



**REQUEST FOR PROPOSAL
FOR
BULK SMS SERVICES FROM TELECOM PROVIDERS**

Under MOBILE SEVA initiative

No.: CDACM/PS/CO19-006

By

Centre for Development of Advanced Computing
Gulmohar Cross Road No. 9, Juhu, Mumbai 400 049

Tel: 022 26201606, 26201574

Fax: 022-26232195/26210139

Disclaimer

This RFP does not constitute nor should it be interpreted as an offer or invitation for appointment as Bulk SMS telecom service providers. While this document has been prepared in good faith, no representation or warranty, express or implied, is or will be made, and no responsibility or liability will be accepted by C-DAC, Mumbai or any of its employees, advisors or agents appointed by C-DAC, Mumbai as to or in relation to the accuracy or completeness of this document and any liability thereof is hereby expressly disclaimed. Interested Parties may carry out their own study/ analysis/ investigation as required before submitting the Proposal against this RFP.

This document does not constitute an offer or invitation, or solicitation of an offer, nor does this document or anything contained herein, shall form a basis of any contract or commitment whatsoever.

This document constitutes no form of commitment on the part of C-DAC, Mumbai. Furthermore, this document confers neither the Right nor an expectation on any party to participate in the proposed Bulk SMS telecom service provider selection process.

C-DAC, Mumbai reserves the right to cancel or annul the entire process at any stage before awarding the contract without assigning or giving any reason and without thereby incurring any liability to the affected bidders or any obligation to inform the affected bidder(s) of the grounds for such decision.

Contents

1. DOCUMENT CONTROL SHEET	4
2. INTRODUCTION	5
2.1 BACKGROUND	6
2.2 PURPOSE OF THE DOCUMENT	6
3. SCOPE OF WORK	6
4. INSTRUCTIONS TO BIDDERS	6
4.1 PRE-BID MEETING	7
4.2 ISSUE OF CORRIGENDUM	7
4.3 BID DOCUMENT	8
5. SUBMISSION OF BIDS	9
6. EVALUATION CRITERIA	9
6.1 PRE-QUALIFICATION	9
6.2 TECHNICAL REQUIREMENTS	10
7. AWARD OF CONTRACT	10
8. ALLOCATION OF SMS LOAD:	11
9. SERVICE LEVEL AGREEMENT	12
10. CONFIDENTIALITY / NON DISCLOSURE AGREEMENT (NDA)	12
11. CANCELLATION OF CONTRACT AND COMPENSATION	12
12. TERMINATION CONTRACT	13
13. TERMS OF PAYMENT	13
14. OTHER TERMS AND CONDITIONS	13
ANNEXURE I – Cover Letter	15
ANNEXURE II–Financial Proposal	17
ANNEXURE III–Tender Acceptance Letter	18

1. DOCUMENT CONTROL SHEET

1.	RFP/Tender No.	CDACM/PS/CO19-006
2.	Office of Issue	C-DAC, Gulmohar Cross Road No.9, Juhu, Mumbai – 400049
3.	Bid Document Availability	Bidding document can be downloaded from website eprocure.gov.in from 1800 hours on 25.05.2018 to 1130 hours on 25.06.2018 .
4.	Last Date of Submission of Queries	Date: 01.06.2018 Time: 1000 hours
5.	Pre-Bid Meeting	Date: 05.06.2018 Time: 1400 hours C-DAC, Gulmohar Cross Road No. 9, Juhu, Mumbai-400049
6.	Issue of Corrigendum (if required)	07.06.2018
7.	Last Date for Submission of Bids	Date: 25.06.2018 Time: 1130 hours
8.	Date and Time of Online Opening of Technical Bid	Date: 28.06.2018 Time: 1100 hours (Authorized representatives of Bidders may be present online during opening of Technical Bids.)
9.	Opening of Commercial Bid	On a subsequent date which will be communicated to such bidders who qualify in the Technical Bid.
10.	Contact Details	purchasem@cdac.in with cc to sabrina@cdac.in ; bghosh@cdac.in Landline: 022-26201604, Ext. 406, 407, 408, 423

2. INTRODUCTION

Centre for Development of Advanced Computing (C-DAC) is the premier R&D organization of the Ministry of Electronics and Information Technology (MeitY) for carrying out R&D in IT, Electronics and associated areas.

Centre for Development of Advanced Computing (hereinafter referred to as C-DAC) has its corporate office at Pune and other offices in various cities across the country.

As an institution for high-end Research and Development, C-DAC has been at the forefront of the Information Technology revolution, constantly building capacities in emerging/enabling technologies and innovating and leveraging its expertise, caliber, skill sets to develop and deploy IT products and solutions for different sectors of the economy, as per the mandate of its parent, the Ministry of Electronics and Information Technology and other stakeholders.

In order to meet the requirements for Mobile Seva Project of C-DAC, e-Tenders through e-procurement portal are invited for bulk SMS service by C-DAC, Mumbai. Please note that the prices quoted should be inclusive of all levies and taxes.

Bid Document is available on CPP Portal Website <http://eprocure.gov.in>, <https://mgov.gov.in> and in the Tenders Section of <https://www.cdac.in/> for downloading purpose.

Mobile-Seva Initiative: To fulfill the vision of Government of India and to leverage the reach of mobile phones, it has been envisaged that creating a "Mobile Service Platform" would enhance the uniformity of services being offered by Government to citizens.

The Ministry of Electronics & Information Technology (MeitY) (erstwhile DeitY), Government of India, has launched Mobile Seva, a countrywide initiative on mobile governance to provide public services to the people through mobile devices. Mobile Seva aims to provide a one-stop shop to all Government Departments across the Nation for all their mobile-enablement needs.

As a part of this, a Centralized Platform has been created by MeitY through its agency, C-DAC, Mumbai, as the core infrastructure for Government Departments for enabling the availability of public services via mobile devices through various mobile-delivery channels, such as SMS, Voice/IVR, Unstructured Supplementary Service Data (USSD), and mobile applications (m-Apps).

By having an integrated platform, considerable delays can be avoided in launch of new services and uniformity is maintained in service delivery for citizens across India.

In order to have a single access to Mobile Governance Service(s) by various government departments, following web portals has been setup:

1. m-Governance Information Portal - <https://mgov.gov.in>
2. m-Gov Services Portal - <https://services.mgov.gov.in>

3. App Store Portal - <https://apps.mgov.gov.in>

FRAMEWORK FOR MOBILE GOVERNANCE has been notified in The Gazette of India, 25th February – 2nd March, 2012 [Part I – Section 1], weekly Issue No. 8, Job No. 471G1/2011, DeitY File Reference 9(6)/2010-EG-II (Part II).

2.1 BACKGROUND

The m-Enablement of Government Departments through Mobile Seva is aimed towards facilitating and expediting mobile enablement of Central, State & UTs government departments across the Country.

2.2 PURPOSE OF THE DOCUMENT

The purpose of this RFP is to seek a detailed technical and commercial proposal for providing Bulk SMS Services. The proposed services must integrate with Mobile Seva project existing infrastructure seamlessly.

3. SCOPE OF WORK

To provide the Bulk SMS Services to C-DAC, Mumbai, for domestic subscribers. C-DAC is sending SMS on behalf of various government departments, which aims at widening the reach of, and access to public services to all Citizens in the country, especially in the rural areas by exploiting the greater penetration of mobile phones in the country.

The expected SMS load is around 25-30 Crores per month with around 95% of the total traffic would be from TRAI exempted sender-ids.

The Bidder should be able to allocate a minimum throughput 1000 SMS/sec though different accounts.

The Bidder should be able to provide two separate pipes, one for TRAI exempted Sender-id's and second for non exempted Sender-id's.

The bidder should have capabilities to send SMS to all GSM, CDMA handsets and to all telecom operators operating in India.

The bidder shall be responsible for providing 24x7x365 days after support and service for the complaints related to Bulk SMS Services.

4. INSTRUCTIONS TO BIDDERS

Interested bidder should have registered as a telecom service provider in Department of Telecommunications, Ministry of Communications, Govt. of India and have license of Unified Access Service License (UASL) which is issued by Department of Telecommunications, Ministry of Communications, Govt. of India valid for at least two years.

Eligible bidders should read this document in detail and assess their capabilities as required Bulk SMS Telecom Services for pan India before submitting the Proposal.

Interested bidders may download the RFP document from the "Mobile Seva website <https://mgov.gov.in>" or the eprocure portal <http://eprocure.gov.in>, or from the Tenders Section of www.cdac.in

The details regarding the RFP process are available on <http://eprocure.gov.in>. The eligible bidders should visit the website from time to time and get the status updates. All details uploaded on the website from time to time shall be deemed to have been provided to all the bidders.

4.1 PRE-BID MEETING

C-DAC, Mumbai, shall conduct a pre-bid meeting with the prospective bidders for any clarifications regarding tender, technical specifications and tender terms & conditions.

Queries received, from the vendors in writing or by email, till two days prior to the pre-bid meeting shall be addressed in the pre-bid meeting.

The queries can be sent to C-DAC, Mumbai, through email at **purchasem@cdac.in** with a copy marked to **sabrina@cdac.in** & **bghosh@cdac.in**.

All interested bidders can participate in the pre-bid meeting. They need to provide information about their representatives who will be attending the pre-bid meet at least 2 days in advance by email.

C-DAC, Mumbai, will not be bound to clarify any query after the pre-bid meeting.

Following format shall be used for pre-bid query/queries:

S.No.	Document Reference(s) [Section & Page Number(s)]	Content requiring Clarification(s)	Point of Clarification(s)

4.2 ISSUE OF CORRIGENDUM

C-DAC, Mumbai will endeavor to provide timely response to all queries. However, C-DAC makes no representation as to the completeness or accuracy of any response made in good faith, nor does C-DAC undertake to answer all the queries that have been posed by the bidders.

At any time prior to the last date for receipt of bids, C-DAC Mumbai, may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by issuing a corrigendum.

The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on the eprocure portal **<http://eprocure.gov.in>**.

Any such corrigenda shall be deemed to be part of this RFP.

In order to provide prospective Bidders reasonable time for taking the corrigenda into account, C-DAC Mumbai, may, at its discretion, extend the last date for submission of bids.

4.3 BID DOCUMENT

PROPOSAL should be submitted in English and should include the below documents:

1. Cover letter
2. Executive Summary
3. General and Technical
4. Financial proposal

1. Cover letter

In the cover letter the following information should be confirmed:

- The bidder has not indulged in any corrupt or fraudulent practices in preparing this proposal.
- The person signing the cover letter and the proposal has due authorization to do so.
- The cover letter must clearly mention the name, address, telephone and fax no., and email id of the authorized person who will serve as the primary point of contact for all communication for the assignment.
- The bidder will bear all costs incurred in connection with the preparation and submission of the proposal and shall bear any further pre-contract costs.
- The bidders have telecom licenses issued by Department of Telecommunications (DoT), Govt. of India valid for at least two years for providing SMS services
- The template for the covering letter is given in Annexure I.

2. Executive Summary

This should be a brief overview of the bidder's proposal mentioning how he intends to achieve the desired output (maximum of 5 pages). Please refer to the prior experience, project background and minimum eligibility criteria.

3. General & Technical

This should contain

- brief overview of the bidder's proposal mentioning how they intend to provide the bulk SMS services which includes technical details;

- if any constraint or limitation / SLA for delivering the SMS. This may include if any limitations in delivering the SMS in any particular state or the number of SMSes that can be handled etc.;
- resources available in the domain required that includes manpower, hardware, communication , software etc. resources.

4. Financial Proposal

Financial proposal is to be submitted in the format as prescribed in the ANNEXURE II.

5. SUBMISSION OF BIDS

Online bids under two cover system comprising of (1)The Technical Bid and (2)Financial Bid should be submitted online on CPP Portal Website <http://eprocure.gov.in/>.

1. The Technical Bid Cover shall contain the following:

- Covering Letter
- Executive Summary
- General and Technical

Documentary proof for criteria mentioned under Pre-Qualification (Clause 6.1) should be submitted along with the Technical Bid.

The Technical Proposal should NOT contain any price information. Such proposal, if received, will be rejected. The information about the contents of these documents are described in 6.2.

The Financial Bid Cover shall contain:

Financial proposal in the BOQ format as per Annexure II uploaded in 'Other Documents' and should be submitted in Cover 2 only.

The bid documents shall be digitally signed and submitted on the CPP portal.

6. EVALUATION CRITERIA

6.1 PRE-QUALIFICATION

The bidder should be a Company registered under the Indian Companies Act, 1956 or Indian Companies Act, 2013, and have its registered office in India. The Company must be registered with the appropriate authorities for all applicable statutory taxes/duties.

The bidder shall not be under a Declaration of Ineligibility for corrupt or fraudulent practices or blacklisted with any of the Government agencies.

The bidder has registered as a telecom service provider in Department of Telecommunications, Ministry of Communications.

License of Unified Access Service License (UASL) which is issued by Department of Telecommunications valid for at least two years.

Bidder should not have registered as telemarketer with TRAI.

Bidder should have a running DR site or alternate arrangement to support continuity

Note: The bidder is expected to provide documentary proof for each of the points for eligibility evaluation under Pre-Qualification criteria. In the absence of such proof, the bid will not be entertained. Further at any point of time during the selection process or even after awarding the contract, if documents submitted are found to be forged or invalid, bid / contract will be rejected / terminated.

6.2 TECHNICAL REQUIREMENTS

S.No.	Description	Response (Y/N)
A	The bidder needs to provide the SMPP and/or HTTPS -API with/without XML support to the Bank with multiple accounts for sending messages. This should be the primary channel for Communication.	
B	The bidder should be able to integrate their SMSC with C-DAC's SMS Gateway.	
C	The Bidder should be able to allocate minimum TPS 2000. There should be provision to increase or decrease the TPS based upon the request by C-DAC, MUMBAI.	
D	Dynamic (numeric as well as alphanumeric) sender IDs should be supported.	
E	Delivery reports should be updated in real time. Reports should be made available in real time as well as can be downloaded in CVS, excel, etc formats.	

7. AWARD OF CONTRACT

The successful bidder(s) shall be required to enter into a contract with C-DAC, Mumbai within 1 month of the award of the contract or within extended period as may be specified by C-DAC Mumbai. The contract will be signed initially for a period of one (1) year.

Thereafter, contract may be extended further for maximum of 1 year at a time on mutually agreed terms and conditions. However, if in any case it is found that the services offered are not satisfactory, the C-DAC Mumbai may consider termination of the contract before the term of expiry of the contract.

The Commercial offers of only the technically qualified bidders shall be opened.

The bidder with the "least price" quoted will be marked as L1.

L1 price shall be calculated separately for TRAI exempted and non-exempted sender-IDs.

Contract shall be offered to all other qualified bidders (L2, L3 and so on) to match the L1 price. The load allocation will be given as mentioned in Section 8.

8. ALLOCATION OF SMS LOAD:

The allocation of SMS for TRAI exempted and non-exempted sender IDs shall be done separately and shall be based upon L1 price discovered. L1, L2, L3, ..., Ln price shall be calculated separately for TRAI exempted and for non-exempted sender-IDs.

L1: L1 - Discovered lowest SMS rates.

L2: The opportunity will then be given to the qualified bidders to match their quotes with L1. If they match the quote with L1, the SMS load will be shared with them with the following formula.

The total load shall be distributed based upon following formula:-

Total number of bidders having L1 price:- Y

Total number of bidders matching L1 price:- Z

Percentage allocation of SMS to L1 bidder:- 3X

Percentage allocation of SMS to bidders matching L1:- X

Value of X shall be calculated using formula:

$$(Y * 3X) + (Z * X) = 100$$

Note: In case it is found that the services offered are not satisfactory or having delivery issue, C-DAC Mumbai reserves the right to distribute load to other bidders at its own discretion.

9. SERVICE LEVEL AGREEMENT

The successful bidder(s) will have to accept the Service level agreement for Service Support as per the terms and conditions of the RFP and covering the scope of work and technical requirements. The SLA requirements are as under and shall form a part of the Contract being entered into with C-DAC, Mumbai:

- Availability of services for Push & Pull type SMS on 24x7x365 days basis.
- Completion of integration within 4 Weeks for both Push and Pull type SMS Alerts from date of purchase order.
- Delivery of SMS within 10 Sec.

10. CONFIDENTIALITY / NON DISCLOSURE AGREEMENT (NDA)

The bidder (and its employees) shall not, unless C-DAC Mumbai gives permission in writing, disclose any part or whole of the proposal and/or contract, or any specification, rate, pattern, sample or information furnished by C-DAC, in connection therewith to any person other than a person employed by the bidder in the performance of the proposal and/or contract. The employees or the third party engaged by the bidder will maintain strict confidentiality.

The bidder, its employees and agents shall not without prior written consent from the C-DAC Mumbai make any use of any document or information given in the SMS, except for purposes of performing the contract award.

In case of breach, C-DAC Mumbai shall take legal action as it may be advised. Successful bidder will have to adhere to the Non Disclosure Clause which shall form a part of the Contract being entered into with the C-DAC, Mumbai.

11. CANCELLATION OF CONTRACT AND COMPENSATION

C-DAC Mumbai reserves the right to cancel the contract of the selected bidder and recover expenditure incurred in the following circumstances:

- The selected bidder commits a breach of any of the terms and conditions of the bid/contract.
- The bidder goes into liquidation voluntarily or otherwise.

- The progress regarding execution of the contract, made by the selected bidder is found to be unsatisfactory.
- After the award of the contract, if the selected bidder does not perform satisfactorily or having SMS delivery issues, C-DAC Mumbai reserves the right to transfer the SMS load to other selected bidders and only after successful resolution of the issue including delivery issue, SMS load shall be put on the bidder's pipe.

12. TERMINATION CONTRACT

C-DAC, Mumbai, without prejudice to any other remedy for breach of Contract, by written notice of default sent to the Bidder, may terminate contract giving 30 days notice.

13. TERMS OF PAYMENT

- C-DAC Mumbai will not pay any advance or security deposit.
- Payment would be released within 45 days of receipt of the hard copy of the invoice with all the details.
- Billing shall be done on monthly basis.
- Billing shall be done only for SMS delivered by SMSC to users.
- Bills should clearly show the SMS counts for TRAI exempted sender-IDs and SMS count for non-exempted sender-IDs.
- No minimum monthly commitment by C-DAC Mumbai.
- No monthly rental

14. OTHER TERMS AND CONDITIONS

Notwithstanding anything contained herein above, in case of any dispute, claim and legal action arising out of this RFP, the parties shall be subject to the jurisdiction of courts at Mumbai, India only.

In case any dispute/claim arises between the Parties, C-DAC, Mumbai and the bidder with respect to the this RFP and subsequent selection, including its validity, interpretation, implementation or alleged material breach of any of its provisions or regarding a question, including the questions as to whether the termination of contract by one Party hereto has been legitimate, both Parties hereto shall endeavour to settle such dispute amicably through bilateral negotiations. If the Parties fail to arrive at an amicable settlement within a period

of 30 (thirty) days, the dispute shall be referred to the Permanent Machinery of Arbitration as per the Govt. of India guidelines (or to the Sole Arbitrator as per the provisions of Arbitration and Conciliation Act, 1996 according to the nature of transaction and status of party). Arbitration proceedings shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996 and Rules made there under, or any legislative amendment or modification made thereto. The arbitration proceedings shall take place at Mumbai. The award given by the arbitrator shall be final and binding on the Parties. The language of arbitration shall be English. Courts in Mumbai only shall have the exclusive jurisdiction to try, entertain and decide the matters which are not covered under the ambit of Arbitration and conciliation Act.

ANNEXURE I – Cover Letter

To,

Sr. Purchase Officer,
Centre for Development of Advanced Computing (C-DAC)
Gulmohar Cross Road No. 9, Juhu,
Mumbai – 400049

Sir,

Sub: Request for Proposal for bulk SMS Services (under Mobile Seva initiative)

Ref: CDACM/PS/CO19-006 dated _____

The undersigned Bidder, having read and examined in detail the RFP document in respect of providing bulk SMS services for various State Governments through Mobile Seva project, do hereby express their interest to offer Services as specified in the scope of work.

Correspondence Details:

Name of the Agency

Address of the Agency

Name of the contact person to whom all references shall be made regarding this tender

Designation of the person to whom all references shall be made regarding this tender

Address of the person to whom all references shall be made regarding this tender

Telephone (with STD code)

E-Mail of the contact person

Fax No. (with STD code)

Documents forming part of RFP Proposal

We have enclosed the following:

- i) Registered Power of Attorney executed by the Agency in favour of the duly Authorized Representative, certifying him/her as an authorized signatory for the purpose of this RFP.
- ii) All necessary documents required as per this RFP document to be submitted along with the Proposal.
- iii) Financial Proposal.

We hereby declare that our proposal is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Thanking you,

Yours faithfully

(Signature of the Vendor)

Name :

Designation :

Seal :

Date :

Place :

Business Address:

Witness:

Signature

Name

Address

Company

Date

Vendor:

Signature

Name

Designation

Date

ANNEXURE II–Financial Proposal

This proposal should be submitted in Cover 2 only.

The financial proposal should be submitted in the following format:

SMS Type	Per SMS price (excluding taxes)	Taxes Applicable	Total Cost
TRAI Exempted Sender Ids (All operator)			
TRAI Non-Exempted Sender Ids (All operator)			

Terms & Conditions:

- L1 would be calculated separately for TRAI exempted sender-IDs and non-exempted sender-IDs.
- The above rates offered are for SMS delivered by SMSC to users.
- Billing shall be done on monthly basis.
- Billing shall be done only for SMS delivered by SMSC to users.
- Bills shall clearly show the SMS count for TRAI exempted sender-IDs and SMS count for non-exempted sender-IDs.
- No minimum monthly commitment.
- No monthly rental
- Govt. taxes extra, as applicable. Applicable taxes should be shown separately (name of the tax and percentage to be clearly specified). Additional columns may be inserted in the above table, if required.
- Payment shall be released within 45 days after receiving hard copy of invoice with all the details.

ANNEXURE III–Tender Acceptance Letter

Date:

To,

The Manager (Purchase)

C-DAC

Gulmohar Cross Road No.9, Juhu

Mumbai 400049

Sub: Acceptance of Terms & Conditions of RFP.

Ref: CDACM/PS/CO19-006 dated _____, e-Tender Reference No:

Name of Tender / Work: Bulk SMS Services from Telecom Providers

Dear Sir,

I/ We have downloaded / obtained the tender document(s) for the above mentioned 'Tender/Work' from the web site(s) namely:

<http://eprocure.gov.in/>

as per your Notice Inviting Tender (NIT) given in the above mentioned website(s).

I / We hereby certify that I / we have read the entire terms and conditions of the tender documents from Page No. _____ to _____ (including all documents like Annexure(s), Schedule(s), etc.), which form part of the RFP and I / we shall abide hereby by the terms / conditions / clauses contained therein.

The Corrigendum(a) issued from time to time by C-DAC, have also been taken into consideration, while submitting this acceptance letter.

I / We hereby unconditionally accept the tender conditions of above mentioned Tender Document(s) / Corrigendum(a) in its totality / entirety.

In case any provisions of this tender are found to be violated, then C-DAC shall, without prejudice to any other right or remedy, be at liberty to reject this tender/bid.

Yours faithfully,

(Signature of the Bidder, with Official Seal)

END OF THE DOCUMENT