Request for Proposal for Selection of Service Provider for Setting-up a Call Center & Manage its Operations

Tender No.: MAP_IT/Project/e-Mail Policy/2015/
Disclaimer

All information contained in this Request for Proposal (RFP) provided is in the good interest and faith. This is neither an agreement and nor an offer/invitation to enter into an agreement of any kind with any party.

Though adequate care has been taken in the presentation of this RFP document, the interested bidders shall satisfy themselves that the document is complete in all respects. The information published in this document is not intended to be exhaustive. Interested Bidders are required to make their own enquiries and assumptions wherever required.

Intimation of discrepancy, if any, should be given to the specified office immediately. If no intimation is received by this office by the date mentioned in the document, it shall be deemed that the RFP document is complete in all respects and firms submitting their bids are satisfied that the RFP document is complete in all respects.

Madhya Pradesh Agency for Promotion of Information Technology, Bhopal reserve the right to reject any or all of the applications submitted in response to this RFP document at any stage without assigning any reasons whatsoever. Madhya Pradesh Agency for Promotion of Information Technology, Bhopal also reserves right to withhold or withdraw the process at any stage with intimation to all who have submitted their bids in response to this RFP. Madhya Pradesh Agency for Promotion of Information Technology, Bhopal reserves the right to change/ modify/ amend any or all of the provisions of this RFP document without assigning any reason. Any such change would be communicated to the bidders by posting it on the website of MAP_IT (http://www.mapit.gov.in/)

Neither Madhya Pradesh Agency for Promotion of Information Technology, Bhopal nor their employees and associates will have any liability to any prospective Bidder interested to apply or any other person under the law of contract to the principles or resolution or unjust enrichment or otherwise for any loss, expense or damage which may raise from or be incurred or suffered in connection with anything contained in this RFP document, any matter deemed to form part of this RFP document, the award of the Assignment, the information and any other information supplied by or on behalf of Madhya Pradesh Agency for Promotion of Information Technology, Bhopal or their employees and Prime Bidder/ Consortiums or otherwise arising in any way from the selection process for the Assignment.

Information provided in this document or imparted to any Bidder as part of RFP process is confidential to Madhya Pradesh Agency for Promotion of Information Technology, Bhopal and shall not be used by the Bidder for any other purpose, distributed to, or shared with any other person or organization.
**Notice Inviting Tender (NIT)**

**Tender No.:** MAP_IT/Project/e Mail Policy/2015/

**“RFP for Selection of Service Provider for Setting-up a Call Center and Manage its Operations”**

MAP_IT invites Request for Proposals (RFP) from qualified and experienced bidders for above.

Interested Bidders eligible as per qualification criteria may submit their response to the RFP latest by 18th May 2015 till 04:00 p.m. The proposal must accompany an amount of **Rs. 2,000/-** (Rupees Two Thousands only) towards non-refundable RFP Document Fees and **Rs. 281/-** (Rupees Two hundred and eighty one only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (http://mpeproc.gov.in). The detailed RFP document can be downloaded from http://mpeproc.gov.in or http://mapit.gov.in from 24-4-2015.

*(Chief Executive Officer)*

MAP_IT

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**Madhya Pradesh Agency for Promotion of Information Technology (MAP_IT)**

State IT Center, 47-A, Arera Hills, Bhopal (MP) PIN- 462011
Phone: +91-755-25518702, Fax: +91-755-2579824
www.mapit.gov.in

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Notice Inviting Tender (NIT)

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*(Chief Executive Officer)*

MAP_IT
# Abbreviations

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<th>Description</th>
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<tr>
<td>ACD</td>
<td>Automatic Call Distribution</td>
</tr>
<tr>
<td>BCP</td>
<td>Business Continuity Plan</td>
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<tr>
<td>CMMi</td>
<td>Capability Maturity Model Integration</td>
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<tr>
<td>COTS</td>
<td>Commercial Off the Shelf Software</td>
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<tr>
<td>CTI</td>
<td>Computer Telephony Interface</td>
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<tr>
<td>CV</td>
<td>Contract Value</td>
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<tr>
<td>DR</td>
<td>Disaster Recovery</td>
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<tr>
<td>DSC</td>
<td>Digital Signature Certificates</td>
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<td>EMD</td>
<td>Earnest Money Deposit</td>
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<tr>
<td>FY</td>
<td>Financial Year</td>
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<tr>
<td>GPR</td>
<td>Government Process Re-engineering</td>
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<tr>
<td>IPR</td>
<td>Intellectual Property Rights</td>
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<tr>
<td>IVR</td>
<td>Interactive Voice Response</td>
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<tr>
<td>LAN</td>
<td>Local Area Network</td>
</tr>
<tr>
<td>LoI</td>
<td>Letter of Intent</td>
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<tr>
<td>MAP_IT</td>
<td>Madhya Pradesh Agency for Promotion of IT</td>
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<tr>
<td>MIS</td>
<td>Management Information System</td>
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<tr>
<td>MoU</td>
<td>Memorandum of Understanding</td>
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<tr>
<td>NIT</td>
<td>Notice Inviting Tender</td>
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<tr>
<td>OEM</td>
<td>Original Equipment Manufacturer</td>
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<tr>
<td>PKI</td>
<td>Public Key Infrastructure</td>
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<tr>
<td>PPP</td>
<td>Public Private Partnership</td>
</tr>
<tr>
<td>PRI</td>
<td>Primary Rate Interface</td>
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<tr>
<td>RFP</td>
<td>Request for Proposal</td>
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<tr>
<td>SLA</td>
<td>Service Level Agreement</td>
</tr>
<tr>
<td>SP</td>
<td>Service Provider</td>
</tr>
<tr>
<td>SRS</td>
<td>System Requirement Specifications</td>
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<tr>
<td>SSL</td>
<td>Secure Socket layer</td>
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<tr>
<td>STQC</td>
<td>Standardization, Testing and Quality Certification Directorate, DeiTY</td>
</tr>
<tr>
<td>SWAN</td>
<td>State Wide Area Network</td>
</tr>
<tr>
<td>BCP</td>
<td>Business Continuity Plan</td>
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<tr>
<td>BOO</td>
<td>Build Own Operate</td>
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<tr>
<td>CMMi</td>
<td>Capability Maturity Model Integration</td>
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<tr>
<td>COTS</td>
<td>Commercial Off the Shelf Software</td>
</tr>
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</table>
Definitions

**Applicable Law** means the Contract shall be interpreted in accordance with the laws of India.

**Bidder** means any firm offering the solution(s), service(s) and/or materials required in the tender call. The word Bidder when used in the pre-award period shall be synonymous with Bidder and when used after award of the contract shall mean the successful bidder with whom client signs the contract for rendering of goods and services.

**Client** means the Madhya Pradesh Agency for Promotion of Information Technology, Bhopal.

**Service Provider** means the firm providing the solution under this contract as named in RFP/Technical specifications/scope of work.

**Contract** means the agreement entered into between the Client and the Service provider (Bidder), as recorded in the Contract Form signed by the parties including all attachments and appendices thereto and all documents incorporated by reference therein.

**Contract Price** means the price payable to the Service Provider under the Contract for the full and proper performance of all its contractual obligations.

**Bidder’s Representative** means the duly authorized representative of the SP, approved by the Client and responsible for the Service provider’s performance under the contract.

**Effective Date** means the date on which the Agreement is executed.

**Financial Bid** or the Commercial Bid means the part of offer that provides price schedule.

**Goods and Services** mean the solution(s), service(s), materials or a combination of them in the context of the tender call and specifications.

**Performance Security** means on receipt of notification of award from the client, the successful bidder shall furnish the security in accordance with the conditions of contract, in the form acceptable to the Client.

**Pre-qualification and Technical Bid** means that part of the offer that provides information to facilitate assessment, by MAP_IT, professional, technical and financial standing of the bidder, conformity to specifications etc.

**Products** mean all of the equipment, Hardware, Software, supplies and consumable items that the SP is required to install or provide under the contract, plus the associated documentation.

**Project Plan** means the document to be developed by the Bidder and approved by the Clients, based on the requirements of the Contract and the preliminary project plan included in the Bidder’s bid. Should the Project Plan conflict with the Contract in any way; the relevant provisions of the Contract shall prevail in each and every instance.

**Specification** means the functional and technical specifications or statement of work, as the case may be.
Request for Proposal for Selection of Service Provider for Setting-up a Call Center & Manage its Operations

**Tender Call or Invitation for Bids** means the detailed notification seeking end to end solution.

**Three Part Bid or Two Stage Bid** means the EMD, PQ & technical bids, financial bid are put in separate files and their evaluation is sequential.
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Tender No.: MAP_IT/Project/e Mail Policy/2015/
1. Request for Proposal

Sealed bids are invited from eligible, reputed, qualified bidders with sound technical and financial capabilities for design, development, implementation and maintenance of an end to end IT solution along with the establishment and operation of related outsourced process operating units as detailed out in the Scope of Work under this RFP Document.

The intent of this RFP is to invite proposals from the agencies/Firms/Companies (also referred to as bidders) to enable the MAP_IT to select a Service provider for Outsourced Call Center, Bhopal.

1.1. Fact Sheet

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<th>Items/Events</th>
<th>Description</th>
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<tr>
<td>a)</td>
<td>Cost of Bid document</td>
<td>INR 2000.00 (non-refundable) + INR 281.00 (e-Procurement processing fees, non-refundable) to be paid online</td>
</tr>
<tr>
<td>b)</td>
<td>Earnest Money Deposit</td>
<td>INR 5,00,000.00 (Five Lacs Only) to be paid online.</td>
</tr>
<tr>
<td>d)</td>
<td>Date &amp; Time for Pre-Bid Meeting</td>
<td>30th April 2015 at 11:30 AM</td>
</tr>
<tr>
<td>e)</td>
<td>Last date &amp; time for Purchase of Tender</td>
<td>18th May 2015 at 3:00 PM</td>
</tr>
<tr>
<td>f)</td>
<td>Last date &amp; time of online submission of bid</td>
<td>18th May 2015 at 4:00 PM</td>
</tr>
<tr>
<td>g)</td>
<td>Date &amp; Time of opening of Envelope A (EMD)</td>
<td>18th May 2015 at 5:00 PM</td>
</tr>
<tr>
<td>h)</td>
<td>Date &amp; Time of Opening of Envelope B (Technical Proposal)</td>
<td>18th May 2015 at 5:05 PM</td>
</tr>
<tr>
<td>i)</td>
<td>Technical Presentation / Demo</td>
<td>Date and Time slot for bidders meeting pre-qualification criteria would be communicated.</td>
</tr>
<tr>
<td>j)</td>
<td>Financial Bid Opening</td>
<td>Would be communicated to Technically Qualified Bidders</td>
</tr>
<tr>
<td>k)</td>
<td>Address for Communication:</td>
<td>Additional Chief Executive Officer, Madhya Pradesh Agency for Promotion of I.T., State I.T. Center, 47-A, Arera Hills, Bhopal 462011 Phone: +91-755-2518702 Fax: +91-755-2579824</td>
</tr>
<tr>
<td>l)</td>
<td>Email ids for Communication</td>
<td><a href="mailto:Kamal.jain@mp.gov.in">Kamal.jain@mp.gov.in</a> <a href="mailto:Vipul.gupta@semt.gov.in">Vipul.gupta@semt.gov.in</a></td>
</tr>
</tbody>
</table>
1.2. Pre-Bid Meeting

MAP_IT will host a pre-bid meeting as per the schedule given in this RFP. A Pre-bid meeting may be organized to provide clarifications sought by the bidders.

Bidders are permitted to submit their queries in writing on email ids above to MAP_IT in format 4 at least two days before pre bid meeting date and time.

*Any future Corrigendum/Information/Reply to Pre-bid Queries shall be posted only on our website http://www.mpeproc.gov.in

1.3. Structure of the RFP

This RFP is meant to invite proposals from interested bidders (Service providers) capable of delivering the services described herein. This Request for Proposal document consists of six Sections viz:

1.3.1. Section I: Introduction
1.3.2. Section II: Bidding Procedures
1.3.3. Section III: Project Requirements
1.3.4. Section IV: Instructions to Bidders
1.3.5. Section V: Formats & Templates
1.3.6. Section VI: Annexures
Section I: Introduction
1. Introduction

1.1. Introduction to MAP_IT

Madhya Pradesh Agency for Promotion of Information Technology (here-in-after referred to as MAP_IT) is a government society which has been established to propel the growth of Information Technology (IT) and e-governance in Madhya Pradesh and to provide institutional setup for implementation National e-governance Plan. Established in 1999, MAP_IT provides IT support to the government departments and facilitate Human Resource Development activities in the field of IT. MAP_IT also co-ordinate with investors, industries, trade organizations and financial institutions in public and private sector so as to promote growth in the IT sector.

1.2. Objectives of the Project

The Outsourced Call Center Solution, stationed at Bhopal, will provide services to Madhya Pradesh government / undertakings employee for Email support. The Email solution is being provided by NIC

The objectives of the project are:
   a) To help user in email issues.
   b) Take Request / complaint from the user and resolve the issue else escalate to email service provider.
   c) Monitor the request / complaint till the closure.
Section II: Bidding Procedures
1. Proposal Preparation
Bidder is expected to examine all instructions, forms, terms and requirements in the RFP document and prepare the proposal accordingly. Failure to furnish all information required by the RFP document or submission of a proposal not substantially responsive to the RFP document in every respect may result in the rejection of proposal.

The proposals should be submitted to MAP_IT in three parts as mentioned in the following sections:

1.1. Tender Document Cost and Earnest Money Deposit
1.1.1. Tender Document Fees and e-procurement processing Fees (non-transferable & non-refundable) must be paid online at e-procurement portal (http://www.mpeproc.gov.in).
1.1.2. EMD must be paid online at e-procurement portal (http://www.mpeproc.gov.in).

1.2. Pre-Qualification (PQ) and Technical Proposal
Along with other documents, following documents shall be a part of PQ and Technical Proposals:

1.2.1. Bid Form on the bidder’s letter-head as per Format 1: Bid Form
1.2.2. A duly notarized Power-of-AAttorney/ Board Resolution granting the person signing the proposal the right to bind the bidder and bidders registered address including person’s name/designation, email, phone, fax and mobile number for official correspondence.
1.2.3. Bidder/Company Profile as per Format 2: Bidder’s Profile
1.2.4. Certificate of Incorporation if any or relevant registration documents.
1.2.5. Audited annual financial results (balance sheet and profit & loss statements) of the bidder for the last three financial years (FY 11-12, 12-13, 13-14)
1.2.6. Undertaking for not being blacklisted by any State / Central Govt. by the bidder, as per Format 3: Declaration Regarding Clean Track
1.2.7. Permanent Account Number (PAN) from Income Tax authorities of bidder along with certified photocopy
1.2.8. Service Tax and VAT Details of bidder
1.2.9. Other documents as mentioned in the Pre-Qualification Criteria section of this document.
1.2.10. The team composition, including SPOC, as proposed by the bidder shall be specified clearly in the Technical bid, along with the CVs of the resources proposed.

1.3. Commercial Proposal
The Commercial Proposal should be submitted as per the format of Commercial Bid as per Format 7: Commercial Bid Letter & Format 8: Detailed Commercial Bid Format. Both formats are required to be filled, failing which the bid may be rejected.
2. Proposal Submission

2.1. The bidder is responsible for registration of the e-procurement portal (www.mpeproc.gov.in) at their own cost. The bidders are advised to go through the e-procurement guidelines and instructions, as provided on the e-procurement website, and in case of any difficulty related to e-procurement process, may contact the helpline as provided on the website.

2.2. The proposals submitted should have all pages numbered. It should also have an index giving page wise information of documents. Proposal that are incomplete or not in prescribed format will be summarily rejected.

2.3. The Bidder shall submit the proposals online as described below-

2.3.1. **Pre-qualification and Technical Proposal** – Scanned copy in PDF file format, signed on each page & comprising of maximum of 3 volumes(if required), with file name clearly mentioning: “PQ and Tec bid for Call Center RFP part-1/2/3”

2.3.2. **Commercial Proposal** – Scanned copy of Format 7: Commercial Bid Letter in a PDF file, with file name clearly mentioning: “Format 7: Commercial Bid” & Format 8: Detailed Commercial Bid Format in excel format, with file name clearly mentioning: “Format 8: Detailed Commercials”

2.3.3. Prices should not be indicated in the Pre-Qualification and Technical Proposals.

2.3.4. In case of discrepancy between amount given in words and figures, the details given in words shall prevail.

2.3.5. All the columns of the quotation form shall be duly, properly and exhaustively filled in. The rates and units shall not be overwritten. Rates shall always be both in the figures and words.

2.4. The Bidder is allowed to submit only one proposal against this RFP. The bidder has to submit the complete proposal not in part or for particular quantum of work, such proposal will automatically be disqualified without any intimation to bidder. References to previous or on-going Proposals will be not considered. Documents in support of eligibility must be enclosed with the tender. Offers without satisfying eligibility conditions will be out rightly rejected and no correspondence in this regard will be entertained.
## 3. Bid Evaluation Criteria

### 3.1. Pre-Qualification Criteria

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Criteria</th>
<th>Valid Supporting Documents/Information to be submitted as criteria Validation with Technical proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bidder should be a legal entity registered in India since last 3 (Three) years under suitable act.</td>
<td>Incorporation/Registration certificate along with MoA/Bylaws (or similar document) should be furnished as documentary proof.</td>
</tr>
<tr>
<td>2.</td>
<td>The Bidder should have minimum average Annual Turn-over of Rs. 2 (Two) crore in every year in past three financial years (2011-12, 12-13 and 13-14) with positive net worth in last financial year.</td>
<td>Audited Balance Sheet &amp; Profit &amp; Loss A/c is to be submitted. A certificate of net worth duly certified by a Chartered Accountant is to be submitted.</td>
</tr>
</tbody>
</table>
| 3.    | The Bidder should have experience in implementing 2 outsourced Call center solutions with at least one for Central Government / State Government / PSU in India with minimum 50 seats, in last 3 years. | • Completed Format 5: Project Experience, for each project  
• Work order (clearly indicating value),  
• Relevant documents to proof desired scope/quantum of work.  
• Completion Certificate on Client letter head. |
| 4.    | The bidder should have experience in handling average 25000 calls per month. | Performance fulfilment certificate from client |
| 5.    | The bidder shall not be blacklisted by any Government/Semi Government organizations in India, as on date of submission of bid. | Format 3: Declaration Regarding Clean Track should be attached for the bidder. |
## 3.2. Technical Evaluation Criteria

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Technical Parameters – Checklist</th>
<th>Maximum Score</th>
<th>Minimum Qualification Score for individual parameter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Overall Response</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Understanding of scope, objectives and completeness of response; overall concord between requirements, proposal etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Financial Strength</td>
<td>10</td>
<td>05</td>
</tr>
<tr>
<td></td>
<td>5 marks if turnover is 5 - 10 crore in FY 2013-14 with profit, 7 marks if turnover is 10 – 15 crore in FY 2013-14 with profit, 10 marks if turnover is more than 15 crore in FY 2013-14 with profit.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Call Agents</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>10 marks if call agents 50-100 in existing call center, 12 marks if call agents 101-150, 15 marks if call agents 151-200, 20 marks if call agents &gt; 200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Site Visits (Subjective evaluation)</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Note:

** Technical Score less than 70% will not be considered for Financial Bid. Bidder has to score minimum qualification marks in each evaluation criteria mentioned above to qualify for financial bid.

**3.2.1.** MAP_IT will assign points to the technically qualified bidders based on the technical evaluation criterion mentioned & approved by committee. The commercial bids for the technically qualified bidders will then be opened and reviewed to determine whether the commercial bids are substantially responsive. The passing score in Technical stage is 70 out of Total 100 (Hundred) Marks in the above mentioned criteria. If deemed necessary, MAP_IT in its sole discretion to make required variations in the cut off points for technical evaluation including criteria for technical evaluation.
3.2.2. Bidder is required to submit necessary credentials/ documentary proof of Purchase Order/ Agreement/ Completion Certificates, detailing Scope of Work, Timelines, project experience certificate etc. or relevant documents in support each of above parameters.

3.2.3. MAP_IT reserves the right to take the decisions of whose commercial bids are to be opened.

3.2.4. The Technical evaluation will consist of evaluation of the bidder responses to the technical bids submitted by the bidder. The bidders proposed implementation methodology, project management methodology and facility management methodology will also be considered for technical evaluation.

3.2.5. Bidder is also required to arrange visits of MAP_IT officials to the call center sites already operationalized by the bidder and locations / facilities where bidder is proposing the call center for MAP_IT. If the MAP_IT is not satisfied / convinced with the existing Call center site of the bidders, MAP_IT can disqualify the bidder. The cost related to site visits by MAP_IT Officials will be borne by the Bidder.

3.3. Commercial Evaluation Criteria

The commercial bid has to be provided based on the format provided in the RFP. Call Center costs are to be quoted per seat. The bidder need to include the agent, supervisor, admin and other cost in quoted per seat cost.

MAP_IT reserves the right to place an order for additional seats at the price quoted at any time during the three year period.

After the 3 year contract period, the contract can be further extend for a period of 18 month, at a maximum increment of 10% on the agreed rates on similar terms and condition, on a mutually agreeable basis.

The Bid Evaluation Committee will evaluate the Commercial bids received from the bidders, in specified format, as mentioned below:

3.3.1. The Price Score of the bidder will be calculated using the following formula:

\[
\text{Price Score} = \frac{L.P.}{O.P.} \times 100
\]

Where

L.P. is the Lowest Price offer of the Technically Qualified Bidders

O.P. is the Offer Price of the bidder being evaluated

3.4. Overall Evaluation Criteria

The Bids received will be evaluated using Quality and Cost Based Selection (QCBS), giving 70 percent weightage to the Technical Score and 30 percent weightage to the Price Score.

\[
\text{Total Score} = (\text{Technical Score} \times 0.70) + (\text{Price Score} \times 0.30)
\]
4. Bid Evaluation Process

4.1. Bid Evaluation Committee

The bid evaluation committee constituted by MAP_IT shall evaluate the bids. This may involve the representations from field and/or other department’s experts. The decision of the bid evaluation committee in the evaluation of the Technical and Commercial bids shall be final.

4.2. Pre-Qualification Evaluation

Pre-qualification bid documentation shall be evaluated as under:

4.2.1. The evaluation committee will check if the bidder has deposited the EMD along with the Technical Proposal and the same are found to be in order.

4.2.2. The documentation furnished by the bidder will be examined prima facie to see if the Company’s capacity, skill base and other Bidder attributes as claimed therein are consistent with the needs of this project.

4.2.3. MAP_IT may ask bidder(s) for additional information, and/or arrange discussions with their professional, technical resource to verify claims made in bid documentation. If the bidder fails to submit the additional supporting documents, the bid shall be rejected.

4.3. Technical Evaluation

4.3.1. The bidders’ technical solution proposed in the bid document shall be evaluated as per the requirements specified in this RFP and adopting the evaluation criteria spelt out in this document.

4.3.2. The Bidders are required to submit all required documentation in support of the evaluation criteria specified (e.g. detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for technical evaluation.

4.3.3. Presentation: Each bidder has to make a presentation to the bid Evaluation Committee at a date, time and venue as informed by MAP_IT. The Technical presentation must include the following:

4.3.3.1. Understanding of the Project Requirements
4.3.3.2. Highlights of the Proposed Solution
4.3.3.3. Proposed Approach & Methodology
4.3.3.4. Detailed Project Plan
4.3.3.5. Coverage of individual Modules in Proposed Application
4.3.3.6. Proposed Application Architecture
4.3.3.7. Proposed Security Architecture
4.3.3.8. Proposed Team Composition
4.3.9. Live Demo of the Solution for Proof of Concept.

4.3.4. Each Technical Bid will be assessed for technical score on a scale of 1 (minimum) to 100 (maximum) points. Only the bidders, who scored minimum Technical marks will qualify for the evaluation of their commercial bids.

4.3.5. The bidder with less than minimum Technical marks in technical evaluation will be treated as non-responsive. Each bidder has to present the technical bids to the evaluation committee for examination. The score will be computed for Score of 100.

4.3.6. The technical evaluation of the bid will be based on the bidder’s response to the requirements as mentioned in the RFP, which will include the Technical Specifications mentioned in RFP.

4.3.7. Technical bids shall be examined by the bid evaluation committee with respect to compliance, completeness and suitability of the proposal to the project and only the bids which are in compliance to the requirements mentioned in the RFP shall be considered as technically qualified.

4.4. Commercial Evaluation

4.4.1. Bid evaluation committee will evaluate and compare the bids determined to be substantially responsive. It is bid evaluation committee’s intent to select the proposal that is most responsive to the project needs and each proposal will be evaluated using the criteria and process outlined in this section.

4.4.2. Only the commercial bids of those bidders qualified in the technical evaluation shall be opened. Commercial bids of the non-responsive bidders will not be opened.

4.4.3. The evaluation shall be strictly based on the information and supporting documents provided by the bidders. It is the responsibility of the bidders to provide all supporting documents as listed in forms necessary to fulfill the mandatory eligibility criteria.

4.4.4. The Price Score of the bidder will be determined by the Committee, which will be used for overall evaluation.

4.5. Overall Evaluation using QCBS

4.5.1. Based on the Technical Score and Price Score obtained by the bidder, the Committee will calculate the Total Score of the Bidder.

4.5.2. In case of tie, the bidder securing higher Technical Score would be given preference and will be selected.

5. Contract Finalization and Award Criteria

5.1. Issuance of LoI

5.1.1. MAP_IT shall notify the selected bidder, through a Letter of Intent (LoI), that its bid has been accepted. The letter of intent will be accompanied by the proforma for contract, incorporating all agreements between the parties.

5.2. Signing of Contract
5.2.1. Within 15 days of receipt of the LoI, the successful Bidder shall sign and date the contract and return it to MAP_IT.

5.2.2. The selected bidder will initiate the execution of the work as specified in the agreement.
Section III: Project Requirements
1. **About the Project and Objectives**

As the MAP_IT is extending their customer service through various delivery channels, MAP_IT now wishes to provide Email services to Madhya Pradesh Government Employees through NIC / email service provider. To support the service, a call center is proposed to help the email users. This call center should be purely on outsourced model to be setup at vendor premises. The vendor should setup all required infrastructure as required for operation of an outsourced model of call center. This call center will be operated from Vendor premises. MAP_IT reserves the right to use the call center services for any other project/initiatives of MAP_IT in future, on the similar Terms & Conditions. In such situation the subject matter expert will be deputed from MAP_IT for necessary support in Call Center operations.

2. **Scope of Work**

Vendors (“Bidders”) are required to submit their proposals in strict adherence with the following:

1. Set Up and Operationalization of a Call Center in Bhopal for MAP_IT, fully on outsourced basis.

   This call center should offer services in the following categories:

   a. Information Services
   b. Enquiry Services
   c. Request Services
   d. Grievances Redressal & Resolution of Request
   e. Any other, if required

2.1. **Implementation Model**

   The Service provider shall build, maintain, and upgrade the application for the duration of 3 years from Go-Live. Also, the technical manpower if required shall be provided by the Service provider on time to time basis.

2.2. **Coverage**

   The bidder is required to support the users on across all offices in Madhya Pradesh.

3. **Functional and Technical Requirements**

   The functional and technical requirements are detailed out in this section.

3.1. **Call Center for MAP_IT, Bhopal**

   The detailed functional requirements are described in Annexure A: .

3.1.1. **Software Licenses**

   The software / hardware licenses required if any shall be procured by the bidder. The system software licenses required shall be genuine, perpetual, full use and should provide patches, fixes, security updates directly from the OEM at no additional cost to the MAP_IT, for the entire period of contract. However, if the software is open source then this provision shall not be applicable.
3.1.2. Upgrades/Updates and Changes in the Solution

The Service provider will be responsible for all the upgrades, updates, installation of patches and overall maintenance of the solution.

3.2. Call Center Services

Call center will serve as a single point of contact for all incidents and service requests for the users. This will work as a single point of contact for closure / escalation of incidents. The activities shall include:

3.2.1. The Service provider has to ensure that the system is available as per prescribed SLA. The Service provider shall install/develop his/her own tools for monitoring the SLA, at no additional costs to MAP_IT.

3.2.2. Service provider shall setup the call center and shall provide the seating infrastructure, desks, chairs, power supply and connectivity for the call center. The entire IT infrastructure required for the call center services shall be arranged by the Service provider.

3.2.3. Call center shall operate from 7:00 AM till 11:00 PM (IST). There will be two shifts of 8 hour each. In Each Shift there will be minimum 05 agents required initially. MAP_IT is expecting that a call will take average 5 minutes to complete. A total of 15000 call are expected in a months.

3.2.4. There should be sufficient provisions of relievers/ stand bys, to ensure that the given seats are operational all the time.

3.2.5. Provide support through necessary channels for reporting incidents to the call center. The incident reporting channels shall be the following:

   3.2.5.1. Email support
   3.2.5.2. Telephone support
   3.2.5.3. Online Incident Management

3.2.6. Implement a call logging system in line with the defined incident types as per the SLAs. The call center personnel shall log user calls and create an incident.

3.2.7. Creation of knowledge base on frequently asked questions to assist users in resolving basic incidents by themselves.

3.2.8. Track each incident till closure.

3.2.9. Provide incidents resolution progress to callers.

3.2.10. Analyze the incidents statistics and provide monthly reports including but not limited to:

   3.2.10.1. Number and types of incidents logged
   3.2.10.2. Number of incidents resolved
   3.2.10.3. Number of incidents open
4. Minimum Required Deliverables

The suggested list of deliverables (but not limited to) from the successful bidder includes:

4.1. Detailed Project Plan, with week-wise activities, including, but not limited to, detailed timelines for customization and acceptance testing of the modules, submission of deliverables, etc.

4.2. Tools to monitor the SLAs should be supplied, installed and maintained by the Bidder.

4.3. Deployment of hardware and manpower.

4.4. Training Plan, Training Manuals and literature.

4.5. Weekly Status and Review Reports during the implementation period.

4.6. Escalation Mechanism.


4.8. Periodical Reports during operations period (These reports must include the details of the maintenance activities, modifications in the software, release of new versions (if any), Analysis of the incident / call statistics, in that particular month. Also, the SLA compliance matrix for the respective month shall be present in this report.)

Note: The approval of deliverables above, except 4.7 and 4.8 will also be a pre-requisite for Go-Live.
5. Project Schedule

The Service provider shall provide a detailed plan for implementation of the solution.

The Service provider will be required to get the application tested and certified by Cert-in empanelled agency, as per the requirement of the RFP.

5.1. Implementation Timelines and Payment Milestones

<table>
<thead>
<tr>
<th>S/No.</th>
<th>Activity/Task/ Milestones</th>
<th>Time to Completion (in Weeks**)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Project Start/ Signing of Contract</td>
<td>T</td>
</tr>
<tr>
<td>2.</td>
<td>Submission of Project Plan/ Inception Report</td>
<td>T + 1</td>
</tr>
<tr>
<td>3.</td>
<td>Implementation / customization and submission of software application</td>
<td>T + 4</td>
</tr>
<tr>
<td>4.</td>
<td>Feedback on Beta version of Application</td>
<td>T + 5</td>
</tr>
<tr>
<td>5.</td>
<td>Submission of updated Version of Application</td>
<td>T + 6</td>
</tr>
<tr>
<td>6.</td>
<td>User Acceptance Test of Application and UAT sign off</td>
<td>T + 7</td>
</tr>
<tr>
<td>7.</td>
<td>Submission of final Version of Application</td>
<td>T + 9</td>
</tr>
<tr>
<td>8.</td>
<td>Go-Live</td>
<td>T + 10</td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td>3 Years After Go-Live</td>
</tr>
</tbody>
</table>

Note:
1) ‘T’ refers to signing of contract. Operations Phase will start from the date of Go-Live and will last for 3 (Three) years.
2) The bidder should ensure that the procurement and deployment of hardware and provisioning of the manpower activity shall be carried out in parallel to match the go live date.
3) No advance payment will be made.

5.2. Go-Live of Application

Go-Live date will be defined as date of acceptance of the below mentioned pre-requisites by the MAP_IT.

5.2.1. Submission and Approval of Deliverables as specified in Clause 4: Minimum Required Deliverables of Section III: Project Requirements of this RFP.

5.3. Acceptance Criteria

5.3.1. MAP_IT will accept the commissioning and project Go-Live only as described earlier.

5.3.2. A team comprising of representatives from MAP_IT and Bidder will verify satisfactory performance of all the modules.

5.3.3. Any delay on account of MAP_IT side procedures such as issuance of Government orders, logistics arrangement at site offices, personnel deployment, power supply,
network connectivity and bandwidth etc. should not be considered for acceptance. In case such a delay occurs, the acceptance should be completed for those services where these procedures are not impacting. The prorated payment for the delayed service may be made in good faith by MAP_IT.

5.3.4. For acceptance testing of the Software solution the MAP_IT shall mutually agree on a detailed Acceptance Test Plan.

6. Service level Requirements (SLR)

6.1. Parameters for Service Level Agreements & compliance

The Bidder will ensure meeting of following SLA parameters and will enter into an agreement with MAP_IT on SLA parameters indicated below. SLA performance compliance will have to be achieved by the Call Center.

6.1.1. Deployment SLR

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Activity</th>
<th>Baseline (T) (in Weeks)</th>
<th>Expected Performance (in Weeks)</th>
<th>Penalty for Delay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Go-Live</td>
<td>As per TL matrix</td>
<td>As per TL matrix</td>
<td>A Penalty of Rs. 10,000 per week for first two weeks, Rs. 25,000 per week for every subsequent week or part thereof subject to a maximum of Rs. 1,00,000. If the maximum penalty is reached, MAP_IT may consider termination of contract.</td>
</tr>
</tbody>
</table>

*Note: The time taken by MAP_IT for approvals shall be excluded from the timelines.

6.1.2. Operational SLA Parameters

a. Call Answer
b. Call Abandonment Rate
c. First Call Resolution Rate
d. Average Handling Time
e. Fatal Error
f. Customer Satisfaction
6.1.3. Definitions and details of SLA parameters:

**Call Answer**

<table>
<thead>
<tr>
<th>Component</th>
<th>Explanation of Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>Answer time is the number of seconds it takes to connect caller with (receive/reply) the Bidder's contact center representative.</td>
</tr>
<tr>
<td>Requirement</td>
<td>Throughout the uptime of Call Center except for scheduled downtime for a scheduled maintenance or when the MAP_IT's system is down for whatever reason.</td>
</tr>
<tr>
<td>Compliance</td>
<td>90% of calls will be answered in &lt;30 seconds by live person who is front-end directed by automatic call distribution (ACD)</td>
</tr>
<tr>
<td>Measurement</td>
<td>Monthly</td>
</tr>
<tr>
<td>Frequency</td>
<td></td>
</tr>
<tr>
<td>Calculation</td>
<td>(1-(Number of calls answered in &lt;30 second/total calls))*100 = Service Level Attained</td>
</tr>
<tr>
<td>Data Sources</td>
<td>CTI solution with date and time-stamp capabilities.</td>
</tr>
</tbody>
</table>

**Call Abandonment Rate**

<table>
<thead>
<tr>
<th>Component</th>
<th>Explanation of Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>The proportion of calls that hang up or are disconnected before the Bidder's agent answers the phone. A wrong immediate hang-up exclusion not exceeding 5 seconds is acceptable.</td>
</tr>
<tr>
<td>Requirement</td>
<td>Throughout the uptime of Call Center except for scheduled downtime for scheduled maintenance or when the MAP_IT's system is down for whatever reason</td>
</tr>
<tr>
<td>Compliance</td>
<td>95% of the call should be answered by the Bidder’s agent before hang up or are disconnected.</td>
</tr>
<tr>
<td>Measurement</td>
<td>Monthly</td>
</tr>
<tr>
<td>Frequency</td>
<td></td>
</tr>
<tr>
<td>Calculation</td>
<td>(1-(Number of abandoned calls (calls that have entered the queue and “hang up”) / total calls))*100 = Service Level attained</td>
</tr>
<tr>
<td>Data Sources</td>
<td>CTI solution with date and time-stamp capabilities.</td>
</tr>
</tbody>
</table>

**First Call Resolution Rate**

<table>
<thead>
<tr>
<th>Component</th>
<th>Explanation of Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>First contact completion applies when the first person, the customer reaches answers the question, resolves the problem or dispatches service where appropriate. Warm transfers and call backs should be considered second or greater contact.</td>
</tr>
</tbody>
</table>
Request for Proposal for Selection of Service Provider for Setting-up a Call Center & Manage its Operations

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Throughout the uptime of Call Center except for scheduled downtime for scheduled maintenance or when the MAP_IT’s system is down for whatever reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compliance</td>
<td>75% (resolved)</td>
</tr>
<tr>
<td>Measurement Frequency</td>
<td>Monthly</td>
</tr>
<tr>
<td>Calculation Formula</td>
<td>(Number of calls resolved on the first call / total calls)*100 = Service Level Attained.</td>
</tr>
<tr>
<td>Data Sources</td>
<td>CTI solution with date and time-stamp capabilities.</td>
</tr>
</tbody>
</table>

**Average Handling Time**

<table>
<thead>
<tr>
<th>Component</th>
<th>Explanation of Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>The proportion of calls whose total duration from beginning of actual interaction to closure, that exceeds an Average Handling Time (AHT), which is currently set at 5 minutes.</td>
</tr>
<tr>
<td>Requirement</td>
<td>Throughout the uptime of Call Center except for scheduled downtime for scheduled maintenance or when the MAP_IT’s system is down for whatever reason</td>
</tr>
<tr>
<td>Compliance</td>
<td>98% of the call should not exceed AHT of 5 minute.</td>
</tr>
<tr>
<td>Measurement Frequency</td>
<td>Monthly</td>
</tr>
<tr>
<td>Calculation Formula</td>
<td>(1-(Number of calls whose AHT exceeds 5 minutes / total calls))*100 = Service Level Attained</td>
</tr>
<tr>
<td>Data Sources</td>
<td>CTI solution with date and time-stamp capabilities.</td>
</tr>
</tbody>
</table>

**Fatal Error:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Explanation of Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>The percentage of total contacts, wherein an error occurs in delivering Call Center specific services which is totally unacceptable, primarily due to the behavior of the Agent, which might lead to total dissatisfaction of caller or misleading the caller due to providing of wrong information.</td>
</tr>
<tr>
<td>Requirement</td>
<td>Throughout the uptime of Call Center except for scheduled downtime for scheduled maintenance or when the MAP_IT’s system is down for whatever reason</td>
</tr>
<tr>
<td>Compliance</td>
<td>99.50%</td>
</tr>
<tr>
<td>Measurement Frequency</td>
<td>Monthly</td>
</tr>
</tbody>
</table>
Calculation Formula: Monthly by taking <1% of daily activities and scanning for fatal error in each of the documented processes and procedures. The sampling should be divided over the various functional areas.

(1-(Number of calls where fatal error occurred / sample size))*100 = Service Level Attained.

Data Sources: Listening to voice calls from the log by the bidder’s quality assurance team/MAP_IT’s team or / and system report.

---

Customer Satisfaction:

<table>
<thead>
<tr>
<th>Component</th>
<th>Explanation of Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition</td>
<td>Measures performance of service provided to customer. Used to identify customer’s opinion of service performance</td>
</tr>
<tr>
<td>Requirement</td>
<td>Satisfied: (Parameters – Satisfied or not satisfied)</td>
</tr>
<tr>
<td></td>
<td>(Note: Customer satisfaction survey process will start after 1 month from initiating the operations)</td>
</tr>
<tr>
<td>Compliance</td>
<td>80% of the customers should be satisfied</td>
</tr>
<tr>
<td>Measurement Frequency</td>
<td>Monthly for 10% of end users who contact help desk; annually for all end users.</td>
</tr>
<tr>
<td>Calculation Formula</td>
<td>Monthly by taking &lt;5% of daily activities and completing a customer satisfaction record per documented processes and procedures. The sampling should be divided over the various functional areas.</td>
</tr>
<tr>
<td></td>
<td>Monthly reporting periods = Number of responses with a very satisfied rating / total number of responses = % Service Level Attained.</td>
</tr>
<tr>
<td>Data Sources</td>
<td>The same formula is used for the annual customer</td>
</tr>
</tbody>
</table>

---

6.1.4. Penalties and Rewards

The SLA parameters under a, b, c & d in Para above will be considered for penalties and rewards. The SLA parameters under e & f in Para above will not be considered for penalties and rewards and will be tracked for one year for the purpose of including them for levying penalties and rewards.

In case the Bidder is unable to meet any of the above four service levels, (except Customer Satisfaction and Fatal Error) then the MAP_IT will deduct a sum equivalent to 10% of the monthly dues from the monthly fees due to the Bidder.

However, the MAP_IT would allow the Bidder to earn-back the above deduction as per the following process:

- 50% of the penalties can be earned back if the Bidder meets all the service level (except Customer Satisfaction and Fatal Error) for two consecutive months following the month of non-compliance. For example, if the Bidder is unable to meet any of the service levels, say, in month of January, then the Bidder can earn back 50% of the penalties when the Bidder will meet all the
service levels consecutively in the months of February & March.

MAP_IT will have discretion of terminate the contract, in case the selected bidder earns penalty successively for three months during the entire contract period. It is further be clarified that this right is the prerogative of the MAP_IT only.


Bidder shall install necessary software and will be available for the Bidder to use the same for generating reports on operation of Call Center. Few sample reports are as below. These are only indicative.

- Number of incoming calls handled
- Number of outgoing calls placed
- Average talk time for calls handled - measured
- Average active time per call
- Summary of the interval of time required for handling incoming calls
- Number of calls exceeding threshold (i.e. calls waiting in queue longer than given time)
- Average time in queue by call type
- Number of abandoned calls

The Bidder will provide any other reports revealing the functioning of the Call Center.

7. Exit Management

The Service provider has to support an orderly, controlled transition of responsibility for the provision of the services/ from the Service provider to the new Service provider without any disruption in the services to MAP_IT. The Service provider is required to submit the Exit Management Plan 1 Year before the completion of the contract. The Exit Management Plan shall be based on mutually agreed terms between Service provider and MAP_IT. The MAP_IT can:

7.1. Continue using the solution, in case the bidder opts to transfer the solution to MAP_IT. The MAP_IT, however, reserves the right of refusal to continue with the solution.

7.2. Extend the contract, based on same terms and conditions of this RFP. The MAP_IT, however, reserves the right to re-negotiate terms of the contract.

8. Governance Structure

8.1. Bidder’s Responsibilities

8.1.1. To submit Pre-Qualification documents as required.

8.1.2. To understand the Scope of Work and the expected Outcomes & Deliverables.

8.1.3. To obtain necessary clarifications during Pre-Bid meeting, for preparing a comprehensive Proposal.

8.1.4. To provide a comprehensive RFP response for outsourced Call Center in MAP_IT.

8.1.5. To provide necessary collaterals to substantiate RFP response.

8.1.6. To present the salient features of RFP response to facilitate evaluation.
8.1.7. To prepare various deliverables as per requirements for the respective phase.
8.1.8. To develop system as per committed plans and timelines.
8.1.9. To ensure Quality Assurance of the system.
8.1.10. To deploy the system as per committed Deployment plan.
8.1.11. To monitor Risks and mitigate them continuously.
8.1.12. To complete User Acceptance & Sign-Off for Phase wise functionalities.
8.1.13. The Customization of the application using the infrastructure of the Service provider.
8.1.14. Submission of the reports to department on project progress on weekly basis.
8.1.15. Configuration management of the system during O&M period.
8.1.16. The Service provider shall design a detailed training program for the staff users.
8.1.17. Deliver the deliverables as per the contract terms and conditions.
8.1.18. Responsibility of getting sign-off on deliverables and phases from MAP_IT.
8.1.19. Adding value to the Functional Requirements provided in the RFP.
8.1.20. Responsibility to conduct further research on process reform.
8.1.21. Bring to the attention of the Government GPR opportunities

8.2. MAP_IT’s Responsibilities

MAP_IT shall act as the Nodal Agency & will have the overall responsibility for the smooth implementation of the whole project. MAP_IT would be responsible for monitoring the Automation project as a whole.

8.2.1. To participate in Program Governance processes as and when required.
8.2.2. To facilitate process changes as required for Application deployment.
8.2.3. To provide acceptance & sign-off for the deployed system and Deliverables for respective Phases after NIC recommendation.
8.2.4. To process the payments to the bidder after NIC recommendation.
8.2.5. Any other activity, as may be necessary for successful project implementation.

8.3. NIC Responsibilities

8.3.1. To participate in Program Governance processes as required.
8.3.2. To facilitate process changes as required for Application deployment.
8.3.3. To provide acceptance & sign-off for the deployed system and Deliverables for respective Phases.
8.3.4. To monitor the SLA, calculate the penalty, if any; verify the invoices with recommendations of payments to be made by MAP_IT to the bidder.

8.3.5. To assess the call load and analyze to revise the numbers of seats accordingly and recommend MAP_IT for the same.

8.3.6. Any other activity, as may be necessary for successful project implementation.
Section IV: Instructions to Bidders
1. General Conditions of Contract

1.1. Language of Bids

All Proposals, correspondence and documents related to proposals, shall be written in the English language. Supporting documents and printed literature furnished by the Bidder may be in another language, provided they are accompanied by an accurate translation of the relevant passages in English language.

1.2. Compliance & Completeness of Response

Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP document carefully. Submission of bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications. The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of its proposal. The RFP Document is not transferable to any other bidder.

1.3. Signing of Communication to MAP_IT

All the communication to MAP_IT including this RFP and the bid documents shall be signed on each page by the authorized representative of the bidder and authority letter should be attached with the bid.

1.4. Amendment of Bid Document

At any time prior to the deadline for submission of bids, MAP_IT for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, may modify the bid documents by amendment. Any such communication shall be posted on website (http://www.mapit.gov.in/) and bidders are requested to visit the website for updates. The Amendments will be binding on bidders. In order to allow prospective bidders reasonable time to take into consideration the amendments while preparing their bids the Tendering Authority, at its discretion, may extend the deadline for the submission of bids. Any modification in submitted proposals will not be considered.

1.5. Bid Validity

All the bids must be valid for a period of 180 days from the last date of submission of the RFP for execution of Contract Agreement. However, the quoted rates should be valid for the initial/ extended period of the contract from the effective date of the Contract Agreement. No request will be considered for price revision during the contract period.

1.6. Deadline for Submission of Bids
Request for Proposal for Selection of Service Provider for Setting-up a Call Center & Manage its Operations

Bids must be received by the Tendering Authority at the address, no later than the time and date specified in the Tender Notice. In the event of the specified date for the submission of Bids being declared as a holiday for the Tendering Authority, the bids will be received up to the appointed time on the next working day. However, the Tendering Authority may, at its discretion, extend this deadline for submission of bids, in which case all rights and obligations of the Tendering Authority and TENDERERS will thereafter be subject to the deadline as extended.

Note:
(i) Bids may be sent by registered post/speed post/courier or hand delivered so as to be received before due date and time at the address indicated in Tender Notice.
(ii) Bids received after due date and time will NOT be accepted by MAP_IT under any circumstances. The bidder shall ensure that the concerned officer receives their bid before the date & time fixed for the receipt.

1.7. Clarification of Commercial Bids

The Tendering Authority may at its discretion discuss with the Tenderer(s) to clarify contents of financial offer.

1.8. Right to Terminate the Process

MAP_IT may terminate the RFP process at any time and without assigning any reason. MAP_IT 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 MAP_IT.

1.9. Disqualification of Bids

1.9.1. MAP_IT may at its sole discretion and at any time during the processing of tender, disqualify any bidder from the tendering process if the bidder has:
1.9.1.1. Not submitted EMD as per specified timelines.
1.9.1.2. Made misleading or false representations in the forms, statements and attachments submitted.
1.9.1.3. If found to have a record of poor performance such as abandoning works, not properly completing the contract, inordinately delaying completion, being involved in litigation or financial failures, etc.
1.9.1.4. Submitted bid document, which is not accompanied by required documentation and Earnest Money Deposit (EMD) or non-responsiveness.
1.9.1.5. Failed to provide clarifications related thereto, when sought.
1.9.1.6. Conditional bids will be summarily rejected.
1.9.2. Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

1.10. Right to Accept/Reject any or all Proposals

MAP_IT reserves the right to accept or reject any proposal, and to annul the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for action of MAP_IT.

1.11. Contract Duration

The bidder will be required to sign a contract for total duration of System Implementation and 3 Years of Call Center Operations. The contract may be extended, as may be agreed upon mutually by MAP_IT and the successful bidder.

1.12. Late Proposal

The bidder will not be able to submit the proposals after final submission date and time is over. The EMD of such proposals will be returned to the Bidder.

1.13. Modification & Withdrawal of Proposal

The Bidder is not allowed to modify its proposal subsequent to the final submission of proposals. The Bidders cannot withdraw the proposal during the period between the last date for receipt of proposals and the expiry of proposal validity period specified in the RFP. A withdrawal of proposal during proposal validity period may result in the forfeiture of its EMD from the Bidder.

1.14. Penalties

If the Bidder fails to deliver within the agreed time-period, the MAP_IT shall be entitled to impose as penalties, as mentioned in Clause 6: Service level Requirements (SLR) of Section III: Project Requirements of this RFP. Once the maximum is reached, MAP_IT may consider termination of the Contract.

1.15. Limitation of Liability

1.15.1. Neither party shall be liable to the other for any special, indirect, incidental, consequential (including loss of profit or revenue), exemplary or punitive damages whether in contract, tort or other theories of law, even if such party has been advised of the possibility of such damages.

1.15.2. The total cumulative liability of the Service provider arising from or relating to this Contract shall not exceed the Total Contract Value, which gives rise to such liability provided, however, that this limitation shall not apply to any liability for damages arising from:
1.15.2.1. Willful misconduct, or
1.15.2.2. Indemnification against third party claims; or
1.15.2.3. Gross Negligence

1.16. **Bid Security / EMD**

1.16.1. The bidder shall furnish a bid security (EMD) as stated in the fact sheet section 1.1 (b)

1.16.2. The Bid Security (EMD) shall be in Indian Rupees (INR) shall be paid online

1.16.3. The EMD shall be valid for at least 180 (one hundred and eighty) days from the date of submission of proposal. No interest shall be payable on EMD under any circumstances.

1.16.4. Unsuccessful Bidder’s Bid security shall be discharged or returned within 60 (sixty) days of expiration of the period of proposal validity prescribed by the Tenderer or after awarding tender to successful Bidder.

1.16.5. The successful Bidder’s EMD shall be discharged upon the signing of agreement by the Bidder, and submission of Performance Guarantee.

1.16.6. The Bid security will be forfeited at the discretion of Tenderer on account of one or more of the following reasons-

1.16.6.1. The Bidder withdraws its Proposal during the period of proposal validity

1.16.6.2. Bidder does not respond to requests for clarification of its proposal

1.16.6.3. In case of a successful Bidder, the said Bidder fails to sign the Agreement in time.

1.16.7. In case of successful bidder, the bidder have to submit the Performance Security, as defined in this RFP

1.17. **Performance Security**

The Bidder shall at his own expense, deposit with MAP_IT, within Fifteen (15) working days of the date of notice of award of the contract or prior to signing of the contract, whichever is earlier, an unconditional and irrevocable Performance Security in the form of Bank Guarantee (BG) from a Scheduled/ nationalized Bank acceptable to MAP_IT, payable on demand, for the due performance and fulfillment of the contract by the bidder.

This Performance Security of INR 10% of the Bid Amount, in favor of CEO, MAP_IT payable at Bhopal. All charges whatsoever such as premium, commission, etc. with respect to the BG shall be borne by the bidder. The BG shall be valid for a period of 42 months from the date of signing of agreement and should be in the standard format prescribed by Reserve Bank of India. Also, the same shall be extended to the extent that it remains valid for at least 3 months after the expiry of the contract.

The bidder will also be required to further extend the BG, in case the MAP_IT extends the contract, to an extent that the BG is valid for a minimum of 6 months after the expiry of the Contract.
The extended BG in all the above cases shall be submitted at least 3 months before the expiry of the previous BG, failing which, MAP_IT reserves the rights to terminate the contract, and forfeit the BG.

1.18. **Bid Prices**

1.18.1. The bidder shall express their bid prices using the price schedule form provided in the bidding documents as Format 7: Commercial Bid Letter & Format 8: Detailed Commercial Bid Format. All costs and charges related to the bid shall be expressed in Indian Rupees. Prices indicated in the Price Schedule shall be entered in the following manner:-

1.18.1.1. The Prices quoted by the bidder shall remain fixed during the entire period of contract and shall not be subject to variation on any account. A bid submitted with an adjustable price quotation will be treated as non-responsive and rejected.

1.18.1.2. The prices quoted by the bidder shall be in sufficient detail to enable the Purchaser to arrive at the price of the services offered.

1.18.2. Prices shall be inclusive of all Taxes (taxes, duties, charges, levies etc.) except applicable Service Tax, which shall be payable extra on prevailing rates.

1.19. **Discounts, Levies, Freight etc**

The Bidders are informed that discount, if any, should be merged with the quoted prices. Discount of any type, indicated separately, will not be taken into account for evaluation purposes. The Bidders should also take into account all levies, freight, insurance etc. The price quoted should be inclusive of all levies, freight, insurance, octroi, taxes etc. of any type, indicated separately, will not be taken into account for evaluation purposes.

1.20. **Payments**

The payment will be done through escrow account on submission and approval of invoices to the authorized officer of the MAP_IT. The process to be followed will be as under:

1.20.1. The MAP_IT shall pay all invoices within 60 days from the date of receipt of verified invoice.

1.20.2. All taxes deductible at source, if any, at the time of release of payment, shall be deducted at source as per the current rate while making any payments.

1.20.3. The invoice amount would be paid after the evaluation of performance against both the deployment, operational and Call Center SLAs and after deducting penalties, if any.

1.21. **Resolution of Disputes**

MAP_IT and the successful bidder shall make every effort to resolve amicably by direct informal negotiation any disagreement or dispute arising between them under or in connection with the contract. If, after thirty (30) days from the commencement of such informal negotiations, MAP_IT and the successful bidder have been unable to resolve amicably a contract dispute, either party may require
that the dispute be referred for resolution to the formal mechanisms specified here in. These mechanisms may include, but are not restricted to, conciliation mediated by a third party.

In case of a dispute or difference arising between the MAP_IT and the successful bidder relating to any matter arising out of or connected with the agreement, such disputes or difference shall be settled in accordance with the Arbitration and Conciliation Act, of India, 1996.

1.22. **Governing Language**

The contract shall be written in English. All correspondence and other documents pertaining to the contract, which are exchanged by the parties, shall be in English.

1.23. **Applicable Law**

The contract shall be interpreted in accordance with appropriate Indian laws and the jurisdiction would be BHOPAL district court.

1.24. **Taxes and Duties**

The bidder shall be entirely responsible for all other taxes, duties, license fee, Octroi, road permits etc. No increase in base rates will be allowed during the period of the contract.

1.25. **Ownership and Use of Data**

MAP_IT holds exclusive rights to all data captured by the system. The bidder cannot sell or use data for its own research or benefit without prior approval granted from the MAP_IT.

1.26. **Termination for Default**

The Tendering Authority may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the Tenderer terminate the Contract in whole or part:

(a) If the Tenderer fails to deliver any or all of the services within the period(s) specified in the Contract.

(b) If the Tenderer, in the judgment of the Tendering Authority has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

For the purpose of this clause:

“Corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.

“Fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a Contract to the detriment of the Tendering Authority, and includes collusive practice among TENDERERS (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and deprive the Tendering Authority of the benefits of free and open competition.

1.27. **CONSEQUENCES OF TERMINATION**

In Circumstances mentioned above the Tendering Authority may forfeit the security deposit /
1.28. TERMINATION FOR INSOLVENCY

The Tendering Authority may at any time terminate the Contract by giving written notice to the Tenderer, if the tenderer becomes bankrupt or otherwise insolvent. In this event, termination will be without compensation to the Tenderer, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the Tendering Authority.

1.29. Force Majeure

The Bidder shall not be liable for forfeiture of its performance security, penalties, or termination for default if and to the extent that it’s delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure. For purposes of this Clause, “Force Majeure” means an event beyond the control of the Bidder and not involving Bidder’s fault or negligence and not foreseeable. Such events may include, but are not restricted to, acts of the Client in its sovereign capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions, and freight embargoes, act of god, riots, strikes, change in relevant government policy etc.

If an event of Force Majeure continues for a period of ninety (90) days or more, the parties may, by mutual agreement, terminate the Contract without either party incurring any further liabilities towards the other with respect to the Contract, other than to effect payment for goods/services already delivered or performed.

1.30. Notices

Any notice given by one party to the other pursuant to this contract shall be sent to the other party in writing or by email and confirmed in writing to the other party’s last recorded address. A notice shall be effective when delivered or tendered to other party whichever is earlier.

1.31. Binding Clause

All decisions taken by the Tendering Authority regarding the processing of this tender and award of contract shall be final and binding on all parties concerned. The Tendering Authority, reserves the right:

- To vary, modify, revise, amend or change any of the terms and conditions mentioned in RFP; or
- To reject any or all the tender/s without assigning any reason whatsoever thereof or to annual the bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for such decision

1.32. Interpretation of the Clauses

In case of any ambiguity in the interpretation of any of the clauses in Tender Document or the Contract Document, the Tendering Authority’s interpretation of the clauses shall be final and binding on all parties.
2. Special Conditions of Contract

2.1. Sub-Contracting

Sub-contracting is not allowed under this RFP.

2.2. Infrastructure arrangement by Bidder

The Bidder shall assess and make his own arrangements for infrastructure which includes necessary hardware, system software and transportation of personnel deployed by him, security at the site in addition to the men, machine and material. The bidder should assess the capacity planning and assessment for the solution taking into account the entire period, and shall update/replace the hardware for resources, in order to meet the Service Level Requirements of the solution.

2.3. Risk Purchase

In case of breach of any of the conditions of the agreement or delay in supply or failure to implement at bidder’s own quoted rates, MAP_IT may at its option, take any or all of the actions detailed below:-

2.3.1. Implement / Purchase from elsewhere on bidder’s Risk or Account the entire or the remaining items and services.

2.3.2. Forfeit either wholly or the part of the service charges/ security deposits.

2.3.3. Taking of such other action against the bidder including legal action for breach of contract.

2.3.4. Levy of penalties or with-held payment to the extent of services not provided.

2.4. Compliance to Guidelines

Bidders to ensure incorporate the guidelines as a must for the Outsource Call center. It should comply with guidelines issued by Central / Madhya Pradesh State Government Authorized Agencies from time to time.

The bidder will be required to make the changes in the solution, in order to meet the guidelines issued by such agencies from time to time.

2.5. Warranties & Intellectual Property Rights (IPR)

2.5.1. During the operations phase from the date of Go-Live, the bidder will implement all product(s) and documentation updates, patches/ fixes, and version upgrades within 15 days of their availability/release date and should carry out installation and make operational the same at no additional cost to MAP_IT. Such activity would have to be planned by bidder in such a way that the same results in zero down time for users i.e. ideally to be completed during off business hours).

2.5.2. Bidder must ensure that they have all necessary licenses, approvals, consents of third Parties/principle manufacturers and all necessary technology, hardware and software to enable it to provide the solution.
2.5.3. Intellectual property in anything developed by the Solution Provider specifically and exclusively for MAP_IT, and based on the information or data owned by MAP_IT, shall vest with MAP_IT. The source code along with administrative passwords of the application is required mandatorily by the MAP_IT. MAP_IT will have the IPR for all the functional processes and process flows therein.

Section V: Formats & Templates
1. **Format 1: Bid Form**

(To be submitted on letterhead of the Bidder)

To 

The Chief Executive Officer, 
Madhya Pradesh Agency for Promotion of Information Technology (MAP_IT), 
47-A, Arera Hills, 
Bhopal (M.P.)-462011.

Dated --------, 2015.

Ref: “ Outsourced Call Center” against tender No ………………………..MAP_IT/Project/e-Mail Policy/2015/ due for opening on _______.

Dear Sir,

Having examined the tender document of Outsourced Call Center as detailed in the tender document, Terms & Conditions and scope of procurement, Specifications etc., and having understood the provisions and requirements relating to the procurement and all other factors governing the tender, We hereby submit our offer for the tender document of Outsourced Call Center, in accordance with terms and conditions and confirm our acceptance to execute the order within the time period specified in the tender document, at the rates quoted by us in the accompanying financial Bid.

We accept the RFP document and if we fail to complete the delivery as per the order, we agree that, MAP_IT shall have full authority to forfeit the earnest money/Performance Security and cancel our order with no obligation on their part.

We confirm having deposited earnest money of INR 5,00,000/- (INR Five Lakhs only) online through e-procurement portal.

<<In Case Joint Venture (JV) is applicable>>

We further confirm that –
We have successfully executed orders of similar nature and we have sufficient experience and financial strength in handling orders of this value.

We have sufficient qualified manpower and necessary materials and after sales support to execute the order efficiently in the specified time schedule.

The quoted rates shall be valid for 180 days from the date of submission of the bid.

We further confirm that all contents of the tender document have been read, understood and signed and there is no deviation/discrepancy.

Signature of the Bidder

With stamp and date
2. Format 2: Bidder’s Profile

(To be submitted on letterhead of the Bidder)

<table>
<thead>
<tr>
<th>TECHNICAL PROPOSAL SUBMISSION FORM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section 1: Organizational Details/Personal details</td>
</tr>
<tr>
<td>1.1 Name of the Firm/ Organization/ Individual</td>
</tr>
<tr>
<td>1.2 Address of the Head Office:</td>
</tr>
<tr>
<td>1.3 Address of the Project Offices:</td>
</tr>
<tr>
<td>1.4 Telephone, Fax and Email details</td>
</tr>
<tr>
<td>1.5 Name and Designation of the Authorized Representative of the renderer to whom all the references shall be made:</td>
</tr>
<tr>
<td>1.6 Address, phone, fax and email of the Authorized Representative</td>
</tr>
<tr>
<td>Section 2: Subject Area</td>
</tr>
<tr>
<td>2.1 Area of Expertise:</td>
</tr>
<tr>
<td>2.2 Academic strength and reputation:</td>
</tr>
<tr>
<td>Section 3: Registration Details</td>
</tr>
<tr>
<td>3.1 Registration no. and date:</td>
</tr>
</tbody>
</table>

Reference page
<table>
<thead>
<tr>
<th>Section 4: Experience &amp; Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Summary of similar projects executed successfully in the past years; focusing on brief descriptions of assignments and experience in similar conditions.</td>
</tr>
<tr>
<td>(i) Project title</td>
</tr>
<tr>
<td>(ii) Source of funding</td>
</tr>
<tr>
<td>(iii) Implementing partners (if any)</td>
</tr>
<tr>
<td>(iv) Project duration</td>
</tr>
<tr>
<td>(v) Project budget</td>
</tr>
<tr>
<td>(vi) Project brief</td>
</tr>
<tr>
<td>4.2 Experience in Call Center services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 5: Details of Employees/Experts and infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Availability of appropriate skills among staff with summary of relevant permanent professionals, employees and resource persons. Attached CV’s of resource persons with original consent letters if not permanent employee</td>
</tr>
<tr>
<td>5.2 Availability of infrastructure, equipment’s etc.</td>
</tr>
</tbody>
</table>
### Section 6: Earnest money deposit (Bid Security) and validity

6.1 Turnover of last three years (submit audit report/balance sheet)

<table>
<thead>
<tr>
<th>Year 1 ( FY 2013-2014)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 2 ( FY 2012-2013)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year 3 ( FY 2011-2012)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6.2 Validity of Offer

(not less than 180 days)

6.3 Details of Earnest money deposit

(i) Amount of DD/BC

(ii) DD/BC number

(iii) Issue Date

(iv) Name of the Issuing Bank

(v) Name of the Issuing Branch

Signature of the Bidder

With stamp and date
3. Format 3: Declaration Regarding Clean Track

(To be submitted on letterhead of the Bidder)

To
The Chief Executive Officer,
Madhya Pradesh Agency for Promotion of Information Technology (MAP_IT),
47-A, Arera Hills,
Bhopal (M.P.)-462011.

Dated ---------, 2015

Ref: “Selection of Service provider for Outsourced Call Center” against tender No ......................MAP_IT /Project/ e-Mail Policy/2015/ dated _______ due for opening on _______

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the RFP Document regarding “Outsourced Call Center”.

I hereby declare that my company has not been debarred/black listed by any Government/Semi Government organizations in India. I further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking in India.
3. The information provided in the tender document is true and no false representation has been made.

Yours faithfully,

(Signature of the Bidder)

Printed Name

Designation Seal

Date:

Business Address:

Place: Bidder’s signature

Date: with seal.
## 4. Format 4: Request for Pre-bid Clarifications

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Page No.</th>
<th>Clause No.</th>
<th>Clause heading</th>
<th>Query / Clarification sought</th>
<th>Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>
## 5. Format 5: Project Experience

(To be submitted on letterhead of customer separately for every similar kind of project)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Item</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>General Information</strong></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Customer Name/Government Department</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Name of the Contact Person and Contact details including email-id.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Brief Description of scope of Project</strong></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Contract Value of the project (in Crores)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Total cost of the services provided (by the Bidder)</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Project Details</strong></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Name of the project</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Start Date/End Date</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Date of Go-Live</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Current Status (work in progress, completed)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Contract Tenure</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Type of Project. (Complete Outsourced Call Center)</td>
<td>Yes / No</td>
</tr>
<tr>
<td>11</td>
<td>Brief Scope of Work</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Number of Agents.</td>
<td></td>
</tr>
</tbody>
</table>

Signature of Customer:

Name of Customer:

Seal of Customer:
6. Format 6: Proforma for Agreement (Draft version only)
(To be executed on Stamp paper as per legal requirement)

THIS AGREEMENT made on the ___________________ day of _______________ 2015 between Madhya Pradesh Agency for Promotion of Information Technology, Bhopal (Name of MAP_IT) having its registered office at 47-A, Arera Hills, Bhopal, MP of one part and M/s ___________ ________ having its registered office at ___________ ________ ________ [hereinafter called “Service provider (SP)”] of the other part.

WHEREAS MAP_IT has desired for Selection of Service Provider for Outsourced Call Center as per the Scope of work & specifications given in the RFP document, referred below, and has accepted a Tender by the SP (Wide LOI no -------- dated ------- ) for the sum of ____________________________ (Contract Price in Words and Figures) (hereinafter called “the Contract Price”).

Whereas the SP has accepted the offer of MAP_IT Wide Letter no ----- dated ----- in response to the LOI no ----- dated ----- issued by MAP_IT.

NOW THIS AGREEMENT WITHNESSETH AS FOLLOWS:

1. In this Agreement words and expressions shall have same meanings as are respectively assigned to them in the Conditions of Tender referred to.

2. The following documents shall be deemed to form and be deemed to form and be read and construed as part of this Agreement,

   a. Request for Proposal (RFP), i.e. Tender No.: ..................MAP_IT/Project/e-Mail Policy/2015/
   b. All Corrigendum released to the above RFP
   c. Bid proposal submitted by M/s <<______>
   d. ---- etc.

3. In consideration of the Payments to be made by MAP_IT to the SP as hereinafter mentioned, the SP hereby covenants with MAP_IT to provide the goods and services and to remedy defects therein in conformity in all respects with the provisions of the RFP document.

4. MAP_IT hereby covenants to pay the Service Provider in consideration of the provisions of the goods and services and the remedying of defects therein the Contract Price or such other sum as
may become payable under the provisions of the Contract at the times and in the manner prescribed in the RFP document.

5. The following terms & conditions shall apply in addition to the terms & conditions given in the RFP document and shall override the conditions given in the RFP document No.

   a. <<To be filled based on mutual agreement between MAP_IT and Selected Service provider>>

Signed and sealed this _____day of _____, 20_____ at______.

(Signature) (Signature)

Full name, designation and official address with stamp

Full name, designation and official address with stamp

WITNESS NO. 1
Full name, designation and official address with stamp

WITNESS NO. 2
Full name, designation and official address with stamp
7. Format 7: Commercial Bid Letter

(To be submitted on letterhead of the Bidder)

Name of the Bidder:

To

The Chief Executive Officer,
Madhya Pradesh Agency for Promotion of Information Technology (MAP_IT),
47-A, Arera Hills,
Bhopal (M.P.)-462011.

Subject: Submission of Commercial Bid against tender No. .............MAP_IT/Project/e-Mail Policy/2015/ dated _______ for Outsourced Call Center for MAP_IT, Bhopal.

Dear Sir,

Having examined the RFP document, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to implement, as a Service Provider for Outsourced Call Center in MAP_IT. To meet such requirements and to provide services as set out in the RFP document, we herewith submit our commercial proposal for the sum of [Amount in words and figures] , summarizing our commercial proposal as per Format 8: Detailed Commercials

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the proposal.

We understand that you are not bound to accept any proposal you receive.

Terms:-

1. The Prices mentioned in Format 8 are inclusive of all taxes, except service tax.
2. Price shall remain fixed for a period of 180 days from the date of submission of bid.
3. The Octroi and other duties & Taxes, if any, will not be charged separately to the MAP_IT.
4. The financial bid is liable to be rejected in absence of Format 8: Detailed Commercials.

Place: Bidder’s signature with seal

Date:
8. Format 8: Detailed Commercial Bid Format

To,
The Chief Executive Officer,
Madhya Pradesh Agency for Promotion of Information Technology (MAP_IT),
47-A, Arera Hills,
Bhopal (M.P.)-462011.

Subject: Financial Bid for Outsourced Call Center.

Sir/Madam,

With reference to tender document for development of application, we submit our commercial bid as under -

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Items</th>
<th>Unit Rate</th>
<th>Qty</th>
<th>No. Of month</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Average Cost per resource per shift per month</td>
<td>(a)</td>
<td>05</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Cost of seat and infrastructure arrangement for NIC representative</td>
<td></td>
<td>02</td>
<td>36</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Cost of Ticketing Solution (one time)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Grand Total</strong></td>
</tr>
</tbody>
</table>

Note:

1. Total cost of ownership will be sum of items from Sr. no 1 to 3 given above.
2. Agent shift will be of 8 hours duration.
3. MAP_IT has the right to ask for increase in the seats as per unit rate mentioned in S.No. 1 and S.No.2.
4. Prices should be inclusive all duties, Taxes etc., except service tax. This price will remain valid for 3 years. MAP_IT will consider any changes in tax by central / state government after bid submission date.
5. Cost of PSTN usage bills will be borne by MAP_IT extra.
DECLARATION

I / We agree to keep this offer valid for 180 (One hundred and eighty) days from the date of submission of the bid. We shall also be agreeable to extent the validity of the bid, if so desired by the MAP_IT.

I / We agree and undertake to abide by all the terms and conditions of the bid document. In witness thereof, I/We submit this Bid under and in accordance with the terms of the bid document.

I / We agree to make deductions of TDS as per rules from the payments.

Yours faithfully,

Date : (Signature of the Authorized Signatory)
Place : (Name and designation of the Authorized Signatory)

Name and seal of Bidder/Lead Firm

[PROPOSALS MUST BE IN SEALED SEPARATE INNER ENVELOPE MARKED FINANCIAL PROPOSAL]

<Name>
<Designation>
<Address>
<Phone No.s>
<Fax No.s>
<email id>

Whereas, <<name of the supplier and address>> (hereinafter called “the Bidder”) has undertaken, in pursuance of contract no. <<insert contract no.>> dated. <<insert date>> to provide services as Service provider for Outsourced Call Center to Madhya Pradesh Agency for Promotion of Information Technology, Bhopal, (hereinafter called “the beneficiary”)

And whereas it has been stipulated by in the said contract that the Bidder shall furnish you with a Bank guarantee by a recognized Bank for the sum specified therein as security for compliance with its obligations in accordance with the contract;

And whereas we, <<name of the Bank>> a Banking company incorporated and having its head/registered office at <<address of the registered office>> and having one of its office at <<address of the local office>> have agreed to give the supplier such a Bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, upto a total of Rs. <<insert value>> (Rupees <<insert value in words>> only) and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of Rs. <<insert value>> (Rupees <<insert value in words>> only) as aforesaid, without your needing to prove or to show grounds or reasons for your demand of the sum specified therein.

We hereby waive the necessity of your demanding the said debit from the Bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This Guarantee shall be valid until <<Insert date>>.

Notwithstanding anything contained herein:

I. Our liability under this Bank guarantee shall not exceed Rs. <<insert value>> (Rupees <<insert value in words>> only)
II. This Bank guarantee shall be valid upto <<insert expiry date>>

III. It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this Bank guarantee that we receive a valid written claim or demand for payment under this Bank guarantee on or before <<insert expiry date>> failing which our liability under the guarantee will automatically cease.

Yours faithfully,

Date : (Signature of the Authorised Signatory)

Place : (Name and designation of the Authorised Signatory)

Seal
10. Format 10: Manufacturer's Authorization Form (MAF)
(On Company letterhead only)

To

The Chief Executive Officer,
Madhya Pradesh Agency for Promotion of Information Technology (MAP_IT),
47-A, Arera Hills,
Bhopal (M.P.)-462011.

Dated --------, 2015.

Sub: Authorization of <<company name of SP>> to provide software / hardware/ maintenance services on our product(s)

Ref: RFP for Selection of Service Provider for Outsourced Call Center.

Sir/Ma’am,

This is to certify that <Insert complete legal name of the OEM>, I/we am/are the Original Equipment Manufacturers (“OEM”) in respect of the products listed below (“Products”). I/We confirm the Products listed herein have not been announced as End-of-Life or End-of-Sale.

I/We confirm that <Insert complete legal name of SP> (“Service Provider” or “SP”) has due authorization from us to resell and supply certain OEM Equipment(s), to the Madhya Pradesh Agency for Promotion of Information Technology, Bhopal, Bhopal (“MAP_IT”). The SP is authorised by us, to provide the solution, implementation, requisite training & maintenance services, provide maintenance and upgrade support services for our products for the listed Information Technology infrastructure and System Integration services to MAP_IT.

When resold by reseller the Products shall be subject to applicable warranty terms and service policies of the OEM.

I/We affirm that as of the date of this letter, we shall make support available for the Product(s) and provide support of parts for repair (or functionally equivalent replacements) thereof for a period of up to eight (8) years from the date of sale to MAP_IT and that we currently expect to make these Products, or subsequent versions or functional equivalents of them, available for sale during such period of time.

We assure you that in the event of SP, not being able to fulfil its obligation as our representative in respect of applicable standard warranty terms we would continue to meet our warranty terms for the entire term of the agreement through appropriate alternate arrangement(s) through our support mechanism in India.

This authorization letter is applicable against the Products listed below:
Request for Proposal for Selection of Service Provider for Setting-up a Call Center & Manage its Operations

For and on behalf of <Insert OEM’s company name>

<Signed and Sealed>

<Date and Signature>

For and on behalf of <Insert OEM’s company name>
11. Format 11: Declaration

(On Company letterhead only)

<table>
<thead>
<tr>
<th>DECLARATION</th>
</tr>
</thead>
</table>

The undersigned, having read the Terms and Conditions set out in the attached document, hereby offers to provide the services at the prices quoted, in advance with the specifications stated and subject to Terms and Conditions set out or specified in the document. We submit our Proposal, which includes this Technical proposal, and Financial Proposal sealed under a separate envelope. We confirm that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations. We understand MAP_IT is not bound to accept any Proposal you receive.

<table>
<thead>
<tr>
<th>Name of authorized representative:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title:</td>
</tr>
<tr>
<td>Postal address:</td>
</tr>
<tr>
<td>Date:</td>
</tr>
<tr>
<td>Telephone No.:</td>
</tr>
<tr>
<td>Email Address:</td>
</tr>
<tr>
<td>Mobile No. :</td>
</tr>
<tr>
<td>Signature:</td>
</tr>
</tbody>
</table>

(Representative AUTHORIZATION Letter on the Letterhead of the Bidder)

Date : .................................

Ref : .................................

To,
The Chief Executive Officer,
Madhya Pradesh Agency for Promotion of Information Technology (MAP_IT),
47-A, Arera Hills,
Bhopal (M.P.)-462011.

Ms./Mr. .................................................... is hereby authorized to sign relevant documents on behalf of the company/firm in dealing with tender reference No .................................................... She/He is also authorized to attend meetings and submit technical and commercial information as may be required by MAP_IT in the course of processing above said application. Ms./Mr. .................................................... is hereby authorized to make technical presentation on behalf of the company.

(Proof of above two persons as employee of the company to be enclosed)

Thanking you,

Representative Signature

....................................................

Authorized Signatory

....................................................

.................................

Signature attested
13. Format 13: Project Key Person Details

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
<th>Designation</th>
<th>Qualification and Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Senior Resources</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Please attach detailed CV of the persons with clearly mentioning qualification, Experience and Project Handled along with Technical proposal.
## 14. Format 14: Functional Requirements

<table>
<thead>
<tr>
<th>Ref. No</th>
<th>Requirements</th>
<th>Vendor’s Response (Y/N)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>IVR</td>
<td>Ability of IVR system menu to prompt the caller to make their selection(s) of all inbound calls received on identified telephone number</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Ability to support audio-text for playback of regulations, procedures and frequently asked questions as per the IVR Call Flow &amp; Call Tree</td>
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<tr>
<td></td>
<td>English Language Support</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Hindi Language Support</td>
<td></td>
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<td></td>
<td>Ability to capture information from a caller or identify a customer using CLI</td>
<td></td>
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<tr>
<td></td>
<td>Ability to route the caller to the ACD when the customer requires to talk to an agent</td>
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<tr>
<td></td>
<td>Ability to be integrated to speech recognition engine</td>
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<tr>
<td></td>
<td>If the speech recognition engine is available as part from the proposed solution, please identify the type of the engine and the engine capability and supported languages in the Comments field)</td>
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<td></td>
<td>Ability to change the IVR Tree by the system user, with no change in the software, through GUI Interface</td>
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<td></td>
<td>Ability to change the IVR route based on the customers’ captured data (i.e. Customer segment)</td>
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<td></td>
<td>Ability to capture all the customer’s interactions with the IVR and pass it to the Contact Center (i.e. CTI Integration)</td>
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<td></td>
<td>Ability to add multiple message on the IVR system</td>
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<tr>
<td></td>
<td>Ability of the system user to schedule different messages in specific dates and for a specific period</td>
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<td></td>
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<tr>
<td>Ability to determine agent availability from the ACD and voice out in minutes and seconds next agent availability</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>The Agent must have facility to mark calls as closed, open, call back on a certain date &amp; time etc with his specific remarks in detail. System will route the call on reminder date and time to a Agent who is free for follow-up</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appropriate escalation Management of OPEN calls to senior Agents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track &amp; Report number of open calls with flexible date &amp; Time reporting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track &amp; Report number of escalated calls with flexible date &amp; Time reporting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report on Inbound calls with call details with flexible date &amp; Time reporting.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forwarding of requests / Complaint to NIC / Email Service Provider.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Follow up of requests / Complaint to NIC / Email Service Provider.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Escalation of requests / Complaint assigned to NIC / Email Service Provider.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability of the system to provide all agent parameters to follow the login ID, irrespective of the physical location of their terminal.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Auto call routing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support for &quot;call back&quot; option in the event of long call waiting</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Interfaces**

- Integration with the ACD
- Integration with CTI
- Support for display of calling party's number and other
<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support for recording and monitoring calls handled by all agents</td>
<td></td>
</tr>
<tr>
<td>Support for email</td>
<td></td>
</tr>
<tr>
<td>Web Interface to Log Complaint / Request by the user.</td>
<td></td>
</tr>
<tr>
<td>All features available in telephony interface should be available in the web interface and vice-versa.</td>
<td></td>
</tr>
<tr>
<td>The Web interface can also be used to control a combined web-telephony mode where audio flows through the telephone.</td>
<td></td>
</tr>
<tr>
<td>ODBC interface for all types of databases</td>
<td></td>
</tr>
<tr>
<td><strong>ACD/CTI</strong></td>
<td></td>
</tr>
<tr>
<td>Ability to manage dynamic call queues to allow queues to be opened or closed as required by authorized person</td>
<td></td>
</tr>
<tr>
<td>Ability to allow call center agents to be members of multiple ACD groups</td>
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<tr>
<td>Ability to transfer call to other call center agent with call data attached</td>
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<tr>
<td>Ability of skills based routing to allocate calls to call center agents based on the skills</td>
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<tr>
<td>Routing to the agents with 'Ring One' feature to according to at least one of the following configuration:</td>
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<tr>
<td>(A) With 'Least Recent' - the extension that received a call the longest time ago will be on the top of the list</td>
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<tr>
<td>(B) With 'Fewest Calls' - the extension that received the least number of calls will be on the top of the list</td>
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<tr>
<td>(C) Random Selection</td>
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<tr>
<td>Routing to the agents with 'Ring All' feature - first agent picks the call, it will be closed for the other</td>
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<tr>
<td>Ability</td>
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<td>---------------------------------------------</td>
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<tr>
<td>Support routing for emails received on the Contact Center email account for Complaint / Request.</td>
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<tr>
<td>Ability to recognize the region of the incoming call and transfer to agents based upon defined splits</td>
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<tr>
<td>Ability of the CTI application to generate a unique service request number</td>
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<tr>
<td>Ability of the unique service request to be given a timeline for closure</td>
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<tr>
<td>Ability of the system to escalate service requests on non-closure</td>
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<tr>
<td>Ability of the supervisor to determine which call types can open a service request</td>
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<tr>
<td>Ability to configure SLAs for:</td>
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<tr>
<td>By agent</td>
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<td>By skill</td>
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<td>By group</td>
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<td>By priority</td>
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<td>By Call type</td>
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<tr>
<td>By Supervisor</td>
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<tr>
<td>Ability to configure SLAs such as:</td>
<td></td>
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<tr>
<td>Total talk time</td>
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<tr>
<td>Average talk time</td>
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<tr>
<td>Aux Time</td>
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<tr>
<td>Available time</td>
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<tr>
<td>Idle time</td>
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<tr>
<td><strong>Average Speed of Answer</strong></td>
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<td>-----------------------------</td>
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<tr>
<td><strong>Call abandoned count</strong></td>
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<tr>
<td><strong>Call abandoned percentage</strong></td>
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<tr>
<td><strong>% of calls closed on the IVR</strong></td>
<td></td>
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<tr>
<td><strong>% of calls transferred from IVR to agent</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Contact Center**

Managers/Supervisors can:

(A) Listen to a call silently - not heard by the agent or the customer

(B) Interact with a call (both agent and the customer can hear the Supervisor)

(C) Coach the agent (only the agent can hear the Supervisor)

Ability to support auxiliary codes to enable call center agents to indicate their current mode of operation (i.e. Available/Unavailable/Wrapping Up/At Lunch, etc...)

(Please indicate in the Comments field if the auxiliary codes are configurable - new codes to be added, or codes to be removed)

Ability to place callers on hold and play messages

Ability to transfer calls back to the IVR

Support for online performance management:

(A) Ability to define on the system KPIs target performance - these KPIs can be call durations, % of answered calls or other KPIs defined by the MAP IT

(B) Online view for the overall performance against the defined KPI (Can be shown by Managers & Supervisors only)

(C) Online view for specific agent performance against the defined KPIs (can be shown by the agent)
(D) What is the refresh rate for the online monitoring?

The agent can push SMS to the customer

**RECORDING SYSTEM**

Ability to provide automatic digital recording for all calls (voice and screen recording) - this has to capture at least the following information:

- (A) Date
- (B) Time
- (C) Call Duration
- (D) Agent ID
- (E) Caller Number
- (F) Customer ID
- (G) Reference Number (Ticket/Work Package ID)
- (H) Number Dialed for Outbound Calls
- (I) Inbound/Outbound Identifier - System Generated

Searching capabilities with any combination of the following parameters:

- (A) Date
- (B) Time
- (C) Agent ID
- (D) Caller Number
- (E) Customer ID
- (F) Reference Number (Ticket/Work Package ID)
- (G) Number Dialed
- (H) Inbound/Outbound
### Knowledge Base

Knowledge Base module is available with at least the following categories:

- (A) Call Center Procedures
- (B) General information
- (C) Changes in the products and services
- (D) What is new?
- (E) Frequently Asked Questions (FAQ)

Configurable list of users who can edit the knowledge base database

Searching capabilities in the knowledge base

### Reporting

Caller IVR Selection (Start to Finish)

Total amount of time callers had been on IVR

- (A) Detailed
- (B) Summary

Number of calls

- (A) Total Number of Calls
- (B) Number of Calls Diverted to Call Center Agents

Number of calls dropped on the IVR stage

Queues analysis

- (A) Number of Calls
- (B) Number of Waiting Calls
- (C) Average Call Time
- (D) Longest Waiting Time
- (E) Abandoned Calls
### Agent reports
(Summary for All the Agents, Summary by Queue, and Detailed by Agent)

- (A) Login & Logout Time
- (B) Average Answer Time
- (C) Average Talk Time
- (D) Average Handling Time
- (E) Number of Dropped Calls before Pickup
- (F) Number of Dropped Calls after Pickup
- (G) Idle Time
- (H) Time Agent is Ready
- (I) Outbound Calls - Destination Numbers & Duration
- (J) Number of Web-Chats
- (K) Average Chatting Time
- (L) Number of Emails Received
- (M) Number of Call Backs

### General Reporting Requirements

Customized reports can be built by the users

(please indicate in the Comments field what knowledge is required by the users to build a customized reports)

Reports can be accessible through the LAN/WAN and remote access Standard reports can be generated on half-hourly, hourly, daily, weekly, monthly, quarterly and yearly

Is it one reporting module for all the system components (i.e. ACD/CTI/IVR/Call Agent? Or, is it a separate reporting module for each component.)
## 15. Format 15: Technical Requirements

<table>
<thead>
<tr>
<th>S.No</th>
<th>Requirements</th>
<th>Vendor’s Response</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>Hardware</strong></td>
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<tr>
<td></td>
<td>Mention the technology hardware would be based upon</td>
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<td></td>
<td>(If you have specific hardware in the proposed solution, Please give brief details)</td>
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<td></td>
<td>Is the hardware branded (Please list the brand and model)</td>
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<td></td>
<td>With which brand of phone sets is the proposed solution compatible</td>
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<td></td>
<td>Is there a facility to monitor the hardware failures</td>
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<td></td>
<td>What is the storage capacity</td>
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<td>2.</td>
<td><strong>Business Continuity</strong></td>
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<td></td>
<td>Automatic switch to Call Center agents, if IVR malfunctions</td>
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<td></td>
<td>Does the server architecture have inbuilt redundancy,</td>
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<td></td>
<td>Does the proposed Call center solution have well documented BCP</td>
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<td>3.</td>
<td><strong>Data Bases</strong></td>
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<td></td>
<td>What type of database(s) will be used</td>
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<td>4.</td>
<td><strong>Disaster Recovery Process</strong></td>
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<tr>
<td></td>
<td>Does the proposed call center solution has Disaster recovery center well in place</td>
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<td></td>
<td>What will be RTO &amp; RPO</td>
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<tr>
<td>5.</td>
<td><strong>Audit Trail</strong></td>
<td></td>
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</tbody>
</table>
5. **PBX**

Does the PBX support Line expansion increments

6. **ACD/ CTI**

- Measured Agents or Login Ids
- Measured Agents Per Split/Skill
- Measured Splits/Skills
- Measured Agent-split/skill pairs
- Measured Trunk Groups
- Measured VDNs
- Max. Agents Displayed by
- Max. Monitoring Terminals Available
- Max. Active Maintenance Commands for System
- Max. Simultaneous Monitoring Terminals
- Terminals in Monitor Mode
- Reporting Periods
  - Intervals
  - Days

Ability to have audit trails with all the related fields, such as User ID, login and logout time, changes made before and after, Machines ID etc...

These standard reports are generated from the system periodically, and on ad-hoc basis:

(A) List of users, user privileges and status

(B) User sign-off and sign-on

(C) User violation – unsuccessful login attempts

(D) User additions, amendments and deletions
<table>
<thead>
<tr>
<th>System cabinet Included</th>
<th>Digital switch</th>
<th>I/O Transition Module</th>
<th>System Controller (CPU) Included</th>
<th>Console/Remote Access Server</th>
<th>Agent workstation</th>
</tr>
</thead>
</table>
Section VI: Annexures
1. **Annexure A: Call Center**

Bidder will provide adequate number of agents, team leaders, supervisors and managers for complete operationalizing and smooth running of Call Center at Bhopal.

- Overall management of the Call Center: The Bidder will manage the Call Center, under a SLA agreement as per Clause 6 in this document. The scope includes overall management of Call Center and man power management.

- The Bidder will submit various reports as per Clause 6, on the operations of the Call Center in compliance to SLA agreement as discussed in this RFP document.

Bidders ("Bidders") are required to submit their proposals in strict adherence with the following:

1. Operationalization of call center for MAP_IT for fully on outsourced basis.
2. Complete Infrastructure and manpower will be provided by the Bidder only.

This outsourced call center should offer services in the following five categories:

   a. Information Services
   b. Enquiry Services
   c. Request Services
   d. Grievances & Resolution
   e. Ticketing Application

1.1. **Services**

1.1.1. **Information Services**

Information services will provide customers with information on:

- General help on use of email.
- How to reset password.
- URL of the email.
- How to set up windows client for email.
- How to change profile, etc.

1.1.2. **Enquiry Services**

- Mail not received
1.1.3. Request Services

Customer may request for:

- Change my profile.
- Reset password.
- Any other etc.

1.1.4. Grievances & Resolution

Grievances services and resolution of:

- Slow Speed of email service.
- Not able to send attachment.
- Not able to access email.
- And other related etc. issues.

1.1.5. Ticketing Application

- Issue Ticket to unresolved issues.
- Escalate the Ticket to NIC for resolution.
- NIC will also have logins in the system.
- Monitor the Ticket and escalate if required.

1.2. Call Center Technology

The bidder is expected to deploy the latest technology in the proposed outsourced Call Center solution for MAP_IT should have.

1.2.1. Interactive Voice Response (IVR) Menu System

- Receive all inbound calls on the telephone number and prompts the callers to make their selection(s).
Identify customer through CLI and support intelligent call routing.

Support messages scheduling.

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

1.2.2. Automatic Call Distribution (ACD)

Handle high call volumes efficiently.

Support multiple groups for all call types.

Provide the capability of combining data with the Interactive Voice Response (IVR) menu system that can intelligently rout calls requesting further assistance to a smart Automatic Call Distributor (ACD).

Provide highly configurable system for adding/removing users, assigning users to different queues and defining skill sets.

Support skill-based routing.

Allow calls to be transferred within the call center.

Support the relaying of the information messages to voice callers waiting in queues or on hold.

1.2.3. Computer Telephone Integration (CTI)

Should be able to integrate with hybrid setup of a call center solution.

It should be interfaced with the Core system and the other third party applications of the NIC / Email Service provider to send/receive data which needs to be populated.

Ability to generate and service requests.

On transferring the call to another agent the screen too should be transferred to that agent’s screen.

The CTI must be capable of activating the fast dialing feature of the ACD.

Call events should be handled from the system such as hold, retrieve hold, conference, transfer etc.

CTI should be integrated with core call center system and update the IVR.
1.2.4. Call Center Application

Call center application should have following features:

➢ Support Ticket with all related data logging and tracking.

➢ Enable Managers / Supervisors to monitor the overall performance of the Call Center agents and interact when needed.

➢ The application must integrate with the CTI and should be able to pull IVR usage details of the customer including all options selected by the customer and all details entered by customer from the time the customer reaches an agent.

➢ 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 MAP_IT.

1.2.5. Performance Monitoring

Provide the capability to define key Performance Indicators (KPIs) and measure performance against defined KPIs, both online and with scheduled/ad-hoc reports

1.2.6. Recording

➢ 100% recording of calls and approximately 20% of agent screen action recording (for critical inputs) is to be provided. The recording should contain detailed call information and the solution must provide advanced searching capabilities.

➢ Calls must be stored for two month and preserved and should be made available when required. The media for archival (tapes) will be provided by the Bidder.

1.2.7. Language Requirements

➢ The call center must support both English & Hindi languages. The agents should be comfortable in understanding and speaking in Hindi, English and local dialect of Madhya Pradesh.

1.2.8. Operating Window

➢ The call center will operate on 7.00 AM to 11.00 PM on all 6 week days except three national holidays.

➢ The call center shifts should be 8 hour shifts.

1.2.9. NIC Representative

Tender No.: MAP_IT/Project/e Mail Policy/2015/
1.2.10. **Number of Phone Lines required**

- Bidder will arrange 5 lines on one number. The number will be published to all customers of the MAP_IT. MAP_IT reserves the right to ask bidder to increase / decrease the number of lines during the contract period.

1.3. **Facility Management**

The MAP_IT intends that the contract which is contemplated herewith with the Bidder shall be for a period of 3 years from the date of fully operationalization of Call Center and shall cover all the services as per the scope of this RFP. All Hardware Management, System Administration, Software Maintenance & Support in this outsourced contract will be managed by the bidder at no cost to the MAP_IT.

This contract can be further extended for a period of 2 years on mutually agreed prices.

1.4. **Project Timeframe**

MAP_IT expects the bidder to complete the operationalization within 8 weeks of Agreement.

MAP_IT expects the bidder to submit a complete activity wise timelines as part of the response to the RFP.

1.5. **Number of Agents**

The Bidder shall deploy and dedicate sufficient number of Call Center Agents, Team Leaders, Managers etc., to provide the services uninterruptedly throughout the decided duration in a day, as per the minimum SLA Parameters, indicated in this document.

- The hierarchy, i.e., Agent < Team Leader < Manager, will be decided by the Bidder, who will ensure meeting of SLA requirements. However, the following are the indicative guidelines.

- Manpower for all shifts – Bidder will ensure availability of manpower (agents, team leaders and managers) throughout the time duration.

- Buffer Agents: Bidder will also have sufficient additional agents for managing absence of agents from their seat due to leave, sick, recess, interval, training, etc.

- Agent / Team Leader Ratio – Bidder will deploy appropriate “Agent / Team Leader Ratio” as per industry practice. However, it is indicated that Bidder may implement 9:1 ratio, i.e. there may be one team leader per group of 9 agents. Similarly, Bidder will deploy sufficient numbers of team leaders, quality control teams, and training and management teams to ensure that the SLA
parameters are met.

- Team Leader / Manager Ratio – 4:1 i.e., there should be one manager per 4 team leaders.

- Quality Executive / Agent Ratio – 35:1, i.e., there may at least be one quality executive per 35 agents. Minimum one Quality Executive is required if the number of agents is less than 35.

- Keeping the above parameters in view, the Bidder will employ / deploy appropriate number of agents, team leaders and managers in order to ensure that the SLA parameters are achieved.

These are only indicative requirements. The Bidder may decide an appropriate ratio and ensure meeting of SLA criteria.

1.6. Manpower Profile

It is expected that the Bidder may adhere to the following indicative criteria for recruiting / deploying their employees. Resources to be engaged / employed by Bidder in the Call Center cannot be construed as employee of MAP_IT and cannot claim any benefit thereof.

The following are the indicative requirements for Call Center Agents

- Educational Qualification – Graduate in any discipline
- Desirable Experience – 6 months to 1 year of BPO / Call Center Experience,
- Age Profile: Above 18 years of age. Age profile of the Agents should be such that the customer gains confidence in confiding / sharing the information with the Agent.
- Agents’ communication skills – Hindi and English, Multi-linguist, soft and polite voice, well behaved, soft-spoken, un-argumentative and trust-worthy. Knowledge of local dialect would be an added advantage.

Background / referral to be checked by the Bidder for all selected resources.

The profile of other functionaries (team leaders, managers and supervisors) shall be as per industry best practices. MAP_IT will be part of recruitment panel for initial batch for benchmarking the quality of resources. MAP_IT reserves the right to recommend the ex-employees of the MAP_IT for any of the positions in the proposed Call Center.

If the behavior of any resource of the Bidder is not up to the satisfaction of the MAP_IT or any such staff misbehavior with any customer/s of the MAP_IT during the performance of given assignment, the Bidder will immediately, on the advice of the MAP_IT, remove such resource without expressing any objection to the MAP_IT in any manner.

1.7. Training

The Bidder, in consultation with the MAP_IT, shall provide training to all the resources on the systems and procedures laid down by the MAP_IT. The training will cover the following:

- Proposed Call Center processes
First time training shall introduce the Call Center resources on systems, procedures and processes in an elaborate manner. However, since the MAP_IT will keep modifying its services, the Bidder will put a training system in place to ensure continuous updation of knowledge, processes and skills.

The actual requirement of training may be assessed while implementing the Call Center and will be decided mutually by MAP_IT and Bidder. MAP_IT in coordination with Bidder will also organise a Trainer’s Training program to train the trainers of the Bidder on MAP_IT’s products and services, processes, etc.

The training infrastructure will be made available in the Bidder’s premises. At least one training room with necessary accessories like whiteboard, projector, furniture, etc., must be provided. The Bidder will provide necessary faculty support for the training on Call Center processes. MAP_IT will support training efforts by providing its faculty on MAP_IT operations and processes from time to time.

1.8. Staff Retention Program

The Bidder will put in place systems to ensure that the resources are not changed frequently for internal purposes. The Bidder will ensure that the given seating capacity is fully resourced and will ensure achievement of SLA parameters.

1.9. Assessment & Remedial Action

The Bidder will put in place evaluation systems to continuously evaluate the performance of its resources.

A “Quality Score” may be generated for all the agents, team leaders, supervisors and managers. The parameters for “Quality Score” will include time duration for various functions, number of calls handled, fatal error etc.

MAP_IT and Bidder will jointly decide on the benchmarks for Quality Score and the Bidder will agree to maintain only those Agents / Team Leaders who qualify the “Quality Score” criteria as decided above.

1.10. Quality Management

The Bidder will deploy exclusive quality management team which will continuously audit the systems and procedures of operations and management of the Call Center. This team will also suggest systems to improve the ratings against SLA parameters. The Bidder will present information about its internal audit and quality assurance practices in all areas of operations, including human resources in periodical review meetings.

- The MAP_IT’s authorized resources will inspect / audit the Call Center facility any time with or without notice to the Bidder.
- MAP_IT’s authorized resources will inspect the procedures, reviews of Agents, etc., based on
“Quality Score” discussed in this document.

- MAP_IT will conduct any mystery calling / Barging in process, onsite & offsite, to ensure service quality management.

1.11. Industrial Relations and Discipline

The Bidder will put in place appropriate disciplinary procedures and ensure congenial industrial relations with its employees. MAP_IT shall not intervene in any of the industrial disputes between the Call Center employees and management, nor can MAP_IT be drawn in any circumstances in such industrial disputes. The employees of the Bidder will never be considered as employees (fulltime or part-time or contractual) of the MAP_IT in any circumstances. The employees of the Bidder will never claim any right to employment in the MAP_IT irrespective of their status of employment with Bidder.

1.12. Remuneration to Employees of Bidder

MAP_IT will have NO obligation to pay any remuneration, reimbursements or incentives to employees or members of the Bidder. All the payments due to them shall be paid only by the Bidder.

1.13. Insurance Coverage

Bidder shall procure insurance policies to include requisite insurance coverage as applicable including but not limited to Comprehensive General Liability Insurance and / or third party accident insurance to safeguard any eventuality while the employees of the Bidder are on duty.

1.14. Compliance to Labour laws

The Bidder shall be responsible for compliance of all laws, rules, regulations and ordinances applicable in respect of its employees, sub-contractors and agents (including but not limited to Minimum Wages Act, Provident Fund laws, Workmen's Compensation Act) and shall establish and maintain all proper records including, but not limited to, accounting records required by any law, code, practice or corporate policy applicable to it from time to time, including records and returns as applicable under labour legislations.

1.15. No Outsourcing by Bidder

The selected Bidder will undertake to provide the Call Center Services required in this RFP to the MAP_IT and will not outsource or subcontract any or all of the services being offered to MAP_IT to any company or to a company fully / partly owned by the Bidder.