

**GOVERNMENT OF JHARKHAND**  
**DEPARTMENT OF RURAL DEVELOPMENT**



**Request for Proposal (RFP)**  
**For**  
**Call Centre for**  
**Rural Development Department**  
**Government of Jharkhand**

**RFP No: 11-08(Comp)/2017/2559/Gra.Vi**

**Dated: 22-05-2017**

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## 1. General Information

The Rural Development Department (RDD), Government of Jharkhand is implementing various anti-poverty schemes like Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA), Pradhanmantri Awaas Yojana Gramin (PMAY - G), National Rural Livelihood Mission (NRLM) etc.

### 1.1. Project Objective

The Rural Development Department (RDD), Government of Jharkhand is planning to establish official citizen facilitation and grievance redressal telephone service. The main purpose is to create a toll free "Single Contact Number" (Help line) for RDD, Jharkhand. The Call Centre shall handle incoming and/or outgoing telephone calls, from /to the citizen for services provided by RDD. **However, emphasis of the department will be on contacting the beneficiary/ citizen from its side to get to know about their grievances / opinion / suggestions regarding the schemes. Hence the stress will be on outreach to the people.**

The helpline shall call the beneficiary / citizen and register their complain if any, enter all information in a data base, and inform the concerned authorities in a predefine time slot to take necessary action. A report of all complaints received shall be sent to the concerned authorities and give action taken report to the complainant.

The invitation to the bid is to engage the System Integrator by way of out sourcing under Lease model for the services of call centre for the Rural Development Department, Government of Jharkhand.

### 1.2. Issuer

Department of Rural Development, Jharkhand invites proposals from leading firms in the call center industry for delivery of services of call center to Rural Development Department, Government of Jharkhand for the period of 1 year from the date of acceptance.

### 1.3. Enquiries and Clarifications

Enquiries and clarifications, if any, shall be addressed to:

**The Chief Information Officer,**  
Department of Rural Development,  
Room No- 324, 3<sup>rd</sup> Floor, FFP Building, Dhurwa,  
Ranchi – 834004  
Telephone No: 0651 – 2400044  
Email ID: [manikakshay@yahoo.co.in](mailto:manikakshay@yahoo.co.in)  
Web Site: [www.jharkhand.gov.in](http://www.jharkhand.gov.in)

### 1.4. Key Events and Dates

| <b>Event</b>   | <b>Target Date</b>  |
|--|---|
| Publication and Sale of Tender Document                        | <b>25/05/2017</b>   |
| Last date to send in requests for clarifications on the tender | <b>05/06/2017 till 11:00 AM</b>   |
| Date and Time for Pre- Bid Conference                          | <b>Date / Time: 05/06/2017<br/>Venue: Meeting Hall, 1<sup>st</sup> Floor, FFP Building,<br/>Dhurwa, Ranchi.</b> |
| Submission of Tender Documents                                 | <b>15/06/2017</b>   |
| General cum Technical Bid opening                              | <b>15/06/2017</b>   |
| Financial Bid Opening  | <b>To be decided after finalization of technical bid.</b>   |

Note: This Tender Document is not transferable.

### 1.5. Procurement of RFP Document

Interested bidders can download RFP document from the website "[www.jharkhand.gov.in](http://www.jharkhand.gov.in)" up to 15/06/2017 till 11 AM.

### 1.6. Pre Bid Conference

RDD, Jharkhand shall organize a Pre Bid Conference on the scheduled date and time at FFP Building, Dhurwa, Ranchi. The department may incorporate any changes in the RFP based on acceptable suggestions received during the interactive Pre-Bid Conference. The decision of the Department of Rural Development, Jharkhand regarding acceptability of any suggestion shall be final in this regard and shall not be called upon to question under any circumstances. The prospective bidders shall submit their questions in writing / email to reach Department of Rural Development, Jharkhand on or before 05/06/2017 till 11:00 AM. It may not be possible at the Pre Bid Conference to answer questions which are received late. The responses will be conveyed to all the prospective bidders (by way of paper advertisement about hosting amendments / clarifications on the website i.e. at [www.jharkhand.gov.in](http://www.jharkhand.gov.in)) in accordance with the respective clauses of the RFP within 7 working days of completion of the Pre Bid Conference and no participant would be intimated individually about the response of the Department of Rural Development, Jharkhand.

Maximum 1 (one) personnel from each bidder will be allowed to participate in the pre-bid conference.

## 1.7.Venue and Deadline for Bid Submission

Bidder can submit their Proposal in hard copy before 15/06/2017 till 11:00 AM. No bid will be accepted after the bid closing date and time. No further correspondence on this matter will be entertained.

## 1.8.Earnest Money / Performance Security Deposit

The General cum Technical Bid should also contain relevant supporting documents and Earnest Money Deposit as per details given below, by Demand Draft / Irrevocable Bank Guarantee (valid for nine month) of any nationalized bank drawn in favour of "**Zila Gramin Vikash Abhi**". EMD for this project is Rs. 50,000/-(Rupees Fifty Thousand only). The Earnest Money Deposit of the unsuccessful bidders will be refunded without any interest after one month from the declaration of L1 bidder. The amount of bid security would be forfeited, in case:

- The Vendor withdraws the bid prior to validity period of the bid;
- The Vendor refuses to accept and sign the contract as specified in this document

In the case of bidders whose bids are accepted for undertaking the work assigned for this tender, this successful bidder will submit a Performance Security deposit, which will be equal to 10% (Ten percent) of the contract price that the bidder has quoted in his Financial Bid. The same would have to be in form of irrevocable valid Bank Guarantee and would have to be submitted within 7 days from the issuance of the LoI. The successful bidder will also submit an acceptance of the LoI within two days from the awarding of the Contract.

Earnest Money Deposit of the successful bidder will be refunded on receipt of Performance Security Deposit from the bidder. Performance Security deposit will be in the form of irrevocable Bank Guarantee drawn in the name of "**Zila Gramin Vikash Abhi** " valid for the entire contract period.

## 2. Project Scope

### 2.1.Snapshot of Call Center

The Call Centre (Helpline number) is envisaged as a common call centre to all the initiatives/schemes running now are initiated in future by the Rural Development Department. It would cater to the support required and citizen grievances for Rural Development Department.

|  |  |  |  |
|--|--|--|--|
| <p><b>Key Programs</b></p> <ul style="list-style-type: none"> <li>• MGNREGA</li> <li>• PMAY - G</li> <li>• NRLM</li> <li>• DDUGKY</li> <li>• Other schemes</li> </ul>  | <p><b>Key stakeholder serviced</b></p> <ul style="list-style-type: none"> <li>• Beneficiary/ citizens</li> <li>• Department Personnel's</li> <li>• State Government</li> </ul>   | <p><b>Capacity served</b></p> <ul style="list-style-type: none"> <li>· Approx. 20000 – 25000 call to be handled per month</li> <li>· Capacity to increase as program expands or department desired to</li> <li>· Capacity increases as new programs/campaign are launched</li> </ul> | <p><b>Language to be supported</b></p> <ul style="list-style-type: none"> <li>• Hindi</li> </ul>   |
| <p><b>Technologies to be implemented</b></p> <ul style="list-style-type: none"> <li>• CRM (Basic)</li> <li>• ACD</li> <li>• CTI</li> <li>• Dialer</li> <li>• Call Logger</li> <li>• Reporting Systems</li> <li>• District / Scheme wise Dashboard with complaint status analytics</li> </ul> | <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Inbound – Voice, Mobile App, Online Portal, Letter/ e mail, Social Media</li> <li>• Outbound - Voice, Email, SMS, Letter (By post)</li> <li>• Written application received in Department</li> <li>• Pre Recorded Messaging about timing of call center availability or any other such message</li> <li>• Phone/Mobile number of off time calls to be stored and called back</li> </ul> | <p><b>Nature of queries</b></p> <ul style="list-style-type: none"> <li>• General information</li> <li>• Complaints</li> <li>• Registration</li> <li>• Encouraging usage</li> </ul>   | <p><b>Support Window</b></p> <ul style="list-style-type: none"> <li>• Largely 9 AM to 6 PM operations</li> <li>• Largely 6 days a week (Sunday off)</li> </ul> |



### Measures of success for call center:

Department of Rural Development, Jharkhand envisages the given measures of success for the proposed call center:

|   |   |
|---|---|
| <b>Accessibility</b>  | <b>Service Quality</b>  |
| <ul style="list-style-type: none"><li>• Timely response</li><li>• Be able to connect the department personnel's and stakeholder in rural Jharkhand</li></ul>  | <ul style="list-style-type: none"><li>• Accuracy of information captured</li><li>• Effective resolution of queries / Complaints</li></ul> |
| <b>Value Adds</b>   | <b>Cost Effectiveness</b>   |
| <ul style="list-style-type: none"><li>• Intelligent analytics and reporting</li><li>• Capability to learn progressively and partner with the department and to ensure a best in class experience for all stakeholders</li></ul> | <ul style="list-style-type: none"><li>• Ability to provide services at minimal costs</li></ul>  |

#### 2.1.1. Call Center Services

**The call center is supposed to provide the following services to the citizens:**

i) Information Services

Information services will provide customers with information on:

1. MGNREGA
2. PMAY - G
3. NRLM

ii) Enquiry Services

Enquiries on:

- Any difficulty/ complain of beneficiary
- Schemes status
- Other details related to particular scheme

iii) Request Services

#### iv) Grievances & Resolution

Rural Development Department may add additional related or similar services to this list, upon notice to the Call Centre vendor. The call centre vendor is expected to draft formal process manuals and call flow to handle all above requests. In case the department finds the processes drafted to be contrary to the department's policies and procedures, the vendor will modify or create a new process to ensure organizational compliance. The vendor may use the Word, Excel and PowerPoint tools to create the process documents.

##### 2.1.2. Call Center Strategy

Rural Development Department intends on engaging a voice based call center which will act as "Single Point of Contact" for the facilitation and prompt redressal of public grievances related to Department. This call center should be purely on outsourced model. But depending upon the department requirement, call center solution is ready to move in the location as prescribed by the Rural Development Department. The Call Center solution should be a single location customer contact solution which will handle out bound as well as In-bound services. Besides, call center handling inbound & outbound calls, call centre should have a ready solution for entry of grievances & complaints in offline mode for the application received by the Rural Development Department.

##### 2.1.3. Language Support

The call centre shall be able to support Hindi and the agents shall be able to effectively service stakeholders and beneficiaries from different parts of Jharkhand.

##### 2.1.4. Operational Days

The call centre will be operational for 6 days a week (Sunday off) while the hours of operation will be 9 AM to 6 PM. It is bidder's responsibility to ensure agent availability for the time period mentioned (100% availability of agent for 9 hours (9 AM to 6 PM) per day). During the time beyond this, a prerecorded message should be played informing about the call center active time period. The caller's phone/mobile number should be saved and mandatorily be called back at the next call center operational hours.

Department expects to increase the agents strength depending upon the requirement of the various schemes in the following years.

##### 2.1.5. Training Responsibility and Duration

Training to the agents on the specific aspects will be provided by the call centre vendor in consultation with the Rural Development Department at the call centre vendor location. The expected duration for the training is 7 -10 days.

Based on the training need, call centre vendor has to develop the training material. This call centre vendor would have to maintain the repository of the material and would have to train agents on account of general expansion or attrition.

Trainings which are not related to functionality of the process and client applications would have to be provided by the call centre vendor itself; this will include soft skill training, technical training on general application usage and applications provided by call centre vendor.

### 2.1.6. Agent Qualities and Skill Set

All the agents should have the following qualities:

- 1.) The agent must have experience in handling and managing in bound and out bound calls
- 2.) Ability to handle and track calls in a timely manner
- 3.) Excellent verbal communication skills
- 4.) Experience working within a high pressure and demanding environment
- 5.) Problem Solving skills
- 6.) Good Negotiation Skills

**Note:** Minimum education qualification for the Agents: Cleared Senior Secondary (10+2) examination

#### **Agent wise Job roles**

The agent strength should be mixed in the following manner to handle the operations in an efficient way:

**General (Agents)** - These agents would solve minor technical / inquiry based difficulties / queries of the beneficiaries/citizens.

**Experienced Agents (Supervisors)** - These agents would have a better understanding of schemes and a service of the department has to offer. They should have analytical skill to understand the situation and explain to the beneficiaries/citizens ensuring satisfaction.

#### **Agent Skill set**

Agents should possess the skill mixture some of which are indicated below:

- Strong Verbal communication skills Language ( English & Hindi)
- Teaming Quality
- Leadership Quality

### 2.1.7. Process Delivery

Interfacing requirements to be assessed based on the product and service requirements of the Rural Development Department. The Department expects the service provider to ensure an end to end process delivery by entering citizen details in the Call Center solution, generating a ticket number for each unique query which can be provided to the back end as a link to pursue the query and bring it to its conclusion. Concerned officer/Nodal officer can view the remarks on the call center application for every ticket number generated (all subsequent responses will be shown in thread to a particular ticket number). At different stages of process (ticket generation and resolution), system will send an automated message at the caller number with details of ticket (number, expected time of resolution etc.)

In order to achieve this the service provider is expected to create a process for each and every activity to be offered through the call center and link it to concerned person/sections involved in the backend processing.

The department expects that queries generated by the front end are pooled at the end of day to each relevant back end person/sections that resolve them and update the back end in order that the call center agents accessing the front end are aware of the query resolution.

## 2.2. Technical Infrastructure

The complete call center solution needs to be implemented on outsourced model at vendor's premises in Ranchi. The entire required infrastructure for operationalization of call center as per Department of Rural Development, Jharkhand/Department's requirements is to be arranged & managed by Vendor.

### 2.2.1. Call Center Technology

The vendor is expected to deploy the latest technology in the proposed outsourced Call Center solution for the Rural Development Department

#### **i) Automatic Call Distribution (ACD)**

ACD system shall have the following functionality:

- Perform call distribution and routing to the agent on "longest idle time" basis
- Queuing or holding the call for an agent if none is immediately available
- Provide the capability of combining data with the Interactive Voice Response (IVR) menu system that can intelligently route calls requesting further assistance to a smart Automatic Call Distributor (ACD)
- Provide highly configurable system for adding/removing users, assigning users to different queues and defining skill sets
- Keeping callers informed as to the status of the call and providing information to callers while they wait in queue
- Skill Based Routing and other intelligent routing method

- Shall be designed such that it can handle high call volumes efficiently
- Shall support multiple groups for all call types
- Shall support the relaying of the information messages (marketing messages) to voice callers waiting in queues or on hold
- Shall have, Real time display features on the digital phone
- Shall give, Unique identification of each Agent
- Shall trace malicious calls
- Monitoring and reporting tools for supervisor position
- Shall seamlessly integrate with the PBX.
- Shall have extensive reporting capabilities including but not limited to:
  - Queue analysis reports such as total number of calls, total talk time, average call time, Average speed of answer, Abandoned call rate, Average delay before abandon, average hold time
  - Agent reports such as Login, Logout time, Idle time, Average speed of answer, average handling time, Number of Dropped Calls

## **ii) Computer Telephone Integration (CTI)**

- The CTI functionality shall support relevant screen pop-ups on the agents screen on the basis of CLI (Caller Line Identity), ANI (Automatic number identification), DNIS(Dialed number identification sequence)
- The CTI shall be suitably integrated with the CRM and other applications used by the Call Centre to send/receive data which needs to be populated on agent screen.
- The CTI shall enable a computer application to take control of the call flow inside the Switch/EPABX & also allow the computer application to decide the most suitable action / agent for an incoming call
- On transferring the call to another agent the screen too should be transferred to that agent's screen Call events should be handled from the system such as hold, retrieve hold, conference, transfer etc.
- The CTI link shall pass events & information of agent states & changes in agent states as well as incoming calls to the computer applications

## **iii) Dialer**

- A predicative dialer for outbound calls would be required; it should also be able to support specific programs if being run for the target segment.

## **iv) Call Logger/ Recording**

- The voice logger system shall provide recording of all inbound as well as outbound calls. 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

- The recordings shall contain detailed call information including the entire recorded call, as well as the date, time, call duration, agent ID, called / caller number, unique identifier and the solution shall provide advanced searching capabilities.
- The calls shall be stored for 30 days and shall be securely archived for at least 1 year thereafter. The media for archival (tapes) will be provided by call centre. Wherever, TRAI mandates (subscription based services) storage for 1 year, call centre would have to maintain the same.
- In case of complain/ issues in particular case, calls shall be stored till resolution of issue.
- Information, Complaint processing and satisfactory complaint disposal: The complaint will be transferred to the relevant officer by the call centre for disposal/necessary action. Weekly review of complains will be done by Principal Secretary, Rural Development Department, Government of Jharkhand. Complains for review will be selected randomly from the set of unsolved complain.

#### **v) Call Center Application**

Call center application should have following features:

- Support Ticket with all related data logging and tracking and show all subsequent responses to a particular ticket number in thread view on same screen.
- Indexing and meta-tagging of all information like FAQ, schemes related data etc.
- Enable Managers / Supervisors to monitor the overall performance of the Call Center agents and interact when needed.
- Call center application must also interface with Department of Rural Development, Jharkhand's Applications given above to retrieve information and perform tasks, which would be required by the agent.
- 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 agent.

**Information, Complaint processing and satisfactory complaint disposal:** All Complaints on receipt should be informed by email and SMS within 4 Hours to the concerned officials or any other authority specified by the Department, Nodal officers appointed for that region/district/block for any action to be taken depending upon the severity level of the complaint. All complaints will be processed by authorized persons by the Department in a time bound manner. It is bidder's responsibility to develop the proper monitoring mechanism in consultation with the Rural Development Department, Department of Jharkhand to ensure that all the complaints are processed without undue delay. Pending complaints should be regularly reviewed for immediate disposal by the competent authorities. If required, vendor has to provide application login to all concerned disposal officer across Jharkhand. The concerned authorities should be regularly reminded regarding pendency of their complaints and a regular

list of such authorities where complaints are pending should be published by the system as a part of the escalation process. All these reports would be used for analyzing the nature of complaints, severity levels and various other analytics to be carried by the call center to make this service more effective. The Reports will also be used to identify and establish the Desperation Index of the complaint for better and fast action.

Similarly, for transparency & citizen satisfaction, at different stages (ticket generation, complaint resolution) of compliant disposal, system will send an automated message at the caller number with details of ticket (number, expected time of resolution etc.) and their resolution if any

**Note: Any hosting of the call center application if required will be borne by the bidder.**

**vii) Customer relationship management application (CRM)**

Call Centre vendor shall deploy its own Customer Relationship Management (CRM) software, customized as per foundation requirement; to take care of all the services required to be serviced by agents.

The CTI/ CRM functionality shall support relevant screen pop-ups, on the agent's desktop on the basis of CLI, DNIS (Dialed number identification sequence) etc. The agent application shall be GUI based.

Agent shall capture details on the CRM for every call/application, the list below is not exhaustive and will provided later -

|   |   |
|---|---|
| Inbound Call                              | Which stakeholder is calling?   |
|   | Which region/ district the call came from?                            |
|   | For which program is the query for?<br>(MGNREGA/PMAY-G/ NRLM /Others) |
|   | What is the kind of the query?<br>(Complaints/Grievance/other)        |
|   | What is the kind of resolution given?                                 |
|   | Final Status - Resolved/ Open   |
| Outbound Calls                            | Whom did they call?   |
|   | Process specific information (as specified by the Department)         |
| Application (Hard Copy) received by the ~ | Which stakeholder has written? (Not clear what is meant by it?)       |
|   | Which region/ district the application came from?                     |
|   | For which program is the query for?<br>(NREGS/PMAY - G/ NRLM Others)  |
|   | What is the kind of the query?<br>(Complaints/Grievance/other)        |
|   | Final Status - Resolved/ Open   |

CRM shall also support report generation on any of the details captured and show the report in threading view.

#### **viii) Database**

The vendor would be required to interface the application with this database and other third party applications/delivery channels based on the functional and technical requirements specified in this tender.

#### **ix) Dashboard**

A dashboard should be created displaying the complaint status analytics. Provision should be made by the vendor for access to this dashboard by all disposal & their supervisory officers across Jharkhand.



### 2.2.2. Internet Connectivity

Internet connectivity is required to access e-mails and client applications. The selected vendor is responsible for uninterrupted Internet connectivity. However, it has to be ensured by the vendor that any citizen centric information will not be shared in any public domain through internet.

### 2.2.3. Business Continuity / Disaster Recovery

Business continuity / Disaster recovery solutions to be provided at the system and telecom infrastructure level to ensure that the Uptime SLA is met. It is critical to ensure that the records are not lost. The vendor should have proper Business continuity and Disaster Recovery Plan and process in place.

### 2.2.4. Scalability

The vendor must provide infrastructure that is vertically and horizontally scalable beyond the initial requirement of 10 agents.

### 2.2.5. Information Security & Privacy

- The systems shall be designed in a way that guarantees that information is collected directly from the caller, and shall only be used for the specific purpose for which it was collected. Privacy of citizen information guidelines shall be made available to Call Centre agents to ensure that callers are told how their personal data will be used, and that they be given the chance to access the information and to correct it, if necessary.
- System must maintain log including date, time, terminal number of each operation, done by every user/group and the separate log should be maintained.
- The call centre shall provide the requisite Network Security infrastructure comprising of Firewalls, Intrusion Detection System (IDS), Intrusions Prevention System (IPS) and an Anti-Virus system
- Anti-virus system and personal firewall shall be installed on all agent and supervisor workstations
- Access to all physical locations such as server rooms and agent floor shall be restricted to authorized personnel using suitable physical and logical security measures
- There shall be a complete and comprehensive security from unauthorized access and misuse
- The system shall support encryption of data during exchange internally and with external systems. Data stored on call centre's systems shall also be encrypted using enterprise-grade
- All data and information collected and accessed by the call centre is owned by the Rural Development Department and shall not be used for any other purpose than for

delivering call centre services

- The Department of Rural Development, Jharkhand reserves the right to appoint third parties to audit information security procedures, processes, systems put in place by the call centre at any time without giving prior notice
- The call centre shall not carry and/ or transmit any written material, information, layouts, diagrams, storage media (hard disk/ tapes) or any other goods/ materials in physical or electronic form, which are proprietary to or owned by the department out of Call Centre premises without prior written permission from the Department of Rural Development, Jharkhand.
- Call Centre acknowledges that all data and other proprietary information or materials, whether developed by Department of Rural Development, Jharkhand or being used by Department of Rural Development, Jharkhand pursuant to a license agreement with a third party (the foregoing collectively referred to herein as — proprietary information) are confidential and proprietary to Foundation; and call centre agrees to use reasonable care to safeguard the proprietary information and to prevent the unauthorized use or disclosure thereof, which care shall not be less than that used by call centre to protect its own proprietary information. Call centre recognizes that the goodwill of Rural Development Department depends, among other things, upon call centre keeping such proprietary information confidential and that unauthorized disclosure of the same by call centre could damage the Rural Development Department, by reason of call center's duties hereunder. Call centre may come into possession of such proprietary information, even though call centre does not take any direct part in or furnish the services performed for the creation of said proprietary information and shall limit access thereto to employees with a need to such access to perform the services required by this agreement. Call centre shall use such information only for the purpose of performing the said services.
- Call centre shall, upon termination of this agreement for any reason, or upon demand by Department of Rural Development, Jharkhand, whichever is earliest, return any and all information provided to call centre by Department of Rural Development, Jharkhand, including any copies or reproductions, both hardcopy and electronic.

## 2.2.6. Security and Privacy

Support encryption of data during exchange internally and with external systems.

- System should support the following:
  - a. Forced password change
  - b. Dual user authentication
  - c. Display last login/logout
  - d. Failed login attempts
  - e. Inactivity time out
  - f. No concurrent login
  - g. Block/delete/relocate users
- System must comply with IT Security configurable requirements
  - i. Password criteria restrictions
  - ii. Password Length (Minimum and Maximum)
  - iii. Password change interval
  - iv. Password change history (password cannot be repeated)
  - v. Login session timeout
  - vi. Disallows concurrent login sessions
  - vii. Account inactivity period before account lockout
  - viii. Allows password encryption during transmission

## 2.2.7. Campaign Management

- Should have the capability of management and execution of effective outbound calls capturing beneficiary's/citizen's complain, difficulties, campaigns and calling back to inform about the redressal.
- Should have the capability to monitor & report of outbound call activities

## 2.3. Facility Management

The Department of Rural Development, Jharkhand/Department intends that the contract which is contemplated herewith with the Vendor shall be for a period of 1 year from the date of fully operationalization of call center (after completion of User Acceptance Testing) 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 vendor at no additional cost to the Department of Rural Development, Jharkhand.

The price finalized shall remain valid for a period of 12 months from the date of fully operationalization of the call center.

## 2.4. Operational Reporting Requirements

The call centre solution shall provide for extensive reporting capabilities. The user interface for reporting tools shall be online and GUI based. The system shall generate various statistical reports (hourly, daily, monthly), based on Call completion of agent position/groups.

The call centre vendor shall provide advanced analytics and dashboards in electronic format which is end-user specific, periodic (daily, weekly, monthly, quarterly) and multi-level (serves various levels of Department of Rural Development, Jharkhand)

An indicative list of reports ,to be supported, includes:

- a. Reports to provide evidence of all SLAs
- b. Average time taken to answer the call for calls serviced through Agents
- c. Average Speed of Answer
- d. Maximum time in queue for each type of service & Longest Delay before answered
- e. Average holding time, also agent, service-wise
- f. Number of call abandoned for a defined time period & Abandoned Call Rate
- g. Number of calls answered for a defined time period & Average Talk Time
- h. Number of calls made for a defined time period
- i. Average Delay before Abandon
- j. Longest Delay before Abandon
- k. Total number of calls landed in the system, offered to the agents, answered by the agents within norms, abandoned by the caller, for a given user defined period.
- l. Average and total number of calls in a queue

- m. Average and total number of unanswered calls
- n. Agent activity reports, both real-time and historical
- o. Average and total number of free agents
- p. Average and total call duration for different agents
- q. Average and total queuing time
- r. After Call Work (Wrap Up)
- s. Root cause analysis of most frequent (e.g. Top 10) queries/complaints
- t. Analysis of wise trends in queries/complaints

System shall support call-by-call reporting. The Vendor and Department of Rural Development, Jharkhand will mutually agree on the format of the reports to be submitted by the Vendor to Department of Rural Development, Jharkhand. If Department of Rural Development, Jharkhand requests the Vendor to provide customized reports, the Vendor will provide customized reports at no extra cost to Department of Rural Development, Jharkhand. The reporting tool shall be capable of exporting report details into various formats such as MS Excel, MS Word etc.

## 2.5.Audit Trails

- There should be a comprehensive audit trail detailing every user activity including system/security administrators with before and after image.
- Audit trails presented by the system should be very detailed with all the related fields, such as User ID, time log, changes made before and after, Machines ID etc.
- Facility to generate security report(s) and audit the whole process from logs reports at any future date.
- System should have a special interface for users of Department of Rural Development, Jharkhand, and any third party auditors appointed by the Department of Rural Development, Jharkhand where access to all data would be allowed without any modification or change permission.
- The system should have complete audit trail of any changes to the system e.g. alert generated, system configuration etc.
- The system should not allow audit log to be deleted and any attempts to delete must be logged.
- The system should have the following standard reports:
  - 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 with before & after image

### 3. Service Level Agreements

#### 3.1. Service Level Agreement Applicability

The parameters noted below in the Service Level Agreement will start to be applicable after the completion of user acceptance of the call centre. In this period, the call centre shall measure and provide the SLA parameters to the Department of Rural Development, Jharkhand.

These SLAs shall be tracked on a periodic basis and will have liquidation damage clauses on non-adherence to any of them.

#### 3.2. List of SLAs

- a. System Uptime (Voice response available to citizen)
- b. Average Speed to Answer (ASA)
- c. Call abandonment rate (unanswered calls by operators)
- d. Average Handle Time (AHT)
- e. Average Hold Time

### 3.3.SLA Definition

| Sr. No. | Measurement  | Definition  | Measurement Interval | Reporting period | Target                                      |
|---------|--|---|----------------------|------------------|---|
| 1       | <b>System uptime (Voice response available to citizen)</b> | It will be calculated based on formula —Total uptime in minutes / Total minutes of operations in a month. This will be calculated for window of service for 9- hour, 6-days/week. For example, If the system was down for 2 hours in May 2017 or up for 241 hours; Uptime will be $[\{241/ (27 \text{ days} \times 9 \text{ hours})\} \times 100 ]= 99.17 \%$ | Monthly              | Monthly          | $\geq 99.5 \%$                              |
| 2       | <b>Average Speed to Answer</b>                             | This is the percentage of calls that are answered by the call centre operators within a specified time period during TCBH (Time Consistent Busy Hour). In other words, it is the waiting time in Automatic Call Distributor (ACD) queue experienced by a caller to talk to the agent before phone is answered by the agent                                    | Monthly              | Monthly          | $>70\%$ of the calls answered in 30 seconds |
|         | <b>Call abandon rate (unanswered call)</b>                 | This measures % of calls that requested for an agent but got disconnected before being answered by the agent. (Only calls that get disconnected after 30 seconds from transfer to the ACD will be considered for computation of this SLA.)  | Monthly              | Monthly          | Less than 2%                                |
| 4       | <b>Average Handle time</b>                                 | This is a measure that refers to how long it takes to manage a contact. AHT shall be calculated as the sum of the average talk time, hold time and wrap time.   | Monthly              | Monthly          | Less than 300 seconds                       |
| 5       | <b>Average Hold time</b>                                   | This is a measure that refers to how long does the agent keep the caller on Hold for any reason   | Monthly              | Monthly          | Less than 20 seconds                        |

It is acknowledged that these SLA may change as Department's program needs evolve over the course of the contract period and the modification thereof may be adopted with mutual consent.

### 3.4.Liquidated Damages

The Department of Rural Development, Jharkhand expects the Vendor to complete the scope of the project within the timeframe specified. Notwithstanding the Department of Rural Development, Jharkhand's right to cancel the order, liquidated damages at 0.5% of the order value per week will be charged for every week's delay in delivery subject to maximum 10% of order value.

The Department of Rural Development, Jharkhand reserves it's right to recover these amounts by any mode such as adjusting from any payments to be made by the Department of Rural Development, Jharkhand to the company. Part of week will be treated as a week for this purpose. However, the Department of Rural Development, Jharkhand may, at its discretion, waive the liquidated damages in case the delay cannot be attributed to the vendor.

### 3.5.Penalty

Inability of the proposed solution and setup to deliver the required functionality at performance levels expected at the specified volumes (including the expected increase in volumes) would result in breach of contract and would invoke the penalty clause. The proposed rate of penalty would be 1 % of the value of total agent cost payable per quarter of non-compliance to the performance levels, for that particular month, subject to an upper limit of 10% of value total agent cost payable in that month.

Inability of the vendor to provide services at the service levels defined would result in breach of contract and would invoke the penalty clause. The proposed rate of penalty would be 1 % of the of value of total agent cost payable per quarter of non-compliance to, the service levels for every percentage below the expected levels of service, for that particular service or product, subject to an upper limit of 10% of value of total agent cost payable per month. Overall cap for penalties will be 10% of the contract value. Thereafter, the contract may be cancelled and amount paid if any, will be recovered with 1.25% interest per month.



## 4. Instruction to Bidders

### 4.1. General terms and conditions

- a) The Department of Rural Development, Jharkhand expects the vendors to adhere to the terms of this Request for Proposal(RFP) and would not like or accept any deviations to the same. If the vendors have absolutely genuine issues only then should they provide their nature of non – compliance to the same in the format provided. The Department of Rural Development, Jharkhand reserves its right to not accept such deviations to the tender terms.
- b) The Department of Rural Development, Jharkhand intends the vendor appointed under the RFP shall have the single point responsibility for fulfilling all obligations and providing all deliverables and services required for successful implementation of the project, notwithstanding the fact that the vendor may appoint / procure services of third party suppliers (including software providers) to perform all or part of the obligations contained under this RFP. However, Department of Rural Development, Jharkhand is going to enter into agreement only with bidders as a Call center vendor.
- c) Unless agreed to specifically by the Department of Rural Development, Jharkhand in writing for any changes to the RFP issued, the vendor responses would not be incorporated automatically in the RFP document.
- d) Unless expressly overridden by the specific agreement to be entered into between the Department of Rural Development, Jharkhand and the vendor, the RFP shall be the governing document for arrangement between the Department of Rural Development, Jharkhand and the vendor.
- e) Each offer should specify only a single solution, which is cost-effective and meeting the tender specifications. It is the responsibility of the Vendor to decide the best suitable solution.
- f) In the event the Vendor has not quoted for any mandatory or optional items as required by the Vendor and forming a part of the RFP document circulated to the vendors and responded to by the vendors, the same will be deemed to be provided by the Vendor at no extra cost to the Department of Rural Development, Jharkhand.
- g) All out of pocket expenses, traveling, boarding and lodging expenses for the entire life of the contract should be a part of the financial bid submitted by the Vendor to the Department of Rural Development, Jharkhand. No extra costs on account of any items or services or by way of any out of pocket expenses, including travel, boarding and lodging etc. will be payable by the Department of Rural Development, Jharkhand. The Vendor cannot take the plea of omitting any charges or costs and later lodge a

claim on the Department of Rural Development, Jharkhand for the same.

- h) The Vendor is requested to quote in Indian Rupees ('INR'). Bids in currencies other than INR would not be considered.
- i) The prices quoted by the Vendor shall include all costs such as, statutory taxes, levies, cess, excise and custom duties that need to be incurred. No additional amount will be paid to vendor besides amount mentioned in contract agreement if vendor successful clear SLA's.
- j) The Vendor represents that the proposed Call center solution and its Documentation and/or use of the same by the Department of Rural Development, Jharkhand shall not violate or infringe the rights of any third party or the laws, regulations, decision or order of any governmental or judicial authority.
- k) The Department of Rural Development, Jharkhand would not be liable to pay any expenses incurred by the Vendor in preparation of the response to this RFP and also would not return the bid documents to the vendors.
- l) Any publicity by the Vendor in which the name of the Department of Rural Development, Jharkhand is to be used should be done only with the explicit written permission of the Department of Rural Development, Jharkhand
- m) This RFP may undergo change by either additions or deletions or modifications before the completion of the tendering process by the Department of Rural Development, Jharkhand. The Department of Rural Development, Jharkhand also reserves the right to change any terms and conditions of the RFP and its subsequent addendums as it deems necessary at its sole discretion. The Department of Rural Development, Jharkhand will inform all vendors about changes, if any.
- n) If required by the Department of Rural Development, Jharkhand, Vendors should provide complete details of any subcontractor/s used for the purpose of this engagement.

## 4.2.Contract Commitment

The Department of Rural Development, Jharkhand intends that the contract, which is contemplated herein with the vendor, shall be for a period of 1 year; post go-live of the call center solution

## 4.3.Call Center Access Numbers (PRI Lines)

The Vendor will subscribe to and provide the telephone lines to the call center. The lines will be accessible across India via multiple telephony networks on a single toll - free access number. The usage charges for the telephone lines will be paid by the vendor and shall be claimed from the Department of Rural Development, Jharkhand on quarterly basis after producing the payment receipt.

The PRI lines should be taken for 10 operators in which 8 will be for outbound calls & 2 for inbound calls for first six months. However, the ratio may be changed after review of first six month's response.

## 4.4.Customization Process

The vendor shall ensure that the Application utilized as a part of the Call Center Project meets all the requirements described in Functional Requirements and that the software provider carries out all such customization or development work as may be required by the Department of Rural Development, Jharkhand at no additional fees or expenses. The vendor shall provide all the reports as per the requirements of the Department of Rural Development, Jharkhand. The precise scope of the customization and development work to be undertaken by the vendor shall be as per the requirements of the Department of Rural Development, Jharkhand as described in this RFP. The Department of Rural Development, Jharkhand shall be a party to the Functional Specifications requirement sign-off, User acceptance test, User acceptance test sign-off and Implementation sign-off. The vendor shall provide all tools, testing instruments, drivers etc. required to install and customize and test the software free of any fees or charges or any expenses. The vendor shall be required to ensure that the software provides interfaces to the other application systems at the Department of Rural Development, Jharkhand as specified at no additional cost or fees or charges or expenses. The vendor shall provide the Department of Rural Development, Jharkhand weekly progress report on the bugs/problems reported/points taken up with schedule of date of reporting, date of resolving, and status for all kind of bugs and problems.

## 4.5.Payment Terms

The vendor must accept the payment terms proposed by the Department of Rural Development, Jharkhand. The financial bid submitted by the vendor must be in conformity with the payment

terms proposed by the Department of Rural Development, Jharkhand. Any deviation from the proposed payment terms would not be accepted.

#### **Call Center Agent costs:**

- Payable quarterly at the end of the quarter on the basis of the actual number of agents deployed.
- PRI lines charges on actual on quarterly basis.

#### **4.6.Delivery and Acceptance testing**

It is expected from the successful bidder that complete solution of call center will be deployed and implemented at vendor premises within 21 days of the purchase order. It is also expected from successful bidders that necessary module like Frequently Ask Question (FAQ) related to department, escalation matrix, call resolution mechanism etc in coordination with the Rural Development Department, Department of Jharkhand within 21 days of the purchase order. Any deviations from the timelines as mentioned from vendor side may result in penalty.

The Department of Rural Development, Jharkhand will carry out the acceptance tests for testing of Call center solution including interfaces. The Vendor shall assist the Department of Rural Development, Jharkhand in all acceptance tests to be carried out by the Department of Rural Development, Jharkhand. All cost for acceptance testing including location visiting fare/charges & staying arrangement for Department of Rural Development, Jharkhand Officials will be arranged and borne by the Vendor.

#### **4.7.Information Ownership**

All information processed, stored, or transmitted by Vendor belongs to the Department of Rural Development, Jharkhand. By having the responsibility to operate the proposed call center solution, the Vendor does not acquire implicit access rights to the information or rights to redistribute the information. The Vendor understands that civil, criminal, or administrative penalties may apply for failure to protect information appropriately. For this the vendor has to enter into a Non-Disclosure agreement with the Department of Rural Development, Jharkhand that all the information on customer data will be protected using appropriate security measures. Any legal issues due to leak or disclosure of information of the citizen's data will be vendor liability and any cost on the issue will be borne by the vendor.

#### 4.8. Right to alter call center agent strength

The Department of Rural Development, Jharkhand will be free to either reduce or increase the number of agents to be hired on the same terms and conditions. The Department of Rural Development, Jharkhand reserves the right to alter the required numbers.

All quantities mentioned in this RFP are indicative. The number of call agents to be deployed as part of this tender can be varied by the Department of Rural Development, Jharkhand at per agent per seat quoted price. As per the requirement of the Rural Development Department, Department of Rural Development, Jharkhand has the right to deploy as many call agents as it wants at per agent rate.

#### 4.9. Exit Option

Department of Rural Development, Jharkhand reserves the right to cancel the contract in the event of happening one or more of the following events:

- a) Delays in delivery of service as specified in the scope of the call center project
- b) Serious discrepancy in delivery of services or the performance levels agreed upon, which have an impact on the functioning of the call center
- c) In addition to the cancellation of purchase contract, Department of Rural Development, Jharkhand reserves the right to appropriate penalties and liquidated damages

#### 4.10. Termination

Department of Rural Development, Jharkhand shall be entitled to terminate the agreement with the vendor at any time by giving sixty (60) days prior written notice to the Vendor. Department of Rural Development, Jharkhand shall be entitled to terminate the agreement at any time by giving notice if:

The vendor breaches its obligations under the RFP or the subsequent agreement and if the breach is not cured within 15 days from the day of notice or the vendor (i) has a winding up order made against it; or (ii) has a receiver appointed over all or substantial assets; or (iii) is or becomes unable to pay its debts as they become due; or (iv) enters into any arrangement or composition with or for the benefit of its creditors; or (v) passes a resolution for its voluntary winding up or dissolution or if it is dissolved.

The vendor shall have right to terminate only in the event of winding up of Department of Rural Development, Jharkhand.

## 5. Response to Tender Document

The Vendor has to structure its response in the following order

The bids shall be submitted in two parts only through e-Procurement portal as specified in this document viz.

- 1) General cum Technical Bid- Containing eligibility, functional, technical and Eligibility details along with receipt of tender cost & EMD amount
- 2) Commercial Bid

### 5.1.General cum Technical Bid

#### **Eligibility Criteria**

The call center vendor must satisfy the eligibility criteria as given below. Vendor is required to provide the supportive documents for eligibility proof.

- a. The Vendor should have a minimum turnover of 1Crore per annum for last 2 financial year.
- b. The Vendor should have a minimum 30 seat capacity call center setup in Jharkhand or 50 – 100 seats capacity with similar kind of setup or customer grievance cell.
- c. The bidders must be registered for Service Tax (Central Excise) and PAN (Income Tax) issued by concerned authority of Government of India. The Bidders should also have specific Certifications/registrations like EPF No., ESIC No, OSP License, VAT No, CST No., and Central Labor License.
- d. The Vendor should have positive net worth.
- e. The Vendor should have been in business of Call Center for at least in the past 2 years
- f. The Vendor should have an established call center setup in Ranchi or any major city in Jharkhand
- g. The Vendor should have experience in implementing Call center solution in at least one government department/PSU/Telecom Operator in Ranchi for at least period of last one year.

#### **Eligibility proof submission format**

- A copy of the credential letters from clients.

- Bidder's Information
  - a) Provide details of organization along with all the key contacts including their work phone, Mobile phone, work address and e-mail details.
  - b) Provide certificate of incorporation
  - c) Service Tax (Central Excise) and PAN (Income Tax) related certificate issued by concerned authority of Government of India
  - d) specific Certifications/Registrations like EPF No., ESIC No, OSP License, VAT No, CST No., Central Labour License (Copy of the certificate(s))
  - e) Provide audited annual statement of accounts for the last 2 financial years i.e. 2015-16 & 2016-17 (If audited statement of FY 2016-17 is not available, then CA certified statement should be submitted) in support of the following:
    - Turnover and profit from products / services
    - Net worth statement of the company
    - Locations in which the company has offices
    - Total number of employees in India & Ranchi
  - e) Provide the necessary documentation in support for the vendor of the following:
    - Corporate structure & History of the company
    - Number of years in this business and relevant business lines
  - f) Must provide contact details of Single Point of Contact(SPOC)
- Call Center Capability (Technical presentation / Document should contains below mentioned points)
  - a.) Solution Proposed for the requirements illustrated in the RFP
    - End to End to solution on how desks would be set up which covers all the requirements
    - Implementation plan with milestones and responsibilities, risk mitigation factors
    - Technology solution
    - Operational reporting capabilities and propose relevant reports

b.) Solution Implementation capability

- I. Implementation Details:
- II. Time-frame
- III. Man power availability (Jharkhand local dialects language capabilities)

c.) Details of the location / center proposed to house the Call center

- Size of operations - Inbound/ Outbound
- Clients served from the location
- Kinds of processes being run from the location
- Infrastructure details of the location - Power backup, Telecom infrastructure, Physical security
- People at the location - Profiles of the center head, Program manager, Team lead, Quality personal

d.) Credentials

Describe your company's experience in providing the products and services, Relevant to this request, in the following format:

- I. Credentials in running the Call center of a Government Department/PSU/Telecom operator in Ranchi for at least one year
- II. Name of the company
- III. Year of Operationalization
- IV. Key client references for each product providing details such as name, address, e-mail address, phone no., fax no. and mobile no.



## 5.2.Commercial Bid

The bidders who will qualify the General cum Technical Bid criteria will be eligible for Financial Bid opening. Commercial bid will be submitted by the bidder in prescribed format as mentioned below:

| S.No | Items                    | Unit Rate<br>(in INR)<br>(a) | Qty<br>(b) | No. Of<br>month<br>(c) | Total Price<br>= a*b*c |
|------|--------------------------|------------------------------|------------|------------------------|------------------------|
| 1.   | Cost per agent per month |                              | 10         | 12                     |                        |

**Note:**

- Cost of PRI usage bills be borne by Department of Rural Development, Jharkhand extra
- Prices quoted by Vendors should be inclusive of all costs such as, statutory taxes, levies, cess, excise and custom duties, installation, insurance etc. that need to be incurred.
- All the prices and other terms and conditions of this response should valid for a period of 180 calendar days from the date of submission of response.
- State all terms and conditions for the validity of the unit rate quoted

Apart from the above commercials the impact of some of the other parameters would also be required on the rates (on a % basis) for e.g. the operations time if made to 9 AM to 9 PM instead of usual 9 hour shift then the it will have a 3% increase in unit rate.

| S. No. | Impact on cost for (impact required in +/- %)   | Bidder's Response in terms of change in percentage of agent rate |
|--------|---|--|
| 1      | Increase in call volumes by 50%   |  |
| 2      | The operations are made 7 days/ week instead of 6 days/ week                            |  |
| 3      | The operational time is made 8 AM to 8 PM instead of usual 9 hours - 9 AM to 6 PM shift |  |
| 4      | Toll Free number is BSNL vs. any other telecom player                                   |  |
| 5      | Toll Free number is chosen as a short code  |  |
| 6      | Cost implication of BCP/ DR services  |  |

### 5.3. Bid Opening and Evaluation

#### General Instructions:

- a) The Vendor needs to comply with all the eligibility criteria mentioned above.  
Noncompliance to any of these criteria would result in outright rejection of the vendor's proposal.
- b) The Vendor is required to provide proof for each of the points for eligibility evaluation.  
General cum Technical bid not accompanied by relevant proof documents from the clients will not be considered for evaluation.
- c) Any assumptions made by the vendor's in response of this RFP will be their own risk and cost. The Department of Rural Development, Jharkhand will not be liable for any such assumptions / representations made by the vendor's. The Department of Rural Development, Jharkhand's assumptions and decision will be final.
- d) The Department of Rural Development, Jharkhand reserves the right to disqualify the vendor who does not submit sufficient proof of their credentials as prescribed in eligibility criteria.

## 5.4.Evaluation Methodology

The evaluation will be a two-stage process

Stage 1 - General cum Technical Bid Evaluation

Stage 2 - Commercial Evaluation

### 5.4.1. General cum Technical Bid Evaluation

The evaluation will involve validating the credentials submitted in the format as prescribed. Credentials without valid proof will be invalid and will not be considered for eligibility.

The Department of Rural Development, Jharkhand reserves the right to accept or reject proof of credentials at its sole discretion without having to give reasons to the vendors thereof.

The vendors proposed implementation methodology, project management methodology and facility management methodology will also be considered for General cum Technical evaluation.

If required, vendor is also required to arrange visits of Department of Rural Development, Jharkhand officials to the call center sites already operationalized by the vendor and locations / facilities where vendor is proposing the call center for Department of Rural Development, Jharkhand. If the Department of Rural Development, Jharkhand is not satisfied / convinced with the existing Call center site of the vendors, Department of Rural Development, Jharkhand can disqualify the vendor. The cost related to site visits by Department of Rural Development, Jharkhand's Officials will be borne by the Vendor.

The following weight age criteria will be adopted during technical evaluation:

| S.No | Evaluation Criteria- Parameters   | Bidder's Response | Max. Score |
|------|---|-------------------|------------|
| 1.   | Financial Strength- 5 marks if turnover is 1 to 3 crores ,7.5 marks if turnover is more than 3 to 5 crores, 10 marks if turnover more than 5 crores   |                   | 10         |
| 2.   | Financial strength- 10 marks if net worth is positive,  |                   | 10         |
| 3.   | Number of employee<br>Call Agents- 5 marks if call agents strength is 50-100 in any of the call center projects for at least period of one year in Ranchi, 10 marks if call agents strength is more than 100          |                   | 10         |
| 4.   | Company Incorporation & their presence  |                   |            |
|      | a.) 5 marks if company is 3 - 5 years old (as on 31.12.2016), 10 marks if bidder company is more than 5 year old  |                   | 10         |
|      | b.) 5 marks if call center vendor having one branch in Jharkhand, 10 marks if vendor having branch in Ranchi  |                   | 10         |
|      | c.) 10 marks if company has been incorporated in Jharkhand,   |                   | 10         |
| 5.   | Call Center Services-<br>10 Marks if vendor is providing call center services in India to 1 government department/PSU, 15 marks if vendor is providing call center services to any department of Jharkhand government |                   | 15         |

|    |  |  |     |
|----|--|--|-----|
| 6. | ISO/IEC 20000 Certification : 5 Marks if ISO/IEC 20000 certified |  | 5   |
| 7. | Technical Presentation   |  | 20  |
| 8. | Total Score  |  | 100 |

**The minimum qualifying scoring will be 70% of total score.**

In the event only one vendor qualifies, the Department of Rural Development, Jharkhand will have the right to place the order with the single qualified vendor. In the event that none of the vendors qualify, then the Department of Rural Development, Jharkhand at its discretion may choose to waive criteria to select two topmost vendors in scoring. Also the Department of Rural Development, Jharkhand may, at its sole discretion, decide to seek more information from the respondents in order to normalize the bids. However, respondents will be notified separately, if such normalization exercise is resorted to.

Only those vendors who fulfill the Department of Rural Development, Jharkhand's functional & technical requirements and complied with eligibility criteria will be short listed for commercial opening.

#### 5.4.2. Commercial Bid Evaluation

- The commercial bid has to be provided based on the format provided in the RFP. Call Center agent costs are to be quoted per agent per month for 10 agents.
- Department of Rural Development, Jharkhand reserves the right to place an order for additional Agents at the price quoted at any time during the three-year period.
- After the 3-year contract period Department of Rural Development, Jharkhand will re-negotiate the contracts on a mutually agreeable basis.
- The Vendor whose quote is the lowest will be the L1 vendor and will be invited for final award of contract.
- Please note that failure or refusal on part of the selected vendor to offer the services at the price committed shall result in forfeiture of the EMD to Department of Rural Development, Jharkhand. Department of Rural Development, Jharkhand reserves the right to reject any or all proposals.

## Annexure – I : Technical Requirements

| S.No | Requirements   | Vendor 's Response | Remarks |
|------|--|--------------------|---------|
| 1.   | Hardware   |                    |         |
|      | Mention the technology hardware would be based upon<br>(If you have specific hardware in the proposed solution, Please give brief details) |                    |         |
|      | Is the hardware branded (Please list the brand and model)  |                    |         |
|      | With which brand of phone sets is the proposed solution compatible   |                    |         |
|      | Is there a facility to monitor the hardware failures   |                    |         |
|      | What is the storage capacity   |                    |         |
| 2.   | Business Continuity  |                    |         |
|      | Automatic switch to Call Center agents, if IVR malfunctions  |                    |         |
|      | Does the server architecture have inbuilt redundancy,  |                    |         |
|      | Does the proposed Call center solution have well documented  |                    |         |
| 3.   | <b>Data Bases</b>  |                    |         |
|      | What type of database(s) will be used  |                    |         |
| 4.   | <b>Interfaces</b>  |                    |         |
|      | Having Fax module to receive/send faxes  |                    |         |
| 5.   | <b>Disaster Recovery Process</b>   |                    |         |

|    |  |  |  |
|----|--|--|--|
|    | Does the proposed call center solution has Disaster recovery center well in place  |  |  |
|    | What will be RTO & RPO   |  |  |
| 4. | <b>Audit Trail</b>   |  |  |
|    | <p>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, and all users' transactions, etc...</p> <p>These standard reports are generated from the system periodically, and on ad-hoc basis:</p> <p>(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</p> |  |  |
| 5. | <b>PBX</b>   |  |  |
|    | Does the PBX support Line expansion increments   |  |  |
| 6. | <b>ACD/ CTI</b>  |  |  |
|    | <p>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</p>   |  |  |

|  |  |  |  |
|--|--|--|--|
|  | <p>Max. Simultaneous Monitoring Terminals</p> <p>Terminals in Monitor Mode Reporting</p> <p>Periods • Intervals • Days System cabinet</p> <p>Included Digital switch I/O Transition</p> <p>Module System Controller (CPU) Included</p> <p>Console/Remote Access Server Agent workstation</p> |  |  |
|--|--|--|--|



## Annexure – II : Performance Bank Guarantee

To,

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In consideration of Department of Rural Development, Jharkhand having its registered office at FFP Building, Dhurwa, Ranchi 834004 (hereinafter referred to as "Purchaser") having agreed to purchase services for Call Center project on outsourced model (hereinafter referred to as "Goods") from M/s

----- (hereinafter referred to as "Contractor") on the terms and conditions contained in their agreement/purchase order No----- dt. ----- (hereinafter referred to as the "Contract") subject to the contractor furnishing a Bank Guarantee to the purchaser as to the due performance of the Call center solution, as per the terms and conditions of the said contract, to be offered by the contractor and also guaranteeing the operation & maintenance, by the contractor, call center solution as per the terms and conditions of the said contract;

1) We, ----- (Bank) (hereinafter called "the Bank"), in consideration of the premises and at the request of the contractor, do hereby guarantee and undertake to pay to the purchaser, forthwith on mere demand and without any demur, at any time upto ----- any money or moneys not exceeding a total sum of Rs----- (Rupees ----- only) as may be claimed by the purchaser to be due from the contractor by way of loss or damage caused to or would be caused to or suffered by the purchaser by reason of failure of computer hardware to perform as per the said contract, and also failure of the contractor to maintain the computer hardware and systems as per the terms and conditions of the said contract.

2) Notwithstanding anything to the contrary, the decision of the purchaser as to whether Web Site has failed to perform as per the said contract, and also as to whether the contractor has failed to operate and maintain call center solution as per the terms and conditions of the said contract will be final and binding on the Bank and the Bank shall not be entitled to ask the purchaser to establish its claim or claims under this Guarantee but shall pay the same to the purchaser forthwith on mere demand without any demur, reservation, recourse, contest or protest and/or without any reference to the contractor. Any such demand made by the purchaser on the Bank shall be conclusive and binding notwithstanding any difference between the purchaser and the contractor or any dispute pending before any Court, Tribunal, Arbitrator or any other authority.

3) This Guarantee shall expire on -----; without prejudice to the purchaser's claim or claims demanded from or otherwise notified to the Bank in writing on or before the said date i.e. ----- (this date should be date of expiry of Guarantee).

- 4) The Bank further undertakes not to revoke this Guarantee during its currency except with the previous consent of the purchaser in writing and this Guarantee shall continue to be enforceable till the aforesaid date of expiry or the last date of the extended period of expiry of Guarantee agreed upon by all the parties to this Guarantee, as the case may be, unless during the currency of this Guarantee all the dues of the purchaser under or by virtue of the said contract have been duly paid and its claims satisfied or discharged or the purchaser certifies that the terms and conditions of the said contract have been fully carried out by the contractor and accordingly discharges the Guarantee.
- 5) In order to give full effect to the Guarantee herein contained you shall be entitled to act as if we are your principal debtors in respect of all your claims against the contractor hereby Guaranteed by us as aforesaid and we hereby expressly waive all our rights of suretyship and other rights if any which are in any way inconsistent with the above or any other provisions of this Guarantee.
- 6) The Bank agrees with the purchaser that the purchaser shall have the fullest liberty without affecting in any manner the Bank's obligations under this Guarantee to extend the time of performance by the contractor from time to time or to postpone for any time or from time to time any of the rights or powers exercisable by the purchaser against the contractor and either to enforce or forbear to enforce any of the terms and conditions of the said contract, and the Bank shall not be released from its liability for the reasons of any such extensions being granted to the contractor for any forbearance, act or omission on the part of the purchaser or any other indulgence shown by the purchaser or by any other matter or thing whatsoever which under the law relating to sureties would, but for this provision have the effect of so relieving the Bank.
- 7) The Guarantee shall not be affected by any change in the constitution of the contractor or the Bank nor shall it be affected by any change in the constitution of the purchaser by any amalgamation or absorption or with the contractor, Bank or the purchaser, but will ensure for and be available to and enforceable by the absorbing or amalgamated company or concern.
- 8) This guarantee and the powers and provisions herein contained are in addition to and not by way of limitation or in substitution of any other guarantee or guarantees heretofore issued by us (whether singly or jointly with other Banks) on behalf of the contractor heretofore mentioned for the same contract referred to heretofore and also for the same purpose for which this guarantee is issued, and now existing uncanceled and we further mention that this guarantee is not intended to and shall not revoke or limit such guarantee or guarantees heretofore issued by us on behalf of the contractor heretofore mentioned for the same contract referred to heretofore and for the same purpose for which this guarantee is issued.
- 9) Any notice by way of demand or otherwise under this guarantee may be sent by special courier, telex, fax or registered post to our local address as mentioned in this guarantee.

10) Notwithstanding anything contained herein: -

- i.----- Our liability under this Bank Guarantee shall not exceed Rs------(Rupees-----only);
- ii.----- This Bank Guarantee shall be valid upto -----; and
- iii.----- We are liable to pay the Guaranteed amount or any part thereof under this Bank Guarantee only and only if you serve upon us a written claim or demand on or before----- (date of expiry of Guarantee).

11) The Bank has power to issue this Guarantee under the statute/constitution and the undersigned has full power to sign this Guarantee on behalf of the Bank.

Date this----- day of-----2010 at

For and on behalf of ----- Bank.

sd/- \_\_\_\_\_

## Annexure – III : Term of reference

### **BACKGROUND**

The Rural Development Department (RDD), Government of Jharkhand is planning to establish official citizen facilitation and grievance redressal telephone service. The main purpose is to create a toll free "**Single Contact Number**" (Help line) for RDD. The Call Centre shall handle incoming and/or outgoing telephone calls, from /to the citizen for services provided by RDD.

The helpline shall provide information sought by the caller and shall also receive complaint, enter all information in a data base, and inform the concerned authorities to take necessary action. A report of all complaints received shall be sent to the concerned authorities.

### **SCOPE OF WORK**

To design, create, launch and manage a "**Single Contact Number**" for the facilitation and prompt redressal of public grievances for RDD. To provide solution for the calls to be recorded both real time and historical reports. The detailed requirement has been captured in the below mentioned points

- **Reaching the helpline service:** Any citizen seeking helpline services shall be able to reach the call center by phone. The call center must be able to support Hindi language only. The Helpline should be accessible from all privately and PSU operated landline/mobile telephone lines.
- **Reception of calls:** In order to receive the calls dedicated and trained manpower is the key requirement. People who are well acquainted with the subject should receive the calls, record the call details and provide the response also instantaneously. The persons who receive the calls not only have to be conversant with the subject but also be courteous and patient and must endeavor to satisfy the citizen.
- **System capability:** The proposed system should have a capacity of handling at least 20,000 calls per month (inclusive of inbound and outbound calls). The Helpline services will be front ended by an IVR where the language option needs to be selected by the citizen and the call should be routed to the agent with the desired skill set to handle that call. The Helpline number will be provided and mapped to the call center. All the calls will be recorded and both real time and historical reporting will be available from the system at any point of time. It shall be possible to store & retrieve a log of all commands and responses, along with identification of the user in each case. A user-friendly GUI (Graphical User Interface) based utility shall be provided for easy administration of the system.
- **Information, Complaint processing and satisfactory complaint disposal:** All Complaints on receipt should be informed by email and SMS within 4 Hours to the concerned officials or any other authority specified by the Department, Nodal officers

appointed for that region/district/block for any action to be taken depending upon the severity level of the complaint. All complaints will be processed by authorized persons by the Department in a time bound manner. Proper monitoring mechanism needs to be established to ensure that all the complaints are processed without undue delay. Pending complaints should be regularly viewed for immediate disposal by the competent authorities. The concerned authorities should be regularly reminded regarding pendency of their complaints and a regular list of such authorities where complaints are pending should be published by the system as a part of the escalation process. All these reports would be used for analyzing the nature of complaints, severity levels and various other analytics to be carried by the call centre to make this service more effective. The Reports will also be used to identify and establish the Desperation Index of the complaint for better and fast action.

- **Monitoring of the Helpline System:** A daily/weekly/monthly report for monitoring of the Helpline system to find out the quality of performance of the system and the level of satisfaction of the users of the Helpline. An index of satisfaction of callers may be developed and used to evaluate authority-wise the working of the Helpline system.
- **Database:** A database of all the call information will be created. This database would be used in future to identify the citizen and also to maintain the records the nature of complaints, severity levels and various other analytics to be carried by the regulatory authority or any third party to make this service more effective. The Reports will also be used to identify and establish the Desperation Index of the complaint for better and fast action.
- **Security through passwords:** All functions, records and data files should be protected. The security codes should grant or deny access according to assigned security levels. Before entering into system, each agent should enter a valid user ID, biometric, proximity card and password. Once validated, the agent should be granted access to only those functions permitted within the prescribed security level.

### **Inbound Call Flow**

- Caller calls in via a TF number.
- IVRS will be provided for language options (Hindi, Bhojpuri, Maithili, Magahi, English) for the inbound calls.
- The IP call will be routed to the hosted platform in Patna where the ACD will decide the call routing based upon the IVRS inputs.
- After language selection the caller speaks to an agent if some information is required it is provided or/and his complaint is registered with the relevant details. Complaint number will be provided for all types of complaints.
- The complaint will be recorded in the CRM and will be forwarded to concerned authorities for their necessary actions.
- MIS for the inbound / outbound calls will be provided by the reports.
- Recording: All calls are recorded and stored for a period of 30 days.

## **IMPORTANT POINTS FOR TOLL FREE NUMBER**

1. **Convenience** -The citizen can directly seek the required information or can file their complaint by phone by calling in to a toll free number. The concerned authorities would make appropriate statement and all the grievances would be categorized in groups of their nature, location and time intervals.
2. **Immediate Acknowledgement of receipt of Complaint/Grievance** - When the complaint is registered, immediately it is given a unique number (Token Number) and automatically acknowledgement receipt with all details sent to the concerned authorities through email and SMS within 4 Hours of the receipt of the complaint. This number can be the reference used for all future communications and feedback.
3. **Accountability &Transparency** - Once the grievance has been received by department, the concerned officer looks into the merit of the complaint and forwards the same for action in case collaborative effort to solve the case is required or directly takes the action.
4. **Tracking & Escalation** - Once the matter has been marked to the concerned officer for action, it is tracked till the necessary actions are taken. If the complaint is not acted upon within the specified timeframe, the senior officers get a notification either by email or outbound calls (Issue Escalation). The officer who is supposed to take action on the complaint will also get several reminders via email/ call before the issue is escalated. This ensures the accountability of all people in the chain.
5. **Confirmation calls/ mails** - Once the necessary actions have been taken, complainant gets the call / sms confirmation containing the details of the complaint and related actions taken.
6. **Automatically generates reports** as may be required by the department including as to which issues are pending and where.
7. **Convenience** -The citizen can directly seek the required information or can file their complaint by phone by calling in to a toll free number. The concerned authorities would make appropriate statement and all the grievances would be categorized in groups of their nature, location and time intervals.
8. **Immediate Acknowledgement of receipt of Complaint/Grievance** - When the complaint is registered, immediately it is given a unique number (Token Number) and automatically acknowledgement receipt with all details sent to the concerned authorities through email and SMS within 4 Hours of the receipt of the complaint. This number can be the reference used for all future communications and feedback.
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11. **Confirmation calls/ mails** - Once the necessary actions have been taken, complainant gets the call / sms confirmation containing the details of the complaint and related actions taken.
12. **Automatically generates reports** as may be required by the department including as to which issues are pending and where.

### **Terms of Reference**

- To design and develop operation manual and user manual in consultation with Rural Development Department, Department of Jharkhand .
- To Commission and map a TF number to the call center Location at Ranchi, Jharkhand
- To Provide at least 10 Agents (can be increased to 20 seats depending on the requirements) for 10 hours of Operations in peak seasons.
- To provide necessary Training to the Agent on
  - Call Recording
  - Call monitoring
  - System Administration
  - Department information and projects
  - Escalation Matrix
- To monitor and prepare review reports on grievances
- To dedicate a single point of contact for all technical and implementation related activities.
- To create a database of different types of complaints registered and their solution. To provide necessary IT infrastructure for recording all calls for 30 days and unsolved calls till they are resolved.

**Government of Jharkhand**  
**Department of Rural Development**  
**FFP Building, Dhurwa, Ranchi – 834004**

**Notice for Inviting Tender**  
**Invitation of Bid for setup of Call Centre for Rural Development Department**  
**Government of Jharkhand.**

Tender Ref.No. :- 02-03 (Ara – Stha)/2017/...../Gra.Vi., Dated .....

| Sl. | Information                           | Details  |
|-----|---------------------------------------|--|
| 1   | Subject of Tender                     | To Setup Call Centre for Rural Development Department, Government of Jharkhand |
| 2   | Tender Fee                            | No Tender Fee  |
| 3   | EMD                                   | Rs. 50,000/- (Rupees Fifty Thousand Only)                                      |
| 4   | Bid Validity Period                   | 180 days   |
| 5   | Date of publication of tender         | 25/05/2017   |
| 6   | Last date of submission of tender     | 15/06/2017   |
| 7   | Date and Time for Pre- Bid Conference | 05/06/2017 at 3:00 PM  |
| 8   | Place for Pre Bid Conference          | Meeting Hall, 1 <sup>st</sup> Floor, FFP Building, Dhurwa, Ranchi              |
| 9   | Date & Time for Technical bid opening | 15/06/2017 at 3:00 PM  |
| 10  | Date & Time for Financial bid opening | To be decided after the finalization of Technical Bids                         |
| 11  | Contact Person for queries            | Shri Akshay Kumar Singh, CIO, RDD  |
| 12  | Contact Number                        | 0651 - 2400044   |
| 13  | Contact Email Address                 | manikakshay@yahoo.co.in  |
| 14  | Place of bid submission in hard copy  | Room No – 100, First Floor, FFP Building, Dhurwa, Ranchi - 834004              |

**Note: The above dates may change due to abrupt declaration of holidays.**

Detailed tender document can be seen on website [www.jharkhand.gov.in](http://www.jharkhand.gov.in).

Sd/-  
(Yatindra Prasad)  
Joint Secretary to the Government