

BID DOCUMENT

**FOR SELECTION OF AGENCY FOR
OPERATING HELPLINE OF
ANIMAL RESOURCES DEVELOPMENT
DEPARTMENT.**

IMPORTANT DATES

Sl.	Activity	Date, Time & Venue
1.	Date of Publishing of N.I.T. & other Documents (Online)	05-11-2018, 2pm
2.	Starting Date of Downloading Documents (Online)	05-11-2018, 3pm
3.	Bid submission date (Online)	16-11-2018, 10am onwards.
4.	Date, time & venue of Pre-bid meeting	15-11-2018 at 1 pm at Prani Sampad Bhawan, LB-2, Sector-III, Salt Lake, Kolkata-106.
5.	Closing date of downloading documents & online bid submission	26-11-2018 up to 5pm
6.	Bid opening date for Technical bid (Online)	29-11-2018 after 11am onwards
7.	Date of uploading list for Technically Qualified Bidder(Online)	To be notified later on
8.	Date for opening of Financial bid (Online)	To be notified later on
9.	Date of uploading of list of Bidders along with the approved rate	To be notified later on.

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NIT No.: WBARD/WBMF/NIT-10/1(ADM)/192 Dated : 05-11-2018

ANIMAL RESOURCES DEVELOPMENT DEPARTMENT

GOVERNMENT OF WEST BENGAL

PRANI SAMPAD BHAVAN, LB-2, Sector-III, Salt

Lake City, Kolkata, West Bengal 700106

SECTION I

INFORMATION FOR BIDDERS

Scope of Work: Animal Resources development Department, Government of West Bengal

Intends to engage an organization being a Government, Semi Government or Non- Government Institution/Organization/Company, having experience of operating similar Help lines for Government Departments/ Organizations(hereinafter referred to as Agency) for running a help line. The Agency will have to run a Helpline which will be operated from 8.00 AM to 8.00 PM for all 7 days during the week for providing citizen centric information on the services and facilities related to Animal Resources Development Department in West Bengal spread across the State, on a turnkey basis (hereinafter called **12x7 ARD DEPARTMENT Helpline**). Purpose of the 12x7 Helpline is to establish closer liaison between the Animal Resources Development Department, Directorate of Dairy Development, Directorate of AR & AH, West Bengal Milk Federation, Paschim Bangha Go-sampad Bikash Sanstha, West Bengal Livestock Development Corporation, Mother Dairy Calcutta at the State level, Dy. Director of AR & AH, Dy. Project Director, PBGSBS, MD, Milk Union at the District level, BLDOs, MPCS at the block level and farmers & citizens and to facilitate better Animal Health services & implementation of other Animal Development related Schemes. The call center will also be instrumental for logging public grievances, services, for escalating the grievances to the Higher authority and also will communicate the status of the grievance redressed to the citizen.

The following would be the broad terms and conditions of the turnkey assignment:

- a) The "Agency" would have to provide the physical space, outsourced manpower and technical solutions required for running the Helpline/ Call Centre.
- b) The Call Centre should be capable of receiving queries/ complaints or service requests of all descriptions from the citizens/ beneficiaries / Government functionaries over telephone/SMS/ internet. The Helpline may be commissioned with Phone-in facilities only, SMS/Internet integration can be introduced within 3 -4 months thereafter.

- c) Incoming calls to the Helpline would be toll free. The complainant may call from a mobile phone or land line alike. Caller Identification System facilities should be provided for registering the number of the caller in the software. The identity of each caller would have to be validated and registered by making query / complaint / service request from the operators attending the call- centre; and each and every validated query/ complaint / service request should be registered in the application software.
- d) Action to satisfy the query or to attend to the complaint should be initiated immediately on receipt of the query/ complaint / service request, irrespective of the day of the week or the hour of complaint, by escalating the issue at the appropriate level in accordance with the protocol specified by the Animal Resources Development Department.
- e) Information on the action taken on each query/ complaint/ service request would thereafter have to be incorporated in the application software so that it is visible on the website in real time. Password protected access to the helpline website should be provided to the Administrators in the Animal Resources Development Department and to selected users as may be specified by the Animal Resources Development Department, so that status of resolution of any query/ complaint/ service request can be directly uploaded by them.
- f) Periodic reports on the problems resolved and remaining unresolved will also have to be generated in the formats prescribed, posted in the website and transmitted electronically to the specified functionaries of the Animal Resources Development Department.
- g) The 12x7 Call Centre / Helpline would remain functional from 8.00 AM to 8.00 PM on all days of the week including Saturdays/ Sundays/ Government Holidays. The services may be rendered in 2 shifts .
- h) Initially 2 (two) Helpdesk Operators would have to be deployed in each shift. This number may gradually be increased as per direction of the Animal Resources Development Department, depending on the volume of calls received.
- i) The Helpdesk Operators deployed for running the 12x7 Helpline should be capable of handling the incoming calls in a suave and composed manner, escalate the problem at the appropriate level for redress and revert to the complainant with the solution/action taken report within the shortest possible time.

- j) The Helpdesk Operators should have ability to converse fluently in Bengali/ English and Hindi Languages. At least one Helpdesk Operator capable of speaking Urdu/ Nepali should also be deployed in each shift to attend to calls from Nepali/ Urdu speaking citizens.
- k) The Helpdesk Operators deployed by the Agency should preferably have experience of having run similar Helpdesk/ Call Centre in the recent past.
- l) If fresh operators are deployed, the Agency would have to ensure that they are provided proper training and grooming before actual deployment. The part of the training that relates to complaint redress protocol and levels of escalation in the ARD Department Hierarchy would be arranged by the Department
- m) Payment of wages and other service benefits admissible to the Helpdesk Operators, including grant of weekly and compensatory holidays, subscription to Social Security Schemes etc. would be governed by the extant orders of the Labour Department of the Government of West Bengal.
- n) The telephone line of the Helpdesk should be linked/mapped with a pre-defined number for which tie-up with BSNL will be provided. Hunting facility would have to be inbuilt so that at any point of time, an incoming call can land on one of the free lines. The configuration of the number would have to be such that it is easy to remember.
- o) It will have to be ensured that the same telephone number is displayed as Caller Line Identification (CLI) in respect of all outgoing calls originating from any of the terminals of the Helpdesk to facilitate easy recognition by the ARD Officials. The 12x7 Helpline is proposed to be made operational with 2 (Two) Terminals initially and the system may then be augmented from time to time depending on the actual volume of calls handled.
- p) Installation and Rental Charges in respect of the telephone line and the terminals used for the 12x7 Helpline would have to be borne by the Agency, but the actual call charges, charges against toll-free facility for operation of the Helpline/ Call Centre, and proportionate share of taxes etc. would be reimbursed to the Agency as a component of the periodic bills raised by the Agency for offering the

Services. Details of the Telephone Service Provider's Plan, the call log showing the complaint number against each call would have to be submitted along with the claims for reimbursement.

- q) A dedicated server/ web space of appropriate configuration will have to be provided by the Agency for installation of the Software to be used for processing the Queries/Complaints received at the Helpline and the each Helpdesk Officer will have to be provided with a Thin Client/ PC/Laptop linked to the server. High Speed Internet Connectivity should also be provided as per requirement.
- r) The software provided for the helpline should have all features to ensure that it can be web enabled in due course, enabling citizens to lodge complaints/ raise queries and view status of complaint resolution by accessing the application from the internet. The State and District Level officials of the Animal Resources Development Department should also have access to the website for updating the status of complaint escalated to them. The Software should also be capable of accepting Value Added Services like Interactive Voice Response System (IVRS) and SMS (Short Messaging Service) Based Applications for registering requests and disseminating information.
- s) The software should have features for voice recording of all complaints/ requests received through the Helpline, and action taken in each case, in consultation with the Department, preferably using open source database software, and modify it to suit the requirements of the Department as and when required.
- t) Cost of developing the Software for management of the Helpline or purchase of the Call Resources Manager (CRM) Software, as the case may be, is to be factored in the Overhead Cost, and in case CRM is used, the license of the Software is to be purchased by the Agency on behalf of the Animal Resources Development Department.
- u) In cases where the Software is proposed to be developed by the Agency solely for the purpose of Animal Resources Development Department, the source code and updated database of the software so developed will have to be handed over to the Department on expiry of the contract, and Knowledge Transfer incidental to such handover will also have to be arranged by the

Agency during the last 3 months of the contract .If the application software has been procured by the Agency, then the installer, Database installation guideline, procedure to modify the software, the agreement with the producer of the software for maintenance contract is to be handed over to the Animal Resources Development Department 3 months before the termination of contract in case of normal termination or within 1 month from the date of notice of termination of contract in case of pre-mature termination of contract.

- v) The software should be developed in such a manner as would facilitate integration of the Helpline with the official website of the Department at www.wbard.gov.in due course.
- w) The website developed for the 12x7 ARD Helpline should be security compliant in consonance with the Information Technology Act 2000 and have a trustworthy access-control technology and authorization policy, with inbuilt security features. Third Party Security Audit of the developed Web Portal will have to be arranged through any recognized Agency like STQC.
- x) The contract will be initially for a period of One year from the date of Operation of the call centre, which may be extended for a further period of two years in two spells (1 year + 1 year) if the performance is satisfactory without any escalation of the cost for three years taken together. One Service Level Agreement is to be made between the Animal Resources Development Department and the Agency provided that if the Terms and Conditions mentioned in this bid document and also the conditions stipulated in the Service Level Agreement are complied with. The contract may be terminated by either party after giving a notice for one month. Provided further that the Agency will comply with the conditions mentioned in (u) above before termination of the contract.

Technical and Financial Bids should be submitted in the manner prescribed below.

No Agency or entity other than those expressing interest within the prescribed time limit would be allowed to take part in the process. Agencies are requested to acquaint themselves with the terms and conditions contained in the Notice Inviting Expression of Interest and this Bid Document before submitting the Technical and Financial Bid. Submission of Technical and/or Financial Bid will be construed as consent of the Agency to abide by the process prescribed for the purpose, the terms and conditions attached to it and the evaluation process to be adopted by the Department in terms of this Bid Document.

Bid Document: There are two sections of the Bid Document viz::

Section-I	Technical Bid
Section-II	Financial Bid (BOQ)

Last Date, Time and Manner of Submission of Technical and Financial Bids:

Submission of Bids:

- a. Tender document shall be downloaded from the Website <https://wbenders.gov.in> The filled in tender document should be signed on every page by the authorized signatory with seal of the firm / company affixed below it as a token of confirmation that the tender document has been read and understood .Any corrections or overwriting should also be duly countersigned.
- b. Any bidder willing to take part in the process of e-Tendering will have to be enrolled & registered with the Government e-Procurement system; through logging on to <https://wbenders.gov.in> using the option "Click here to Enroll". Possession of a Valid Class II Digital Signature Certificate (DSC) in the form of smart card/e-token in the Company's name is a prerequisite for registration and participating in the bid submission activities through this web site. Digital Signature Certificates can be obtained from the authorized certifying agencies, details of which are available in the web site <https://wbenders.gov.in> under the link "Information about DSC".
- c. Intending tenderers can search and download NIT and tender documents electronically by logging on to the website <https://wbenders.gov.in>, using the Digital Signature Certificate (DSC). This is the only mode of collection of tender documents.
- d. Online Receipt and Refund of EMD of e Procurement through State Govt. E Procurement Portal as per order no. 3975-F(Y) dated, 28th July 2016 of Secretary to Govt. of West Bengal, Finance Sanstha (Copy enclosed)

Earnest Money :

In every case open e-tender an earnest money amounting as mentioned in the NIT of the work put to tender shall be required to be deposited by every tender. Earnest Money is to be submitted electronically: online-through net banking enabled bank account, maintained at any listed bank through ICICI Bank Payment Gateway by net banking or offline by NEFT/RTGS from the e-tender portal as per provision as contained in G.O. No-3975(F) dated 28/07/2016 of the Secretary to the Govt. of W.B. Finance Deptt (Copy enclosed). Intending bidder will get the beneficiary details from e-tender portal with the help of Digital Signature Certificate (DSC) and may transfer the EMD from their respective Bank as per the Beneficiary Name & Account No., amount, beneficiary bank name (ICICI Bank) & IFSC Code and e-Proc Ref No. Intending bidder who wants to transfer EMD through NEFT/RTGS must read the instruction of the Challan generated from e-Procurement portal. Bidders are also advised to submit EMD of their bid, at least 3 working days before the bid submission closing date as it requires time for processing of payment of EMD. Bidders shall not have to pay the cost of tender documents for the purpose of participating in e tendering.

Bidders eligible for exemption of EMD as per Govt. order may avail the same and necessary documents regarding the exemption of EMD must be uploaded in the EMD folder of Statutory documents.

Technical Bid:

The Technical Bid should contain scanned copies of the following documents as mentioned in

"A" and "B" in two covers (folders).

A. Statutory / Technical cover containing:-

- i) Tender, unless the bidder is exempted under the existing order of the Govt. of West Bengal or Govt. of India, will have to deposit Earnest Money Rs20,000/- (Rupees Twenty Thousand only) as per above manner or Document Showing EMD Exemption to be uploaded. E.M.D. in any other manner not acceptable.
- ii) Copy of Notice Inviting Tender digitally signed by the bidder to be uploaded iii)

Supportive documents with reference to eligibility criteria mentioned in

Parameters for Evaluation section in RFP.

- iv) Filled in Section-I (Format for Technical Bid) of the Bid Document
- v) Filled in and signed Annexure-I (Declaration by Bidder) and Annexure-II (Letter by Bidder)

B. Non-Statutory/ Technical cover containing

- i) IT PAN valid up to the date of opening of the tender. Application for such clearance addressed to the competent authority may also be considered.
- ii) GST Registration Certificate (GSTIN) under GST Act, 2017.

iii) Certificate of incorporation in case of registered Companies/*Partnership Deed & Trade License in case of Partnership Firm/ Trade License in case of Proprietorship Firm/Copy of Society registration & Trade License in case of Society.*

Besides that Agencies will have to submit a MS PowerPoint Presentation of about 15 minutes duration, in a Presentation Session to be organized at Prani Sampad Bhavan on the 15-11-2018 from **1.30 PM onwards**. The Presentation should flag the salient features of the proposed Helpline, highlight the additional features proposed, if any, compliance with the terms and conditions indicated in the Notice Inviting Expression of Interest, and provide detailed explanation in respect of each of the evaluation parameters indicated in Section II of the Bid Document.

Financial Bids: Agencies will have to submit Financial Bids in the prescribed BoQ. Format. Rates quoted should be inclusive of all duties, taxes, charges, levies and incidental charges etc.

Information: Information requested should be indicated in the format provided in Section-II only. Information submitted in any other form shall not be taken into consideration for evaluation. Bidders

will have to submit proper documents in support of such information, wherever relevant.

Validity of Rates: The successful Agency will have to sign a rate contract agreement indicating that the rates offered as Overhead Charges and Charges Per seat Per Month will remain effective for 3 (three) years from the date of signing the agreement. The Helpline/ Call Centre will have to handle queries/ complaints of all description/ nature, as per actual requirement, within the aforesaid period of three years.

Evaluation Process: For evaluation of bids, information submitted by the Agencies in Section-II will be considered in conjunction with the rates quoted in BoQ. Suitable weights will be assigned to different parameters for judging the overall capability, credibility, experience and efficiency of the Agency. Award of the Contract will be based on the total score of the Agency as may be obtained through calculation of weighted averages in the manner hereinafter prescribed.

Parameters for Evaluation: The evaluation would consist basically of two components - Technical and Financial. Technical Score of an Agency would be computed based on the following Indicators:

1. Average Annual Turnover in last 3 years (Rs in Crore) -as certified by a Chartered Accountant Firm engaged by the Company
2. Total number of Employees on the Roll of the Company/ Organization -as certified by the HR Cell of the Company
3. Number of seats managed in call centre run for Government /Private organizations handled in the last 3 years- to be supported by authenticated copies of work orders
4. Value of similar Jobs handled for Government/private organizations in last 3 years (Rs in Crore) - to be supported by authenticated copies of work orders
5. No of Call centre seats managed for running Public Sector / Private Sector organization helpdesk in last 3 years (No of seats)- to be supported by authenticated copies of work orders.
6. Time required for Commissioning the Helpline/ Call Centre (in days) as per technical bid
7. Technical Presentation to be evaluated by the Tender Committee

Technical Bid - Scores:

Unless otherwise prescribed, each of the indicators at serial numbers 1 to 7 above would be evaluated on a scale of 0 to 100, considering the score of the bidder with the highest absolute value as 100, and reducing the absolute values of the remaining bidders to suitable values between 0 and 100 following the unitary method. All scores should be rounded off to the nearest integral value in the scale of 0 to 100.

Weights Assigned:

Serial	Indicator	Maximum Marks	Weightage Assigned
1	Average Annual Turnover of the company during the last 3 years(Rs in crore)	100	0.10
2	Total number of Employees in the Company	100	0.10
3	Number of seats managed in call centre run for Government/Private organizations	100	0.10
4	Value of similar Jobs handled for Government/private Organizations in last 3 years (Rs in Crore)	100	0.10
5	Development and maintenance of handling of Public Grievance Web Application	200	0.20
6	No of Call centre seats managed in any Government/Private organizations in last 3 years (No of seats)	100	0.10
7	Time required for Commissioning the Helpline/ Call Centre (in days)*	100	0.10
8	Technical Presentation	200	0.20
		1000	1.00

*Time Required for Commissioning of the ARD DEPARTMENT Helpline/ Call Centre (excluding the time required for hands on training to users) would be evaluated in a graded scale in the following manner:

Time required for Commissioning	Marks to be awarded
25 - 30 days from issuance of LOI	200
31 - 45 days from issuance of LOI	150
46 - 60 days from issuance of LOI	100
More than 60 days	0

The weighted average of all the seven indicators would constitute the Technical Score of an Agency.

Financial Bid - Scores:

In keeping with the practice of giving the highest Weightage to the lowest Financial Bid, the inverse of the Absolute Financial Bids will be considered as Financial Score for the purpose of evaluation of Bids. For the purpose of comparison, the Financial Bids offered by different bidders would be standardized, calculating the Monthly Overhead Cost plus Manpower Cost, presuming an average deployment of 4 Seats per day, throughout a month.

Evaluation of bids and award of contract

Financial bid of all qualified bidders will be opened. The bidder securing highest marks in technical evaluation (herein after referred to as T-1 bidder) will be offered to match the rate quoted by the bidder offering lowest rate (L-1 bidder) . If the T-1 bidder intends to offer the service at the rate offered by the L1 bidder, then contract will be awarded to the T-1 bidder. Otherwise financial bid will be guiding factor. However the authority does not bind itself to award the contract to the lowest financial bidder.

Submission of Qualification Documents

Bidders will have to upload the qualification documents and the Technical and Financial Bids in the formats prescribed for the purpose along with an Affidavit in the format provided in Annexure I along with a forwarding letter as per Annexure II.

PENAL MEASURE

- (i) The Earnest money Deposit furnished by a firm will be retained with the Tender Inviting Authority throughout the tenure of tender and liable to be forfeited in full (including excess amount of earnest money, if deposited), if the firm withdraws tender as a whole or for any particular item at any stage during the tenure of tender or fails/refuses to enter into written agreement once the rate for any/all items is/are accepted within the time specified when requested to do so by the Tender Inviting Authority and/or refuses to deposit security money. Such firms offer will not be taken into consideration in future & shall liable to be **blacklisted/ debarred**.
- (ii) The security money deposit furnished by a Bidder is liable for forfeiture in full (including excess amount of Security Money, if deposited) along with cancellation of order without prejudice in the event of failure/refusal to maintain the schedule &/or non-observance of terms & conditions of tender &/or contracted specification &/or quality/quantity & the authority will be at liberty to terminate the contract as a whole or part.

SECTION I

FORMAT FOR TECHNICAL BID

ANNUAL TURNOVER OF THE COMPANY	
YEAR	TURNOVER (Rs.In Lakh)
2015-16	
2016-17	
2017-18	
Total	

EMPLOYEE STRENGTH	
Number of employees on the Rolls Of the company	
Number of Outsourced employees	
TOTAL	

EXPERIENCE OF OPERATING HELPLINES/CALL CENTERS IN LAST 3YEARS	
Number of seats managed in call center run for	
Value of similar jobs handled for Government/Private	
No of call center seats managed for running Public / Private System helpdesk in last 3 years	

TIME REQUIRED FOR COMMISSIONING	
Time required Commissioning of helpline/Call Center after issue of LOI(in days)	

ANNEXURE I
DECLARATION BY THE BIDDER

(Affidavit on Non-Judicial Stamp Paper of Rs 10/- duly attested by a Notary/Magistrate)

This is to certify that we, M/s _____ in submission of this offer, confirm that:-

1. We have not made any misleading or false representation in the forms, statements and attachment in proof of the qualification/ bid requirements;
2. We do not have records of poor performance such as abandoning projects, not properly completing a contract, inordinate delays in completion for reasons only attributable to us or financial failures etc.
3. Business with us is not currently banned by any Central /State Government Department/ Public Sector Undertaking or Enterprise of Central /State Government.
4. We are currently not blacklisted by any Central /State Government Department/ Public Sector Undertaking or Enterprise of Central /State Government.
5. We have submitted all supporting documents and furnished the relevant details as per prescribed format.
6. The information and documents submitted with the tender by us are correct and we are fully responsible for the correctness of the information and documents submitted by us.
7. We understand that in case any statement/information/document furnished by us is found to be incorrect or false, our earnest money deposit will be forfeited without any further reference to us.

Date:

(Signature of Bidder)

[With Rubber Stamp]

ANNEXURE II
QUALIFICATION INFORMATION/ CHECKLIST OF DOCUMENTS
LETTER BY BIDDER
(On the letter head of the Bidder)

To

**Principal Secretary,
Animal Resources Development Department,
Government of West Bengal
Prani Sampad Bhavan,
Salt Lake City,
Kolkata-700 106.**

Sir,

Sub : Submission of Qualification information / documents as per checklist.

1. We hereby submit the following documents in support of our Qualification Criteria:-
 - a) Self attested copy of Memorandum and Articles of Association of the Company (if applicable).
 - b) Self attested copy of PAN/TAN issued by Income Tax Department.
 - c) Self attested copy of valid Trade License.
 - d) Self attested copies of _____ Works Contract Tax and Service Tax Registration Certificate etc. (as may be applicable)
 - f) Any other document on qualification and experience as required hereunder.
2. We have furnished all the information and details necessary to substantiate our Bid
3. We authorize you to approach any Bank, Individual, Employer, Firm or Corporation whether mentioned in the enclosed documents or not, to verify the genuineness of the documents adduced and our competence and general reputation.
4. We have also enclosed written Power of Attorney in favour of the signatory in this bid.

Encl: As in Para 1

Yours Faithfully
(Signature of Bidder)
[With Rubber Stamp]