central government employees and pensioners
- h) Health manpower development and setting norms
- i) International health regulations and treaties
- j) Supervising sub-ordinate offices

### **2.2.About MoHFW's initiatives**

Ministry of Health and Family Welfare, Government of India promotes and undertakes various health activities and dedicated for the improvement of health care services, would like to operationalize the calling operations for its various programmes on outsourced model. The envisaged features from call centre include:

- a) To promote the government schemes and programmes for awareness and IEC activities
- b) To provide consultation to beneficiaries including elementary medical advice / resolution of queries
- c) To validate the data available under various health programme
- d) To gather feedback on the quality of services delivered under various health programme
- e) To register grievance for the services delivered under various health programme

The call centre may or may not operate with all the envisaged facilities. It is likely that these functionalities will be added in a phased manner as per the requirement of MoHFW.



### **2.3.About Project**

MoHFW realised that many call centre initiatives have been taken up in healthcare areas such as health awareness, health service delivery feedback, grievances, health counselling etc. States / UTs Health Departments / Institutions are also setting up call centre as per their specific requirements wherein toll-free call services are also being provided to the citizens for enabling maximum participation. These initiatives provide an effective mechanism to the government health functionaries to provide the required information & services to the beneficiaries such as health awareness, health service delivery feedback, grievances, health counselling etc.

With this context, to provide impetus to its various health interventions & programmes, MoHFW, through this tender, would like to invite bids from eligible bidders for providing & operating a call centre in Delhi /National Capital Region (NCR) for various programmes of MoHFW on an outsourced model. Initially it is expected that around 30 to 40 operational resources would be required for few programmes of MoHFW (i.e. JSK, Kilkary & Mobile Academy and Adolescent Health) which are likely to increase during the course of the project. Further, in due course of time, it is likely that the other programme divisions based on their requirement would also add to these operational resources for their respective programmes.

As per the outsourced model as mentioned above, the bidder would be required to provide the required services as detailed out in the scope of work of this RFP and the required payment shall be made on the numbers and type of manpower deployed for the operation of call centre, shifts being operated etc. as per the requirement of MoHFW or its Programme Divisions, subject to deductions due to SLAs and penalties if any, as defined in this RFP. For the scope of work under this RFP, the bidder needs to bundle in all costs (except the application development) while quoting the manpower rates in the financial format as provided in this RFP. Further, it is to be noted by the bidder that as an outcome of this tendering process, based on the terms & conditions of this tender and the quoted financials, the bidder shall be entering into separate contracts with the respective Programme Divisions of MoHFW as and when the need arises and is communicated to the successful bidder i.e. the CSP.

It is expected that the services of the CSP shall first be availed for the JSK project, hence initially the contract would be signed with JSK with a provision that separate contract(s) with other Programme Divisions of MoHFW may also be executed with CSP with the same contractual terms and conditions. In regards to this the application interface for each programme division may vary based on their requirements such as the information to be captured, displayed, programme related modules, reports etc. Except for JSK, wherein the bidder needs to provide the total application cost, for other programmes the same would be decided mutually between the CSP and the respective Programme Divisions in the initial requirement understanding stage before signing of the contract.

### 3. SCOPE OF WORK

The overall scope of work for Call centre Service Provider (CSP) under this RFP is to provide and operate a Call centre in Delhi/ National Capital Region for various programmes of MoHFW on an outsourced model (hereafter referred to as 'Project'). Some of the key aspects of the project are as given below:

- a) CSP will keep a provision to increase and decrease seats in each shift and timings of shift as per requirement of the MoHFW. MoHFW would have the right to vary quantities i.e., number of seats and shift or both in the Call centre, at the time of award of the contract and subsequently at any time during the contract period.
- b) CSP will be responsible for creating, maintaining and updating knowledge repository for the requisite programme. It will be the responsibility of the CSP to develop the initial standard knowledge /question bank. The question bank developed by the CSP will be validated by the programme divisions before the rollout. CSP may also be asked for identifying the knowledge gaps for domain specific areas and is expected to collaborate with the domain experts appointed by MoHFW to develop appropriate content as per the requirement of the initiatives. CSP will ensure that validated and updated information is available within the system for answering the FAQs. CSP will ensure the updating of the FAQs bank on fortnightly-basis after the validation by the MoHFW.
- c) Call centre Agents (CAs) will be replying to the beneficiaries based on the queries. The CSP will ensure the quality of the resolution provided by the CAs. MoHFW may also do the audit by reviewing the recorded call of the CAs with beneficiaries.
- d) The appointed CSP needs to add various features through various modes including inbound/ outbound/ IVRS / SMS /e-mail etc. The call centre should have a capacity to scale and support the multiple programmes of the MoHFW.
- e) The appointed CSP will ensure terminals including data cabling, furniture / fixture (workstations / cubicles / seats) for as per the provision of a typical Call Centre. However, the space should be adequate for the deployed staff at an earmarked space including provision of scale-up. CSP will keep a provision in the system to forward some specific calls from dialer / IVRS / agent to other number or location as per the logic provided by the MoHFW.
- f) All required cabling will be the responsibility of the CSP. CSP has to make the necessary arrangements for providing authorized and secure internet access for the project at the proposed call centre locations.
- g) Data Centre should have provision of ISDN / lease lines connectivity and PRI Lines dedicatedly for this project. Network devices (Routers, Switch, modem, PRI cards etc.) with dual redundancy should also be managed by the CSP. The internet lease line / MPLS provisioned by the CSP should maintain 99.99% monthly uptime. CSP has to ensure the traffic which is flowing from the proposed call centre site should be encrypted using appropriate protocols (such as HTTPS, IPSec etc.), algorithm etc.

For various projects to be executed under this RFP, the scope of work for CSP has been broadly categorised as given below and detailed out subsequently.

- a) Call Centre space including ICT & Non-ICT Infrastructure
- b) Call Centre Solution
- c) Human Resource Requirement

- d) Operational Requirement of the Call Centre
- e) Other Requirements of the Project

### **3.1.Call Centre space including ICT & Non-ICT Infrastructure**

- a) The bidder shall provide services from a fully functional call centre in Delhi/ National Capital Region. The Call centre proposed by the Bidder should have registration with Department of Telecom (DoT), Government of India, under OSP category for providing domestic call centre services with provision of scalability as per the requirement of MoHFW.
- b) The call centre to be provided should be equipped with the required ICT infrastructure for smooth calling operations for various programmes of MoHFW in line with the requirements and service levels as stated in this RFP. Broadly this would include network infrastructure, hardware infrastructure and telecom infrastructure. The setup, operation and maintenance of this infrastructure will be the responsibility of the CSP. An indicative requirement for the required ICT infrastructure is as given below:
  - i. Network Infrastructure: The call centre should have properly laid out LAN infrastructure and other network equipment (such as routers, switches, firewalls etc.) along with required internet connectivity for connecting to required sites / applications of MoHFW for integration /access purpose as required by MoHFW.
  - ii. Hardware & Software Infrastructure: Based on the requirement of the project the CSP at the call centre needs to provide hardware (servers, SAN storage etc.), PCs, and the software (operating system, application servers, web servers, database servers, load balancers, CRM, CTI, TTS, ACD, Dialler, voice logger, IVRS solution, active directory, antivirus & other security solutions etc.). The system architecture should be designed by the CSP in such a way so that it meets the requirements of the programme and the performance including service levels and other requirements as stated in this RFP.
  - iii. Telecom Infrastructure and codes: Based on the requirement of the project, the CSP needs to provide and make the required telecom infrastructure integrated with the call centre. For JSK, MoHFW already has a toll free number 1800116555 from MTNL . The same would need to be configured by the CSP for JSK calling operations at the call centre to be proposed by the CSP. Similarly, for other programmes MoHFW may provide a separate number or short code; and ask CSP to integrate the programmes with a single long / short codes available with the MoHFW. Based on the seat and call requirements, MoHFW will provide additional PRI lines to the CSP, however, CSP should have adequate provision of scalability based on the call volumes. The payment to the Telecom Service Provider (TSP) shall be done by MoHFW and the mechanism of inbound & outbound call shall also be defined by MoHFW. However, CSP will maintain programme wise logs for all the calls made or received in the call centre. MoHFW may ask CSP to analyse the data provided by the TSP vis-à-vis the data generated from the call centre applications for correctness of the bill.
  - iv. The CSP may need to integrate with different TSPs with the same dialler / or may use multiple diallers for managing multiple projects of the MoHFW. However, MoHFW will provide unique PRI lines for each programme.

- c) The call centre to be provided by the CSP should be equipped with the required non-IT infrastructure such as access control system, CCTV cameras, electricity, generator set, UPS, headsets / phones, air conditioning units, electrical grounding, furniture and fixtures, and any other civil infrastructure required for the operation of the project. CSP will record and manage the availability of CCTV recording, vice recordings access logs for the last 6 months to MoHFW at any point of time.

### **3.2.Call Centre Solution**

- a) CSP will be required to design, develop, manage and maintain an integrated web-based customized solution as per the requirement of the project for the respective programmes of MoHFW for the entire duration of the contract period. The requirements in this regard will be provided to the selected CSP during the FRS process. The requirement would broadly consist of a CRM solution, IVRS solution, Voice Loggers, TTS etc. with respect to the scope of work specified in this RFP and subsequently detailed out during the requirement stage of the assignment i.e. while preparation of the FRS for the respective programmes. CSP shall maintain adequate and appropriate licenses for the application and customize them after understanding the requirements of the project by interacting with key officials. CSP shall migrate the existing data of project with the solution developed by the CSP. The developed solution should provide an easy to configure IVR system that supports addition and deletion of menus without any financial implication. The system should have provision for scheduling of messages / calls and capture usage details of each caller for customized treatment and its unique identification. The indicative set of activities that would need to be undertaken by CSP as part of development and implementation are as follows:
  - i. Prepare the Functional Requirement Specifications (FRS), software requirements specification (SRS) and developing algorithms for the project: The CSP shall interact with the key officials of programme division or any of its nominated agency for understanding the requirements for the development of solution. The CSP shall document the functional requirements and get it signed off from the programme division.
  - ii. Develop the GUI (Graphical User Interface) based on the FRS SRS and get it signed off from the respective programme division for the concerned project.
  - iii. Based on the approval, the CSP would develop / customize the application which would provide a single interface to all the components of the solution
  - iv. Test the Solution and ensure requisite support during audit of solution by programme division or its nominated agency
  - v. Once approved, CSP needs to operationalize the application in compliance with the service levels.
  - vi. CSP will provide the requisite training to the operational staff on the developed application
  - vii. CSP will define the Data Protection Standards & get these approved by the programme division and enforce the same to ensure protection and confidentiality of data.
  - viii. Play programme details to caller through TTS in Hindi and English languages. The content will be developed by the CSP and approved by MoHFW /programme

- division.
- ix. Support Ticket with all related data logging and tracking
  - x. Enable Administrators, Medical Specialists, Medical Counsellors, Supervisors, representatives to monitor the overall performance of the Call centre Agents and interact / barge in when needed
  - xi. Must integrate with CTI and should be able to pull IVR usage details of the caller including all the options selected by the caller and all details entered by caller
  - xii. Call centre Agent should be able to log and track each Ticket. Information of the escalated Tickets should be made available as and when required by the MoHFW
  - xiii. Maintain 100% recording of calls for a period of last 6 months. The recording should contain detailed call information, feedback of analysed calls, updation in questionnaires etc.
  - xiv. The developed solution must provide advanced searching capabilities. The archived media will be provided by the CSP to the programme division.
- b) The envisaged inbound solution should also have a provision for missed call feature. Inbound calls from the callers would be terminated after few rings and dialer will automatically call back to those numbers within 90 seconds. The first point of interaction will be the IVRS menu. IVRS menu will provide them the option to either talk with the Call centre Agents or listen to pre-recorded or live text-to-speech messages. CSP needs to have provision for the same in the call centre solution, however the mechanism for inbound call handling will be decided for the respective projects by the concerned programme divisions of MoHFW and the same shall become part of the contract to be signed for the concerned project.
- c) The system should have provision of the following:
- i. MoHFW may depute its representative for monitoring and evaluation of the project. CSP will be responsible for providing adequate physical seating space to them. MoHFW may provide offsite / onsite training to the agents at its own cost on programmes and soft skills over and above the stated training in this RFP.
  - ii. The development and audit of respective web services for integration at programme division's end will be developed by the programme division and at CSP's end will be developed by the CSP.
  - iii. The CSP should have mechanism for managing Business Continuity and Disaster Recovery Plan in case of disaster.
  - iv. The CSP must provision for additional infrastructure that is required for scaling of application or adding new programme beyond the initial requirement for any other software application that needs to be developed / required for the project.
  - v. The system shall be a converged communication system and shall be based on industry standard Communication with Server & Gateway architecture for providing modularity and ease of expansion. The system shall be capable of supporting both IP based hard phones as well as PC based Soft phones.
  - vi. The call processing and signaling of the offered system shall be based on open standards.
  - vii. The application should have provision to send and receive SMS and email. The

development of the gateway for the same along with the integration with the SMS service provider will be managed by the CSP. However, the arrangement of the e-mail id and financial cost for the telecom services in this regard will be on account of MoHFW.

- viii. The solution should have web-based GUI console for administration, configuration, operation & management of the system. Same interface should also provide support for viewing and generating reports (pre-generated /static as well as query based real time dynamic reports). MoHFW should also be provided web based (internet based) access to this interface for viewing and generating reports.
  - ix. The solution/platform should support call centre Routing based on Group/Queue, Service Levels, caller's intent, caller's data/caller's profile
  - x. System shall have priority handling, queue status indicator and multiple group support features as detailed in this RFP
  - xi. The caller must be provided announcement / music in case of queue/delay until the call is answered. If an agent is not available to handle a call, the call must queue for the next available agent.
  - xii. On transferring the call to Medical Specialists, Medical Counsellors and Supervisors the screen too should be transferred
  - xiii. The system shall allow the Supervisor, Medical Specialists and Medical Counsellors to observe and monitor the agents. This facility shall be available in following ways:
    - Observe and listen only mode
    - Conferencing Mode
- d) All components of call centre software (ACD, CRM, IVR, Dialer, call recording etc.) should be able to integrate with each other. Some of the key requirements / features expected from the components of the call centre solution is provided in the table below which needs to be adhered to by the CSP while developing / providing the call centre solution for the projects under this RFP:

S.No.	Call Centre Solution Component	Key Requirements / Features
1.	Customer Relationship Management (CRM) solution	<ul style="list-style-type: none"> <li>• The customised CRM should be a web based solution with seamless integration to the other tools such as IVRS, CTI, SMS gateway etc</li> <li>• It should have mechanism to integrate for fetching data for validation and pushing back the validated data</li> <li>• Provide a single view to the MoHFW for all the relevant functions as desired by MoHFW during the FRS</li> <li>• Complete management of service sets for both incoming and outgoing calls</li> <li>• Customised out-bound call validation interface with all the necessary details available on screen with a clear step-by-step validation steps and necessary pop ups for validation of key columns based on business rules</li> </ul>

S.No.	Call Centre Solution Component	Key Requirements / Features
		<ul style="list-style-type: none"> <li>• Call back scheduling to ensure maximum coverage on call-out services</li> <li>• Integration of CRM with voice /call logger</li> <li>• Should have customisable prompts for the Call Centre Agents (CA). The pop-up message that will be prompted to the CA while on call should be customizable as per requirements of MoHFW.</li> <li>✓ Skill based routing based on the following as per business rules: <ul style="list-style-type: none"> <li>✓ Data-driven routing (based on information stored in database systems)</li> <li>✓ CA profile / skills based</li> <li>✓ Last CA / relationship-based (delivers interaction to specific agents, such as the last CA who interacted with the caller /beneficiary)</li> <li>✓ Routing to maintain overall service levels specified for the project in this RFP and the contract to be signed.</li> <li>✓ Service priority routing (assigned priority, age of interaction)</li> </ul> </li> <li>• Build and customize routing strategies through easy-to-use point-and-click GUI workflow designers</li> <li>• Uniform call distribution to various CAs across campaigns and services</li> <li>• CRM integration with IVRS to enable customised screen view to CAs depending on caller response given through IVRS</li> <li>• Conferencing and live-chat facility for the team deployed by the CSP</li> <li>• 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 CA</li> </ul>
2.	Interactive Voice Response (IVR) Menu System	<ul style="list-style-type: none"> <li>• Receive all inbound calls on the telephone number specified by the programme division and prompt the callers to make their selection(s)</li> <li>• Identify the caller through Caller Line Identification (CLI) and support intelligent call routing based on past record or region</li> <li>• Update the IVRS usage details as the beneficiary traverses through the IVRS and reaches the agent</li> <li>• Programmes wise Interactive Voice Response (IVR) Menu</li> </ul>
3.	Text To Speech (TTS)	<ul style="list-style-type: none"> <li>• Text-to-Speech (TTS) converts normal text into speech</li> </ul>

S.No.	Call Centre Solution Component	Key Requirements / Features
		<ul style="list-style-type: none"> <li>Quality of text to speech should be comprehensible and understandable by the Indian population</li> <li>The TTS software should be able to integrate with the IVRS system as per the requirement of the workflow.</li> <li>TTS software should support Hindi and English languages</li> </ul>
4.	Automatic Call Distribution (ACD)	<ul style="list-style-type: none"> <li>Manages incoming calls and handles them based on the number called and an associated database of handling instructions.</li> <li>Validate callers, make outgoing calls, forward calls to the right agent, allow call centre to record messages, gather usage statistics, balance the use of phone lines, etc.</li> <li>Provide integration with IVRS menu system to intelligently route calls</li> <li>Provide configurable system for whitelisting/blacklisting users</li> <li>Automated dialing modes with algorithm based dialing, progressive dialing, rule-based dialing, least cost routing, etc. to ensure maximum connects and minimum idle time</li> <li>Queue optimization, allowing the caller the option to be called back</li> <li>Abandoned call recovery, to determine the contact number of a missed / abandoned call</li> </ul>
5.	Voice Logger	<ul style="list-style-type: none"> <li>100% automatic call recording</li> <li>Optimal Compression Techniques should be used</li> <li>Logger should support multiple format support (mp3, wav etc.)</li> <li>Recording should be sharable amongst CSP personnel and MoHFW through email, bulk transfer for supervisory requirements</li> <li>Ability to search through call details to locate specific calls as well as matching records</li> </ul>
6.	Computer Telephone Integration (CTI)	<ul style="list-style-type: none"> <li>Should be able to integrate with call centre solution</li> <li>Call events should be handled from the system such as hold, retrieve hold, conference, transfer etc.</li> <li>Support relevant screen pop-ups based on CLI, ANI (Automatic Number Identification), DNIS (Dialed Number Identification Sequence)</li> <li>The CTI shall seamlessly integrate with the application to take control of the call flow inside the Switch / EPABX and decide the most suitable action / agent for an incoming call</li> </ul>



### 3.3.Human Resource Requirement

- a) CSP is expected to run the call centre services from its premises (i.e. call centre proposed by CSP) and deploy resources for implementation, operationalization and maintenance of call centre solution along with resources for maintaining and managing the calling operations at the call centre proposed for the project under this RFP. These resources would broadly include the operational & technical resource. For application development, a judicious mix of technical resources shall be deployed by the CSP based on the requirement of the project and as mutually agreed with the respective programme divisions of MoHFW. However, for JSK, the CSP needs to provide the efforts of these resources to be deployed in their technical proposal and accordingly provide the required details in the financial formats. For all other programmes, these scope of work shall be provided by the MoHFW and efforts will be estimated by the CSP based on requirement analysis. The effort analysis shall be mutually decided and agreed upon and entered into a contract to be signed with the respective programme divisions of the MoHFW. However this requirement of efforts is only for one time application development and development of additional requirements post Go-Live of the project as required and accepted by MoHFW. All other cost of these technical resources including the maintenance of the call centre application /solution and the infrastructure shall be bundled in the operational resource cost by the CSP. For operational resources, the requirement shall be provided by the respective programme division and accordingly the resources / seats need to be made available at the call centre by the CSP. MoHFW may depute its employees in Managerial positions either full time or part time, who will possess similar authority / powers to the one given to the human resources of CSP.
- b) Broadly the technical & operational resource would consist of resources as given in the table below:

Operational Resources	Technical Resources
Call Centre Agents (English & Hindi)	Application Developers (for software development, testing etc.)
Call Centre Agents (English & any regional language) (The requirement for regional language will be provide to the CSP by MoHFW as and when required	Database Administrator
Supervisor	Business Analyst
Medical Counsellor	Content Writer
Medical Specialist	Content Translator

- c) The eligibility criteria, roles & responsibilities for the technical & operational resources to be deployed for the project is as given in the table below:

Manpower requirement	Eligibility criteria	Roles and responsibilities
<b>Operational Resources</b>		

<b>Manpower requirement</b>	<b>Eligibility criteria</b>	<b>Roles and responsibilities</b>
Call centre Agents (English & Hindi) / Call centre Agents (English and Regional language)	i. At least Graduate with minimum 1 year of experience in call centre ii. Should have excellent communication skills in Hindi and English or regional language iii. Should be below 40 years of age	<ul style="list-style-type: none"> <li>Will be responsible for resolution of inbound calls for all queries present in the question bank</li> <li>Will be responsible for validation of records &amp; making outbound calls</li> <li>Will be responsible for resolution of queries</li> <li>Will be responsible for promotion of government programmes and schemes and IEC activities</li> </ul>
Supervisor	i. At least Post Graduate with minimum 3 years of experience in call centre and minimum 1 year of experience in supervising call centre operations ii. Should be below 40 years of age	<ul style="list-style-type: none"> <li>Will be responsible for the operational aspects (i.e. day-to-day operations, training, performance management based on SLAs etc.)</li> <li>Will identify the gaps in operations based on process / knowledge / technical requirement for smooth operations</li> <li>Will be responsible for content management and shall ensure that the knowledge / question bank being made available to the Call centre Agents is updated on regular basis.</li> </ul>
Medical Counsellor	i. At least MBBS degree with minimum 2 years of work experience ii. Should be eligible for practicing in India and registered with MCI ii. Should be below 65 years of age	<ul style="list-style-type: none"> <li>Will be present on the floor during the operating hours to provide the necessary medical assistance required for addressing queries of the callers /beneficiaries</li> <li>Will be responsible for providing medical expertise to formulate responses to health queries posed by callers /beneficiaries</li> <li>Will evaluate the quality of health advice offered to the callers / beneficiaries by Call centre Agents based on the knowledge /question bank.</li> </ul>
Medical Specialist	i. MBBS with Degree or Diploma in	<ul style="list-style-type: none"> <li>Will be present on the floor during the operating hours to provide the</li> </ul>

Manpower requirement	Eligibility criteria	Roles and responsibilities
	<p>Obstetrics and Gynaecology with minimum 2 years of work experience</p> <p>ii. Should be eligible for practicing in India and registered with MCI</p> <p>iii. Should be below 65 years of age</p>	<p>necessary medical assistance required for addressing queries</p> <ul style="list-style-type: none"> <li>Will be responsible for providing medical expertise to formulate responses to health queries posed by beneficiaries</li> <li>Will evaluate the quality of health advice offered to beneficiaries by Call centre Agents</li> </ul>
<b>Technical Resources</b>		
Application Developers (software developer/ tester/, etc.) / Database Administrator /Business Analyst	<p>i. At least BE / B Tech / MCA with minimum 3 years of experience in IT with atleast 1 year of experience in relevant field in call centre solution as per their profile</p> <p>ii. Should be below 40 years of age</p>	<ul style="list-style-type: none"> <li>Will be responsible for assessment of the functional requirements of MoHFW and translate the same into technical requirements for the project. Further, also provide technical inputs to MoHFW</li> <li>Will be responsible for development of project solution and changes in the application including updation of forms and questionnaire</li> <li>Will be responsible for resolution, up-gradation and bug fixing of technical issues</li> </ul>
Content Writer / Content Translator	<p>i. At least Graduate with minimum 2 years of experience in content writing and translation</p> <p>ii. Fluency in the language for which the content needs to be developed /translated as communicated by MoHFW along with the knowledge of medical terminology</p> <p>iii. Should be below 40 years of age</p>	<ul style="list-style-type: none"> <li>Will be responsible for writing content and/or translating the content in the language (s) as per the requirement of MoHFW. The content to be developed / translated should be such that it can easily be understood by the callers / beneficiaries. MoHFW may seek their assistance for clarification and understanding the content for approval.</li> <li>Content Writer will provide details to attention and semantics of recorded calls and conduct research for providing better content for health service delivery</li> </ul>

d) MoHFW has the right to evaluate any member of CSP team deployed for the project at

any stage and can reject them in case they are not found suitable. Under such circumstances, the CSP shall replace the resource within 2 weeks from the date of written intimation from MoHFW. In case, a resource is replaced, CSP will ensure that the replaced resource should be as per the qualification / experience criteria specified in the RFP and necessary handover/ knowledge transfer and training has been provided to the resource being taken as the replacement.

- e) MoHFW reserves the right to decide on the gender of the operational resources to be deployed for a project, based on the specific requirement of the project.

### **3.4. Operational Requirement of the Call Centre**

This section provides operational requirement of the call centre including the details of the shift and operational hours, calling operations, volume of calls, resource requirement etc.

- a) Shifts & Operational Hours: The Call centre shall have a provision to operate on all 365 days a year except national holidays, in following shifts based on the requirement of the programme division:
  - i. One general shift (i.e. from 9:00 hours to 18:00 hours)
  - ii. Two shifts in a day of eight hour each (i.e. one shift from 07:00 hours to 15:00 hours and the other one from 15:00 hours to 23:00 hours)
  - iii. Three shifts in a day of eight hour each i.e. 24 X 7 (i.e. first shift from 06:00 hours to 14:00 hours, second shift from 14:00 hours to 22:00 hours and the third shift from 22:00 hours to 06:00 hours)
- b) Calling operations
  - i. All the call recording and logs will be maintained by the CSP for 6 months for monitoring and assessment purpose. These recordings and logs will be provided by the CSP to MoHFW in a portable usb based HDD (Hard Disk Drive). The HDD for the same will be provided by the MoHFW. A system generated unique identifier will be generate by the call centre application as per the recommendation of EHR standards notified by the CSP to MoHFW.
  - ii. Inbound Calls: Call centre Agents will act as a first point of contact. The agents will resolve the queries of the callers. The caller may be calling on toll free no or short code of MoHFW as the case may be. CAs will provide complete and accurate information as approved by the MoHFW to the caller. In case the Call centre Agent is unable to resolve the caller's query, the call needs to be referred to the medical counsellor / specialist in conference mode. The medical counsellor / specialist will assist the agent in providing resolution to the caller. In case the medical counsellor / specialist is also not able to resolve the query, the call centre will arrange a call back to the caller within 7 calendar days if the question is within the scope of the project.
  - iii. Outbound calls: Outbound calls will have to be made to caller whose queries have not been resolved on an incoming call because of the unavailability of the ready information and /or inability to provide complete information to the caller. MoHFW may also ask the CSP to arrange a call back to all the callers who call and leave their contact details on the IVR outside the working hours of the call centre. Outbound calls can also be made to the beneficiaries based on their contact details available or provided by MoHFW as per the requirement of the project.
  - iv. IVRS design and support: The details of the IVRS menu tree to be designed by the

CSP will be provided to the CSP during the FRS stage. The menu of IVR will be in English and Hindi only and will support the clear Text -to-Speech (TTS) provision, Dual Tone - Multi Frequency (DTMF) support to ensure easy key pad based navigation. The IVRS deployed by CSP should support easy customization based on the requirements of the project. MoHFW may ask the CSP to configure the IVRS menu from time to time for special messages / campaigns etc. without any financial implication to MoHFW.

- v. Volume of calls: CSP will ensure that the based on the number of channels, all inbound calls will be answered within 60 seconds after the call is logged into the application except for the calls received after working hours of the call centre. CSP will ensure the optimal utilisation of call centre agents through minimum 6 hours of actual calling (outbound and inbound together) per day per agent per shift on an average monthly basis.
- vi. Capacity Building of operational resource persons: CSP will be required to provide the training to all the operational resources deployed at call centre. The operational resource persons should be well trained on the application before their deployment to the project including training on soft skills, domain knowledge and working knowledge of application. Refresher training courses for the operational resource persons will also be conducted on half-yearly basis for all existing operational resource persons. The broad training requirements for the same are provided below:
  - Training on call centre solution: CSP should train / retrain its team on call centre solution afresh or for any changes made later on. The training manuals and related material for the same would be prepared by the CSP. CSP will provide training to Call centre Agents, other members of team and select personnel of programme divisions nominated by MoHFW. Arrangements and related activities for the training of CSP personnel will be the responsibility of CSP.
  - Soft-skill Training: CSP shall provide regular soft-skill training to the Call centre Agents for handling calls in an appropriate manner. The training schedule should also include coverage of soft skills training on a periodic basis to maintain quality of service.
  - Domain Training: CSP shall appoint domain experts / institutions for providing domain-specific knowledge training to the Call centre Agents. The appointed domain experts / institutions of CSP will develop intensive domain-specific training modules. It will be the responsibility of the CSP to ensure that all Call centre Agents receive appropriate domain training. CSP shall bear all expenses incurred for this activity.

### **3.5. Other Requirements of the Project**

This section provides details on other requirements of the project which is in the scope of the CSP under this RFP. These requirements are as given below:

- a) Language Requirements: The call centre solution should support Hindi, English and other regional languages as desired by the programme division. The questionnaire along with the content for the same shall be provided by MoHFW along with the required translation into regional languages. In case MoHFW desires the content to be

developed / translated by the CSP, the efforts for the same shall be mutually agreed and paid to the CSP as per the rates quoted by the CSP for the content writer / Content translator in their financial bid.

- b) Maintenance & on-going support for project: CSP will be required to operate and maintain the on-going operations for the project for entire duration of the contract. Ongoing support during the project may also include any additional developments in the call centre application/solution required post Go-Live of the project. In case of any additional development the efforts for technical resources shall be mutually discussed and decided between CSP and MoHFW and the CSP shall be paid accordingly based on the man-month rates quoted by them in their financial bid as per the financial formats provided in this RFP.
- c) Information Ownership: All information processed, stored, or transmitted by CSP for the project belongs to MoHFW. By having the responsibility to operate the proposed call centre, the CSP does not acquire implicit access rights to the information or rights to redistribute the information. The CSP understands that civil, criminal, or administrative penal actions may apply for failure to protect information appropriately. The CSP must agree to and sign a non-disclosure agreement with MoHFW that all the information of callers as well as data will be protected using appropriate security measures. Any legal issues due to leak or disclosure of information of the caller or data will be CSP's liability and any cost incurred for resolution of the issue will be borne by the CSP.
- d) Security and Privacy:
  - i. CSP shall ensure that information collected directly from the caller should only be used for the specific purpose for which it was collected.
  - ii. Privacy of caller information guidelines must be adhered to by everyone including the Call centre Agents to ensure security of data.
  - iii. Maintain logs including date, time, mac ID, number of Call centre Agents, attendance record, application logs, Call Detail Record (CDR) of PRI lines, etc.
  - iv. Ensure complete and comprehensive security from unauthorized access and misuse.
- e) Access & Audit: MoHFW may depute an agency or on its own carry out inspection or audit of the call centre. MoHFW may also depute an agency for getting the application audit done on security parameters. The observations of these inspections & audits will be incorporated by the CSP. Further security audit of the web services for sending and receiving the data from CSP end will be the responsibility of the CSP.
- f) Knowledge Bank Management by CSP: CSP will devise a knowledge bank management plan indicating the following:
  - i. Creation, management and updating the knowledge bank for the project content.
  - ii. Initial standard question bank (question bank developed by the CSP will be approved by the programme division before operationalization).
  - iii. Identifying the knowledge gaps for domain specific areas and collaborate with the domain experts to develop appropriate content.
  - iv. Maintaining the database of Frequently Asked Questions (FAQs) by callers. CSP will ensure that validated and updated information is available within the system for answering the FAQs and updating FAQs question bank on a regular basis. The response to new question will be approved by the programme division before

being incorporated into the FAQs.

- g) Call Centre Access Numbers (PSTN lines): Programme division will either provide its own Toll-Free numbers based on the requirement or may ask CSP for integration with the existing number. In such a case, CSP will have to map such toll-free numbers to the PRI lines. CSP will ensure that these lines will be accessible across India via multiple telephony networks on a single toll – free access number.
- h) Support Services: CSP will be responsible for providing support services required for the project such as:
  - i. Pantry Services: CSP will have the provision of the pantry along with the day-to-day eatables / consumables required at the project site
  - ii. Physical Security: CSP will ensure the security of the call centre for the entire project duration in order to ensure safety and security of the physical location, manuals, records infrastructure etc. MoHFW will not be responsible for any damage or loss at the Project site.
  - iii. Housekeeping Activities :Housekeeping activities related to cleanliness of the site (which includes the desks, chairs, porch area, the windows / doors of the allocated premise), pest control which includes using ultrasonic machines etc. along with the day-to-day consumables required for the project.
- i) Publicity: Any publicity of the project by the CSP should be done only with the prior written permission of the MoHFW.
- j) Reporting Requirement: Based on the operations, periodic reports will be submitted to the programme division to assess the performance of system/manpower/project including details on questionnaire, standard operating scripts, and revision thereof. Requirement for the reports with reference to call centre performance, data quality, service level performance, calling operation etc. shall be clearly defined by the programme division in the FRS / SRS. Web (internet) based access should also be provided to MoHFW for viewing and generating reports (pre-generated /static as well as query based real time dynamic reports). Tentative set of reports that may be required by the programme division are given below:
  - i. System performance report
    - Application availability
    - Dialer availability
    - Network availability
  - ii. Manpower performance report
    - Availability of Call centre Agents
    - Call centre Agents attendance report
    - Number of hours of call handling & Number of calls handled
  - iii. Project performance report
    - Reports generated based on the feedback of caller
    - Call status report
    - Reports containing details such as number of calls, wrong numbers, correct numbers and duration of calls etc.
- k) Complaint Handling Mechanism
  - i. CSP needs to design a detailed escalation matrix for resolving the complaints raised by the stakeholders. The escalation matrix will be approved by the MoHFW at the time of kick-off meeting and as desired by the MoHFW to ensure compliance

- with the SLAs defined in the RFP.
- ii. Any complaint regarding provision of services (covered under the Project) from the stakeholder shall be taken very seriously by the MoHFW. Onus to prove such complaint is invalid, would lie with the CSP. In case any such complaint is found true and reasonable, the CSP may be penalized by the MoHFW (depending on the facts and seriousness of complaint). Remedial action may also be taken by the MoHFW which can even include termination of contract.

#### **4. ROLES & RESPONSIBILITIES**

This section provides some key roles & responsibilities of the stakeholders for the project to be executed under this RFP. These are as provided below:

##### **4.1. Ministry of Health and Family Welfare, Government of India (or its nominated agency)**

- a) MoHFW will provide support to the CSP in smooth coordination with the stakeholders for operationalization of the project
- b) MoHFW may nominate a suitable committee that will steer and monitor the project. Further, the committee will decide on the matters where clarity is required by CSP for project execution. MoHFW or nominated committee will be responsible for following activities:
  - i. Overall responsibility of steering and managing the project
  - ii. Monitoring the deliverables submitted by CSP
  - iii. Addressing all issues pertaining to the project including providing sign off as well as performance review
  - iv. Approving extension of the project based as per the provision of the contract
  - v. Approving revision of the operational resources
  - vi. Approving efforts based on mutually accepted and agreed terms
  - vii. Approving changes and recommending effort proposed by CSP for Change Control
  - viii. Approving termination of contract on breach of contract terms and conditions (including those contained in RFP and related documents) by the CSP or otherwise
  - ix. Monitoring the performance of the CSP through SLAs as mentioned in this document
  - x. Deciding on matters where further clarity is required for project execution
  - xi. Waiving off penalty/penalties
  - xii. Visiting and appraising the call centre premise for reviewing the quality of services
- c) MoHFW may also constitute a Functional Committee (FC) for providing and reviewing technical and program related content of the project
  - i. Provide the necessary technical input / know-how to CSP for the development of appropriate responses for standard question bank
  - ii. Provide necessary inputs for the development of reports which would be required for effective monitoring of the programme
  - iii. Provide necessary approvals to question bank and answers
  - iv. Review the calling operation which will include listening to live and recorded calls and provide corrective actions, if any
  - v. Provide necessary feedback on FRS, SRS and other documents



#### **4.2. Call centre Service Provider (CSP)**

- a) CSP shall be responsible for the timely operationalization of the project as per the scope
- b) The ownership of the project site will remain with CSP and CSP will maintain the infrastructure as per the provisions of the RFP including the service levels
- c) CSP shall be responsible for the development of any software or customization required for the project
- d) CSP shall have the complete responsibility of data security of the project
- e) CSP may be asked to integrate with the other existing or upcoming solution. The web services for forward and backward integration on account of either party will be created by the respective party for the exchange of data
- f) CSP shall maintain the OSP license of call centre for the entire duration of the project
- g) CSP shall prepare and monitor the project plan, periodic status reports, training guidelines and modules, review meetings etc.
- h) CSP shall prepare the FRS/ SRS for the project
- i) CSP shall maintain the details of the changes carried out in the application post Go-Live including call centre solution, CRM, IVRS, SLAs, reporting formats and take proper sign-off from before deploying them on the production / live environment
- j) CSP shall provide training to Call centre Agents, other members of team as per the scope of the RFP
- k) CSP will maintain the log of deployed resource personnel using access control system, CCTV cameras, etc.
- l) Any other components (IT and non-IT) that would be required for successful operationalization of the project would be the responsibility of the CSP
- m) CSP shall establish and maintain the specified SLAs. CSP should provide all the system generated reports that are applicable to monitor the SLA for the project
- n) CSP shall undertake regular maintenance and up-gradation of the system to ensure its optimum utilization and performance
- o) CSP shall have the responsibility to maintain the decorum in the call centre including safety of the resource personnel deployed for this project
- p) CSP would ensure compliance to all laws, regulations, rules and guidelines governing the operation of the project
- q) CSP shall be responsible for any legal, security and medical issues related to personnel deployed for the project including their insurances.
- r) CSP will appoint a person to be the nodal point of contact for coordinating with the respective programme division. The nodal person will be responsible for program management activities like coordinating with the Govt. departments/offices (for information) and telecom service provider for smooth running of the operations.

## 5. PROJECT TENURE, TIMELINES & DELIVERABLES

### 5.1. Project Tenure

- a) Through this RFP, it is expected that the services of the CSP shall first be availed for the JSK project, hence initially the contract would be signed with JSK with a provision that separate contract(s) with other Programme Divisions of MoHFW may also be executed with CSP with the same contractual terms and conditions. The day the first contract (i.e. JSK or any other programme division) is signed shall be the start date of the base price (i.e. person month price) as quoted by the bidder in their financial bid, as per the formats provided in the RFP. Beyond this base year, an annual increment of 10% would be applicable on the base price quoted by the bidder. This would be used in determining the value of the respective projects as and when they are initiated. It is specifically clarified that if the first program division entering into contract with the CSP signs the contract on 1<sup>st</sup> January, 2017 and another program division on 1<sup>st</sup> April, 2017 then the revision of the price for both the project will be applicable from 1<sup>st</sup> of January, 2018 wherein the price for 1<sup>st</sup> January, 2017 shall be treated as the base price.
- b) Since through this RFP, several contracts may be entered into by the MoHFW or its divisions with the CSP for various Programme of MoHFW, the tenure for each contract would be decided by the respective Programme Divisions.
- c) In case of JSK, the tenure of the project would be 3 years from the date of Go-Live of the project post signing of the contract which may be extended for another 2 years on the sole discretion of the MoHFW on the rates, terms and conditions provided in this RFP.

### 5.2. Project Deliverables & Timelines

- a) This section provides the timelines and deliverables for the activities involved in development and operationalization of the project to be carried out by the CSP.
- b) The timelines & deliverables for other program will broadly remain the same however, activities and deliverables may change based on the requirement of the project.
- c) The timelines & deliverables for JSK is as indicated below:

S.No	Stage	Activities	Deliverables	Timelines
<b>A</b>	<b>Development Phase</b>			
1.	Requirement Stage	<ul style="list-style-type: none"> <li>Preparation &amp; submission of Project Plan</li> <li>Mobilization of technical resources</li> <li>Preparation &amp; submission of FRS/ SRS</li> </ul>	<ul style="list-style-type: none"> <li>Project Plan</li> <li>FRS &amp; SRS</li> </ul>	T <sub>0</sub> + 2 weeks
2.	Design Stage	<ul style="list-style-type: none"> <li>Preparation of System design document including details of solution components being used for the call centre</li> <li>Preparation of system architecture report detailing out the ICT infrastructure architecture</li> </ul>	<ul style="list-style-type: none"> <li>System Design Document</li> <li>System architecture report</li> </ul>	T <sub>0</sub> + 3 weeks

S.No	Stage	Activities	Deliverables	Timelines
<b>A</b>	<b>Development Phase</b>			
3.	Development Stage	<ul style="list-style-type: none"> <li>Develop the application &amp; conduct internal testing</li> <li>Make the ICT &amp; Non ICT infrastructure functional &amp; ready</li> </ul>	Application	$T_0 + 6$ weeks
4.	Implementation Stage	<ul style="list-style-type: none"> <li>Conduct the UAT and get the sign-off</li> <li>Get the security audit* done (if required)</li> <li>Mobilize &amp; train the operational resources</li> <li>Prepare the training manuals &amp; questionnaires</li> </ul>	Approval report Training Manual and questionnaire	$T_0 + 8$ weeks
5.	Go-Live	<ul style="list-style-type: none"> <li>Make the project live</li> </ul>	Live application	$T_g = T_0 + 8$ weeks
<b>B</b>	<b>Operational Phase</b>			
6.	Operation	<ul style="list-style-type: none"> <li>Operate and maintain the call centre for successful operations of the project</li> </ul>	Periodic reports	$T_g + 3$ years
Note: <ul style="list-style-type: none"> <li>'To' refers to the date of signing the contract with the CSP</li> <li>'Tg' refers to the date of Go-Live of the project from the call centre of CSPs</li> </ul>				

## **6. INSTRUCTIONS TO BIDDERS (ITB)**

### **6.1. General**

- a) The information contained in this RFP document or subsequently provided to the bidders, whether verbally or in documentary or any other form by or on behalf of MoHFW or any of its employees or advisers, is provided on the terms and conditions set-out in this RFP, and such other terms and conditions subject to which, such information is provided.
- b) This RFP is not an agreement and is neither an offer nor invitation by MoHFW to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by MoHFW in relation to the project. Such assumptions, assessments and statements do not purport to contain all the information that each bidder may require. This RFP may not be appropriate for all persons, and it is not possible for MoHFW, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be completely accurate, adequate or correct. Each bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.
- c) Information provided in this RFP to the bidders is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. MoHFW accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
- d) MoHFW, its employees and advisers make no representation or warranty and shall have no liability to any person including any bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this selection process.
- e) MoHFW also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any bidder upon the statements contained in this RFP.
- f) MoHFW may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.
- g) The issue of this RFP does not imply that MoHFW is bound to select a bidder or to appoint the selected bidder, as the case may be, for the project and MoHFW reserves the right to reject all or any of the proposal without assigning any reasons whatsoever.

- h) The bidder shall bear all its costs associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying, delivery fees, expenses associated with any demonstrations or presentations which may be required by MoHFW or any other costs incurred in connection with or relating to its proposal. All such costs and expenses shall remain with the bidder and MoHFW shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a bidder in preparation of submission of the proposal, regardless of the conduct or outcome of the selection process.
- i) While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, bidders must form their own conclusions for the execution of the project to meet the requirements as stated in the RFP. Bidders and recipients of this RFP may wish to consult their own legal advisers in relation to this RFP.
- j) All information supplied by bidders may be treated as contractually binding on the bidders, on successful award of the assignment by the MoHFW on the basis of this RFP.
- k) 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 MoHFW. Any notification of preferred bidder status by MoHFW shall not give rise to any enforceable rights by the bidder. MoHFW may cancel this public procurement at any time prior to a formal written contract being executed by or on behalf of MoHFW.
- l) This RFP supersedes and replaces any previous public documentation and communications and bidders should place no reliance on such communications.

## **6.2. Compliant bids / Completeness of Response**

- a) Bidders are advised to study all instructions, forms, terms, requirements and other information in this RFP document 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 RFP may render the bid non-compliant and the bid may be rejected.
- c) 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.

## **6.3. Pre-Bid Meeting and Clarifications**

### **6.3.1. Pre-bid Meeting**

- a) MoHFW shall hold a pre-bid meeting with the prospective bidders on the date, time and venue mentioned in Important Dates for RFP table. The bidders will have to ensure that their queries for pre-bid meeting should reach Nodal Contact Person mentioned in the Fact Sheet by e-mail or in person, on or before date and time mentioned in Important Dates for RFP table.

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

S. No.	RFP document reference(s) [Section, clause and page number(s)]	Content of RFP requiring clarification(s)	Points of clarification
1.			
2.			
3.			

- c) MoHFW shall not be responsible for ensuring that the bidders' queries have been received by MoHFW. Any requests for clarifications received after the indicated date and time may not be entertained by MoHFW.

### 6.3.2. Responses to Pre-Bid Queries and Issue of Corrigendum

- MoHFW will endeavor to provide timely response to all queries. However, MoHFW makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does MoHFW undertake to answer all the queries that have been posed by the bidders.
- At any time prior to the last date for receipt of bids, MoHFW 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.
- The corrigendum (if any) and clarifications to the queries from all bidders will be posted on the [www.nhm.gov.in](http://www.nhm.gov.in), [www.jsk.gov.in](http://www.jsk.gov.in) and [www.eprocure.gov.in](http://www.eprocure.gov.in). Any such corrigendum shall be deemed to be incorporated into this RFP.
- In order to provide prospective bidders reasonable time for taking the corrigendum into account, MoHFW may, at its discretion, extend the last date for the receipt of bids.

## 6.4. Key Requirements of the Bid

### 6.4.1. RFP Document Fees

- RFP can be purchased at the address and dates and in the manner as mentioned in the Fact Sheet.

### 6.4.2. Right to Terminate the Process

- MoHFW may terminate the RFP process at any time and without assigning any reason. MoHFW makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- This RFP does not constitute an offer by MoHFW. The bidder's participation in this process may not result in MoHFW selecting the bidder to engage towards execution of the contract.

## 6.5. Preparation of Bids

### 6.5.1. Language of the Bid

The bid prepared by the bidder, as well as all correspondence and documents relating to

the bid exchanged by the bidder and MoHFW shall be written in English language only.

#### **6.5.2. Documents Constituting the Bid**

The bid submitted by the bidder shall comprise of the following documents:

- a) Prequalification bid in the formats specified in Annexure 2 of this volume of the RFP
- b) Technical bid in the formats specified in Annexure 4 of this volume of the RFP
- c) Financial bid in the formats specified in Annexure 5 of this volume of the RFP.
- d) Any other information that is to be submitted during the course of bidding process.

#### **6.5.3. Prequalification Criteria**

- a) Any bid failing to meet the prequalification criteria mentioned in Annexure 1 of this volume of the RFP, shall be summarily rejected and will not be considered for further evaluation.
- b) If there is a change in the status of the bidder which may lead to non-compliance to the prequalification criteria mentioned in Annexure 1 of this volume of the RFP, at any stage during the bid process till the award of the contract, the bidder should immediately bring the same to the notice of MoHFW. In this case the MoHFW may take appropriate steps which may also lead to rejection of bid.

#### **6.5.4. Consortium**

- a) Consortia 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 the 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) The 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 the 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, MoHFW 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.
- b) Change in composition of the Consortium may only be permitted where:
  - i) the Lead Member (Lead member will be the prime bidder during the bidding process and will sign the contract with MoHFW) continues to be the Lead Member of the Consortium;
  - ii) the substitute is at least equal, in terms of Technical Capacity or Financial Capacity, to the Consortium Member who is sought to be substituted and the modified Consortium shall continue to meet the pre-qualification and short-listing criteria.
  - iii) the new Member(s) expressly adheres other conditions of the contract / RFP on behalf of the Consortium as if it were a party for this Project.
  - iv) Any change in composition of consortium shall only be done with the written prior approval of MoHFW.

#### **6.5.5. Sub-Contracting**

- a) The bidder may sub-contract only the following activities to a third party agency:
  - i) Housekeeping, cleaning, pest control, pantry and sanitation
  - ii) Physical security
  - iii) AMC of the Call Centre Infrastructure (IT and non-IT).
- b) However, the bidder will inform MoHFW regarding any such sub-contracting and would be overall responsible for these activities.
- c) The bidder will be solely responsible for the conduct of third party agency and its employees to whom the bidder has sub-contracted these activities

#### **6.5.6. Prequalification Bid**

- a) Prequalification bid shall comprise of the cover letter, details and documents of the bidder meeting the prequalification criteria (refer Annexure 1), undertaking, formats as specified in Annexure 2 of this volume of the RFP.
- b) It may be noted that any reference / mention of the financial quote or price schedule in the prequalification bid shall be at the bidder's risk and may result in rejection of the bid.

#### **6.5.7. Technical Bid**

- a) Technical bid shall comprise of the cover letter, details and documents of the bidder meeting the technical evaluation criteria (refer Annexure 3), undertaking, formats as specified in Annexure 4 of this volume of the RFP.
- b) It may be noted that any reference / mention of the financial quote or price schedule in the technical bid shall be at the bidder's risk and may result in rejection of the bid.



**6.5.8. Financial Bid**

- a) The financial bid should comprise of the price schedule in accordance with Annexure 5 of this volume of the RFP. Bidders may ensure that the financial bid is in the same format as provided in the RFP and non-adherence to these formats shall be at the bidder's risk and may result in rejection of the bid.

**6.5.9. Contract Value**

- a) Contract value (C.V.) of each project would be calculated based on their requirements such as number & type of operational resources / seats required, efforts agreed for technical resources, duration of project tenure etc.

**6.5.10. Bid Price**

**6.5.10.1. Prices in the Price Schedule**

- a) As part of its quote, the bidder shall provide each line item wise break-up of the financial bid, separately stating the taxes payable thereon, as per the format provided in Annexure 5 of this volume of the RFP. In case the break-up is not given separately as per the formats provided, the bidder would run the risk of being disqualified.
- b) The financial bid should strictly conform to the formats to enable evaluation of bids. A special care must be taken to ensure that the bid does not have any hidden costs or conditional costs, as this shall make the bid liable for outright rejection.

**6.5.10.2. Separation of Price Components**

- a) The price components furnished by the bidder in accordance with Annexure 5 of this volume of the RFP, will be solely for the purpose of facilitating the comparison of bids by the MoHFW. This will not in any way limits the right of MoHFW to contract on any other terms specified in the RFP.
- b) Prices quoted by the bidder shall be fixed and no variation will be allowed under any circumstances. No open-ended bid shall be entertained and the same is liable to be rejected straightaway.

**6.5.10.3. Bid Currencies**

- a) Prices shall be quoted in Indian Rupees (INR).

**6.5.11. Bid Security / Earnest Money Deposit (EMD)**

**6.5.11.1. Amount of EMD**

- a) The bidder shall furnish, as part of its bid, EMD for the amount and in the manner as mentioned in the Fact Sheet.

**6.5.11.2. Currency of Bid Security / EMD**

- a) The bid security shall be furnished in Indian Rupees (INR).

**6.5.11.3. Requirement of Bid Security / EMD**

- a) The bid security / EMD is required to protect MoHFW against the risk of bidder's conduct, which would warrant the security's forfeiture, pursuant to section 6.5.11.6.

**6.5.11.4. Discharge of Bid Security / EMD of Unsuccessful Bidder**

- a) Unsuccessful bidder's bid security / EMD will be discharged / returned as promptly as

possible on award of the project to successful bidder.

**6.5.11.5. Discharge of EMD of Successful Bidder**

- a) The successful bidder's bid security / EMD will be returned subsequent to receipt of the Performance Bank Guarantee from the bidder pursuant to 0.

**6.5.11.6. Forfeiture of EMD**

- a) The EMD can be forfeited if a bidder
  - i) Withdraws its bid during the period of bid validity or
  - ii) Does not accept the correction of errors as provided in this RFP.
  - iii) In case of the successful bidder, if the bidder fails
    - to sign the contract in accordance with the conditions of the RFP.
    - to furnish performance security as per the conditions provided in this RFP.

**6.5.12. Rejection of Bid**

- a) Any bid not secured in accordance with section 6.5.11 mentioned above, shall be rejected by MoHFW, without any further correspondence, as non-responsive.

**6.5.13. Period of Validity of Bids**

**6.5.13.1. Validity Period**

- a) Bids shall remain valid for 180 days from the date of submission of bid. MoHFW holds the right to reject a bid valid for a period shorter than 180 days as non-responsive, without any correspondence.
- b) In exceptional circumstances, MoHFW may solicit the bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the bidder should be unconditional. The bid security provided under section 6.5.11 shall also be suitably extended. A bidder may refuse the request without forfeiting the bid security. A bidder granting the request will not be permitted to modify its bid.

**6.5.14. Format and Signing of Bid**

**6.5.14.1. Number of Copies of Bid**

The bidder shall submit the bid documents as per the details given below:

- a) **Original copy of the bid:** This would consist of the following:
  - i) Original copy of prequalification bid in hard copy format, duly stamped and signed by the authorized signatory on every page in ink.
  - ii) Original copy of technical bid in hard copy format, duly stamped and signed by the authorized signatory on every page in ink.
  - iii) Original copy of financial bid in hard copy format, duly stamped and signed by the authorized signatory on every page in ink.
  - iv) Soft copy of prequalification bid in a CD.
  - v) Soft copy of technical bid in a CD.
- b) **Duplicate copy of the bid:** This would consist of the following:
  - i) Duplicate copy of prequalification bid in hard copy format, duly stamped and signed by the authorised signatory on every page in ink.
  - ii) Duplicate copy of technical bid in hard copy format, duly stamped and signed by the authorised signatory on every page in ink.
  - iii) soft copy of the duplicate copy of the prequalification bid in a CD.

- iv) soft copy of the duplicate copy of the technical bid in a CD.

**Note:** The original and duplicate copies should be exactly same. Any deviations / discrepancies found in the content of the two may lead to rejection of the bid.

The bidder should submit its bid in the prescribed pro-forma only. If any bidder fails to submit its bid in the prescribed manner, the bid shall be summarily rejected.

#### **6.5.14.2. Authentication of Bid**

- a) The original / duplicate copies of the bid shall be type written and shall be signed in ink by a person or persons duly authorized to bind the bidder to the bid. The letter of authorization shall be supported by a valid written power-of-attorney or Board resolution, accompanying the bid.
- b) Scanned or digitized signatures are not permitted. Non-adherence to this clause would make the bid liable for rejection.

#### **6.5.14.3. Validation of interlineations in Bid**

- a) Any interlineations, erasures or overwriting shall be valid only if the person or persons signing the bid have authenticated the same with signature.

#### **6.5.15. Sealing and Marking of Bids**

##### **6.5.15.1. Enclosing of Bid**

The bids should be enclosed in envelopes as under:

- a) **Sealed Envelope A (Original):** This envelope should contain the original copy of bids and should clearly provide the contents of the envelope. The envelope should also be super scribed as "Original Copy". This would contain the following envelopes:
  - i) **Sealed Envelope A.1.:** Containing original copy (hard and soft) of prequalification bid:
  - ii) **Sealed Envelope A.2.:** Containing original copy (hard and soft) of technical bid:
  - iii) **Sealed Envelope A.3.:** Containing original copy (hard copy only) of financial bid. The envelope should clearly provide the contents of the envelope and should be super scribed as "Original copy - Do not open with Prequalification or Technical Bid".
- b) **Sealed Envelope B (Duplicate):** This envelope should contain the duplicate copy of bids and should clearly provide the contents of the envelope. The envelope should also be super scribed as "Duplicate Copy". This would contain the following envelopes:
  - i) **Sealed Envelope B.1.:** Containing duplicate copy (hard and soft) of prequalification bid:
  - ii) **Sealed Envelope B.2.:** Containing duplicate copy (hard and soft) of technical bid:
- c) **Sealed Envelope C:** Both the above sealed envelopes (i.e. Envelope A and B) should be enclosed in this envelope stating the contents of the envelope. The envelope should also indicate the name and address of the bidder to enable the bid to be returned unopened in case it is declared "late".

**6.5.15.2. Mailing Address for Bids**

- a) The inner and outer envelopes shall be addressed to the Nodal Contact Person as mentioned in the Fact Sheet.

**6.5.15.3. Responsibility of MoHFW**

- a) If the outer envelope is not sealed and marked as required by section 6.5.15 above, MoHFW will assume no responsibility for the bid's misplacement or premature opening.

**6.5.15.4. Rejection of Bid**

- a) The bid has to be submitted in the form of printed document. The bids submitted by Telex, fax or e-mail shall not be entertained.
- b) Any condition put forth by the bidder non-conforming to the bid requirements shall not be entertained at all and such bid shall be rejected.

**6.5.16. Deadline for Submission of Bids**

**6.5.16.1. Last Date for Submission**

- a) The bids (prequalification, technical and financial) must be received by Nodal Contact Person mentioned in 'Fact Sheet' not later than date and time mentioned in 'Important Dates for RFP' table. In the event of the specified date for the submission of bids being declared a holiday for MoHFW, the bids will be received up to the appointed time on the next working day.

**6.5.16.2. Extension for Last date for Submission**

- a) MoHFW may, at own discretion, extend the deadline for submission of bids by amending the bid document in which case all rights and obligations of MoHFW and bidders previously subject to the deadline, will thereafter be subject to the deadline as extended.

**6.5.16.3. Late Bids**

- a) Any bid received by MoHFW after the deadline for submission of bids prescribed by MoHFW will be summarily rejected and returned unopened to the bidder. MoHFW shall not be responsible for any postal delay or non-receipt / non-delivery of the documents. No further correspondence on this subject will be entertained.

**6.5.17. Modification and Withdrawal of Bids**

**6.5.17.1. Written Notice**

- a) The bidder may modify or withdraw its bid after the bid submission provided that the MoHFW receives written notice of the modification or withdrawal before the expiration of deadline prescribed for submission of bids.

**6.5.17.2. Signing and Marking of Notice**

- a) The bidder's modification or withdrawal notice shall be prepared, sealed, marked and submitted in accordance with the provisions of section 6.5.15. A duly signed withdrawal notice may also be sent by e-mail or post so as to reach the Nodal Contact Person mentioned in 'Fact Sheet' before the expiration of deadline for submission of bids.

**6.5.17.3. Last Date for Notice**

- a) No bid may be modified subsequent to the deadline for submission of bids. No bid may

be withdrawn in the interval between the deadline for submission of bids and the expiration of period of bid validity. Withdrawal of a bid during this interval may result in the forfeiture of bidder's EMD.

#### **6.5.18. Bid Opening and Evaluation of Bids**

##### **6.5.18.1. Opening of Prequalification & Technical Bid**

###### **a) Opening of Bids**

- i) MoHFW will open all prequalification bids in the presence of bidders' representatives who choose to attend the prequalification bid opening at the date and time mentioned in Important Dates for RFP table, at a venue that will be communicated by MoHFW. The bidders' representatives who are present shall sign a register evidencing their attendance.
  - ii) Firstly prequalification bid envelopes will be opened by Tender Opening Committee (TOC). The committee will check whether the bid cover letter, tender fee, EMD and prequalification bid are present in the envelope and refer them for further evaluation. Any bid falling short of these mentioned documents will not be considered for further evaluation.
  - iii) Prequalification bids thus opened will be evaluated in detail by MoHFW subsequently.
  - iv) The bidders whose prequalification bid meets the requirement of the RFP will be intimated by MoHFW for opening of their technical bids. The time & venue for the same shall also be communicated in writing.
  - v) Then the technical bid envelopes will be opened by Tender Opening Committee (TOC). The committee will then check whether the technical bid is present in the envelope and refer them for further evaluation. The bidders' representatives who are present shall sign a register evidencing their attendance.
  - vi) Technical bids thus opened will be evaluated in detail by MoHFW subsequently
  - vii) In the event of the specified date of bid opening being declared a holiday for MoHFW, the bids shall be opened at the appointed time and location on the next working day.
- b) **Clarification of Bids:** During evaluation of bids, MoHFW may, at its discretion, ask the bidder for a clarification of its bid. The request for clarification and the response shall be made in writing. If the response to the clarification is not received before the expiration of deadline prescribed in the request, MoHFW reserves the right to make its own reasonable assumptions at the total risk and cost of the bidder which may also lead to rejection of the bid.

##### **6.5.18.2. Opening of Financial Bids**

- a) **Opening of Bids:** Financial bids will be opened and compared only for those bidders whose technical bids are complete and meet the technical evaluation criteria as specified in the RFP.
- b) **Announcement of Bids:** The financial bids will be opened in the presence of bidders' representatives who choose to attend the financial bid opening on date and time to be communicated to all the bidders whose technical bids have been qualified for financial bid opening. The bidders' representatives who are present shall sign a register

evidencing their attendance. The name of bidder, bid prices, discount, etc. will be announced at the meeting. In the event of the specified date of bid opening being declared a holiday for MoHFW, the bids shall be opened at the appointed time and location on the next working day.

#### **6.5.19. Preliminary Examination**

##### **6.5.19.1. Completeness of Bids**

- a) MoHFW will examine the bids to determine whether they are complete, whether they meet all the conditions of the RFP and whether any computational errors have been made, whether required security and tender fee have been furnished, whether the documents have been properly signed and whether the bids are generally in order.

##### **6.5.19.2. Rectification of Errors**

- a) 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 shall prevail. If the bidder does not accept the correction of errors, its bid will be rejected and its bid security may be forfeited.

##### **6.5.19.3. Rejection of Bid**

- a) If a bid is not responsive and not fulfilling all the conditions of the RFP, it will be rejected by MoHFW and shall not be accepted subsequently even if it is made responsive by the bidder by correction of the non-conformity.

#### **6.5.20. Stages of Evaluation and Comparison of Bids**

The evaluation of the bids will be carried out in three stages:

##### **6.5.20.1. Prequalification Bid Evaluation**

- a) In the first stage only the prequalification bids would be evaluated and it will be determined as to whether the bid is complete, meets all the prequalification criteria. Bids not conforming to any of the prequalification criteria shall be outright rejected. Evaluation of Bids by MoHFW shall not be questioned by any of the bidders. MoHFW may ask bidder(s) for additional information to verify claims made in their prequalification bid document, at any point of time before opening of the technical bid.

##### **6.5.20.2. Technical Bid Evaluation**

- a) In the second stage only the technical bids of those bidders who qualified the prequalification bid evaluation stage will be evaluated based on technical evaluation criteria mentioned in the RFP. The technical bids that score at least 70 marks out of 100 and meets the minimum cut-off score in each section of the technical evaluation criteria as provided in Annexure 3 of the RFP, will be considered for financial bid opening & evaluation. Evaluation of Bids by MoHFW shall not be questioned by any of the bidders. MoHFW may ask bidder(s) for additional information to verify claims made in their technical bid document, at any point of time before opening of the financial bid.

#### **6.5.20.3. Financial Bid Evaluation**

- a) The financial bids of only those bidders will be opened who qualify the technical evaluation stage. The bidders whose bids do not qualify on the prequalification or technical evaluation stage may collect their un-opened financial bids from MoHFW on prior intimation within 15 days from the date of opening of the financial bids. After these 15 days MoHFW has the right to dispose off their financial bid.
- b) The financial bids would be evaluated based on the 'Absolute Financial Quote (Fb)' of the bidder. The methodology for arriving at the 'Absolute Financial Quote (Fb)' is provided in Annexure 6 of the RFP.
- c) The bidder with the lowest "Absolute Financial Quote (Fb)" shall be selected as L1 and shall be called for further process leading to the award of the contract.
- d) Normally there would be no post tender negotiations. If at all negotiations are warranted, it would be only under exceptional circumstances and MoHFW reserves the right to negotiate with the bidder whose 'Absolute Financial Quote (Fb)' has been found to be the lowest i.e. L1 based on the evaluation of the bids. If MoHFW is unable to sign a contract with the L1 bidder, MoHFW may proceed to the next bidder i.e. L2 and so on until a contract is signed.

Note:

- i) Information relating to the examination, clarification, evaluation and comparison of bids and recommendations for the signing of a contract shall not be disclosed to bidders or any other persons not officially concerned with such process until the award to the successful bidder has been announced. Any attempt by a bidder to influence the MoHFW's processing of bids or award decisions may result in the rejection of its bid.

#### **6.5.21. Contacting MoHFW**

##### **6.5.21.1. Contact by Writing:**

- a) Subject to section 6.5.18 & 6.5.19, no bidder shall contact MoHFW on any matter relating to its bid, from the time of the bid opening to the time the project is awarded. If the bidder wishes to bring additional information to the notice of MoHFW, it should be done in writing and addressed as mentioned earlier in the RFP.

##### **6.5.21.2. Rejection of Bid:**

- a) Any effort by a bidder to influence the employees of MoHFW / members of evaluation committee in the process of examination, clarification, evaluation and comparison of bids and in decisions concerning award of contract, shall result in the rejection of its bid.

#### **6.5.22. Award of Contract**

##### **6.5.22.1. MoHFW's right to accept any bid and to reject any bid or all bids**

- a) MoHFW reserves the right to accept or reject any bid and to annul the bidding process and reject all bids at any time before the project is awarded, without thereby incurring any liability to the affected bidder or bidders, with or without assigning any reason.

#### 6.5.22.2. Notification of Award

- a) **Notification to Bidder:** Before the expiry of the period of validity of the bid, MoHFW shall notify the successful bidder in writing by registered letter or by e-mail or by fax, that its bid has been accepted. The bidder shall acknowledge in writing the receipt of the notification of award and will enter into agreement with the respective programme divisions based on their requirement. The date and time for the same shall be notified to the CSP in writing by the respective programme divisions of MoHFW.
- b) **Signing of Contract:** The contract shall be signed on all the pages by the person(s) duly authorized to bind the successful bidder to the contract. The stamp of the organization shall also be affixed on each page of the contract. MoHFW may discuss certain terms with successful bidder before signing of the contract. The bidder with whom the contract is signed will be the 'Call Centre Service Provider (CSP)'.
- c) **Discharge of EMD:** Upon the successful signing of the contract, MoHFW shall promptly request the CSP to provide performance bank guarantee. On receipt of the performance bank guarantee, MoHFW shall discharge / return the EMD to CSP.
- d) **Expenses for the Contract:** The incidental expenses of execution of agreement / contract shall be borne by the CSP.
- e) **Failure to Abide by the Contract:** The conditions stipulated in the contract shall be strictly adhered to and violation of any of these conditions will entail termination of the contract without prejudice to the rights of MoHFW to impose penalties as specified in the bidding document and the contract.

#### 6.5.23. Performance Security

- a) The successful bidder (i.e. CSP) shall at his own expense deposit with MoHFW, within thirty (30) working days for the date of notice of award of the contract or at the time of signing of the contract whichever is earlier, an unconditional and irrevocable performance Security from a scheduled Commercial bank, in the form of Fixed Deposit Receipt or Bank Guarantee drawn in favour of "Pay & Accounts Officer, Ministry of Health & Family Welfare, New Delhi" payable at Delhi, for the due performance and fulfilment of the contract by the CSP.
- b) The performance security shall be denominated in Indian Rupees only.
- c) This performance security will be for an amount equivalent to 10% of the Contract Value [i.e. C.V.]. This would be derived at the time of award of the contract and would differ for the respective programme divisions & hence their respective contracts. All charges whatsoever such as premium, commission etc. with respect to the performance security shall be borne by the CSP.
- d) The performance security shall be valid for a period of 60 days beyond the date of completion of all contractual obligations of the CSP for the respective contract.
- e) The performance security may be discharged/ returned by MoHFW upon being satisfied that there has been due performance of the obligations of the CSP under the contract. However, no interest shall be payable by MoHFW on the performance security.
- f) In the event of MSP being unable to service the contract for whatever reason, the MoHFW would revoke the performance security. Notwithstanding and without prejudice to any rights whatsoever of MoHFW under the contract in the matter, the proceeds of the performance security shall be payable to the MoHFW as compensation for any loss resulting from the CSP's failure to complete its obligations under the



contract. MoHFW shall notify CSP in writing of the exercise of its right to receive such compensation within 14 days, indicating the contractual obligation(s) for which the CSP is in default.

- g) MoHFW shall also be entitled to make recoveries from the CSP's bills, performance security, or from any other amount due to him, the equivalent value of any payment made to him due to inadvertence, error, collusion, misconstruction or misstatement. Any such occurrence should be brought to the notice of MoHFW.

#### **6.5.24. Annulment of Award**

- a) Failure of the successful bidder to comply with the requirements of the RFP shall constitute sufficient ground for the annulment of the award and forfeiture of the EMD in which event MoHFW may make the award to the next bidder who has been ranked as L2 and so on, till the award of the contract.

#### **6.5.25. Fraud and Corrupt Practices**

- a) The bidder and their respective officers, employees, agents and advisers shall observe the highest standard of ethics at all times during the selection process. Notwithstanding anything to the contrary contained in this RFP, MoHFW shall reject a bid without being liable in any manner whatsoever to the bidder, if MoHFW 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, MoHFW shall, without prejudice to its any other rights or remedies, forfeit and appropriate the bid security / performance security, as the case may be, as mutually agreed genuine pre-estimated compensation and damages payable to MoHFW for, inter alia, time, cost and effort of MoHFW, in regard to the RFP, including consideration and evaluation of such bidder's bid.
- b) Without prejudice to the rights of MoHFW under the above sections other clauses and the rights and remedies which MoHFW may have under the Letter of Intent (LoI ) or the contract, if a bidder or the CSP is found by MoHFW to have directly or indirectly or through an agent, engaged or indulged in any prohibited practices during the selection process, or after the issue of the LoI or the execution of the contract, such bidders or the CSP shall not be eligible to participate in any tender or RFP issued by MoHFW for a minimum period of 2 (two) years from the date such bidder or the CSP is found by MoHFW to have directly or through an agent, engaged or indulged in any prohibited practices, 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 MoHFW who is or has been associated in any manner, directly or indirectly with the selection process 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 MoHFW, 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 execution of the contract, as the case may be, any person in respect of any matter relating to the project or the contract, who at any time has been or is a legal, financial or technical consultant / adviser of MoHFW 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 MoHFW 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.

## 7. SERVICE LEVEL MEASUREMENT & PENALTIES

### 7.1 Service Level Measurement

- a) For measuring the compliance of the project to the envisaged requirement, Service Level Agreements (SLAs) related to expected levels of service (i.e. baseline service level) to be ensured by the CSP for the project.
- b) CSP shall be responsible for escalating issue, if any, which is required to be discussed and resolved for the smooth operation of the project well in time. Any low performance as reflected in the SLA performance of the CSP would be the sole and complete responsibility of the CSP.
- c) The key service level requirements for project, which needs to be ensured by the CSP during the operations and maintenance period, are given in Annexure 7. These performance requirements shall be strictly adhered to by the CSP. The SLA monitoring shall be done / reviewed on a periodic basis as defined in the RFP. During the contract period, it is envisaged that there may be changes to the SLA, in terms of addition, alteration or deletion of certain parameters based on mutual consent of both the parties i.e. MoHFW and CSP. However, the revised SLAs shall not have any financial implications on MoHFW or have financial advantage to the CSP.

### 7.2 Penalties

- a) CSP will attract penalties in case of delay in completion of activities. During the contract period, it is envisaged that there may be changes in the penalties for effective service delivery through the call centre, in such case the same will be incorporated in the contract based on mutual consent of both the parties i.e. MoHFW and CSP. In case at any point of time, the overall penalty exceeds 10% of the contract value, MoHFW reserves the right to terminate the contract. Penalties applicable per week of delay in completion of the following activities are as given below:

S. No	Activities	Penalties
1	CSP will ensure Go-Live of the project as per timelines defined in the RFP <i>Note: The development cost will be applicable rates for cumulative efforts of the technical resources as agreed /quoted for the project.</i>	1% of application development cost of the contract value for each completed week for delay in Go-Live after the targeted timeline.
2	CSP will ensure average minimum 6 hours of actual calling per Call centre Agent during the billing period	0.1% of {(scheduled number of hour of calling during billing period less actual hours of calling) X quarterly due payment to CSP for the deployed operation resources for the project, as per the approval of MoHFW

## 8. TERMS OF PAYMENT

- a) CSP will have to setup and operationalize the project conforming to the scope mentioned in the RFP. After the Go-Live of the project, CSP shall be paid based on the actual utilization on quarterly basis. Additional cost, if desired by MoHFW and other operational expenses as mentioned in the RFP for implementation of other requirements of MoHFW, shall be paid additionally based on the rates quoted by the CSP in the financial bid.

SI No	Payment Milestones	Payable Amount
1.	On Go-Live of the project	Payment based on the financial quotes provided by the CSP (i.e. application development cost or cost of approved deployed technical resources for the project, as the case may be) less penalties (if any)
2.	Periodic payment for operation and management after Go-Live till the entire duration of the project	Quarterly invoice raised based on the approved number of deployed operational resources in various shifts as approved in writing with MoHFW less penalties and deductions (if any)
3	Change management cost (if applicable)	Payment based on the financial quotes provided by the CSP (approved by MoHFW as cost for the change) less penalties (if any) on completion of the activity (or as agreed by the MoHFW and CSP)

b) Note:

- i) Applicable SLA deductions and other penalties for the quarter shall be deducted from the respective invoices raised by the CSP
- ii) CSP will be paid additionally for deployment of additional resource if desired by MoHFW and deployment duly approved by MoHFW in writing as per the rates mentioned in the financial quotes
- iii) All taxes, duties etc. shall be payable by the CSP. However, in case of change or revision of service tax or its equivalent in any new tax structure, the payment will be made as applicable. The documentary evidences for payment of applicable tax structure will be submitted by the CSP.
- iv) The Mandatory taxes / duties etc. as applicable shall be deducted by MoHFW.

## 9. ANNEXURES

### 9.1 Annexure 1:Prequalification Criteria

The following table defines the pre-qualification criteria for the project.

S. No.	Prequalification Criteria	Proof Required
1.	The bidder (prime bidder in case of consortium) should submit the cover letter of Pre-qualification bid	Cover letter signed by authorised signatory of the bidder as per form 1, Annexure 2 of this RFP.
2.	The bidder (prime bidder in case of consortium) should submit the valid authorisation details of the person(s) signing the bid document	Power of Attorney as per Form 2, Annexure 2 of this RFP. <b>OR</b> Certified copy of Board Resolution
3.	The bidder (each member in case of consortium) should be registered in India under Companies Act 1956 / 2013 (as amended from time to time) for a period of at least 3 years from the date of submission of the bid	Copy of Certificate of Incorporation / Registration and the details as per form 3, Annexure 2 of this RFP.
4.	The bidder (prime bidder in case of consortium) should have: a. An average annual turnover of at least INR 20 Crores during the financial years 2013-2014, 2014-2015 & 2015-16. b. An average annual turnover of at least INR 5 crores from IT or Information Technology enabled Services (ITES), during the financial years 2013-2014, 2014-2015 & 2015-16.	a. Audited financial statements (reflecting the turnover) for the financial years 2013-2014, 2014-2015 & 2015-16. b. A certificate duly certified by the statutory auditor of the bidder mentioning the average annual turnover & average annual turnover from IT/ Information Technology enabled Services (ITES), for financial years 2013-2014, 2014-2015 & 2015-16, as per form 4.1. of Annexure 2 of this RFP
5.	The bidder (any member in case of consortium) should have an average annual turnover of at least INR 2 crores from call centre establishment & operations during the financial years 2013-2014, 2014-2015 & 2015-16.	A certificate duly certified by the statutory auditor of the bidder mentioning the average annual turnover from call centre establishment & operations during financial years 2013-2014, 2014-2015 & 2015-16, as per form 4.2. of Annexure 2 of this RFP
6.	The bidder (any member in case of consortium) should have an average annual turnover of at least INR 1 crores from software development or from installation of ICT equipment during the financial years	A certificate duly certified by the statutory auditor of the bidder mentioning the average annual turnover from software development or from installation of ICT equipment

S. No.	Prequalification Criteria	Proof Required
	2013-2014, 2014-2015 & 2015-16.	during financial years 2013-2014, 2014-2015 & 2015-16, as per form 4.3. of Annexure 2 of this RFP
7.	The bidder (each member in case of consortium) should have a positive Net Worth (Paid up Share Capital plus Free Reserves after deducting accumulated Losses / Fictitious Assets) for each of the financial years 2013-2014, 2014-2015 & 2015-16.	Statutory Auditor's certificate mentioning the Net Worth as per form 4.4 of Annexure 2 of this RFP.
8.	The bidder (any member in case of consortium) should have a fully functional Call Centre facility with at least 200 physical seats setup in Delhi or National Capital Region as on date of submission of the bid	An undertaking from the Authorized Signatory of the firm, certifying the same as per form 5 of Annexure 2 of this RFP along with a copy of a valid OSP license
9.	The bidder (any member in case of consortium) should have successfully completed a similar call centre project of value not less than INR 40 lakhs or two similar call centre projects of value not less than INR 25 lakhs, within the last 5 years in India as on date of submission of the bid. <i>Note: One year of successful operations of a call centre will also be considered as completed for the purpose of evaluation under this criteria.</i>	Details of the assignments as per form 6 of Annexure 2, along with the copy of work order and certificate of completion or one year of successful operation issued by the Client / self-certificate attested by the authorised signatory of the bidder
10.	The bidder (any member in case of consortium) should have experience in operating at least one call centre project of 40 seats in India for a duration of at least one year, within the last 5 years from the date of submission of the bid.	Details of the assignments as per form 6 of Annexure 2 of this RFP, along with the copy of work order and certificate of operations from the Client / self-certificate attested by the authorised signatory of the bidder
11.	As on the date of submission of the bid, Bidder (each member in case of consortium) should not have any undisputed statutory liability outstanding for more than 6 months from the date such dues had become payable for payment.	Statutory Auditor's certificate mentioning the same as per form 7 of Annexure 2 of this RFP
12.	The bidder (each member in case of consortium) should not have the status of being blacklisted or made ineligible by Govt. of India / State Govt. /Govt. Agencies for participation in future bids for unsatisfactory performance, corrupt, fraudulent or any other unethical business	Certificate duly signed by authorised signatory of the bidder as per form 8 of Annexure 2 of this RFP

S. No.	Prequalification Criteria	Proof Required
	practices or for any other reasons, as on date of submission of the bid.	
13.	Bidder (each member in case of consortium) should not have withdrawn from similar government projects or should not have any contract termination from similar project with Govt. of India / State Govt. /Govt. Agencies in the last 3 years from the date of submission of the bid.	Certificate duly signed by authorised signatory as per form 9 of Annexure 2 of this RFP
14.	The bidder (prime bidder in case of consortium) should have submitted the Tender document fee (non-refundable) and the Bid Security / Earnest Money as mentioned in the RFP.	Tender Document Fee Bid Security / Earnest Money (Please enclose original copies and fill details in covering letter) (Format for Bank Guarantee for EMD is provided in Form 10 of Annexure 2 of this RFP, if applicable)

## **9.2 Annexure 2:Prequalification Bid Forms**

### **9.2.1 Form – 1: Cover Letter**

[On the letterhead of the organization]

To  
Nodal Officer (As per fact sheet)  
Address

Sub: "Selection of Call-centre Service Provider (CSP) on Outsourced model for MoHFW"

Dear Sir,

1. Having examined the RFP, Annexures, addenda and pre-bid clarifications, 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/ work order for the sum indicated as per our financial bid.
2. We acknowledge having received all the addenda / pre-bid clarifications to the RFP:
3. 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.
4. 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 MoHFW.
5. 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.
6. We agree to execute a contract or accept a work order in the form to be communicated by MoHFW, incorporating all terms and conditions with such alterations or additions thereto as may be necessary to adapt such contract/ work order to the circumstances of the standard and notice of the award within time prescribed after notification of the acceptance of this bid.
7. We agree that if any day during the entire project duration, our act breaches the RFP terms and conditions or we express our inability to execute the project, MoHFW reserves all the rights to terminate the contract / work order and appropriate penalty will be borne on us.
8. We hereby confirm that we do not have any conflict of interest in accordance with the RFP.
9. 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.
10. 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 MoHFW in case our bid is accepted.
11. We understand that project is on outsourced basis and any component or service required for completion of the project will be made available by us to MoHFW, without any additional financial implication, except those explicitly mentioned in the RFP.
12. We confirm that we will be responsible for the security of all the data captured or shared



with our system. We further undertake that both our company (including subsidiaries and parent companies) and directors are directly or indirectly not managing hospitals, health insurance, pharmacy and related work which as conflict with the operations of call centre. Further, after termination of the contract / work order or at the end of Project, we will not enter into any similar field for another 1 years that may raise a conflict with the operations specified in the contract / work order.

13. Unless and until a formal contract / work order is prepared and executed, this bid together with your written acceptance thereof shall constitute a binding agreement.
14. The tender document fee (non-refundable) submitted by us in form of \_\_\_\_\_ (instrument name) number \_\_\_\_\_ dated \_\_\_\_\_ is also submitted herewith.
15. As security for the due performance of the undertaking and obligation of the bid, we submit herewith a Bank guarantee or Fixed Deposit Receipt bearing number \_\_\_\_\_ dated \_\_\_\_\_ drawn in favour of "Pay & Accounts Officer (Secretariat), Ministry of Health & Family Welfare, New Delhi" for an amount of INR 1,00,000/- (Rs One Lakh Only) payable at Delhi.
16. 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 CSP, it is our responsibility to inform MoHFW of the changed status at the earliest.

We further clearly understand that MoHFW is not obliged to inform us of the reasons for 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:

### 9.2.2 Form – 2: Power of Attorney

#### 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 this project, in response to the < tender no > invited by the MoHFW, including signing and submission of all documents and providing information / responses to MoHFW 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:

1. 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.
2. 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.
3. 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.

### 9.2.3 Form – 3: Certificate of Incorporation

Bidder Name:			
Incorporated	as	_____	in year _____ at _____.
Registration Number			

Supporting Documents: Please enclose copy of Certificate of Incorporation.

### 9.2.4 Form 4: Certificate from Statutory Auditor

#### 9.2.4.1 Form 4.1: Average Annual Turnover & Average Annual Turnover from IT / Information Technology enabled Services (ITES)

We hereby certify the details of M/s \_\_\_\_\_ (name of the bidder) for the last three years are as given below:

Annual turnover for the last 3 Financial Years in Indian Rupees (in Crores)			
Year (2013-2014)	Year (2014-2015)	Year (2015-2016)	Average

Annual turnover from IT or Information Technology enabled Services (ITES) for the last 3 Financial Years in Indian Rupees (in Crores)			
Year (2013-2014)	Year (2014-2015)	Year (2015-2016)	Average

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

**9.2.4.2 Form 4.2: Average Annual Turnover from call centre establishment & operations**

We hereby certify the details of M/s\_\_\_\_\_ (name of the bidder) for the last three years are as given below:

Annual turnover from call centre establishment & operations for the last 3 Financial Years (in Crores)			
Year (2013-2014)	Year (2014-2015)	Year (2015-2016)	Average

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

**9.2.4.3 Form 4.3: Average Annual Turnover from software development or from installation of ICT equipment**

We hereby certify the details of M/s\_\_\_\_\_ (name of the bidder) for the last three years are as given below:

Annual turnover from software development or from installation of ICT equipment for the last 3 Financial Years (in Crores)			
Year (2013-2014)	Year (2014-2015)	Year (2015-2016)	Average

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

**9.2.4.4 Form 4.4: Net Worth Details**

We hereby certify the details of M/s\_\_\_\_\_ (name of the bidder) for the last three years are as given below:

Net Worth for last 3 years on year end in Indian Rupees (in Crores)			
Particular	Net worth as on 31 <sup>st</sup> March, 2014	Net worth as on 31 <sup>st</sup> March, 2015	Net worth as on 31 <sup>st</sup> March, 2016
Paid Up Share Capital			
Free Reserves after deducting accumulated losses/ fictitious assets			
Total			

(Signature of Statutory Auditor)

Name of Statutory Auditor:

Name of Statutory Auditor Firm:

Seal

**9.2.5 Form – 5: Physical seats available in functional call centre facility**

This is to certify that ----- (name of the organization), having registered office at ----- (address of the registered office) is having a fully functional Call Centre facility of \_\_\_\_\_ physical seats setup in \_\_\_\_\_ (location of call centre) as on date of submission of the bid.

We have valid registration with Department of Telecom, Govt. of India, under OSP category for providing domestic call centre services as on the date of release of the RFP. The registration no. from mentioned project site is <----->.

Dated:

Signature:

Name of the Authorized Signatory:

Designation:

Seal

**9.2.6 Form – 6: Experience Details**

<b>Project Title:</b> (Attach separate sheet for each project)	
Name and type (Government / Private) of client:	Approximate value of services provided:
Address:	Referrals (Client side): Name: Designation: Role in the project: Contact number:

<b>Project Title:</b> (Attach separate sheet for each project)	
	Email Id:
Start Date (month / year): End Date (month / year):	Status of the assignment (successfully implemented, complemented, ongoing, under support / maintenance phase):
Number of seats provided by the bidder:	Number of resources deployed by the bidder:
Operational time of the call centre for the project:	Number of call centre agents deployed by the bidder:
Narrative description of project: (in not more than 500 words)	
Description of actual services provided by your staff within the assignment: (in not more than 200 words)	
Description of actual technology used including integrated CRM, IVRS, CTI, Voice Logger etc: (in not more than 200 words)	
Relevance of assignment to current project: (in not more than 200 words)	

**9.2.7 Form 7--: No undisputed statutory liability**

<p>[On the letterhead of the organization]</p> <p>Certificate for no undisputed statutory liability</p> <p>This is to certify that ----- (name of the organization), having registered office at ----- (address of the registered office), as on the date of submission of the bid doesn't have any undisputed statutory liability outstanding for more than 6 months from the date such dues had become payable for payment.</p> <p>Dated: Signature: Name of the Authorized Signatory: Designation: Seal</p>
--

### 9.2.8 Form 8: No Blacklisting Certificate

[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, doesn't have the status of being blacklisted or made ineligible by Govt. of India / State Govt. /Govt. Agencies for participation in future bids for unsatisfactory performance, corrupt, fraudulent or any other unethical business practices or for any other reasons.

In case our organisation get blacklisted by any Government entity, even during contract period, we will inform the same to the MoHFW in writing within 15 days from the date of blacklisting. In case of concealing any such information with MoHFW, we are liable for the termination of the contract.

Signature:

Name of the Authorized Signatory:

Designation:

### 9.2.9 Form 9: Non Withdrawal and Non Termination Certificate

[On the letterhead of the organization]

#### Non Withdrawal and 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 and nor have been terminated from similar government projects with Govt. of India / State Govt. /Govt. Agencies in the last 3 years from the date of submission of the bid.

Signature:

Name of the Authorized Signatory:

Designation:

### 9.2.10 Form 10: Format for Bank Guarantee for EMD

Whereas \_\_\_\_\_ (hereinafter called "the bidder") has submitted its bid offer dated \_\_\_\_\_ 2016 for "**Selection of Call-centre Service Provider (CSP) on Outsourced model for MoHFW**" for Request for Proposal (RFP)' (hereinafter called "the bid") KNOW ALL MEN by these 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 "MoHFW" in the sum of Rs 1,00,000/- (Rupees One Lakh only) for which payment will and truly to be made to the MoHFW 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 MoHFW 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 MoHFW up to the above amount upon receipt of its first written demand, without the MoHFW having to substantiate its demand, provided that in its demand the MoHFW 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)

### 9.3 Annexure 3: Technical Evaluation Criteria

The following table defines the technical evaluation criteria for the project. Bidder has to individually score minimum cut-off marks in each section as provided in the table below and 70% on an aggregate to qualify the technical bid evaluation stage and become eligible for financial bid opening. MoHFW may visit the proposed premise to validate the facilities and set of service delivered by the bidder.

S. No.	Technical Evaluation Criteria	Maximum Score	Minimum Cut-off	Proof Required
<b>A</b>	<b>Organisational Strength</b>	<b>20</b>	<b>12</b>	
1.	The bidder (prime bidder in case of consortium) should have an average annual turnover of at least INR 20 Crores during the financial years 2013-2014, 2014-2015 & 2015-16.	6 <i>Award of score would be as per the details given below:</i> •20 crores: 4 marks •>20 & <=25 crores: 5 marks •>25 crores: 6 marks		The details provided by the bidder in their Prequalification bid & clarifications (if any) accepted by MoHFW, would be referred.
2.	The bidder (prime bidder in case of consortium) should have an average annual turnover of at least INR 5 crores from IT or Information Technology enabled Services (ITES), during the financial years 2013-2014, 2014-2015 & 2015-16.	5 <i>Award of score would be as per the details given below:</i> •5 crores: 3 marks •>5 & <=6 crores: 4 marks •>6 crores: 5 marks		The details provided by the bidder in their Prequalification bid & clarifications (if any) accepted by MoHFW, would be referred.
3.	The bidder (any member in case of consortium) should have an average annual turnover of at least INR 2 crores from call centre establishment & operations during the financial years 2013-2014, 2014-2015 & 2015-16.	5 <i>Award of score would be as per the details given below:</i> •2 crores: 3 marks •>2 & <=3 crores: 4 marks •>3 crores: 5 marks		The details provided by the bidder in their Prequalification bid & clarifications (if any) accepted by MoHFW, would be referred.
4.	Bidder (any member in case of consortium) should have at least 25 call centre agents on payroll of the firm, as on date of submission of the bid	4 <i>Award of score would be as per the details given below:</i> •25 call centre agents: 3 marks •>25 & <=50 call		An undertaking from the HR head of the firm, certifying the stated number of call centre agents on the payroll of the company as per form 1 of Annexure 4 of



S. No.	Technical Evaluation Criteria	Maximum Score	Minimum Cut-off	Proof Required
		<i>centre agents: 3.5 marks</i> • >50 call centre agents: 4 marks		this RFP.
<b>B</b>	<b>Proposed Call Centre Capacity</b>	<b>15</b>	<b>9</b>	
5.	<p>The bidder (any member in case of consortium) should have a fully functional Call Centre facility with at least 200 physical seats setup in Delhi or National Capital Region as on date of submission of the bid</p>	<p>15</p> <p><i>Award of score would be as per the details given below:</i></p> <ul style="list-style-type: none"> <li>• 200 seats: 11 marks</li> <li>• &gt;200 &amp; ≤225 seats: 12 marks</li> <li>• &gt;225 &amp; ≤250 seats: 13 marks</li> <li>• &gt;250 &amp; ≤300 seats: 14 marks</li> <li>• &gt;300 seats: 15 marks</li> </ul>		The details provided by the bidder in their Prequalification bid & clarifications (if any) accepted by MoHFW, would be referred.
<b>C</b>	<b>Past Experience of the Firm</b>	<b>25</b>	<b>15</b>	
6.	<p>The bidder (any member in case of consortium) should have successfully completed similar Call Centre Projects costing not less than INR 40 lakhs each, within the last 5 years from the date of submission of the bid.</p> <p>Note:</p> <ul style="list-style-type: none"> <li>• In order to be eligible for full marks, at least 2 citations meeting the said criterion should be provided. In case of multiple citations, only the applicable citations in serial order will be considered for evaluation</li> <li>• One year of successful operations of a call centre will also be considered as completed for the purpose of evaluation under this criteria.</li> <li>• Some of the indicative parameters on which evaluation will be based</li> </ul>	9		<p>Details of the assignments as per as per form 6 of Annexure 2, would be referred for details.</p> <p>The bidder also needs to provide the copy of work order and certificate of completion or one year of successful operation issued by the Client / self-certificate attested by the authorised signatory of the bidder.</p>

S. No.	Technical Evaluation Criteria	Maximum Score	Minimum Cut-off	Proof Required
	will be value of the project, location of the call centre etc.			
7.	<p>The bidder (any member in case of consortium) should have experience in operating Call centre projects of atleast 25 seats in each project, within the last 5 years in India</p> <p>Note:</p> <ul style="list-style-type: none"> <li>•In order to be eligible for full marks, at least 2 citations meeting the said criterion should be provided. In case of multiple citations, only the applicable citations in serial order will be considered for evaluation</li> <li>•Some of the indicative parameters on which evaluation will be based will be value of the project, number of seats, type of client (i.e. higher marks would be given for govt/ PSUs), area of operations (i.e. public health, health or others) etc.</li> </ul>	9		<p>Details of the assignments as per form 6 of Annexure 2, would be referred.</p> <p>The bidder also needs to submit the copy of work order and certificate of operations from the Client / self-certificate attested by the authorised signatory of the bidder.</p>
8.	<p>The bidder (any member in case of consortium) should have experience in operationalization of call centre solution with integrated CRM, IVRS, CTI, Voice Logger etc. within the last 5 years in India from the date of submission of the bid.</p> <p>Note:</p> <ul style="list-style-type: none"> <li>•In order to be eligible for full marks, at least 2 citations meeting the said criterion should be provided. In case of multiple citations, only the</li> </ul>	7		<p>Details of the assignments as per form 6 of Annexure 2, along with the copy of work order and certificate of operationalisation from the Client / self-certificate attested by the authorised signatory of the bidder.</p>

S. No.	Technical Evaluation Criteria	Maximum Score	Minimum Cut-off	Proof Required
	<p>applicable citations in serial order will be considered for evaluation</p> <ul style="list-style-type: none"> <li>Some of the indicative parameters on which evaluation will be based will be value of the project, number of users, completeness of solutions implemented in line with the scope of the RFP etc.</li> </ul>			
E	<p><b>Understanding, Approach &amp; Solution Assessment</b></p> <p><i>If required by MoHFW, the bidder would be required to make presentation on these evaluation criteria as submitted in their proposal and also submit the hard copy of the presentation stamped and signed by the authorized signatory of the bidder at the time of presentation. MoHFW reserves the right to visit the call centre to validate the aspects proposed in the RFP after due information to the bidder.</i></p>	40	24	
9.	<p>The bidder needs to provide their:</p> <ol style="list-style-type: none"> <li>Understanding of the requirements of the project</li> <li>Approach to be adopted for execution of the project</li> <li>Identification of risks (operational, infrastructure, environmental, governance, technology etc.) and proposed mitigation plans</li> <li>Approach on maintaining security and confidentiality of information of callers and the data</li> </ol>	18		The bidder needs to submit the required details in their technical bid.
10.	Proposed technical solution based on the understanding	12		The bidder needs to submit the required

S. No.	Technical Evaluation Criteria	Maximum Score	Minimum Cut-off	Proof Required
	<p>of scope of the project. Some of the parameters to be evaluated would include:</p> <p>e) Understanding the requirements of the project and alignment of the requirements with the solution being proposed</p> <p>f) The detailed architecture covering overall framework including system and data / information security aspects</p> <p>g) Key components of the solution / system and COTS solutions being proposed.</p> <p>h) Open standards, performance, ease of customization of the solution being proposed</p>			details in their technical bid.
11.	Proposed approach for governance framework, reporting structure, escalation matrix, capacity building, training methodology and training content etc.	10		The bidder needs to submit the required details in their technical bid.
<b>Total Score</b>		<b>100</b>	<b>70</b>	

#### 9.4 Annexure 4: Technical Bid Forms

##### 9.4.1 Form – 1: 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 Call centre Agent>> Call centre Agent employed and are on the payroll of the company as on \_\_\_\_\_ << mention the date >>.

Yours Sincerely,

(Signature of HR head of the company)

Name of the Signatory:

Seal:

## 9.5 Annexure 5: Contents and Format of Financial Bid

### 9.5.1 Form A: Financial Format for Monthly Rate per person

The bidder is required to quote the monthly rates for each of the resources (operational & technical) along with their shifts and shift timings. MoHFW or its divisions based on the requirement of the project will sign a contract with the bidder. The requirement of the project will be accessed by the CSP. Based on the accessed requirement, MoHFW will validate the same and accordingly sign a contract with the CSP. The payment to the CSP will be made based on the operational manpower approved by the MoHFW and the rates quoted by the CSP. The technical manpower will be analysed by the CSP based on the approved rates and submitted to the MoHFW. The payment to the CSP will be made based on the technical manpower approved by the MoHFW. The process will be followed for all the project of the MoHFW subsequently signed under this RFP.

The contract will initially be signed for the JSK project and subsequently based on the provisions of the RFP other programme may onboard by using this RFP for availing the services for CSP based on the rates quoted by the approved bidder (i.e. CSP).

The table below provides the format for providing monthly rates for each of the resources (operational & technical) along with their shifts and shift timings as applicable. These rates as quoted by the bidder would be used by the programme divisions of MoHFW for deployment of required resources for operations and technical aspects at the call centre proposed by the bidder for the execution of the respective projects of the programme divisions of MoHFW.

S No	Resource type	Shifts & Shift Timings	Monthly Rate per person for each shift, exclusive of taxes (in INR) (A)	Taxes (in INR) (B)	Total Rate inclusive of Taxes (in INR) (C) = (A + B)
<b>A</b>	<b>Operational Resources</b>				
1	Supervisor	One general shift (9:00 hours to 18:00 hours)			
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)			
		Three shifts in a day of eight hour each i.e 24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)			
2	Medical Counsellor	One general shift (9:00 hours to 18:00 hours)			

S No	Resource type	Shifts & Shift Timings	Monthly Rate per person for each shift, exclusive of taxes (in INR) (A)	Taxes (in INR) (B)	Total Rate inclusive of Taxes (in INR) (C) = (A + B)
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)			
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)			
3	Medical Specialist	One general shift (9:00 hours to 18:00 hours)			
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)			
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)			
4	Call Centre Agent (Hindi & English)	One general shift (9:00 hours to 18:00 hours)			
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)			
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)			
5	Call Centre Agent (English & Regional Language)	One general shift (9:00 hours to 18:00 hours)			
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)			

S No	Resource type	Shifts & Shift Timings	Monthly Rate per person for each shift, exclusive of taxes (in INR) (A)	Taxes (in INR) (B)	Total Rate inclusive of Taxes (in INR) (C) = (A + B)
		Three shifts in a day of eight hour each i.e 24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)			
<b>B</b>	<b>Technical Resources</b>				
6	Application Developers	To be managed by the CSP			
7	Database Administrators	To be managed by the CSP			
8	Business Analyst	To be managed by the CSP			
9	Content Writer	To be managed by the CSP			
9	Content Translator	To be managed by the CSP			

Note:

- The day the first project of any programme division of MoHFW is awarded (Letter of award is issued to the CSP), would be taken as the start date for the prices quoted above i.e. these rates would form the base price. Beyond this base year, an annual increment of 10% would be applicable on the base rates quoted by the bidder. This would be used in determining the value of the respective projects as and when they are initiated as well as any additional requirement taken up during the period of contract.
- In case of two shifts in a day and three shifts in day, the monthly rate per person for each shift should be quoted as an average rate per person per shift irrespective of the timings of shift.

#### 9.5.2 Form B: Financial Format for Application Development Cost for JSK Project

Table below provides the format for providing the application development cost for the JSK project under this RFP wherein CSP would be required to operate the call centre on outsourced and turnkey basis for the requirements of JSK Programme division as provided in this RFP. For JSK this cost and cost for operational resources (as required by MoHFW) shall form the contract value for JSK.



S No	Resource type	Efforts in number of Person Months (m)	Rates should be same as quoted in Form A: Financial Format for Technical Resources			Total Rate inclusive of Taxes (in INR) (O) = (m) X (L)
			Monthly Rate per person exclusive of taxes(in INR) (J)	Taxes (in INR) (K)	Monthly Rate inclusive of Taxes (in INR) (L) = (J + K)	
C	JSK Project Application Development					
1	Application Developer					
2	Database Administrator					
3	Business Analyst					

Note:

- Rates quoted above should be same as quoted in Form A: Financial Format. In case of discrepancy in the rates quoted here and the rates quoted in Form A: Financial Format, the rates as quoted in Form A: Financial Format would prevail for all contractual matters.

### 9.5.3 Key considerations on the financial format (i.e. form A & form B, as provided above)

- The prices or the rates quoted above should include all charges incurred by the bidder for providing the services as mentioned in this RFP.
- In case of any change or revision of service tax or its equivalent in any new tax structure by the Government of India, the payment will be made as applicable. The documentary evidences for payment of applicable tax structure will be submitted by the bidder.
- The Mandatory taxes / duties etc. as applicable shall be deducted by MoHFW.
- No deviations from the above financial formats will be accepted, by the MoHFW.
- The above rates shall be fixed and remain valid for the entire contract period and extensions thereof if provided by MoHFW.
- Conditional rates /quotes will not be accepted and may lead to rejection of the bid.

Signature of the bidder\_\_\_\_\_

Address\_\_\_\_\_

Date: \_\_\_\_\_

Place:\_\_\_\_\_

## 9.6 Annexure 6: Methodology for calculation of Absolute Financial Quote (Fb)

This section provides the methodology for calculation of 'Absolute Financial Quote (Fb)', which will be used only for the purpose of evaluation of financial bids which have qualified the technical bid evaluation stage. This methodology is a 4 step process as given below:

### 9.6.1 Step 1: Estimation of Total Person Requirement (n)

For calculation of Fb, an indicative number of resources required for each programme and in total is provided in the table below for first year.

S No	Resource type	Shifts & Shift Timings	Indicative Person Requirement in First Year				
			JSK	Kilkary & Mobile Academy	Adoloscent Health	Other Program mes of MoHFW	Total
A	Operational Resources						
1	Supervisor	One general shift (9:00 hours to 18:00 hours)	2	1	1	10	14
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)				10	10
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)				10	10
2	Medical Counsellor	One general shift (9:00 hours to 18:00 hours)	1		1	5	7
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)				3	3
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)				2	2
3	Medical Specialist	One general shift (9:00 hours to 18:00 hours)	1		1	2	4
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)				1	1
		Three shifts in a day of eight hour each i.e24 X				1	1

S No	Resource type	Shifts & Shift Timings	Indicative Person Requirement in First Year				
			JSK	Kilkary & Mobile Academy	Adoloscent Health	Other Program mes of MoHFW	Total
		7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)					
4	Call Centre Agent (Hindi & English)	One general shift (9:00 hours to 18:00 hours)	12	4	12	18	46
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)				10	10
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)				10	10
5	Call Centre Agent (English & Regional Language)	One general shift (9:00 hours to 18:00 hours)	6			8	14
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)				8	8
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)				8	8
B	Technical Resources						
6	Application Developers	To be managed by the CSP	4	4	4	8	20
7	Database Administrators	To be managed by the CSP	2	2	2	8	14
8	Business Analyst	To be managed by the CSP	1	1	1	4	7
9	Content Writer / Content Translator	To be managed by the CSP	1	1	1	2	5

**9.6.2 Step 2: Deriving Total Person Months Cost (Fa)**

The total person requirement as calculated in step 1 will be multiplied with the months of deployment and the monthly rate per person (exclusive of taxes) as quoted by the bidder in their financial bids as per the format provided in 'Form A: Financial Format for Monthly Rate per person' to derive 'Total Person Months Cost (Fa)' as given in table below:

S N o	Resource type	Shifts & Shift Timings	Total Indicativ e Person Require ment in First Year (n)	Number of months of deployme nt in First Year (p)	Monthly Rate per person (in INR) as quoted by bidder (exclusive of taxes) (A)	Total Person Months Cost (Fa) (in INR) (exclusive of taxes) (B )=(n) x (p) x (A)
A	Operational Resources					
1	Supervisor	One general shift (9:00 hours to 18:00 hours)	14	12	As quoted by the bidder	
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)	10	12	As quoted by the bidder	
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)	10	12	As quoted by the bidder	
2	Medical Counsellor	One general shift (9:00 hours to 18:00 hours)	7	12	As quoted by the bidder	
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)	3	12	As quoted by the bidder	
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)	2	12	As quoted by the bidder	

S N o	Resource type	Shifts & Shift Timings	Total Indicativ e Person Require ment in First Year (n)	Number of months of deployme nt in First Year (p)	Monthly Rate per person (in INR) as quoted by bidder (exclusive of taxes) (A)	Total Person Months Cost (Fa) (in INR) (exclusive of taxes) (B )=(n) x (p) x (A)
3	Medical Specialist	One general shift (9:00 hours to 18:00 hours)	4	12	As quoted by the bidder	
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)	1	12	As quoted by the bidder	
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)	1	12	As quoted by the bidder	
4	Call Centre Agent (Hindi & English)	One general shift (9:00 hours to 18:00 hours)	46	12	As quoted by the bidder	
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)	10	12	As quoted by the bidder	
		Three shifts in a day of eight hour each i.e24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)	10	12	As quoted by the bidder	
5	Call Centre Agent (English & Regional Language)	One general shift (9:00 hours to 18:00 hours)	14	12	As quoted by the bidder	
		Two shifts in a day of eight hour each (07:00 hours to 15:00 hours and 15:00 hours to 23:00 hours)	8	12	As quoted by the bidder	

S N o	Resource type	Shifts & Shift Timings	Total Indicativ e Person Require ment in First Year (n)	Number of months of deployme nt in First Year (p)	Monthly Rate per person (in INR) as quoted by bidder (exclusive of taxes) (A)	Total Person Months Cost (Fa) (in INR) (exclusive of taxes) (B )=(n) x (p) x (A)
		Three shifts in a day of eight hour each i.e 24 X 7 (06:00 hours to 14:00 hours, 14:00 hours to 22:00 hours and 22:00 hours to 06:00 hours)	8	12	As quoted by the bidder	
<b>B Technical Resources</b>						
6	Application Developers	To be managed by the CSP	20	12	As quoted by the bidder	
7	Database Administrators	To be managed by the CSP	14	12	As quoted by the bidder	
8	Business Analyst	To be managed by the CSP	7	12	As quoted by the bidder	
9	Content Writer / Content Translator	To be managed by the CSP	5	12	As quoted by the bidder	

**9.6.3 Step 3: Deriving Total Cost of JSK Project Application Development (Fj)**

In this step the total cost for JSK project application development (Fj) exclusive of taxes is calculated based on the efforts and rates quoted by the bidder in their financial bids as per the format provided in 'Form B: Financial Format for Application Development Cost for JSK Project', as given in table below:

S No	Resource type	Efforts in number of Person Months (m)	Monthly Rate per person (in INR) exclusive of taxes (J)	Total (in INR) exclusive of taxes (Q)=(m) X (J)
<b>C</b>	<b>JSK Project Application Development</b>			
1	Application Developer			
2	Database Administrator			
3	Business Analyst			
4	Content Writer / Content Translator			
<b>Total Cost of JSK Project Application Development (Fj) i.e. Sum of Column 'Q'</b>				

**9.6.4 Step 4: Arriving at the Absolute Financial Quote (Fb)**

In this step the 'Absolute Financial Quote (Fb)' is calculated using Fa & Fj derived in step 2 & step 3 above, respectively, as per the formula given below:

$$\mathbf{Fb = Fa + Fj}$$

**Note:**

- The above details are only for evaluation purpose & for calculation of Fb. The contract value for each of the programme divisions may vary based on the requirement provided at the time of signing of the contract.

## 9.7 Annexure 7:SLA Requirement

**9.7.1** The SLA specifies the expected levels of service (i.e. baseline service level) to be provided by the CSP to various stakeholders of the project. Payment to the CSP is linked to the compliance with the SLA metrics laid down in the tables provided subsequently. The tables also specify the limits and metrics for lower / higher performance and breach levels.

**9.7.2** The SLAs consist of specific set of parameters for ensuring the desired performance level of the project and a summarized metrics of the SLA parameters is provided in the table below and detailed out subsequently.

S. No.	Metric	Score for Baseline metrics
1.	Question Bank / Content Creation	15
2.	Availability - Project Application Uptime	35
3.	Feedback on Call Centre Performance	20
4	Key Call Centre Parameters	20
5	Project site environment Index (rating)	10

**9.7.3** CSP will get 100% of quarterly payment if the baseline performance metrics are complied with (and if no penalties are imposed as specified in the RFP). The CSP will get lesser payment in case of a lower performance on any parameter.

**9.7.4** The SLA score will be calculated based on the following table:

S. No.	SLA score range	Deductions
Slab 1	<98 & >=90	0.2% deduction for every point < 98 & >=90
Slab 2	<90 & >=80	0.4 % deduction for every point < 98 & >=80
Slab 3	<80	0.6 % deduction for every point < 98
Note: The percentage penalty would be calculated on the bill raised by the CSP for the concerned quarter entirely based on the slab on which SLA scores are falling.		
Example: SLA Score of 82 will lead to a deduction of 6.4% (i.e. 16 x 0.4% =6.4%)		

**9.7.5 SLA Monitoring:** The aforementioned SLA parameters shall be measured on a quarterly basis as per the individual SLA parameter requirements; through appropriate SLA measurement tools to be designed by the CSP for the purpose. If the performance of the system / services is degraded significantly at any given point in time during the project duration and if immediate measures are not implemented and issues are not rectified to the complete satisfaction of MoHFW or an agency designated by them, then MoHFW shall have the right to take appropriate corrective actions including termination of the contract.

**9.7.6** It is to be noted that the maximum deduction at any point of time on a cumulative basis shall not exceed 10% of quarterly payment as per the signed contract. In case



the deductions exceed 10%, or CSP gets an SLA score of less than 80 for three consecutive quarters, MoHFW reserves the right to terminate the contract.

**9.7.7** The SLAs shall be reviewed periodically at the option of MoHFW and if required, SLAs will be revised after taking the advice of the CSP and other agencies. The revised SLAs shall not have any financial implications on the MoHFW or financial advantage to the bidder / CSP.

**9.7.8 SLA Metrics:** The table below provides the detailed SLA metrics

S. No.	Metric	Baseline Metrics		Measurement Method
		Metric	Score	
<b>A.</b>	<b>QUESTION BANK / CONTENT CREATION</b>		<b>15</b>	
1	Average number of days for submitting an updated questionnaire including preparation of draft response to MoHFW from the date of receipt of any new query. Note: Days includes only the working days for calculation of this SLA.	within 2 days	15	Avg is calculated using the formula given below: Avg = $\frac{\sum (N_i \times d_i)}{\sum (N_1, N_2, \dots, N_n)}$ Where: ○ N is the number of queries received and d is the day on which response was forwarded to MoHFW. ○ All such N & d combinations over a quarter shall be added for calculating average value for monitoring SLA.
		> 2 days & ≤ 2.5 days	13	
		>2.5 days & ≤ 3 days	10	
		>3 days & ≤ 4 days	8	
		>4 days	0	
<b>B.</b>	<b>AVAILABILITY</b>		<b>35</b>	
2	Application Uptime: Application uptime (% of time for which the application was available during the operational hours excluding scheduled maintenance agreed, if any). It will be total cumulative uptime of application and calculated as 'Total uptime of application in minutes ÷ Total minutes of operations in a quarter.'	>98%	15	Measured from the monitoring / reporting tool used by the CSP.
		>96% & ≤ 98%	13	
		>95% & ≤ 96%	10	
		>=93% & ≤ 95%	5	
		<93%	0	
3	Percentage Availability of Manpower: SLA will be calculated based on the number of resource persons present against the number of days of presence required for the resource persons on site, for the quarter for each shift.	>98%	20	Percentage Availability = $\frac{\text{number of days of actual presence in a quarter}}{\text{number of days of presence required in a quarter for each shift}}$ . For eg. required presence of Call centre operational with 1 Medical specialist, 1 Medical Counsellor, 2 Supervisors and 10 Call centre Agents for a
		>95% & ≤ 98%	17	
		>90% & ≤ 95%	13	
		>=80% & < 90%	8	

S. No.	Metric	Baseline Metrics		Measurement Method
		Metric	Score	
	<p>For calculation of this SLA weightage to resources will be in the following ratio: Medical specialist: Medical Counsellor: Supervisor: Call centre Agent = 6:4:2:1</p> <p>In case of Shifts, the weightage to resources will be applied and summed up value will be generated for calculating the SLA.</p>			<p>quarter with 90 days and 6 holidays will be <math>6*1*84 + 4*1*84 + 2*2*84 + 1*10*84 = 504 + 336 + 336 + 840 = 2016</math>. Assuming Medical specialist, Medical counsellor, Supervisors and Call centre Agents were not available in total for 1, 2, 6 (3 each) and 10 (1 each) days respectively. The desired presence will be <math>6*1*83 + 4*1*82 + 2*2*81 + 1*10*83 = 498 + 328 + 324 + 830 = 1980</math> Metric value is 98.2 Note: Number of days of presence required will be considered for the entire duration of the operational hours as per the contract</p>
<b>C.</b>	<b>PERFORMANCE</b>		<b>20</b>	
4	<p><b>Feedback on Call Centre Performance</b> SLA will be calculated based on the feedback received from the callers /beneficiaries on the service delivery. Random calls will be made and SMS may be forwarded to the beneficiaries for seeking feedback.</p>	<p>&gt; 90% 6</p> <p>&gt;=85% &amp; &lt;=90% 5</p> <p>&gt;=80% &amp; &lt;85% 4</p> <p>&gt;=75% &amp; &lt;80% 3</p> <p>&lt;75% 0</p>		<p>SLA will be measured on quarterly basis as the percentage of number of SMSes and calls having satisfactory performance against the number of calls and SMSes received as feedback. A report on this SLA needs to be developed in the system by the CSP. Unavailability of feedback and unavailability of feedback mechanism will provide 100% marks and 0% marks to the CSP respectively.</p>
5	<p><b>Number of calls Calls Heard for Quality Assessment (CQa)</b> The SLA will be monitored based on the number of calls heard by each of the Supervisor / Medical counsellor / Medical Specialist (as the case may be) for quality assessment in each shift, wherein 10 is the minimum calls they should hear (i.e. 10 each) on daily basis.</p>	<p>&gt;=10 6</p> <p>&gt;=7 &amp; &lt;10 4</p> <p>&lt; =6 0</p>		<p>SLA will be measured on quarterly basis for each resource as the average day-wise number of calls heard by them in each shift. CQ<sub>a</sub> is calculated using the formula given below for each resource and the minimum value of CQ<sub>a</sub> will be taken for the SLA evaluation purpose: = <math>N_q \div N_d</math> Where:  <ul style="list-style-type: none"> <li>N<sub>q</sub> is the average number of calls heard in a quarter</li> </ul> </p>

S. No.	Metric	Baseline Metrics		Measurement Method
		Metric	Score	
				for quality assessment <ul style="list-style-type: none"> <li>Nd is the total number of days for which project was operational for the concerned quarter.</li> </ul>
6	<b>Call Quality Analysis</b> SLA will be measured on quarterly basis based on the average quality score provided by Supervisors / Medical Specialists / Medical Counsellor (as the case may be) on the live / recorded calls made by Call centre Agents.	>=90	8	Average Quality Score = Sum of scores on the quality form filled ÷ Number of calls heard. Note: For every call heard by the Supervisors / Medical Specialists / Medical Counsellors (as the case may be) it is mandatory that he / she should fill the form as devised in the FRS/SRS stage. MoHFW may validate some calls along with CSP on the quality parameter and deviation in score by 20 % will
		>=80 & <90	6	
		>=70 & <80	4	
		<70	3	
<b>D.</b>	<b>KEY CALL CENTRE PARAMETERS</b>		<b>20</b>	
7	<b>Average call handling time</b> (including talk time as well as time on which the call was on hold) SLA will be monitored based on the Average Handling Time (AHT) of the project. The same will be given to the CSP during the FRS/ SRS Stage.	AHT in Minutes	10	Measured from the logs maintained in the application (Call Handling System). The reports for the same shall be generated by the CSP and would be made available to MoHFW for SLA monitoring.  AHT will be defined during the FRS/ SRS process.
		Variation of AHT more than or equal to 1 minute but less than 2 minute	8	
		Variation of AHT more than or equal to 2 minute but less than 3 minute	6	
7	<b>Agent occupancy rate</b> The SLA will be monitored based on the time that the Call centre Agents spend on actual calling. The unit of measurement for this metric is average time in minutes spent by all Call centre Agents per hour speaking on calls.  MoHFW may relax the SLAs	45 minutes per hour	10	Average of the month wise SLA scores shall be taken for the quarterly measurement.  Measured from the logs maintained in the application (Call Handling System). The reports for the same shall be generated by the CSP and would be made available to MoHFW for SLA monitoring.
		>=40 minutes per hour & < 45 minutes per hour	8	
		>=35 minutes per hour & < 40	4	

S. No.	Metric	Baseline Metrics		Measurement Method
		Metric	Score	
	for night shifts based on the requirement of the project.	minutes per hour		
<b>E.</b>	<b>Project environment</b>		<b>10</b>	
8	<b>Project site environment Index (rating)</b> The SLA will be monitored based on the following aspects on environment index: <ul style="list-style-type: none"> <li>i. Proper space at project site including work-station, cleaned floor and conference room etc.</li> <li>ii. Cleaned toilet facilities, wash-rooms and pantry rooms for deployed resources</li> <li>iii. Safety and security of Project site and manpower</li> <li>iv. Air conditioning and adequate lightning</li> <li>v. Archival of audio and video recording at site</li> </ul>	>= 95 >= 90 & < 95 >= 85 & < 90 < 85	10 8 5 0	<p>For the above a scoring form "project Environment Index" shall be used by MoHFW and the same shall be devised during the FRS / SRS to provide the score to CSP on the mentioned aspects out of a total of 100 score.</p> <p>Average of score obtained during evaluation in / scheduled or random inspections done by MoHFW or its committee in the concerned quarter.</p> <p>In case no visit is conducted by the committee 100% marks will be awarded to the CSP. The ratings obtained may also be used by the other programme division of MoHFW. The ratings may vary based on the requirement of the programme division of MoHFW.</p>

**Note:**

- a) The deductions shall be made only for the reasons attributable to the CSP. Any risks / issues foreseen by the CSP shall be brought to the notice of the MoHFW immediately. However, if the CSP falters in one or more of the SLAs resulting in lower performance or breach, then deduction from the quarterly payable amount would be calculated as follows:
  - i. For baseline performance by CSP no deduction shall be made from quarterly payable amount
  - ii. For lower performance and breach, deductions in percentages shall be made from the quarterly payable amount.
- b) The aforementioned SLA parameters shall be measured on a daily / weekly / monthly / quarterly basis (average) as per the individual SLA parameter requirements. However, if the performance of the solution / services is degraded significantly (operating at levels of breach for any SLA for a period of 24 Hrs or more) at any given point in time during the project duration and if the immediate measures are not implemented and issues are not rectified to the satisfaction of MoHFW, it will have the right to take appropriate disciplinary action including termination of the contract.

c) Following highlights the definition of “Baseline” and “Lower” categories as used for SLAs above.

Note 1	Scheduled maintenance time will be excluded from the computation
Note 2	Scheduled maintenance time shall not exceed 4 hours in a calendar month
Note 3	Planned maintenance shall be scheduled between 10 pm and 2 am IST on the intervening night of second Saturday and Sunday
Note 4	Scheduled maintenance period(s) shall be planned and published for three months at a time and in the event of any changes to this plan, the same shall be notified at least 3 days in advance of the schedule
Note 5	The project management system developed and deployed by the CSP shall be used for monitoring the issue resolution timelines and CSP shall be responsible for building such functionality into the project management solution deployed for project
Note 6	project shall operate on the timings as decided by the MoHFW
Note 7	For user management, activities shall be carried out only after the approval from the designated authority in writing or through the online communication mechanism viz. official e-mail, call logging software, etc.

## **9.8 Annexure 8: Details of Programmes**

### **9.8.1 Jansankhya Sthirata Kosh (JSK)**

#### **About Jansankhya Sthirata Kosh**

The Government of India had set up a National Population Stabilization Fund (NPSF) in the year 2004-05 with a one-time grant of Rs.100 crore in the form of a corpus fund. This is now known as Jansankhya Sthirata Kosh (JSK), which is an autonomous Society, registered under the Societies Registration Act of 1860 by the Ministry of Health and Family Welfare, Government of India.

Jansankhya Sthirata Kosh (JSK) is mandated to promote and undertake schemes, programs, projects and initiatives to meet the unmet need for contraception, and reproductive and child health. It is aimed at achieving population stabilization at a level consistent with the needs of sustainable economic growth, social development and environment protection by 2045. It is a key institution for sustaining and strengthening advocacy efforts towards achieving population stabilization at the national and state level.

The General Body of JSK is headed by the Union Minister of Health and Family Welfare and the other ministries such as Women and Child Development, Rural Development and Department of School Education and Literacy are represented by their Secretaries on the General Body of JSK. All state governments are members of JSK. All State Governments are members of JSK. Besides this the General Body has demographers, representatives of Industry & Trade, NGOs, medical and para-medical associations, general citizens as its members. This enables JSK run as a civil society movement drawing on the strength of its partners.

#### **Aims & Objectives of JSK**

- a) To undertake activities aimed to achieve population stabilization, at a level consistent with the needs of sustainable economic growth, social development and environment protection, by 2045
- b) To promote and support schemes, programs, projects and initiatives for meeting the unmet needs for contraception and reproductive and child health care
- c) To promote and support innovative ideas in the Government, private and voluntary sector with a view to achieve the objectives of the National Population Policy 2000
- d) To facilitate the development of a vigorous people's movement in favor of the national effort for population stabilization
- e) To provide a window for canalizing contributions from individuals, trade organizations and others within the country and outside, in furtherance of the national cause of population stabilization

#### **Achievements of JSK**

Mapped 450 districts in India through a unique amalgamation of GIS maps and Census data. The maps highlight inequities in coverage down to every village to enable resources to be targeted where they are needed most. JSK has been awarded for same under the category of Best Government Initiative for mapping Health amenities.

Utilized a 2006 Ranking of Districts study and exhibited inter-district disparities on contraceptive use, percentage of women having three or more children and under five mortality rates and motivated 600 key district officials and political representatives to concentrate efforts on the underserved sub-districts and villages.

### **Innovative Strategies of JSK**

- a) Prerna, an innovative strategy seeks to reverse this trend to help push up the age of marriage of girls, delay the birth of the first child and promote birth spacing. It identifies and awards BPL couples in select districts with poor social and economic indicators of the country who fulfill certain responsible parenthood criteria which includes marriage at least on or after 19 years, first child on or after 21 years, spacing of three years between children and limiting the family after two children.
- b) "Santushti" Focused on the high population states of Bihar, Uttar Pradesh, Madhya Pradesh, Rajasthan, Jharkhand, Chhattisgarh and Odisha, Santushti scheme invites private sector health facilities to conduct sterilization/safe abortion/IUD insertion in public-private partnership mode. According to this scheme, an accredited private nursing home/hospital/NGOs having requisite facilities as specified in the guidelines of MoHFW (Quality Assurance Manual for Sterilization Services) and who are already conducting sterilization operation under NHM scheme of Government of India, can sign a Memorandum of Understanding (MOU) with JSK. Upon signing the MOU, private hospitals/nursing homes are entitled for incentive, whenever they perform 10 or more tubectomy/vasectomy operations in a month.
- c) "Call Centre on reproductive Health, Family Planning and Child Health" JSK has established a Call Centre service to give information on reproductive health and family planning in English and Hindi using computer based software.
- d) JSK has established a Virtual Resource Centre which provides access to resource material like films, posters, photos on subjects like gender, maternal and infant mortality, declining sex ratio, adolescent health, spacing and other related issues. The material is hosted on JSK's website and is a useful resource for NGOs, schools, students, government bodies, medical colleges, Institutes of Public Health, universities, researchers and the media.

### **Need & Benefit**

Medical experts have found that in India there is a huge gap in information related to reproductive, sexual health especially among the adolescents, about to be married and newly married couples.

The Call Centre initiated by JSK aims to fill this gap by providing easy access and availability of reliable information on reproductive, sexual health, contraception, pregnancy, infant and child health and related issues.

People are initially shy about visiting medical facilities and need guidance to address concerns like contraception, safe abortion, emergency contraception, sexually transmitted diseases and reproductive tract infections. There are also many who are not sure if they need to go to a doctor at all as each visit to doctor costs money.

### **The National Helpline**

JSK has initiated a first of its kind National Helpline in India to provide authentic information on reproductive, sexual Health, family Planning and infant and child Health in English and Hindi, using computer based software. The service is being used by those who want telephonic advice particularly adolescents, newly married and about-to-be married couples. Technical support has been provided by NIC, NASSCOM and the Central Bureau of Health Intelligence (CBHI). The software was prepared by the Department of Community Health of Maulana Azad Medical College. The initial publicity for the Call Centre was aimed at Delhi, Ghaziabad, Noida, Gurgaon and Faridabad to gain experience before opening the service to more towns and rural areas. Now the publicity is aimed at clusters of districts in the North Indian states with focus on seven states – Madhya Pradesh, Chhattisgarh, Rajasthan, Odisha, Bihar, Jharkhand and Uttar Pradesh.

JSK has been operating the call centre services since 2008. With increasing need for the support on the correct and reliable Health related information the time has come to take a relook at the operational model of the JSK service helpline whilst extending this service helpline on an All India basis.

The JSK call centre presently provides information on

- a) General awareness on reproduction / reproductive health in men and women covering contraception, infertility, Pregnancy, Abortion
- b) Sexual health including sexually transmitted infections
- c) Female health and reproductive matters viz., puberty, menopause, breast feeding
- d) Family Planning

The call centre presently supports English and Hindi. The service provider whilst rolling out the services for the existing languages i.e. English and Hindi has to ensure roll out of services even in regional languages.

The envisaged call centre may get technical support from MoHFW nominated agency for rollout of JSK and allied initiatives.

### **9.8.2 Kilkari and Mobile Academy**

A call centre will be required to support the national scale up of RCH IVR services for families and ASHAs. The call centre would provide customer care to the end-users of the IVR services, rather than back-end technical support. For example, call centre agents would handle the following types of requests:

#### **Need for Call Centre**

##### **a) Kilkari: Requests from Families**

###### *i) Update of mobile number*

SIM churn is very high across India – with up to 70% churn per year. If a Kilkari subscriber changes their mobile number, they will stop receiving Kilkari calls. It is thus vitally important that Kilkari subscribers are encouraged to call the call-centre to update their mobile number in the MCTS database, so that this new updated information can be uploaded into the MOTECH database and Kilkari calls can once again be made to the pregnant woman or new mother.

###### *ii) Incorrect LMP/EDD*

It is possible that the information recorded in MCTS for Last Menstrual Period might have been incorrectly entered at the point of data entry or might have been incorrectly remembered by the pregnant woman. If the LMP is incorrect, then the woman will not receive the right Kilkari call at the right time, thus reducing the efficacy of the service. If a woman is receiving calls that seem out of sync with her stage of pregnancy, she should be encouraged to call the call centre to update her LMP in MCTS, so that this new updated information can be uploaded into the MOTECH database to ensure that she begins receiving calls that are correctly linked to her stage of pregnancy.

###### *iii) Early birth*

If a woman gives birth early, then the Date of Birth in MCTS and in the MOTECH database will need to be updated, so that she can start receiving Kilkari calls related to the birth of her child immediately. Given that it can take some time for birth



registration information to make its way from rural villages to MCTS, it would be very helpful if the new mother could call the call centre to enter the DoB of her child in MCTS, so that this new information can be uploaded into the MOTECH database, and she can immediately start receiving calls linked to the health of her new born.

iv) *Miscarriage or infant or maternal death*

If a woman miscarries, or dies during child birth or if her infant dies, she or her family can unsubscribe from Kilkari themselves by pressing numbers on their phone at the end of every Kilkari call. However, if she or her family has difficulty with this process, they should be able to call the call centre to unsubscribe.

v) *Feedback*

In order to provide an effective service, it's critical that we receive feedback from Kilkari subscribers – particularly if they are experiencing any difficulties with the service – i.e. not receiving calls or not able to access their inbox to listen to that weeks' message again or receiving the same call twice etc. Kilkari subscribers should be able to call the call centre to give their feedback on the service. If any of this feedback involves complaints about the technical functioning of the Kilkari, then the call centre agents would log these issues in the online bug tracking system used by the technical support team. The technical support team would then resolve the issue.

**b) Mobile Academy: Requests from ASHAs**

i) *Update of mobile number*

If an ASHA changes their mobile number, then they will no longer be recognized by the Mobile Academy IVR system. If they have already started the course, this means that all their book marks will be lost and they will have to start from the very beginning again. Also – if an ASHA's mobile number is no longer accurate in MCTS, and thus in the MOTECH database, then it will be impossible to maintain a current whitelist of ASHAs' mobile numbers. It is vitally important that ASHAs are encouraged to call the call centre to update their mobile numbers in MCTS to ensure that their bookmarks in Mobile Academy are not lost if they change their mobile number and they can continue the course without disruption. If ASHAs also regularly updated their mobile numbers in MCTS, then it would be possible to maintain an effective while list.

ii) *Feedback*

In order to provide an effective service, it's critical that we receive feedback from ASHAs – particularly if they are experiencing any difficulties with the Mobile Academy – i.e. they are having network difficulties, or struggling with the course navigation, or have not received an SMS confirmation their completion of the course. Mobile Academy subscribers should be able to call the call centre to give their feedback on the service. If any of this feedback involves complaints about the technical functioning of the Mobile Academy, then the call centre agents would log these issues in the online bug tracking system used by the technical support team. The technical support team would then resolve the issue.

**c) Phased Roll-Out of the Call Centre- Approximate Sizing**

**Phase One: initial set up – approximately 1 million users**

Based on the experience of running the services at scale in Bihar, we would need 4 seats in a 8 hrs x7 days call centre with 4 agents working to handle calls.

***End of Volume I of the RFP***