



Request for Proposal
For Providing
Kisan Call Centre Services

TO



**Department of Agriculture & Cooperation & Farmers Welfare,
Ministry of Agriculture & Farmer Welfare,
Government of India**

Reference: 'RFP / KCC / DAC&FW / 2017'

April, 2017



F.No.16-16/2016-KCC/EM
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
Extension Division

Krishi Bhawan, New Delhi

Dated: April , 2017

E-Tender Notice

**Subject: Request for Proposal for Providing Kisan Call Centre Services to
Department of Agriculture, Cooperation and Farmers Welfare**

CRITICAL DATE SHEET

DATE OF ISSUE/ PUBLISHING	20 TH APRIL 2017
BID DOCUMENT DOCUMENT DOWNLOAD/ SALE DATE	20 TH APRIL 2017
BID SUBMISSION START DATE	20 TH APRIL 2017
BID SUBMISSION END DATE	15 th MAY 2017
PRE BID MEETING WITH THE INTERESTED AGENCIES	3 rd MAY 2017
PLACE OF PRE BID MEETING	KRISHI BHAWAN NEW DELHI
DATE OF OPENING OF PRE-QUALIFICATION BID	15 th MAY 2017
DATE OF OPENING OF TECHNICAL BID	25 th MAY 2017
PLACE OF OPENING OF TECHNICAL BID	KRISHI BHAWAN
DATE OF OPENING OF FINANCIAL BID	TO BE INTIMATED LATER

Online e-tenders are invited by the Ministry of Agriculture & Farmers Welfare, Department of Agriculture, Cooperation & Farmers Welfare under three bid systems (i.e. Pre-Qualification Bid, Technical Bid and Financial Bid) for Request for proposal for providing Kisan Call Centre Services to DAC&FW.

2. The tender is in three-bid system i.e. Pre-Qualification Bid, Technical Bid and Financial Bid as in para 3.19.1, 3.19.2 and Para 3.19.4 of RFP.
3. The tender document can be downloaded from the CPP Portal (<http://procure.gov.in>, www.agricoop.nic.in and krishivistar.gov.in)
4. The interested bidders may submit the tender online complete in all respects along with EMD of Rs.50, 00,000/- (Rs. fifty lakh only) (without interest).
5. Tender is to be submitted only online through e-Procurement Portal. No hardcopy of the tender will be accepted. All the documents in support of eligibility criteria, EMD etc. to be scanned and uploaded along with the tenders documents.
6. The competent authority in the DAC&FW reserves the right to cancel the tender at any time or amend/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason, there for.

(Dr. Shailesh Kumar Mishra)
Director (Extension. Management)
Tele: 011-25847660

**Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare**

**RFP/KCC/DAC&FW
No.16-16/2016-KCC/EM**

TENDER DOCUMENT

**REQUEST FOR PROPOSAL FOR PROVIDING KISAN CALL CENTRE SERVICES TO
DAC&FW**

F.No.16-16/2016-KCC/EM
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
Extension Division

Krishi Bhawan, New Delhi

Dated: April , 2017

TENDER NOTICE

Online Bids are hereby invited under three-Bid System i.e. Pre-Qualification Bid, Technical Bid and Financial Bid from interested Service Providers/ Organizations for providing KCC services to DAC&FW. The service Providers/ Organization will also be responsible for ensuring the services/functionality of the KCC.

2. The bid will be accepted through e-tender only and interesting bidders must be registered with the Central Public Procurement (CPP) Portal i.e. <http://eproucre.gov.in>. For overview of the project description and scope of work instruction to bidders, general conditions for bidding, functional requirements, pre-qualification criteria, forms, and schedules please visit website <http://eprocure.gov.in>; <http://www.agricoop.nic.in> and <http://krishivistar.gov.in>.

3. The tender document contains the following:

1. Definitions
2. Project Description and Scope of work
3. Instructions to Bidders.
4. General Conditions for Bidding
5. Functional Requirement
6. Forms & Schedules

4. Important Dates for the activities of the Bidders

- | | | |
|------|--|------------------------------|
| i. | Start date and time for view/ downloading of tender document | 20 th April, 2017 |
| ii. | Start date and time for submission of bid | 20 th April, 2017 |
| iii. | Last date and time for downloading tender document | 15 th May, 2017 |
| iv. | Last date and time for online submission of bid & submission of EMD in original. | 15 th May, 2017 |

- | | | |
|----|--|----------------------------|
| v. | Opening of Pre-Qualification Bid | 15 th May,2017 |
| v. | Date & time for opening of Technical Bid | 25 th May, 2017 |

5. In case any holiday is declared by the Government on the day of opening the tender, the tender will be opened on the next working day at the same time. The Ministry reserves the right to accept or reject any or all the tenders without assigning any reason thereof.

(Shailesh Kumar Mishra)
Director (Extension Management)
Tel: 011-25847660

RFP/KCC/DAC&FW/17

INSTRUCTIONS FOR ONLINE BID SUBMISSION

As per the directives of Department of Expenditure, this tender document has been published on the Central Public Procurement Portal (URL: <http://eprocure.gov.in>). The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal. More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>

REGISTRATION

- 1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Click here to Enroll". Enrolment on the CPP Portal is free of charge.
- 2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 3) Bidders are advised to register their valid e-mail address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify/TCS/n Code/e Mudhra etc.), with their profile.
- 5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.
- 6) Bidder then logs in to the site through the secured log-in by entering their user ID/password and the password of the DSC/e Token.

SEARCHING FOR TENDER DOCUMENTS

- 1) There are various search options build in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number to

search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender published on the CPP Portal.

- 2) Once the bidders have selected the tenders they are interested in, they may download the required documents/ tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS/ e-mail in case there is any corrigendum issued to the tender document.
- 3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification/ help from the Helpdesk.

PREPARATION OF BIDS

- 1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- 2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents – including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- 3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule and they should be in PDF formats. Bid documents may be scanned with 100 dpi with black and white option.
- 4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

SUBMISSION OF BIDS

- 1) Bidder should log into the site well in advance for bid submission so that he/she can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

- 2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- 3) Bidder has to select the payment option as “offline” to pay the tender fee/EMD as applicable and enter details of the instrument.
- 4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be dropped in a sealed envelope in the Tender Box installed at office of Director (Extension Management) Krishi Vistar Bhawan, New Delhi-110001 latest by the last date of bid submission. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- 5) Bidders should upload their financial bids in PDF format in the format given.
- 6) The serve time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128-bit encryption technology.
- 8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 9) Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid number and the date & time of submission of the bid with all other relevant details.
- 10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

- 1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Procuring entity/ Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

- 2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 3070 2232. Foreign bidder can get help at +91-7873007972 & 7878007973.

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1. DEFINITIONS:

The following terms shall have respective meanings as indicated:

1. "Bidder" shall mean the firm/consortium offering the solution(s), services and / or materials required in the RFP.
2. "FTA" shall mean Farm Tele Advisor in the KCC.
3. "Common Service Centres (CSC)" shall mean the internet enabled Information and Communication Technology access points established by a selected agency under the national e-Governance plan of the Government of India.
4. "Contract" shall mean the Purchase Order placed by DAC&FW on the successful Bidder (duly accepted by the latter during the bid process) and all attached documents referred to therein and all terms & conditions thereof together with any subsequent modification thereto.
5. "DAC&FW" shall mean Department of Agriculture Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India. .
6. "Installation" shall mean the Service Provider's written notification that the system required for delivery of the desired "Services" has been installed and commissioned by the Service Provider in accordance with requirements and the project plan, and is ready for the acceptance testing.
7. "Final Acceptance" shall mean DAC&FW's written certification that the Services being delivered during the Probation have been verified as satisfactory in accordance with the defined Specifications.
8. "Intellectual Property Right", also called "IPR", means any and all copyrights, moral rights, trademarks, patent, and other intellectual proprieties.
9. "KCC" shall mean Kisan Call Centre scheme of Department of Agriculture Cooperation & Farmers Welfare.
10. "Partial Acceptance" shall mean the DAC&FW's written certification that following installation; the Site has been tested and verified as complete and/or fully operational, in accordance with the acceptance test to be defined in the Acceptance Test Documents.
11. "Party" shall mean either DAC&FW or Bidder individually and "Parties" shall mean DAC&FW and Bidder collectively.
12. "Probation Period" shall mean the period specified following Partial Acceptance during which the Service Provider's performance obligations in respect of the

Services will be monitored before confirmation of award.

13. "RFP" shall mean Request for Proposal, Tender Document or Bidding Document including the written clarifications & modifications issued by DAC&FW in respect of the RFP.
14. "Services" shall mean requirements defined in this Request for Proposal including all additional services associated thereto to be delivered by the Service Provider.
15. "Service Provider" shall mean successful bidder on whom the purchase order is placed by DAC&FW.
16. "Shift" shall mean eight-hour duration.
17. "Shift Factor" shall mean the percentage of additional FTAs required for provisioning of 91 weekly off days and leave [i.e.52 (Sundays) +15(festival related holidays) +12 leaves @ 1 leave per month+ 12 (unforeseen)/sick leaves)] of the FTAs as the KCCs will operate on 16x7 (i.e. 6 AM to 10 PM) basis 365 days of the year and this will be 32% of the total strength.
18. "Site" shall mean the location(s) for which the work has been allotted and where the services are to be delivered.
19. "Specifications" shall mean and include schedules, details, description, statement of technical data, performance characteristics, standards (Indian as well as International) as applicable and specified in the Bidding Documents.
20. "Third Party Agency" shall mean any agency appointed by DAC&FW for monitoring the work of Service Provider and other related issues.
21. "Total Operating Cost per Month" shall mean total cost involved in operation of Kisan Call Centres including manpower cost and cost relating to fixed & recurring expenditure per month.
22. "FTC" shall mean wireless phones as back up to PRI line pre-paid connections to be used in failure of PRI line.
23. "State KCC Nodal Officer" shall mean officer is deputed by State Department of Agriculture to supervise and monitor KCC of the State.
24. "KVK" shall mean Krishi Vigyan Kendra.

2. PROJECT DESCRIPTION AND SCOPE OF WORK

2.0 Project Description and Objective

DAC&FW invites bids from eligible Call Centre operators to offer their services for operation of Kisan Call Centres in all the States/ Union Territories of India.

A list of towns/ cities where these Call Centers are proposed to be located and the language in which the farmers' queries are to be answered is given in Table 2.1 and the State-wise number of seats in each of the 3 shifts.

a. The Scheme

To harness the potential of ICT in agriculture, Ministry of Agriculture and Farmers Welfare took a new initiative by launching the scheme "Kisan Call Centres (KCCs)" on January 21, 2004 aimed at answering farmers queries on a telephone call in farmers own dialect. These Call Centres are presently working in 14 (fourteen) different locations covering all the States/UTs. All KCC locations are accessible by dialling a single nation-wide toll free number 1800-180-1551 through landline as well as mobile numbers of all telecom networks from 6.00 A.M to 10.00 P.M. on all 7 days a week. With increased awareness amongst farmers and introduction of various new measures, calls at the KCCs have increased many fold during the last five years and the DAC&FW intends to rapidly enhance coverage of farmers under this most important and convenient tool of agricultural extension.

b. Vision of the Department on Kisan Call Centres

The DAC&FW aims to have an efficient, effective system and a Kisan Call Centre Service based on a dynamic database and regularly updated knowledge (through experts in research and extension system) for each National Agriculture Research Project (NARP) Zone to rapidly enhance successful call inflow to such an extent that at least one out of every 3 cultivators call KCCs once in a year on an average. This will necessitate

increase of number of seats in the KCCs and corresponding augmentation of IT infrastructure of KCCs.

c. Manpower to be deployed in Kisan Call Centers

i. The Call Centre Agent known as Farm Tele Advisor (FTA) with the prescribed minimum academic qualification in the field of Agriculture or allied sector with excellent communication skills in respective local language shall attend these calls. These Farm Tele Advisors are considered as Level 1 (L1) support of Kisan Call Centres.

ii. Essential/Minimum qualification of a Farm Tele Advisor (FTA) will be as follows:

- 1) A Graduate or above (i.e. PG or Doctorate) in Agriculture or allied (Horticulture Animal Husbandry, Dairying, Fisheries, Poultry, Bee-keeping, Sericulture, Aquaculture, Agricultural Engineering, Agri. Marketing, Biotechnology, Home Science etc. offered by Agricultural/ Horticultural/ Veterinary Universities) disciplines
- 2) FTAs should be from the same State. In case eligible candidates from the same state are not available, the Service Provider may appoint a FTA/FTAs belonging to a neighbouring State in the region with proficiency in local language of the State.
- 3) The FTA must have fluency in the local language/ dialect.
- 4) Desirable: 1 year experience in agriculture and/or allied sectors

iii. Kisan Call Centre Supervisors shall be provided in addition to the FTAs who shall possess a Post-Graduation or higher qualification in Agriculture or Allied Sciences with at least 2years experience of working in a Kisan Call Centre. A KCC Supervisor, apart from his duties as a KCC FTA, shall also be responsible for liasoning with different stakeholders and resolving the local issues for smooth functioning of the KCC.

The number of supervisors will depend on total FTA strength i. e. 1 Supervisor for every 10 FTAs for effective monitoring.

Table 2.1 Kisan Call Centre Locations and Languages

Sl. No	Location	States/ UTs Covered	Language
1	Guntur	Andhra Pradesh	Telugu
2	Hyderabad	Telangana	Telugu
3	Patna	Bihar	Hindi
4	Ranchi	Jharkhand	Hindi
5	Jaipur	Delhi	Hindi
		Rajasthan	Hindi
6	Ahmedabad	Gujarat	Gujarati
		Dadra & Nagar Haveli	Gujarati
		Daman & Diu	Gujarati/ Konkani
7	Chandigarh	Haryana	Hindi/Haryanvi
		Punjab	Punjabi
		Chandigarh	Punjabi
8	Shimla	Himachal Pradesh	Hindi
9	Jammu	Jammu & Kashmir	Dogri, Kashmiri, Ladakhi
10	Bengaluru	Karnataka	Kannada
11	Trivandrum	Kerala	Malayalam
		Lakshadweep	Malayalam
12	Jabalpur	Madhya Pradesh	Hindi
13	Raipur	Chhattisgarh	Hindi
14	Pune	Maharashtra	Marathi
		Goa	Konkani; Marathi
15	Coimbatore	Tamil Nadu	Tamil
		Pondicherry	Tamil
16	Kanpur	Uttar Pradesh	Hindi
17	Dehradun/ Pant Nagar	Uttarakhand	Hindi
18	Kolkata	West Bengal,	Bengali
		Sikkim	Sikkimese, Nepali, Hindi
		Andaman & Nicobar	Bengali, Tamil, Hindi
19	Bhubaneswar	Odisha	Oriya
20	Guwahati	Arunachal Pradesh	Adi
		Assam	Assamese
		Manipur	Manipuri
		Nagaland	Nagamese

21	Agartala	Tripura	Bengali
		Mizoram	Mizo
		Meghalaya	Khasi

Table 2.2. State-wise number of seats and telephone lines

Sl. No	Location	State/ UT	Total Number of Seats at	Seats			No. of PRIs of 30 channels	No. of Supervisor Required	No. of SIM S
				6 AM - 2	10 AM - 6	2 PM-			
1	Guntur	Andhra Pradesh	10	4	1	5	1	1	4
2	Hyderabad	Telangana	10	4	1	5	1	1	4
3	Patna	Bihar	15	7	1	7	1	2	8
4	Ranchi	Jharkhand	5	2	1	2	1	1	4
5	Jaipur	Delhi	45	2	1	3	2	4	16
		Rajasthan	19	1	19				
6	Ahmadabad	Gujarat	23	10	1	10	1	2	8
		Dadra & Nagar	1	0	1				
		Daman & Diu							
7	Chandigarh	Haryana	43	10	2	10	2	4	16
		Punjab	10	1	10				
		Chandigarh							
8	Shimla	Himachal	6	2	1	3	1	1	4
9	Jammu	Jammu &	9	3	3	3	1	1	4
10	Bangalore	Karnataka	17	8	1	8	1	2	8
11	Trivandrum	Kerala	5	1	1	1	1	1	4
		Lakshadweep	1	0	1				
12	Jabalpur	Madhya	42	20	2	20	2	4	16
13	Raipur	Chhattisgarh	9	4	1	4	1	1	4
14	Pune	Maharashtra	55	26	1	26	2	5	16
		Goa	1	0	1				
15	Coimbatore	Tamil Nadu	14	6	2	6	1	1	8
		Pondicherry							
16	Kanpur	Uttar Pradesh	68	33	2	33	2	6	16
17	Dehradun/	Uttarakhand	10	4	1	5	1	1	4
18	Kolkata	West Bengal	25	10	1	10	1	3	8
		Sikkim	1	0	1				
		Andaman	1	0	1				
19	Guwahati	Arunachal	15	1	1	1	1	2	8
		Assam	2	1	3				
		Manipur	1	1	1				
		Nagaland	1	1	1				
20	Bhubanesw	Orissa	19	8	3	8	1	2	8
21	Agartala	Tripura	9	2	1	2	1	1	4
		Mizoram	1	0	1				
		Meghalaya	1	0	1				
Total			454	207	34	213	26	46	
Total 408 Farm Tele Advisors and 46 Supervisors)						26 PRI Centres			
Note:- Number of seats can be increased/decreased upto 15% of the notified seats (454) as per the requirement of particular location while awarding the contract or									

d. Location of Call Centers

DAC&FW has the right to change the location or add/reduce number of locations for one or more of the Kisan Call Centres or even completely close one or more locations by clubbing the same with a neighbouring location and vary quantities (as per note below **Table 2.2**) at the time of award of the contract or immediately thereafter. Subsequently, at any time during the contract period, number of seats in a location can be increased or decreased on the basis of actual assesment of flow of calls.

Past experience shows that KCCs located in or near a State Agricultural University (SAU) or Agriculture College perform better because of the availability of experts from different disciplines to facilitate better response to farmers' queries and also technical backstopping of the KCC in terms of subject matter training and capacity building of the FTAs.The service provider will select location for various KCCs in a commercial /non-residential area as per its bid in consultation with DAC&FW.

DAC&FW may facilitate in getting space to the KCC Service Provider in a SAU or a State Agriculture Department establishment or any other Institution . In such a situation, differential in rent (if any) charged by SAU or State Agriculture Department shall be suitably adjusted after comparing the estimated monthly rental for such a location as indicated in the price bid with the rent actually charged. For this purpose, every bidder shall provide the detail of estimated monthly rent at each location in the format provided at **Form 6.6**.

e. Call Center Timings

The Kisan Call Centres will be accessible by the farmers on toll free Telephone Number (1800-180-1551). As indicated in **Table 2.1 / 2.2** above, the calls initiated from a State/ UT shall land in the Kisan Call Centre of that State/ UT. Besides referring to books and other resources (to be provided by State Government concerned) to answer the queries of Farmers, Farm Tele Advisors will access theFarmers Portal developed by DAC&FW and other Web Portal having agriculture based information.

Farm Tele Advisors (FTAs) will act as a first level of support and it is envisaged that majority of queries will be replied by them. If a Farm Tele Advisors unable to answer any query during office hours an attempt will be made to refer the caller to higher level experts (Call Conference Experts) in a conference call along with the information collected by the Farm Tele Advisor.

If such a conference call does not take place or leads to no satisfactory answer, the query will then be escalated by the FTA to Block level officer (or District level where block level escalation has not been enabled by the States) of the Development Department concerned and thereafter to higher levels as per **Figure 1**.

The working hours for the KCCs would be 6:00 AM to 10:00 PM, and the KCCs would operate on all days including Sundays and Holidays. During 10:00 PM to 6:00 AM in the night and when the lines are busy, appropriate IVRS prompt in local language will be played informing the caller about the working hours of the KCC, The English script (to be translated in vernacular) for this message will be provided by DAC&FW. When a call is in queue, an appropriate pre-recorded message through dynamic IVR should be played intermittently to tell about Farmer Queue No. and approximate time left and season specific standard advisories will need to be played to educate the farmer while call is on hold. Such advisories shall be provided by the local State Government in text form which will need to be recorded by the Service Provider. A Voice Mail System(VMS) should also be provided to ensure that a farmer who cannot get across to a FTA due to all lines being busy, gets a periodic prompt on IVRS that in case the farmer does not want to wait, he can record a voice mail leaving his number and brief message of up to 2 minutes. Requisite hardware/software **for structured recording of such voice mail may also be provided on the server**. Farmers leaving voice mails with a request to call back must be called back by the Supervisor / FTAs during lean period of inflow of calls.

Various MIS data/ reports generated from the call data recorded by the Kisan Call Centres are required to be provided to DAC&FW and concerned States on pre-defined regular intervals so as to optimize the operations of the Kisan Call Centres and make best use of data collected by the KCCs.

f. Kisan Knowledge Management System (KKMS)

DAC&FW has also put in place a web based portal “*Kisan Knowledge Management System (KKMS)* www.dackkms.gov.in”, an application software to maintain the queries and their answers being provided by the Farm Tele Advisors and DAC&FW identified experts. The KKMS also has links to various schemes of the DAC&FW, Ministry of Agriculture & Farmers Welfare as well as weather related databases. Every call would be entered in relevant module of KKMS with details of farmers, query of the farmer and answer provided to him. The gist of answer given by the FTAs shall also be sent as SMS in local vernacular to the caller farmer after the same is entered in KKMS in query entry module using phonetic language tools. If the queries are not answered by FTA these will be escalated to concerned Block Level Officer for replying the query through KKMS interface in given time frame. **Escalation of calls to next higher level will happen automatically if not escalated manually by the lower level. Besides KKMS, Farm Tele Advisors are required to go through standard books/publications of SAUs/ State Governments, browse Farmers’ Portal, other relevant portals & various Scheme Guidelines of DAC&FW and material provided by the DAC&FW/States for answering farmers’ queries.** The Service provider would ensure regular training/orientation of the FTAs in use of KKMS application and availability of latest information/ literature on agriculture related issues pertaining to various NARP (National Agriculture Research Project) Zones in the State. In case any new features are added in KKMS the Service Provider will provide needed orientation to the FTAs. The Service Provider would undertake data analytics on KKMS data for real time monitoring of key issues/problems and to generate alerts in case of

anything unusual happening and same will be shared with DAC&FW. DAC&FW may also come with new communication technologies and social media (including smart phone based apps), the Service Provider will extend needed support in integrating the same with KCC.

2.1 Procedure for handling the calls

The Procedure for handling the Call is as given below:

- a) The Kisan Call Centre shall receive the queries of farmers through the toll free number 18001801551. **DAC&FW shall bear the call charges of the Toll Free Numbers and the outgoing telephones used for contacting designated experts/ farmers (calling KCC in last three months).** It is essential that the IPBBX system in the Kisan Call Centre is capable of handling the calls from all the telecom service providers and route the same to an available operator. The system should also have the capability of Call Holding and Call Conferencing/ Forwarding facilities within and outside KCC. Wherever essential, PRI facilities will need to be created additionally to enable routing of more number of incoming telephone lines, for which extra funds will be provided.

The Service Provider shall integrate the KKMS and DAC&FW with Contact Centre Solution to fetch callers' number in the relevant screen of KKMS within 3 months from award of the contract.

- b) The Farm Tele Advisors shall record the name, address, sex, contact details, queries in detail, type/ subject of the query, answer given, status of the calls, etc in the KKMS or in any other suitable format approved by DAC&FW. If KKMS is down due to non-availability of internet connection at any point of time or due to any other technical reason, the FTA shall record the details of every call as above in an off line module of KKMS. The data so entered shall be exported to KKMS database once it comes live. Accordingly each KCC should have adequate capabilities in terms of hardware & system software to support this feature (on dot net environment) The information recorded in the database shall be used for the purpose of preparing MIS reports and sent to DAC&FW and concerned States on regular basis at predefined intervals and

also accessible online. Further details in this respect will be worked out with the successful bidder.

- c) The Farm Tele Advisor would be required to refer to Farmers Portal relevant, websites maintained by Central/ State Government agencies as well as other reliable websites elsewhere to answer queries from the farmer. The Farm Tele Advisors must, therefore, have on-line access to these sites continuously. Farmer related information such as seed varieties, availability of inputs, list of input dealers, machinery & equipment etc. is made available on the Farmers' Portal developed by DAC&FW. KCC FTA is expected to use this database extensively for the benefit of farmers.
- d) In order to supplement the efforts of KCC FTAs, it is envisaged to actively involve the Common Service Centres (CSCs) being established for a cluster of 6 villages by the Department of IT, Government of India in providing access to farmers to this KKMS database and escalate this query through the module of KKMS customised for the CSC.
- e) The CSC agents can also log onto farmers Portal or respective websites as illustrated in para 'c' above to answer queries of the farmers and if this is not possible, they may themselves escalate unresolved queries to higher levels. After prescribed time period, the unresolved queries shall automatically get escalated to the next higher level. The CSCs can also upload photographs along with description of the problem, if farmer comes with specimens of crops affected by diseases. For this purpose an interface is already in position. The CSCs will give an acknowledgement of the query posted in the prescribed format by charging a pre-decided fee. Answers to the queries which are not given immediately, will be sent by post (or directly to the farmer if a definite date is indicated for giving the answer).
- f) The database of farmers' queries received at CSC will also be available at KCC and vice versa. **Thus, a FTA can convey solution to a query made at CSC by making an outbound call to the farmer.**
- g) Call Escalation Matrix from the KCCs/CSCs has been depicted in Figure 1. As may be seen from the diagram given therein, a FTA will first try call conferencing with higher level Call Conferencing Experts (CCEs) for unresolved queries and escalating the query to the concerned Block level officer if call conferencing does not materialize or caller is not satisfied with

the reply given. If Block level officer also does not reply the query within the specified time, queries automatically get escalated to District (Level–III) & thereafter to State (Level–IV). There may be some Blocks where either IT infrastructure or broadband connectivity may not be available or there may be some administrative reasons, such blocks need not be assigned codes as of now and queries in such cases will get directly escalated to the District level. At the District level, experts/officers of the Agriculture and allied departments shall be responsible for replying to the queries escalated from the KCCs/CSCs, if necessary, after taking inputs from the KVKs. Similarly, even though queries escalated to State level will be parallely escalated to the SAUs concerned, the Head of the Department at the State level will ensure that an appropriate reply is conveyed by his/her Department within the prescribed time limits.

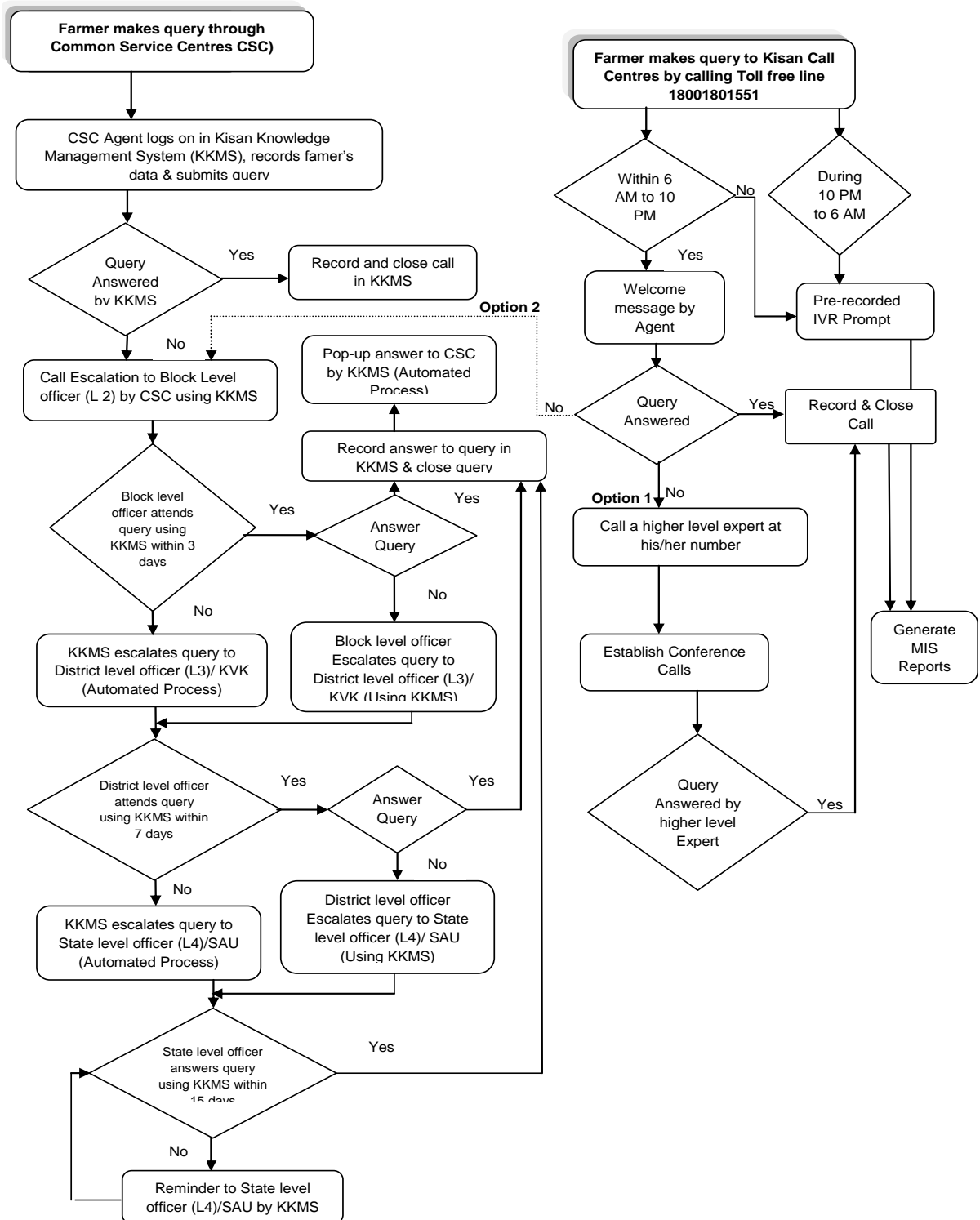
- h) The level-II expert (Block) should reply within 3 to 4 days of query logged in and the unanswered query should get escalated to District Level (L-III) within one week. In case L-III does not answer the query within 7 days of receipt of query from the Block, the same will be escalated to the State Level. Urgent matters will need to be attended to more promptly. If discussion with the farmer is necessary to resolve the query or to render proper advice, a conference call with the farmer can be held by dialling the Kisan Call Centre at 1800-180-1551.
- i) The Frequently Asked Questions (FAQs) and other locally relevant information at the district/state level may need to be updated after appropriate authentication and validation of such solution or answer given by authorized Farm Tele Advisors. Such validation will be done not below the level of the District In-charge of Agriculture (or allied sectors) Department in a State for Block level FAQs and Director Agriculture (or allied sectors) in case of District level FAQs.
- j) Every State has quite a few NARP Zones having different problems and issues. Therefore, interaction of FTAs with the Divisional /Zonal level officers of the State Agriculture and allied departments would be organized every month by the State Agriculture Department on pre-announced dates at the video conference either in the University campus or through State Informatics Centre, for which NIC would also be actively involved. These video

conferences may need to be held in such a manner that every FTA gets at least a bi-monthly exposure to various issues in different parts of the State.

- k) The KCCs shall also give a weekly feedback to the State Department of Agriculture & Allied Departments regarding the nature of calls including area specific prevalence of crop diseases, pest infestation etc. The Service Provider shall also be required to do data mining in the details farmers' queries recorded in KKMS and provide feedback to the States about prevalence of problems in specific districts. In order to ensure that this is a two-way communication channel, the Commissioner/Director of Agriculture shall ensure that the designated State KCC Nodal Officer gets across to the KCC Supervisor periodically.
- l) The FTAs will also update the farmers grievance in the relevant grievance handling interface if required by the DAC&FW.
- m) **Training Schedule of FTAs:** In summary following training schedule of FTAs shall be adhered to:
 - i) Besides updating and upgrading the domain expertise of the FTAs in the areas related to agriculture and allied sectors, the Service Provider is also expected to periodically refresh and enhance soft skills (including computer operations, KKMS, personal tone and tenor while attending a farmer's call etc) at least once in a year.
 - ii) Facilitate Pre-seasonal technical training in a SAU or other institutes to be once in each crop season supported by DAC & FW
 - iii) **Technical Training:** Three number of Technical Trainings in a year to be arranged on a fixed day by calling District / Zonal Level Officers in Agriculture and allied sector as experts as well as from IMD/Meteorological Centers for weather related matters. DAC&FW will bear the cost of tea/snacks and honorarium to be paid to these experts. The amount shall be incurred by the Service Provider and reimbursed by DAC&FW as per rates and norms to be communicated after award of the work
 - iv) Field Orientation: FTAs to be deputed in place of Assistant Technology Manager under ATMA for field exposure. FTAs/Supervisors are lacking in field experience and Assistant Technology Managers (ATMs) have a little experience in use of ICT in agriculture extension hence FTAs to be deputed

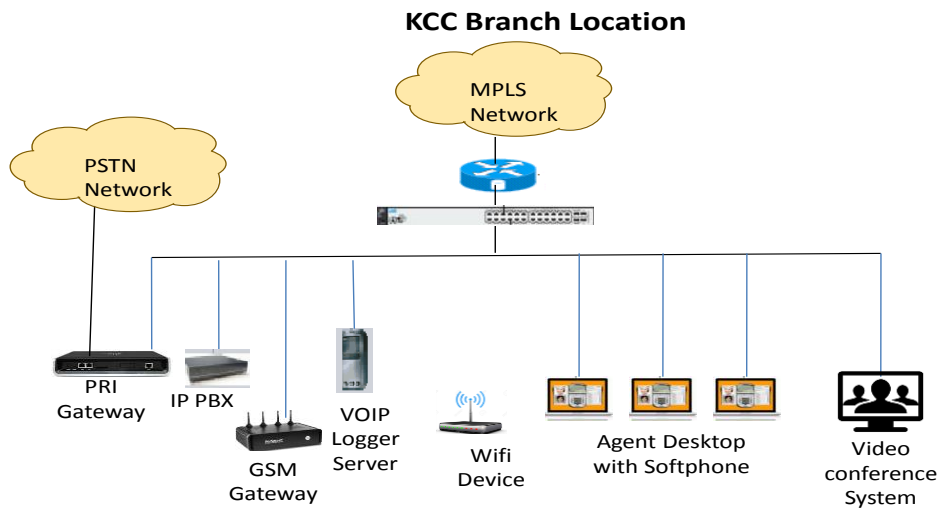
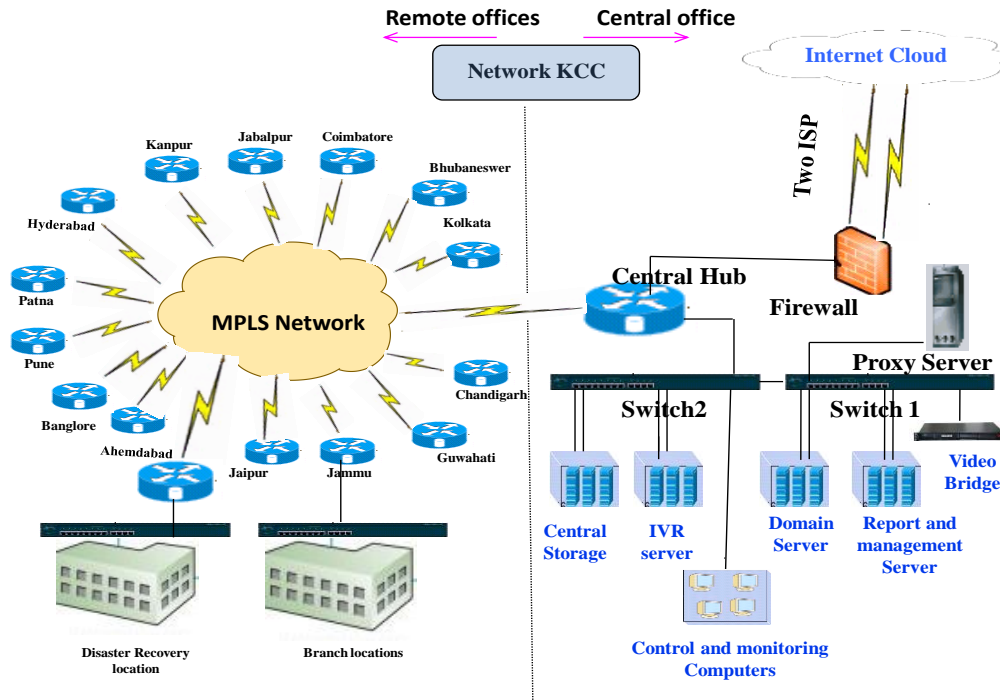
to nearby Agriculture Technology Management Agency (ATMA) on a rotation basis to work as an ATMs for a period of at least a fortnight each in Kharif and Rabi crop seasons. Equal number of ATMs be deputed to the KCC to act as FTAs during the intervening period for adequate exposure to ICT based extension services.

Fig.1. Call Receiving and Escalation Matrix in Kisan Call Centre (KCC)



2.2 Call Centre Set-up

The broad Schematic Diagram of the Kisan Call Center is given below:



The proposed KCC architecture of the Service Provider shall base on the state of the art Decentralized Contact Centre with centralized manageability which ensures central monitoring, live recording of all call conversations, automated MIS reports and decentralized survivability. It shall be integrated with the KKMS. The phone number of caller shall be automatically populated to KKMS wherein the callers details shall be instantly retrieved if called earlier.

2.3 Scope of Work

DAC&FW wants to hire experienced Call Centre Operator/ Service Provider who can facilitate the following:

- a) Provide requisite infrastructure to handle the calls as per the procedure given in section 2.2 and schematic diagram shown in section 2.3.

Some of the facilities/ equipment which must be provided in the Kisan Call Centre are as follows:

- i Desktop PCs for each seat as per the configuration details at **Annexure 1**. These PCs shall be of prescribed configuration or above. Hardware will be new one
- ii IPPBX with facility to generate information like number of calls landed, number of calls matured, number of unsuccessful calls, average handling time, average talking time, login hours, queue time, ACD report etc.
- iii Server as per the configuration details at **Annexure 2**. Also should be certified by OEM as requisite specification with redundancy.
- iv Uninterrupted Power Supply (UPS) (as per details at **Annexure 4**) shall be provided for a backup of at least 2 hours in every location. The battery sizing shall be done on computer load. The online UPS should be hot swappable with provision for 100% standby (including batteries), so that Server never fails. While a line interactive UPS has been suggested for the PCs, the bidder has an option for quoting online UPS for the entire IT infrastructure in a Centre. A generator back-up of adequate capacity may also be needed in locations with longer duration

of power break down. In the areas with adequate and long spells of sun-shine, Solar Energy based UPS may also be considered, UPSs must come with 3 years' onsite warranty and batteries also should have two years' warranty unless bidder decides to have sufficient number of spare batteries at every location. On the whole, a power backup has to be provided to ensure that the Server never goes down and a PC also go down in rarest of rare cases.

- v Local Area Network
- vi Minimum prescribed number of incoming (equivalent to maximum number of FTAs at a given point of time) and outgoing (25% of the incoming lines to be accessible to any of the FTAs) telephone lines (as given in Table 2.2) on PRI
- vii Internet facility on all PCs with appropriate bandwidth(minimum 512 kbps per PC)after considering concurrency ratio of 33%, subject to a minimum of 1 mbps of download speed per KCC. Thus, right since the beginning, download internet bandwidth as per **Annexure 6** is to be provided. Whenever the network load goes beyond 80%, the service provider shall enhance the bandwidth.
- viii Provision of soft phones with caller ID facility
- ix Call Conferencing Facility with phones
- x Head phones for each agent with adequate quantity in reserve (10% of the total number) for use in the event of some headphones not working
- xi Air conditioning as detailed at **Annexure 7**.
- xii Dynamic IVRS with call waiting message and any suitable pre-recorded message customized in local language as decided by DAC&FW
- xiii Web cam shall be provided with Supervisor Desktop i.e. one webcam per location. CCTV Camera shall be installed by the Service Provider at each location to be used for online/web based monitoring of KCC by local manager, central KCC management team of the service provider and DAC& FW or any other agency identified by it. The number of camera shall be such that entire area of KCC shall be covered with a good quality view / resolution. One time fund will be provided by DAC&FW for installation of CCTV. However, the expenditure towards

repair, replacement and maintenance of the CCTV will not be borne /reimbursed by DAC&FW.

- xiv PRI as indicated in Table 2.2 (installation charges including onetime cost if any and recurring cost charged by telephone service provider shall be borne by the DAC&FW). The number of PRIs shall depend on the maximum number of physical seat in a KCC at any given time. The Service Provider shall make available alternate telephone connectivity through Mobile Network in the event of failure of BSNL Network. Backup SIM charges will also be borne by DAC& FW.
- xv **Facility for 100%audio recording of calls:** These recorded calls will be kept live for six months thereafter archived for six more months.
- xvi **Adequate space for each Agent** - at least 30 sq.ft per agent including common area, passages etc. (well maintained and to be situated in proper location with DAC&FW's concurrence, if not in SAU/State Agriculture Department)
- xvii Adequate/good quality furniture and fixtures including table, chair, cup boards, book shelf, shelf for Servers and other gadgets etc.
- xviii Service Provider would set up Project Management Cell (PMC) at Central level for administrative and coordination purpose without any financial support from DAC&FW. The PMC shall be headed by a full time team of Chief Operating Officer with at least 15 years' experience preferably in Agriculture sector, a Project Manager with experience of Call Centre operation, a MIS Assistance and also a System Assistance. The Service Provider may also deploy other resources as per need for smooth functioning of KCC operation.
At State level a dedicated Site Manager with at least 10 years administrative experience in agriculture shall be deployed by the Service Provider with overall responsibility of administrative and coordination tasks without any extra financial support from DAC&FW. The Site Manager must have good understanding of KCC operation and possess excellent communication and networking skills.
- xix VPN (Virtual Phone Network) access with single factor authentication shall be provided by Service Provider (minimum three for DAC & FW , two each for all the States and one each per UT) in order to facilitate

access to monitor KCC operation by Senior Officers of DAC&FW and concerned State / UT. One time fund will be provided by DAC&FW for VPN. However, the expenditure towards repair, replacement and maintainance of the VPN will not be borne /reimbursed by DAC&FW.

- xx Local standby internet bandwidth to be maintained. For this alternative internet bandwidth of BSNL FN Combo 600 or equivalent with bandwidth of minimum 2Mbps and 5.0 GB data limit shall be provided.
- xxi **SMS to Farmers:** Farmer specific information as per KKMS (viz. gist of advice provided during a call and similar other inputs) shall be sent to the farmer by SMS while thanking him for calling KCC. The Service Provider shall ensure that the text of the SMS sent to farmers is meaningful and serve as a credible reference for the farmer.
- xxii Provision for registration of calling farmers mobile number for sending SMS messages to them in the areas of their choice in agriculture and allied sector and other value added services as decided by DAC&FW from time to time.
- xxiii Biometric attendance system shall be installed with facility for central monitoring set up to be accessible to DAC&FW or any authority designated. One time fund will be provided by DAC&FW for installation of biometric attendance machine. However, the expenditure towards repair, replacement and maintainance of the biometric attendance machine will not be borne /reimbursed by DAC&FW.

The hardware being provided at different locations shall be under OEM warranty and shall have the latest configurations similar to or above those specified in the RFP.

- b) Provide requisite number of Farm Tele Advisors for the Kisan Call Centres for each State/ UT as per the qualifications prescribed at Section 2.2 (c). The FTAs should be from varied disciplines of agriculture and allied sectors as far as possible depending on the number of seats in the KCC and the dominant farming systems prevalent in the state. The FTAs should have excellent knowledge of various dialects of the respective Local Language, and communication skills so that the Agent is able to communicate and

understand the queries of farmers easily. In addition, the FTA should also have good knowledge of reading and writing English Language so that he/she is able to record the queries and other necessary details. DAC&FW has the right to evaluate (directly or through State Governments) the Farm Tele Advisors appointed by the Service Provider at any stage and can terminate them in case they are not found suitable. Under such circumstances, the Service Provider shall replace the Farm Tele Advisors within one week. DAC&FW will have right to increase or decrease the number of Farm Tele Advisors depending on the response received over a period.

- c) Proposed shift timings as follows:
- Morning Shift: 6.00 AM to 2.00 PM
 - Day Shift: 10.00 AM to 6.00 PM
 - Evening Shift 2.00 PM to 10.00 PM
- d) Provide facilities to put the call centre on IVRS with call waiting message or suitable pre-recorded message during working hours and suitable pre-recorded message during non-working hours (10 PM to 6 AM).
- e) Provide MIS Reports on monthly basis or at any interval prescribed by DAC&FW. The MIS reports must contain information related to state-wise number of ACD calls, hourly call details, escalated calls, pending calls, answer given to farmers queries, trends, call utilization, query asked by callers, reply given, FAQs, classification of queries based on problem/crop, details of FTAs/Supervisorsetc. The format for MIS reports will be finalized in consultation with DAC&FW, which will be suitably modified from time to time based on information requirement of DAC&FW.
- f) The Service Provider shall extend all the cooperation/support to a Third Party Monitoring Agency to be finalized by the DAC&FW.
- g) The Service Provider would be responsible for installation, shifting and payment of regular PRI/SIM bills for the KCC telephone connections, both for incoming (for receiving 18001801551 calls from farmers) and outgoing (for conferencing with L2 experts and call back to farmers) telephone lines in the

KCC and also for settling day-to-day issues related to breakdowns, billing, disconnections etc. with the telephone companies. The Service Provider will bear the cost of registration charges, installation charges, and security deposits, if any, for the PRI/SIM connections in the KCC. DAC&FW shall pay for all incoming calls (toll free number) based on centralized bill generated by the telephone service provider. The DAC&FW would reimburse the payments made towards outgoing calls to the Service Provider without any extra service charges. In order to ensure that only genuine outgoing calls are being made, the computerized bills related to outgoing calls shall be checked against the database of farmers calling the KCC and experts/officials of DAC&FW/State Governments/State Agriculture Universities. In case of calls made to farmers, it will be allowed only with respect to number from which the last call was made within last 3 months. Any disputes with the telecom operator would be handled by the Service Provider with the help of DAC & FW.

- h) Currently, all incoming telephone lines of the KCCs are from a single operator, i.e., either BSNL or MTNL. In future, there is a possibility of having different operators at the same location. Hence, the IPPBX system in the Kisan Call Centre should be capable of handling telephone lines from more than one telecom operator. The system should also have provision for Call Holding and Call Routing facilities.

2.4 Minimum Prescribed Remuneration of Kisan Farm Tele Advisors

- a) The successful bidder will pay a minimum monthly consolidated remuneration to the FTAs (through cheque or through electronic means, but including employees share of EPF contribution) as per details given hereunder:
- i. Pay
 - KCC Supervisor.30000/-
 - KCC Farm Tele Advisor Rs.25000
 - ii. The FTAs in the North Eastern States and Hilly areas (Himachal Pradesh; Jammu & Kashmir and Uttarakhand) will be paid Rs.2000/- additional per month.

The Service Provider is, however, free to pay higher remuneration, extra facilities and allowances other than the above to the FTAs on its own account..

- b) DAC&FW, either directly or through its representatives in the State Government, may participate to oversee the selection of candidates' initially. Subsequent filling of vacancies may be done by the Service Provider by following the criteria given at para 2.1 c and also any guidelines issued by DAC&FW in this regard from time to time. It will be the responsibility of the Service Provider to provide the details of educational qualifications and experience of the FTAs appointed by the Service Provider from time to time.
- c) The Service Provider shall be responsible to fulfil all statutory obligations regarding Employees Provident Fund (EPF) and Employees State Insurance Corporation (ESIC) etc. applicable as per norms (to be reimbursed by DAC&FW) for the FTAs deployed at KCCs and shall submit documentary evidence for the same on regular basis. Those FTAs/Supervisors, who are not covered under ESIC, will be provided mediclaim policy with minimum fixed premium of not more than Rs.300/- per month per candidate by the Service Provider; charges for the same will be reimbursed by DAC&FW. For other statutory obligations, if any, including payment of gratuity, maternity leave and bonus etc. to the concerned FTAs/Supervisors, Service Provider shall be liable to pay out of his own resources and no liability of DAC&FW for reimbursement. **In order to motivate the FTAs and KCC Supervisors, an annual enhancement of 10 % of the emoluments shall also be provided (to be paid by DAC&FW) subject to continuous & satisfactory service of one year and other criteria to be specified by DAC&FW.**

DAC&FW may also decide to increase the minimum remuneration of the FTAs subsequently and would, in that case, reimburse the increased amount to the Service Provider taking into consideration the shift factor of 32%. Proportionate statutory contributions for such increase shall also be reimbursed by DAC&FW (to be deposited regularly by the Service Provider)

- d) All statutory payments will be made by vendor and copies of documents in evidence of payment furnished to DAC&FW for reimbursement.

- e) TA/DA, FTAs in KCCs will be equated with Senior Secretariat Assistant (previous UDC) of Government of India for the purpose of providing TA/DA on their deployment for official programmes/training/capacity building outside the KCC location, while Supervisors be equated with Assistant Section Officers (previous Assistant) of the Government of India.
- f) **The payment of prescribed remuneration to FTAs and Supervisor shall be made through cheque or through electronic means by first week of each successive month.**

3.0 INSTRUCTION TO BIDDERS

3.1 RFP document

The Complete RFP document may be downloaded from <https://eprocure.gov.in> and DAC&FW and DOE's Website <http://www.agricoop.nic.in> and <http://krishivistar.gov.in>. However the bidder is required to pay RFP document prescribed fee of Rs.5000/- (non-refundable) through a Demand Draft (cash payment not acceptable) in favour of "DDO, Directorate of Extension" drawn on any schedule bank and payable in Delhi.

3.2 Eligible Bidders

Eligibility of the bidders shall be on the basis of their technical & financial strength and track record. The bidder is required to submit documentary evidence in support of the following:

- (a) The bidder should have a minimum 200 Call Centre seats spread across at least 3 States and have experience of at least three year of call center operation on the day of bid submission.**
- (b) The bidder organization should have a minimum cumulative turnover of Indian Rupees 30 crores in last three financial years from Call Centre business, subject to minimum average of Rs.10 crores per year and shall be running its business viably with a positive net worth continuously for the last three years.**
- (c) The decision of DAC&FW regarding eligibility of bidders under this clause shall be final and shall not be called upon to question under any circumstances.**
- (d) The bidder shall preferably have a valid quality certification of ISO 9001-2008. Bidder should have OSP licenses for all proposed KCC locations from DoT (Department of Telecommunication).**
- (e) The bidder should have at least 3 years of experience in Call Centre/BPO industry.**
- (f) A consortium of companies duly backed up by an Agreement (to be submitted along with Pre-Qualification bid) is also eligible to participate subject to the following two conditions and satisfaction of the Tender**

Evaluation Committee during the evaluation of the tender:

- The lead partner of this consortium shall be liable for adherence to all provisions of this Agreement. However, documents related to all the partners need to be submitted with the bid document.
 - The consortium will draw upon human, technical and other resources of all the members during implementation of Kisan Call Centre Programme. The Technical Bid shall include exact details in this regard, so that a consortium is not artificially created only to improve the score in Technical Bid. In the event of consortium being unacceptable to the DAC&FW, the Prime Bidder may be given an option of going on its own. The firm in case of any split shall inform in writing to DAC&FW to enable it to take a fresh view on continuation/cancellation of the contract.
- (g) The Bidder and each member in case of Consortium shall disclose details pertaining to all claims, disputes, matters in appeal & in court and any pending litigation against the bidder or any member of the Consortium
- (h) The bidder has to submit list of clients and details of services being provided to them by the bidder (DoT Certificate).
- (i) The bidder has to submit Performance Certificate from its clients.

3.3 Cost of Bidding:

- (a) The Bidder shall bear all costs associated with the preparation and submission of the Bid and DAC&FW will, in no case, be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- (b) Bidder is expected to examine all instructions, forms, terms, specifications, and other information in the RFP. A bid submitted not in accordance with the requirement of this RFP shall be deemed to be non responsive and shall be summarily rejected.

3.4 Bid Process Schedule:

Following Schedule shall be followed for finalization of the bid for the Kisan Call Centres:

- Notification of Bid in important dailies - April 20,2017
- Pre Bid Conference - May 3,2017
- Last Date for seeking clarifications on RFP - May 5,2017
- Final Response to the bidders by - May 11,2017
- Last Date for Submission of Bid - May 15,2017
- Opening of Pre-Qualification bid - May 15,2017

3.5 Pre Bid Conference:

- (a) **The DAC&FW shall organise a Pre Bid Conference from 11.00 AM onwards on May 3, 2017 (if necessary the discussion can continue on May 4, 2017) in the Department of Agriculture Cooperation and Farmers Welfare, Ministry of Agriculture& Farmers Welfare, Krishi Bhawan, New Delhi – 110001.** The participants in this Pre Bid Conference should register @ Rs.2000/- (Rupees Two Thousand only) per person on the spot or by paying in advance by Demand Draft drawn in favour of “DDO, Directorate of Extension” drawn on any schedule bank and payable in Delhi. **The DAC&FW may incorporate changes in the RFP based on acceptable suggestions received during the interactive Pre Bid Conference. The decision of DAC&FW regarding acceptability of a suggestion (or otherwise) shall be final in this regard and shall not be called upon to question under any circumstances.** The bidders are requested to submit any questions (in the format given at **Form6.10**) in writing not later than 5.00 PM on, May 5, 2017 It may not be necessarily possible at the Pre Bid Conference to answer questions which are received late. However, prospective bidders are free to raise their queries during the meeting and responses will be conveyed to all the prospective bidders either immediately or by way of hosting amendments/ clarifications on the website i.e. at <http://eprocur.gov.in>; <http://krishivistar.nic.in> and <http://agricoop.nic.in> in accordance with the respective clauses of the RFP. **Only those prospective bidders, who register themselves before 11.00 AM on May 3, 2017, shall be permitted to take part in the deliberations during Pre Bid Conference.** Those bidders who could not participate in the Pre Bid conference, are also eligible for submitting their bid.

3.6 Clarification on Bidding Documents

Bidders, requiring clarification on the RFP may submit queries/ clarifications, if any, to DAC&FW in writing not later than May 5,2017.

3.7 Amendment of Bidding Documents

- (a) At any time prior to Pre-Bid Conference or the deadline for submission of bids, DAC&FW, for any reason, whether at its own initiative or in response to the clarifications requested by prospective Bidders may modify the bidding documents by issuing amendment(s).
- (b) All eligible Bidders will be notified of the amendment(s) in writing/ through E-mail or on the website, (<http://eprocure.gov.in>;[www://krishivistar.gov.in](http://www.krishivistar.gov.in) and <http://agricoop.nic.in>) not later than May 11, 2017, and these will be binding on them. Therefore, Bidders are requested to visit the said website on regular basis for checking necessary updates.
- (c) In order to allow bidders a reasonable time to take the amendment into account in preparing their bids, DAC&FW, at its discretion, may extend the deadline for the submission of bids.

3.8 Language of Bid and its Authentication

The Bid prepared by the Bidder, as well as all correspondence and documents relating to the Bid exchanged by the Bidder and DAC&FW shall be written in English. Supporting documents and printed literature furnished by the bidder may be in another language provided they are accompanied by an accurate translation of the relevant pages in English. For the purposes of interpretation of the bid, the translation shall govern. Information supplied in another language without proper translation shall be rejected.

The original and all copies of the Bid shall be type written and shall be signed by a person or persons duly authorized to bind the Bidder to the Contract. The letter of authorization shall be supported by a written power-of-attorney accompanying the Bid. The person or persons signing the bid shall initial all pages of the bid, except for the un-amended printed literature.

3.9 Documents Comprising the Bids

- (a) The bid shall be submitted only in accordance with the specifications and requirements contained in this RFP.
- (b) The bid submitted shall have the following documents, duly signed on all pages.

Part – I Eligibility Claim (Pre-Qualification Bid)

- a) Pre-Qualification Bid will comprise requisite information for pre-qualification along with the supporting documents as per the checklist given in para 3.19.1.
- b) Declaration regarding acceptance of all Terms & Conditions in the RFP as per **Form 6.1**.
- c) **Registration under OSP category: Bidder is required to provide a list of its existing Call Centres proposed to be used for KCC service and their registration status with Department of Telecom, Govt. of India, under OSP category for providing domestic call centre services. The successful bidder is required to have registration of all Kisan Call Centres under OSP category for providing domestic call centre services (details are also available at <http://www.dot.gov.in/osp/osp.html>).**
- d) The Bidder should have PAN card. The bidder should also have EPF, ESIC and Service Tax Registration Certificate.

Part –II Technical Bid

Bid Forms as described in the bidding document, duly filled in by the Bidder.

- a) Bid Letter Form (**Form 6.2**)
- b) The Bid Security (**Form 6.3**)
- c) Power of Attorney for signing the bid
- d) Organizational, Financial, and Technical capabilities as per **Form 6.4**
- e) **Self-filled claim for technical score in the format given in para 3.19.2 along with supporting documents. No marks will be given for unsubstantiated claims.**

- f) Full description of design and layout of proposed call centres with complete Technical and Engineering details (including hardware as per the configurations specified at **Annexures (1 to 4)**). The hardware being provided at different locations must be under OEM warranty and shall have the configuration similar to or over and above those specified in the RFP.
- g) The bidder shall specify time schedule of various activities with a PERT (Programme Evaluation Review Technique) or similar chart. **Delay beyond the prescribed time-schedule in completing set up of call centres shall lead to liquidated damages as detailed in para 4.9 (a) and (b).**
- h) Location details of the call centres as per **Form 6.5**
- i) A note on how the bidder proposes to execute the assignment detailing the approach towards identification and selection of location, acquisition and installation of hardware/software, preparatory works relating to registrations, licensing, certification, objective and transparent process of selection, training and deployment, launching of the operation etc. vis -a -vis time lines provided in the RFP. Under this section the bidder should particularly describe the following:
- 0.1** Strategy for objective and transparent selection process of manpower
- 0.2** Plan for training (capacity building and refresher courses) in the area of soft skills as well as software skills. The bidder will need to organise the initial training on KCC operations, software and soft skills. Facilitation/training support on agricultural technology based issues would be provided by the DAC&FW through the respective State Governments from time to time during course of implementation of the project. The bidder would also need to provide a time frame for placing the manpower initially and their training schedule. Module for training shall be decided in consultation with DAC&FW.
- 0.3** New Technologies viz. Dynamic IVRS giving approximate call

wait time, Call Recording for Quality Assessment(100% of the calls for quality assessment purpose with retention period of 1 year) and other innovative systems to enhance efficiency and responsiveness of the FTAs without any additional cost. Voice Mail recording has to be necessarily provided. Call barging shall also be provided without any additional cost. The voice mails recorded would need to be called back. Server log of ACD shall also be made available to DAC&FW for implementing provisions of RFP in this regard. Voice logger interface shall be provided locally and remotely.

- j) Copy of the presentation to be made during technical evaluation in a DVD or Flash Drive at the time of opening of pre-qualification bid be handed over. It is emphasised that the bidder will not be allowed to deviate or add additional points to his presentation once his bid is submitted.
- k) The bidder shall disclose details pertaining to any pending litigation against them or any of its owners / partners.
- l) Any additional information as asked for by DAC&FW.

The DAC&FW may, at its own discretion ask for clarification and supporting documents available publically or as part of official record for Eligibility Claim and Technical Bid.

Part – III Financial Bid

Price Bid signed as per **Form6.6** along with details as at **Form 6.7** and **Form6.8**. **The figures quoted in the financial bid should be devoid of any over writing or correction or deletion. Once quoted, the bidder shall not make any subsequent price changes (except in case of negotiation with R-1 bidder).** Such price changes shall render the bid liable for rejection. DAC&FW may at its discretion ask for revision of bid(s).DAC&FW shall not be bound by any printed conditions or provisions in the Bidder's Bid Forms.

3.10 Submission of Bid

- (a) Bids must be submitted online on or before May 15, 2017 by 11.00 AM. Late bids will be rejected. **All bids must be accompanied by a Bid Security of Rupees 50, 00,000/- (Rupees Fifty Lakhs only).** Account Payee Demand Draft, Banker's Cheque or Bank Guarantee from any of the commercial banks in favour of "DDO, Directorate of Extension" New Delhi valid for a period of 150 days from the date of opening of pre-qualification bid should be submitted physically in original in the office of Director (Extension Management). Prequalification Bids will be opened in the presence of bidders' representatives who may attend at the address given below on May 15, 2017, at 12.00 Noon.

**Director (Extension Management)
Directorate of Extension
Department of Agriculture, Cooperation & Farmers Welfare
Ministry of Agriculture & Farmers Welfare
Krishi Vistar Bhawan, IASRI Campus
Pusa, New Delhi – 110012
Tele: 011-25847660 Fax No. 25848588**

3.11 Bid Price

- (a) The bidder shall indicate the prices in Indian Rupees only.
- (b) Bidders are required to quote, as per format given at **Form 6.6**, the total operating cost per month (including monthly emoluments of the FTAs and statutory contributions towards them). The monthly **Total Operating Cost** per FTA will include all infrastructure related expenses of the Service Provider (including the cost of registration charges, installation charges and initial deposits for telephone connections of the KCCs) This will also include various costs involved in the setting up of KCC including the fixed as well as variable cost. The '**shift factor**' of 32% required for provisioning of weekly off days and leaves of the FTAs shall be added to the salary component and reimbursed to the Service Provider as per actual.
- (c) The bidders shall also provide break up of different cost elements constituting the Total Operating Cost per month as per the Financial Bid Format (**Form 6.7**).
- (d) The total prices of services including infrastructure offered should be quoted with breakup of all taxes and duties, and all other cost incidental thereto.
- (e) Conditional bids will also be rejected.

3.12 Period of Validity of Bids

- (a) Bids shall remain valid for a period of **120 days**, from the due date of bid submission. Any Bid valid for a shorter period shall be rejected as non-responsive.
- (b) In exceptional circumstances, DAC&FW may solicit Bidder's consent to an extension of the period of validity. The request and the responses thereto in this regard shall be made in writing. The Bid security shall also be suitably extended. A Bidder granting the request is neither required nor permitted to modify the Bid.

3.13 Bid Security (Earnest Money)

- (a) The Bidder shall furnish a Bid security for the amount of **Rs. 50.00 Lakhs** (Rupees Fifty Lakhs only) in form of Account Payee Demand Draft, Banker's Cheque or Bank Guarantee from any of the commercial banks valid for a period of **150 days** from the date of opening of bid physically in original in the office of Director (Extension Management).
- (b) The Bid security shall be in Indian Rupees and shall be in favour of DDO, Directorate of Extension', New Delhi.
- (c) Unsuccessful Bidder's Bid security will be discharged or returned within thirty (30) days after the expiration of the period of Bid validity.
- (d) The successful Bidder's Bid security will be discharged upon the Bidder furnishing the Performance Guarantee.
- (e) The Bid security may be forfeited either in full or in part, at the discretion of DAC&FW, on account of one or more of the following reasons:
 - i The Bidder withdraws their Bid during the period of Bid validity specified by them on the Bid letter form or
 - ii During the bid process, if a Bidder indulges in any such deliberate act as would jeopardise or unnecessarily delay the process of bid evaluation and finalisation. The decision of the client regarding forfeiture of the Bid Security shall be final and shall not be called upon questions under any circumstances.
 - iii Violates any of such important conditions of this RFP document or

indulges in any such activity as would jeopardize the interest of the client. The decision of the client regarding forfeiture of the Bid Security shall be final and shall not be called upon question under any circumstance.

- iv Does not accept the correction of errors pursuant to Section 4.9 or
- v In case of the successful Bidders, if the Bidder fails to sign contract by raising issues contrary to the provisions of RFP and undertakings given during the evaluation of bids or to furnish Performance Guarantee in accordance as per Performance Guarantee in **Form 6.9**.

The decision of the client regarding forfeiture of the Bid Security shall be final & shall not be called upon question under any circumstances

3.14 Format and Signing of Bid

- (a) The bidder shall prepare the bid.
- (b) The bid shall be typed or written in indelible ink and shall be signed by the bidder or a person duly authorized to bind the bidder to the Bid. The person or persons signing the bid shall initial all pages of the bid, except for un-amended printed literature.
- (c) The complete bid shall be without alteration or erasures, except those in accordance with instructions issued by the DAC&FW or as necessary to correct errors made by the bidder, in which case such corrections shall be initiated by the person or persons signing the bid.

3.15 Marking of Bid

- (a) The Bidders shall submit online their bids in three Separate (Pre-Qualification bid, Technical bid, Financial bid).

- PART-I: Eligibility Claim (Pre-Qualification Bid) with all the details and supporting documents**
- PART-II: Technical Bid complete with all technical details, supporting documents.**
- PART-III Financial Bid only with full price details and details as**

per Form 6.6 and Form6.7

3.16 Bid Due Date

- (a) Bid must be submitted not later than May 15, 2017 by 11.00AM (Bank Draft in Physical). Bids and EMD submitted after this said deadline shall not be entertained in any circumstances.

3.17 Opening of Bids by DAC&FW

- (a) Eligibility Claim (Pre-Qualification Bid) will be opened at 12.00 noon on May 15,2017at the following address. Technical Bids of qualified bidders will be opened at 12.00 Noon on May 5,2017 at the same address or on a date/place to be notified by DAC&FW:

**Director ((Extension Management)
Directorate of Extension
Department of Agriculture, Cooperation & Farmers Welfare
Ministry of Agriculture & Farmers Welfare
Krishi Vistar Bhawan, IASRI Campus
Pusa, New Delhi – 110012
Tele: 011-25847660 Fax No. 25848588**

- (b) Bidders' representatives (Maximum 2 per bidder) may attend the opening, and those who are present shall sign a register evidencing their attendance.
- (c) If the bid opening day is declared a holiday for the DAC&FW, the Bids shall be opened at the appointed time and location on the next working day.

3.17 Examination and Evaluation of Bids

3.18.1 Evaluation of Pre-Qualification Bid

- (a) Bidders need to fulfil all the pre-qualifications conditions mentioned in the Section 3.19.1
- (b) The technical bids of only the pre-qualified bidders will be taken up for further processing.

3.18.2 Abstract of Evaluation Process of Technical/Financial Bids

- (a) Technical and Financial Bids shall be evaluated based on scores allotted to these bids in a ratio of 70: 30 respectively, each being further examined based on the prescribed criteria as per the RFP. Final selection of the Service Provider shall be made based on the composite score obtained on both the Technical and Financial bids during evaluation process.
- (b) Technical bid will be examined based on criteria as detailed at Section 3.19, is the first step.
- (c) In the second step, the Bidder(s) will make a presentation on their proposal. The DAC&FW may also seek additional information, visit to Bidder's site and/or arrange discussions with their professional, technical faculties to verify claims made in the Technical Bid documentation.
- (d) Technical evaluation of bidders shall be made on the basis of conformity to technical and operational requirements, and time schedule for execution of project.
- (e) All the bidders who secure a Technical Score of 70% or more will be declared as technically qualified. **The financial bids of only the technically qualified bidders will be opened for further processing.** It is, however, clarified that, subject to other provisions of this Document, every bidder will have to fulfil the minimum technical specifications laid down in the RFP for being qualified technically.
- (f) In order to assist in the examination, evaluation and comparison of Bids, the DAC&FW may at its discretion ask the Bidder for a clarification regarding its Bid. **The clarification shall be given in writing immediately, but no change in the price shall be sought, offered or permitted.** However, while giving a clarification, a Bidder may offer a higher specification or model or higher level of service without any impact on Financial Bid to be opened subsequently. **An open discussion regarding technical and functional parameters quoted by various Bidders may also take place, if required.**
- (g) Financial bids of only those bidders will be opened whose technical bids are found to be responsive & acceptable to DAC&FW. Bidder's representative may attend the Financial Bid opening.
- (h) DAC&FW may at its discretion discuss with Bidder(s) available at this stage to clarify contents of Financial bids.

- (i) If there is a discrepancy between the unit price & the total price, the unit price shall prevail and DAC&FW shall correct the total price. If there is a discrepancy between words & figures, the amount in words shall prevail. If the bidder does not accept the correction of errors, his bid shall be rejected.
- (j) Bids will be evaluated on the basis of total bid price for providing service for three years to be extended for another two years on annual basis subject to satisfactory performance on the same terms and conditions and at the sole discretion of DAC&FW.

3.19 Criteria for Evaluation and Comparison of Bids

A three-stage procedure will be adopted for evaluation of proposals. The pre-qualification, the technical evaluation and thereafter financial proposals will be opened and compared.

3.19.1 Pre-Qualification Bid

Pre-Qualification proposals which meet all the conditions specified at para 3.9 Part – I (a to d), will be evaluated using the following checklist:

Sl. No.	Pre- Qualification Criteria	Required details to be accompanying the Bid document
1.	The bidder should have an average annual turnover of at least Rs. 10 Crores during last three financial years (from similar activities) from India Operations i.e. for year 2013-14, 2014-15 and 2015-16.	Audited Balance sheets from company statutory Auditor/ CA
2.	The bidder should be having a positive net worth for the last three years.	Supporting financial documents/ certificate from company statutory Auditor/ CA.

3.	The bidder preferably should have preferably ISO 9001:2008 Certification	Attach certificates of ISO 9001:2008 certification
4.	Should be operating at least three Locations (In Three different States)	Attach the DoT registration letter for each location, certificate from concerned agency regarding number of seats
5	Experience of at least three years	Attach copies of Certificates
6.	Should not be Blacklisted by any of the clients	Submit self-undertaking
7.	Should be handling at least 200 Call Centre seats presently	Give details of location wise number of seats with certificates from respective clients indicating the Service Provided.
8.	The bidder should have submitted the EMD as required.	Give details
9.	PAN No., EPF Account No., ESIC Registration No.	Give Copies of relevant documents
10.	Registration under OSP category	Details of documents required for obtaining registration under OSP category may be obtained from the Department of Telecommunication

11. Service Tax Registration No.

Give Copies of relevant documents

3.19.2 Criteria for Evaluation and Comparison of Technical Bids

The technical proposal will be evaluated using the following criteria:

SI No.	Criteria	Score
1	Organisational Strength [40]	
1A	Institutional Capacity (25)	
1Aa	Average annual turnover (8)	Upto Rs. 10 crore = 2marks >10 and up to 15 Crore = 4marks >15 and up to 20 Crore = 6marks >20Crore = 8 marks
1Ab	Experience in Agriculture Advisory and/or Extension Services (15)	
	Minimum 3 Years	5
	>3 upto 5 Years	10
	>5 Years	15
1Ac	Viability of the business (5)	
	With Positive Net worth continuously for last three years	2
	With Positive Net worth continuously for five years	3

	With Positive Net worth continuously for more than five years	5
1Ad	Quality Certification (1)	
	ISO 9001:2008/ ISO 9001:2008 with ISO 27001	1
1B	Call Centre Related Capacity (15)	
1Ba	Area of Call Centre Operation (10)	
	Minimum 3 States	4
	>3-8 States	6
	>8-10 States	8
	>10 States	10
1Bb	Total Number of Call Centre Seats {3}	
	200 seats	1
	>200-500seats	2
	>500 seats	3
2	Quality of Proposal [55] (as derived from the note given at para 3.9 Part-II g)	
2A	Proposed Design and Layout of KCC with Technical and Engineering Details (15)	
	Technical and Engineering Details (15)	
	Just Meeting the Requirement	5
	Very Good	10
	Excellent	15
2B	Presentation by the Bidder (not more than 20 minutes) on organisational strengths and approach & strategy for establishing the KCC facilities and	

	its operationalization, highlighting management and technological Innovations. {40}	
2Ba	Clarity of the approach and strategy and organizational capability not covered in 1 above (as detailed in para 3.9 Part II i) (5)	Scores to be decided by the Technical Evaluation Committee
2Bb	**Strategy for objective and transparent selection process for FTAs (10)	
	i) Transparency and Objectivity (5)	Scores to be decided by the technical evaluation committee
	ii) Qualitative Standards [§] (qualification, experience etc. over and above minimum norms prescribed in this RFP) (5)	
2Bc	Approach for Training [Capacity Building/Refresher programme in Soft and Software Skills] {5}	
	Average	1
	Good	3
	Very Good	4
	Excellent	5
2Bd	New Technologies[@] viz. Dynamic IVRS giving approximate call wait time, and queue time. Recording of calls for Quality Assessment other innovative systems to enhance efficiency and responsiveness of the FTAs without any additional cost {20}	A detailed write up on the proposed Technical solution and its functionalities to be submitted as part of Technical Proposal.
	Average	5
	Good	10
	Very Good	15

	Excellent	20
3	Customer Relation (5)	
3A	Appriciation letters of clients (subject to verification by DAC&FW) (3)	
	Number of clients	
	a) One (1)	1
	b)More than 1	3
	TOTAL [100]	

****** *Delay beyond the commitment made in this para shall amount to liquidated damage and lead to deduction from the performance security as detailed in para 4.9*

\$ *These need to be adhered to subsequently during implementation and operation.*

@ *Technologies listed by the bidder will have to be actually implemented*

3.19.3 Opening& Comparison of Financial Bids

Financial Bids will be opened and compared (after the technical evaluation is completed) for those Bidders whose technical bids reach the minimum threshold standards (i.e. 70 marks) and Bid Security has been deposited. The Financial Bids will be opened, in the presence of Bidders' representatives who choose to attend the Financial Bid opening on date and time to be communicated to all the technically qualified Bidders. The Bidders' representatives who are present shall sign a register evidencing their attendance. The name of Bidder, Bid Prices, etc. will be announced at the meeting. DAC&FW may even ask bidders to sign on one another's bids to ensure complete transparency.

3.19.4. Evaluation of Financial Bids

- The Financial Bids of the technically qualified bidders will be evaluated.
- The Evaluation process proposed for Financial Bid will be based on the following formula for determining the Financial Score:

$$\mathbf{Sf} = 100 * \mathbf{Fm} / \mathbf{F}$$

Where **Sf** means financial score, **Fm** means lowest price offered and **F** means the price of the proposal under consideration.

3.19.5 Selection of Implementing Agency

This shall be based on the Quality and Cost Based Selection (QCBS) method where the Technical score (Tb) is given a weight of 0.7 i.e. (70%) and financial score is given a weight of 0.3 i.e. (30 %):

$$\text{Final Score of the bid} = (0.7 \times \text{Tb}) + (0.3 \times \text{Sf})$$

where Tb is the Technical Score and Sf is the Financial Score of the bidder under consideration.

The bid with the highest final score calculated in this fashion shall be considered as the best value bid. In case of a tie, the bid that scored a higher Technical score (Tb) will be considered the best value bid and ranked as R1. Similarly other bids will be ranked as R2, R3..... Rn.

3.20 Negotiation with the R1 bidder

If the DAC&FW does not find the best offer (R1) acceptable, it may go in for techno- commercial negotiation with the R1 bidder. This revised offer will replace/supersede the earlier Financial Bid, provided that the original offer (i.e. Financial) will not be allowed to be changed to the detriment of the DAC&FW. Therefore, the R1 Bidder is advised to send sufficiently senior representatives (who can take spot decisions) for negotiation.

3.21 Award of Contract

DAC&FW will award the contract to successful bidder whose bid has been determined to be responsive and has been determined to be most competitive based on evaluation process scoring the highest. It is provided further that the bidder is determined to be qualified to perform the project satisfactorily.

DAC&FW shall, however, not bind itself to accept the highest scoring bid or any bid and reserves the right to accept or reject any bid wholly or in part.

3.22 DAC&FW's Right to Vary Quantities

DAC&FW reserves the right to increase or decrease, on need basis, the requirements and duration of services originally specified in the RFP document at the time of award or subsequently during execution of the project.

3.23 DAC&FW's right to Reject Any or All Bids

DAC&FW reserves the right to reject any Bid, and to annul the bidding process and reject all bids at any time, without thereby incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision.

3.24 Extension of Period of Validity

In exceptional circumstances, the Client may solicit the Bidder's consent to an extension of the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the bidder would be with mutual consent. The Bid Security provided shall also be suitably extended.

3.25 Notification of Successful Bidder and Acceptance by Successful Bidder

- (a) Prior to expiration of the period of Bid validity, DAC&FW will notify the successful Bidder in writing that its Bid has been accepted by issuance of a Purchase Order – cum – Award Letter, subject to receipt of Performance Guarantee, as detailed in para 4.5.
- (b) Upon the successful Bidder's furnishing of Performance Security, DAC&FW will promptly notify all unsuccessful Bidders and will discharge their Bid security unless the same is forfeited as per para 3.13 (e).

4.0 GENERAL CONDITIONS FOR BIDDING

These General Conditions shall supplement or amend the other parts of the Bidding Documents and whenever there is a conflict, provision herein shall prevail over those in the other parts of the Bidding Documents.

4.1 Governing Language

All correspondence and other documents to be exchanged by the parties shall be written in the English language. The version written in English language shall govern its interpretation.

4.2 Applicable Law

Appropriate laws of Government of India shall apply.

4.3 Change in Law

In the event of any Change in Law that affects the performance of the Service Provider, the Service Provider shall be given the benefit or burden resulting from such Change in Law.

4.4 Use of Bid Documents and Information

- (a) All project related documents issued by DAC&FW shall remain the property of DAC&FW and originals and all copies shall be returned to DAC&FW on completion of the Service Provider's performance, if so required by the DAC&FW.
- (b) The Service Provider's shall not without prior written consent of DAC&FW make use of any document or information made available for the project except for purposes of performing the job.

4.5 Performance Security

- (a) Within 7 days of the receipt of the notification of award (Purchase Order) from DAC&FW, the successful Bidder shall furnish a performance security for an amount of 20% (Twenty percent) of the Annual Value of Contract,

using the performance security format to be provided by DAC&FW.

- (b) The Performance Security shall be valid for at least 90 (ninety) days beyond the completion of contract period and shall be denominated in Indian rupees and shall be a bank guarantee in favour of DAC&FW, payable at New Delhi, issued by a scheduled bank in India through its branch in New Delhi, India.
- (c) The proceeds of the Performance Security shall be payable to DAC&FW as compensation for any loss resulting from the Service Provider's failure to complete its obligations under this bid. DAC&FW shall notify the Service Provider in writing of its invocation of its right to receive such compensation within 15 days, indicating the reasons for which the Service Provider is in default.
- (d) The Performance Security shall be discharged by DAC&FW and returned to the Service Provider within 30 days from the date of final certificate certifying the fulfilment of the performance obligations under this Bid.
- (e) The Service Provider shall furnish amendment to the Performance Security, if required, within 15 days of notification.

4.6 Payment Terms

The invoices towards the services rendered shall be submitted to DAC&FW on monthly basis at the end of every month for the number of seats actually deployed during the month as per the agreed number of seats. DAC&FW shall release the payments to the Service Provider within 5 days after the receipt of the invoice subject to satisfactory performance of the Service Provider.

4.7 Time Schedule

The bidder is required to complete the entire installation, setup, in all respects, and make it operative, within the period of **30 days** from the date of issue of Purchase Order.

4.8 Taxes & Duties

- (a) The Service Provider is liable for all taxes and duties etc as applicable.
- (b) Mandatory taxes/ duties to be recovered/ withheld by DAC&FW will be

deducted by DAC&FW.

4.9 Liquidated Damages

- (a) If the Service Provider fails to offer the services and system within the periods specified in the Bid or if there is *delay beyond the schedule prescribed in para 4.7*, **DAC&FW** shall, without prejudice to its other remedies under the Bid, ask the Service Provider to deposit the penalties, failing which deduct the same from the performance security, as liquidated damages, a sum equivalent to 0.5% of the Annual Bid Price for each week or part thereof of delay until Final Acceptance, up to a maximum deduction of the 10%.
- (b) If the delay is more than 4 weeks, DAC&FW has the right to terminate the contract and encash the performance security.

4.10 Penalties

- a) If any of the essential facilities/ equipment in a Kisan Call Centre is found non-functional leading to disfunctionality of one or more seats due to technical breakdown attributable to Service Provider or absence of FTAs, the same would be treated as deficiency of service. Penalty at the rate of Rs.2000 (Rupees two Thousand only) per day per unit be deducted (in addition to *pro rata* reduction from monthly payment for such deficiency in services) from the monthly bill of the Service Provider for each such deficiency in the Kisan Call Centre.
- b) In the event of the Service Provider failing to pay the remuneration of the FTAs or failing to provide services and outgoing telephone charges, despite a notice of 15 days in this regard, the DAC&FW can take over assets of all the Call Centres and run the same in a manner it may deem fit at the risk and cost of such Service Provider.

The above action can be taken besides invoking the Performance Guarantee and such other legal action as the DAC&FW may deem fit

4.11 Compensation for Change of Location of a Kisan Call Centre

DAC&FW would have the right to change the location for one or more of the Kisan Call Centres, even completely close one or more locations by clubbing the same with a neighbouring locations and vary quantities (i.e., no. of seats in the Kisan Call Centres), at the time of award of the contract and/or subsequently at any time during the contract period. In case DAC decides to change the location of a KCC for a State/ UT at any time during the contract period subsequent to establishment of that KCC, the Service Provider will be compensated for the same based on the actual expenses involved with approval of DAC&FW.

4.12 Reduction of charges upon increase in number of seats in a Kisan Call Centre

DAC&FW has the right to increase/decrease the number of seats in the KCCs from time to time during the contract period (initially upto 454 +/- 15% as per note below given in Table 2.2 and as per requirement thereafter). Additional cost of each subsequently added seat will be determined based on Bid Price Schedule (**Form 6.6**), wherein per seat cost is given. However, upto 100% increase in seats beyond the initial number per seat cost shall be reduced by 10% from the original cost. Thereafter (after increase of 100% over initial number of seats) it will be full as the initial cost.

The above enhancement/ reduction would be applicable Call Centre-wise and not for the KCC Scheme as a whole.

4.13 Probation Period

- (a) The probation period shall be 30 days of continuous delivery of Services and operation of the Call Centres following Partial Acceptance.
- (b) Final Acceptance will be given subject to the satisfactory performance during Probation Period failing which the Purchase Order shall stand automatically cancelled.

4.14 Contract Period

The initial contract period will be for three years from the date of Final Acceptance and will be renewable subsequently, subject to satisfactory performance, on yearly basis for additional two years on same terms and

conditions at the sole discretion of DAC&FW (up to a total contract period of seven years).

4.15 Implementation Services

The Service Provider shall provide all services specified in the Technical Specifications in accordance with the highest standards of professional competence and integrity. The Service Provider shall appoint a Project Manager assisted by sufficient IT/Ministerial support. Internal arrangements shall also be made for periodic visits to the Kisan Call Centres at least once in two months also need to be made. DAC&FW reserves the right to issue directions regarding replacement of any staff assigned to work on the site by suitable qualified staff, in the event that the particular staff hired by the Service Provider is determined to be incompetent or loses the confidence of DAC&FW.

4.16 Acceptance Testing

Acceptance Test (AT) for the newly set-up KCCs shall be conducted by DAC&FW. The tests to be carried out test procedure, test equipment and tools, and expected test results are to be provided by the successful bidder to meet all the specified parameters/ service requirements. The Test procedures /Test results shall be approved by DAC&FW.

4.17 Books & Records

Service Provider shall maintain adequate books and records/reports in connection with Purchase Order and shall make them available for inspection and audit by DAC&FW until expiry of the performance guarantee.

Service Provider shall also maintain a downtime logbook to record downtime of each equipment/ facility in the Kisan Call Centre like telephone instruments, IVRS equipment, IPPBX, Computers, Server, Air conditioner, Headphone sets, incoming/outgoing telephone connections etc. The format of the registers/ logbooks would be finalized in consultation with DAC&FW.

Biometric Attendance system shall be adopted with Central Monitoring set up to be accessible to DAC&FW.

If upon inspection of a Kisan Call Centre by DAC&FW or their authorised representative any equipment/ facility is found to be faulty or non-operational and no corresponding entry is found in the logbook specifying the date & time, the same equipment/facility would be considered to be faulty or non-operational since the first day of that month and Penalty will be imposed for the deficiency of service starting the first day of the month accordingly.

Service Provider shall appoint Farm Tele Advisors (FTAs) from varied disciplines of agriculture and allied sectors such as veterinary, fisheries, sericulture etc. depending on the number of seats in each KCC and dominant farming system prevalent in the State/UT.

It shall have space & capacity to house double the number of seats per shift.

Service Provider shall send certified copies of the duty roaster, attendance record and downtime logbook for each month for each Kisan Call Centre to DAC&FW at the end of the month.

4.18 Notice

Any notice given by one party to the other pursuant to this bid shall be sent to the other party in writing to the other party's address. A notice shall be effective from the date when Notice in writing is delivered or tendered or affixed at a conspicuous place whichever is earlier.

4.19 Force Majeure

If at any time the performance, in whole or in part, by either of any obligation under the contract, shall be prevented or delayed by reasons of any war or hostility, acts of public enemy, change in law, civil commotion, sabotage, fire, flood, explosion, epidemic, quarantine restriction, strikes, or acts of god

(hereinafter referred to as events), provided notice of happening of any such eventuality is given by either party to the other within 21 days from the date of occurrence of the event, party shall by reasons of such event, be entitled to determine the contract arising out of the contract nor shall either party have any claim for damages against the other in respect of such event. Obligations arising out of this contract shall resume after the event or events have come to an end or ceased to exist. The decision of DAC&FW as to whether such event or events have come to an end or ceased to exist or whether deliveries of the equipment by the Service Provider have been resumed or not shall be final and conclusive. Provided both the parties may at their option terminate their obligations under the contract and thereupon DAC&FW shall be at liberty to take over from the Service Provider all the works at a price to be fixed by DAC&FW, which shall be final, and the Service Provider shall refund forth with the amount paid to him by DAC&FW.

4.20 Indemnification

- (a) Each Party ("Indemnifying Party") shall indemnify and hold harmless the other party from any and all damages, losses, penalties, expenses and costs arising from, based on, related to or associated with the inaccuracy of any representation or covenant set forth in this Bid or the breach of or failure to perform or satisfy any of the provisions of this Bid or for loss of or damage to property, death or injury to person.
- (b) The Service Provider shall indemnify DAC&FW and hold it harmless from all suits, actions, debts, accounts, costs, losses, and expenses of all kinds (including legal expenses and professional advisory service expenses) arising from or out of any adverse claims of any and all persons related to the execution of services.
- (c) Notwithstanding anything expressed or implied in this Bid to the contrary:-
 - i The parties shall indemnify, defend and hold the other harmless against any and all third party claims.
 - ii Such indemnity shall not extend to any loss, death or injury or any expenses relating thereto to the extent that it was caused by any act or omission of either party or the failure of either party to take reasonable

steps in mitigation thereof.

iii such indemnity shall not be applicable to any loss, damage, cost or expense in respect of, and to the extent that either party is compensated pursuant to the terms of any other Contract or under any policy of insurance.

(d) For the purpose of this Article :-

i DAC&FW shall include all persons including its employees directly or indirectly associated with the scheme.

ii The Service Provider shall include its directors, employees, agents, affiliates and sub-contractors.

(e) Nothing in this Article whether expressed or implied shall relieve either Party of any express obligation to make any payment due to the other Party under this Bid.

(f) Properties and Facilities:

The Service Provider shall assume full responsibility and liability for the maintenance and operation of its properties and facilities and shall indemnify and hold DAC&FW harmless from all liability and expense on account of any and all damages, claims or actions, including injury to and death of persons, arising from any act, accident or omission in connection with or arising out of the installation, presence, maintenance and operation of properties and facilities of the Service Provider.

(g) Control and Possession

The Service Provider shall be deemed to be in control and possession of the equipment necessary for the proper and normal operation of the System.

4.21 Default and Termination

(a) DAC&FW may, without prejudice to any other remedy for breach of contract, by written notice of default, sent to the Service Provider, terminate

the Contract for services in whole or in parts:

- i If the Service Provider fails to deliver either the whole or part of the “**Services**” within the time period(s) specified in the Contract or any extension thereof granted by DAC&FW.
 - ii If the Service Provider fails to perform any other obligation(s) and,
 - iii If the Service Provider, in either of the above circumstances, does not cure its failure within a period of 30 days (or such longer period as DAC&FW may authorise in writing) after receipt of the default notice from DAC&FW.
 - iv On a notice period of 60 days without assigning any reason.
- (b) In the event DAC&FW terminates the Contract in whole or in part, as per sub-clauses (i) to (iii) above, the DAC&FW may procure and install, upon such terms and in such manner as it deems appropriate, similar setup. It will be done at the risk and cost of the Service Provider. However, the Service Provider shall continue performance of the Contract to the extent not terminated.
- (c) All data /reports collected by the bidder including various data/IPs, call records, Call details etc.captured either in an application managed by DAC&FW or their own system shall be returned to DAC&FW in its original form upon such terminations. Bidder shall not have any right on this database, which is property to DAC&FW.

4.22 Termination for Insolvency

DAC&FW may at any time terminate the Contract by giving 30 (thirty) days written notice to the Service Provider without compensation to the Service Provider, if the Service Provider becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action which has accrued or will accrue thereafter to DAC&FW.

4.23 Resolution of Disputes

- (a) If any dispute arises between the Parties hereto during the subsistence or

thereafter, in connection with the validity, interpretation, implementation or alleged material breach of any provision of the Contract or regarding a question, including the questions as to whether the termination of the Contract by one Party hereto has been legitimate, both Parties hereto shall endeavour to settle such dispute amicably. The attempt to bring about an amicable settlement is considered to have failed as soon as one of the Parties hereto, after reasonable attempts [which attempt shall continue for not less than 30 (thirty) days, give 15 days' notice thereof to the other Party in writing.

- (b) The place of the arbitration shall be New Delhi, India.
- (c) The Arbitration proceeding shall be governed by the Arbitration and Conciliation Act of 1996 as amended from time to time.
- (d) The proceedings of arbitration shall be in English language

4.24 Information Security

Information Security would be as per Department of Information Technology (DeitY), Government of India Guidelines.

5.0 FUNCTIONAL REQUIREMENTS

A list of Functional Requirements and deliverables envisaged by DAC&FW is given below and the Service Provider must send the compliance to these requirements. These requirements shall be seen in respect of the Project Description and Scope of Work defined in section 2.1.

1. Each state/ union territory of India shall have KCC Farm Tele Advisors (FTAs) in the locations indicated in Table 2.1.
2. There would be a distinctly separate unit/ enclosure for KCC when it is located in the general call centre of the Service Provider.
3. Farm Tele Advisors would have the following minimum qualifications:
At least a Graduate or above i.e. PG or Doctorate in Agriculture or allied disciplines,
 - i. The FTAs should be from the same state. In case eligible candidates from the same state are not available the Call Centre Operator may appoint a FTA belonging to a neighbouring state in the region with proficiency in local language of the state
 - ii. The FTA must have fluency in the local language/ dialect.
4. Service Provider shall appoint FTAs from varied disciplines of agriculture and allied sciences such as Veterinary, Fisheries, Sericulture etc. depending on the number of seats in each KCC and the dominant farming systems prevalent in the state.
5. A KCC Supervisor, apart from his duties shall also be responsible for liaising with different Stakeholders and resolving the local issues for smooth functioning of the KCC. Also, calls received between 10.00 PM to 6.00AM (through voice mail system) would be answered by Supervisor of concerned State KCC.
6. FTAs shall be conversant with the local language/ dialect of the respective State / UT. FTAs shall also have good reading and writing knowledge of the English language. It shall maintain general information in the database in the form of FAQs. For this, it shall be updating the database on regular basis.
7. Service Provider shall recruit sufficient number of FTAs in the Call Centre

as per the *Shift Factor* taken at 32% for provisioning of weekly off days and eligible leaves of the FTAs. Except weekly off days leave (52 days Sundays): Unforeseen/sick leaves (12 days); one leave per month (12) and festival related holidays (15) no other leaves permissible and to be paid.

8. The proposed KCC architecture of the Service Provider shall be based on the state of the art Decentralized Contact Centre with centralized manageability (which ensures central monitoring; live recording of all call conversations; automated MIS reports etc.) and decentralized survivability. Required Voice Gateways/ Media Gateways (IPPBX based decentralized system having rich set of additional features) shall be provided. In order to remove possibility of any downtime, following steps shall be taken by the Service Provider:

- (i) Each KCC location will also have feasibility of working off line in situations wherein no internet connectivity is available. The local server will have offline version of the Kisan Knowledge Management System (KKMS) which will be used for recording all call details during this period. As and when this connectivity is restored, the intervening data will be automatically synched with the central KKMS.

- (ii) Internet connectivity at each remote location (i. e. each of the 21 Kisan Call Centres) shall be given from two different sources. First main one shall be provided using the centralized bandwidth over IP cloud/MPLS leased line and second backup shall be given at each remote location preferably using a different service provider to cater to any downtime in the Data Centre or in the MPLS leased line connecting the remote location to the Data Centre. However, this standby bandwidth can be lower as it shall be taken to cater only to breakdown situations. The alternative bandwidth at different KCCs having maximum number of seats at given point of time will be as under:

Up to 8 seats-	2 mbps
>8-20 seats-	4 mbps
>21-40 seats-	8 mbps
>40seats-	16 mbps

In order to have greater reliability centralized bandwidth shall also be taken from two different ISPs.

(iii)MPLS leased line shall have bandwidth of 24 mbps to ensure that the required minimum bandwidth is necessarily available at all times in every KCC.

9. Every Centre must have PRI with capacity to handle requisite number of incoming and outgoing lines with a facility to terminate additional 10 lines per location. Wherever essential, PRI facilities need to be created additionally to enable routing of more number of incoming telephone lines, for which extra funds will be provided. The out bound call facility of KCC shall not be used for any commercial purpose. Therefore, out bound calls shall also be recorded and a software application shall be prepared which shall allow outbound calls only to the numbers received during the last three months besides phone numbers of experts. Service Provider shall also have mechanism in place to ensure that no unauthorized calls are made from the outgoing lines of the KCCs.
10. In order to cater to the eventuality of PRI breakdown in a KCC, wireless phones on GSM/CDMA shall be provided and BSNL shall be asked to make provision for automatically switching to the group of wireless phones whenever PRI goes down.
11. Data Centre and the KCCs shall have enough uptime of about 99% during the normal working times. In the event of failure to meet this requirement the DAC&FW would decide the nature and extent of penalty to be imposed.
12. The Service Provider shall ensure the continuity of services through sharing Disaster Recovery Plan (DR Site) without any additional financial support in a detailed manner to ensure that at least 50% of the calls are handled in the event of any natural disaster so KCC could be run in professional manner.
13. Currently, all incoming telephone lines of the KCCs are from a single operator, i.e., either BSNL or MTNL. In future, there is a possibility of having different operators at the same location. Hence, the IPPBX/Voice-Media Gateway system in the Kisan Call Centre should be capable of handling telephone lines from more than one telecom operator. The system should

also have provision for Call Holding and Call Routing facilities. Service Provider would be responsible for Installation, shifting and payment of regular telephone bills for the KCC telephone connections, both for incoming and outgoing lines in the KCC and for settling day-to-day issues related to breakdowns, billing, disconnections etc. with the telephone companies. The Service Provider would bear the cost of registration charges, installation charges and security deposits, if any, for the telephone connections in the KCC, whereas DAC& FW would reimburse the payments made towards regular telephone bills to the Service Provider without any Service Charges. Any disputes with the Telecom Operator would be handled by the successful bidder /KCC Operator.

14. Service Provider shall have the mechanism in place to ensure that no unauthorized calls are made from the outgoing lines of the KCCs and the telephone charges of the KCC would be reasonably commensurate with the no. of calls recorded in the KCC MIS. Call charges for any unauthorized calls which cannot be justified satisfactorily by the Service Provider would not be reimbursed by DAC&FW.
15. It shall have space & capacity to house double the number of seats per shift.
16. DAC&FW have the right to vary quantities, i.e., the number of seats in the KCCs, even completely stop the KCC for one or more states at the time of award of the contract and/or subsequently at any time during the contract period.
17. In case Service Provider intends to change the location of a KCC, it shall be required to give one month prior notice to DAC&FW and also obtain prior approval of DAC&FW.
18. It shall have capability to logically partition the switching system to avoid interference with other set of users.
19. It shall have IVRS with support for more local languages wherever so required. These local languages are to be selected based on the location of the origin of call.
20. It shall be possible to customize the IVRS prompt as per the requirement of DAC&FW. The IVRS of KCC shall also have the facility of playing of short season specific text messages during call waiting period as specified by the States periodically. It will also have capability to monitor the feedback of

farmers and upload on mkisan.gov.in for sake of functional improvements. The Service provider shall also use the rating of farmers with reference to different FTAs for acknowledging/ rewarding their performance

21. It shall have Automatic Call Distribution (ACD) feature based on Skill, Idleness, and utilization of each operator.
22. In case the operator is unable to answer the queries, it will be transferred to the experts from DAC&FW, State Agriculture Department, State Agricultural Universities/ICAR Institutes/KVKs on PSTN lines using call conferencing. The queries and replies given by DAC&FW experts will also be logged into the database. For this, the availability of the outgoing PSTN lines and conferencing facilities are to be arranged by the Service Provider.
23. It shall have permanent Internet connectivity to send the MIS reports to DAC&FW electronically and to access KKMS Database. Also a hard copy of MIS Report will be provided to DAC&FW regularly/timely.
24. It shall have the facility to host the web portal. Details of hosting requirement and contents, if required, will be provided separately.
25. It is the responsibility of the bidder to co-ordinate for acquiring additional toll free lines and outgoing lines.
26. It is the responsibility of the successful bidder to co-ordinate with the Telecom Service Provider (s) of the toll free numbers to ensure 1800-180-1551 call routing in their switches/ exchanges.
27. Centralized monitoring and support to be provided through a dedicated MPLS Network
28. Centralised monitoring through web and mobile from any location of all KCCs through a selectable menu. This will be integrated with the CCTV/Web Cam set up.
29. 100% voice call recording (available live for a period of six months and will be kept in archive for an additional six months), call barging and flexible reporting
30. Provide for KKMS-CRM integration (to be achieved by the service provider within three months after award of contract). Necessary assistance will be extended by DAC&FW IT team responsible for KKMS.
31. Farmer specific information as per KKMS (viz. gist of advice provided during a call and similar other inputs) shall be sent to the farmers by SMS when thanking him for calling KCC. Text of the SMS shall correctly reflect the

answer given , shall be meaningful,act as a reference to the farmer. SMS will be forwarded through DAC&FW k-SEWA interface.

32. The software taken shall be future ready, capable of handling video codecs (possible to send video clips on advisories)
33. If lines are free, calls are to be answered within 4 rings.
34. **MIS Reports:** The daily, weekly, monthly MIS reports provided by the Service Provider shall include the following but not limited to:
Report on state-wise number of calls handled, hourly call details, escalated calls, call pending, average duration of calls, minimum & maximum duration of calls, number of instances the operator found busy, calls abandoned due to breakdown, call made / referred to DAC&FW experts, query asked by callers, answer given to farmers queries, trends, call utilization, FAQs, classification of queries based on problem/crop etc.
It shall have feature to generate customized MIS reports as per the requirement of DAC&FW.
35. VPN access with single factor authentication shall be provided by Service Provider (minimum three for DAC & FW , two each for all the States and one each per UT) in order to facilitate access to monitor KCC operation by Senior Officers of DAC&FW and concerned State / UT.
36. Service Provider shall send certified copies of the duty roster, attendance record and downtime logbook for each month for each Kisan Call Centre to DAC&FW at the end of the month.
37. Service Provider shall send telephone bills for all the KCCs along with a statement showing comparison of the actual telephone bills versus the recorded call details for each location to DAC&FW for reimbursement of the telephone expenses.

6.0 FORMS AND SCHEDULES

(The formats in this section can be filled on separate sheets, if required, for submitting with the bids)

6.1 Declaration Regarding Acceptance of Terms & Conditions Contained in the RFP Document

To,

**Director (Extension Management)
Directorate of Extension
Department of Agriculture, Cooperation & Farmers Welfare
Ministry of Agriculture & Farmers Welfare
Krishi Vistar Bhawan, IASRI Campus
Pusa, New Delhi – 110012
Tele: 011-25847660 Fax No. 25848588**

Sir,

I have carefully gone through the Terms & Conditions contained in the RFP Document [No. RFP/KCC/DAC&FW/2016] regarding appointment of Service Provider for providing Kisan Call Centre Services to the DAC&FW all over the country at selected locations.

I declare that all the provisions of this RFP Document are acceptable to my Company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours very truly,

Signature

Name: _____

Designation: _____

Company: _____

Address: _____

Note: - Copy of authorization by competent authority in the bidders company pertaining to not only this form but entire bid should be enclosed.

6.2 Bid Letter Form

From

(Registered name and address of the Bidder.)

To

**Director ((Extension Management)
Directorate of Extension
Department of Agriculture, Cooperation & Farmers Welfare
Ministry of Agriculture & Farmers Welfare
Krishi Vistar Bhawan, IASRI Campus
Pusa, New Delhi – 110012
Tele: 011-25847660 Fax No. 25848588**

Sir,

Having examined the bidding documents, we the undersigned, offer to provide Services including all additional services associated thereto, also called the “**Services**” as detailed in the bidding document in response to your Request For Proposal No. dated

We undertake to:

1. Maintain validity of the Bid for a period of 120 days from the date of Bid opening as specified in the bidding document, which shall remain binding upon us and may be accepted at any time before the expiration of that period.
2. Provide services **for a period of 3 years** (Extendable for additional two years as per terms of the RFP) from the date of Final Acceptance, in conformity with the conditions contained in RFP and Purchase Order issued thereafter.
3. Execute all contractual documents and provide all securities & guarantees as required in the bid document (and as amended from time to time).

Dated this _____ day of _____.

Signature

.....

(in the capacity of)

Duly authorised to sign bid for and on behalf of

Witness:

(Signatures with name and designation)

Address:

6.3 Bid Security Form

FORMAT OF BID BOND (EMD)

Whereas (hereinafter called “the Bidder”) has submitted its bid dated..... for the supply of vide Tender No.
Dated KNOW ALL MEN by these presents that WE OF having our registered office at (hereinafter called “the Bank”) are bound upto Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) (hereinafter called “the Purchaser”) in the sum of Rs. for which payment will and truly to be made of the said Purchaser, the Bank binds itself, its successors and assigns by these present.

THE CONDITIONS of the obligation are:

- i. The Bidder withdraws their Bid during the period of Bid validity specified by them on the Bid letter form
- ii. During the bid process, if a Bidder indulges in any such deliberate act as would jeopardise or unnecessarily delay the process of bid evaluation and finalisation. The decision of the client regarding forfeiture of the Bid Security shall be final & shall not be called upon for question under any circumstances
- iii. Violates any of such important conditions of this RFP document or indulges in any such activity as would jeopardize the interest of the DAC&FW..
- iv. Does not accept the correction of errors pursuant to para 3.7 of the RFP
- v. Bidder does not respond to requests for clarification of their Bid
- vi. Bidder fails to co-operate in the Bid evaluation process, and
- vii. In case of a successful Bidder, the said Bidder fails:
 - to sign the Contract Agreement in time; or
 - to furnish Performance Guarantee, in accordance with the instruction to bidders

The decision of the client regarding forfeiture of the Bid Security shall be final & shall not be called upon question under any circumstances.

We undertake to pay to the Purchaser up to the above amount upon receipt of its first written demand, without the purchaser having to substantiate its demand, provided that in its demand, the purchaser will note that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to and including THIRTY (30) days after the Period of bid validity and any demand in respect thereof should reach the Bank not later than the specified date/dates. However, if the Bidder agrees to extend validity of its Bid but does not commensurately extend validity of the EMD till 15 days before original expiry of the same, the Purchaser may either forfeit the EMD or ask the Bank to extend validity of the Bank Guarantee, in the latter situation, the Bank shall comply with such a request of extension.

Signature of the Bank Authority

Name

Signed in Capacity of

Name & Signature of witness

Full address of Branch

Address of witness

Tel No. of Branch

Fax No. of Branch

6.4 Details of Organizational, Financial and Technical Capacity of the Bidder

I. Organizational

- i. Type of Organization.
- ii. Name of the CEO
- iii. Profile of the Company – Business Areas, Objectives, Mission and Vision, Duration of the Company Business
- iv. Manpower/Staff Strength
- v. No of Branches
- vi. Composition of the Board of Directors
- vii. Organizational Chart

II. Financial

- i. Income Tax Returns of the last Three Years
- ii. Audited Annual Financial Reports for the last three years

III. Technical

- i. List of Clients and the kind of services provided to them (enclose DOT Certificate)
- ii. Accreditations obtained by the bidding Company
- iii. Has the Company ever been black listed by any organization? If so, give details
- iv. Arrangements for customers' feedback and its redressal in the company
- v. Experience of handling a farmer based Call Centre or Agro Products based Call Centre
- vi. Industrial Relations in the Company

6.5 Details of Tentative Locations of Kisan Call Centres

SI No	City/Town	Tentative location of the KCC proposed by the bidder	
		Tentative location	Approximate distance from nearest State Agricultural University/ State Deptt. of Agriculture
1	Guntur		
2	Hyderabad		
3	Patna		
4	Ranchi		
5	Jaipur		
6	Ahmadabad		
7	Chandigarh		
8	Shimla		
9	Jammu		
10	Bangalore		
11	Trivendrm		
12	Jabalpur		
13	Raipur		
14	Pune		
15	Coimbatore		
16	Bhubaneswar		
17	Kanpur		
18	Pantnagar/Dehradun		
19	Kolkata		
20	Guwahati		
21	Agartala		

6.6 Bid Price Schedule (Amount in Rupees)

Name of the Bidder:.....

A. MANPOWER COST (RUPEES PER MONTH)

A. MANPOWER COST (RUPEES PER MONTH)

1. Remuneration	Type	Number	Salary (Rs./month)	Total Salary (Rs./month)
	Agent	408	Rs 25000	408x25000 (Rs10200000)
	Supervisor	46	Rs 30000	46x30000 (Rs.1380000)
	Grand Total			11580000
2. Add SHIFT FACTOR (32%) on 1 above				3705600
3. Employees Provident Fund @ 13.61 % on 60% of 1 + 2 above (i.e. 60% of remuneration to be taken as basic pay for the purpose of EPF)				1248222.01
4. Employee State Insurance @ 4.75 % of 1 + 2 above				726066
5. Amount Payable in NE States & Hilli Area States*** Rs 2000x 65 (49actual seats+16 Shift Factor)				130000
6. Margin on Manpower (% of 1 + 2 above)				
7. TOTAL MANPOWER COST PER MONTH (1 to 7 above) [A]				

*Payable actual as per location and actual number of persons deployed

B. COST RELATED TO FIXED EXPENDITURE

ITEM OF INVESTMENT	Cost component per month (Rs)	Remarks, if Any
TOTAL FIXED EXPENDITURE COST PER MONTH FOR 454 SEATS [B]		
Total fixed cost per seat per month		

C. COST RELATED TO RECURRING EXPENDITURE

ITEM OF EXPENDITURE	Cost component per month (Rs)	Remarks, if Any
TOTAL COST PER MONTH TOWARDS RECURRING EXPENDITURE for 454 seats [C]		
Total Recurring Expenditure per seat per month		

TOTAL OPERATING COST PER MONTH (A+B+C) = Rs.

Service Tax = Rs.

TOTAL PAYABLE PER MONTH (Total Operating Cost + Service Tax) = Rs.....

(In Words: Rupees)

Total Project Cost for 5 Years = Rs.

6.7 Cost of Fixed Assets taken for Working out Total Operating Cost Per Month at Form 6.6

Sl No.	Item	Per Unit Cost (Rs)	Remarks
1	Computer as per specifications given in Annexure 1		
2	IPPBX/ Voice Media Gateway		
3	Server as per specifications at Annexure 2 with one printer		
	Configuration 1		for Branch Locations
	Configuration 2		for Central location
4	Web cam as per specifications at Annexure 3		
5	UPS as per specifications at Annexure 4		
6	Telephones with caller ID facility		
7	Headsets		
8	Air Conditioners detailed at Annexure 7		
9	Furniture and Fixture as detailed at Para 2.4 a) xvii		

6.8 Rental Value of KCC Space at Different Location taken for the Purpose of WorkingOut Total Operating Cost Per Month as at Form 6.6

Sl. No.	Location	Total Rent (Rs)	Rent Per Sq. ft. (Rs.)
1	Guntur		
2	Hyderabad		
3	Patna		
4	Ranchi		
5	Jaipur		
6	Ahmadabad		
7	Chandigarh		
8	Solan		
9	Jammu		
10	Bangalore		
11	Trivandrum		
12	Jabalpur		
13	Raipur		
14	Pune		
15	Coimbatore		
16	Kanpur		
17	Dehradun/ Pantnagar		
19	Guwahati		
20	Agartala		
21	Bhubaneswar		

6.9 Performance Bank Guarantee

**Director (Administration)
Directorate of Extension
Department of Agriculture and Cooperation
Ministry of Agriculture
Krishi Vistar Bhawan, IASRI Campus
Pusa, New Delhi – 110012**

(With due stamp duty if applicable)

OUR LETTER OF GUARANTEE No. : _____

In consideration of Department of Agriculture and Cooperation, having its office at DOE, Krishi Vistar Bhawan, Pusa, New Delhi – 110 012 (INDIA) (hereinafter referred to as “DAC&FW” which expression shall unless repugnant to the content or meaning thereof include all its successors, administrators and executors) and having entered into an agreement dated _____/issued Purchase Order No. _____ dated _____ with/on M/s _____ (hereinafter referred to as “The Service Provider” which expression unless repugnant to the content or meaning thereof, shall include all the successors, administrators, and executors).

WHEREAS the Service Provider having unequivocally accepted to supply the materials as per terms and conditions given in the Agreement dated _____ /Purchase Order No. _____ dated _____ and DAC&FW having agreed that the Service Provider shall furnish to DAC&FW a Performance Guarantee for the faithful performance of the entire contract, to the extent of 20% (twenty percent) of the value of the Purchase Order i.e. for _____.

We, _____ (“The Bank”) which shall include OUR successors, administrators and executors herewith establish an irrevocable Letter of Guarantee No. _____ in your favour for account of _____ (The Service Provider) in cover of performance guarantee in accordance with the terms and conditions of the Agreement/Purchase Order.

Hereby, we undertake to pay up to but not exceeding _____ (say _____ only) upon receipt by us of your first written demand accompanied by your declaration stating that the amount claimed is due by reason of the Service Provider having failed to perform the Agreement and despite any contestation on the part of above named Service Provider.

This guarantee will remain in force up to date of validity and any demand in respect thereof should reach the Bank not later than the specified date/dates. However, notwithstanding anything else contained to the contrary in this Guarantee, if the service provider does not submit

the fresh performance bank guarantee till 15 days before expiry of this performance bank guarantee, the Purchaser may either forfeit the guarantee or ask the Bank to extend validity of the Bank Guarantee. In the latter situation, the Bank shall comply with such a request of extension.

Authorized Signature

Manager

Seal of Bank

6.10 Format for Seeking Clarifications, Submitting Queries / Suggestions for the Pre Bid Conference

Name of the Company:

Name of the Concerned Person:

SI No	Reference No. of the RFP	Clause/ Section of the RFP	Page No	Query / Suggestion
1				
2				
3				

Name and Signature
of the Bidder's Representative

Note: The Bidder should provide this information in an MS EXCEL file.

Configuration of Desktop PCs to be provided for each seat in Kisan Call Centre

SI No.	Item and Configuration
1	Desktop, preferably Small form Factor (SFF)
2	AMD Athlon A10/Intel Core i3 (4 th generation)Processor or subsequentequivalent/betterMotherboardbranded for OEM or the Computer Manufacturer
3	3PCI/Xpress slots with at least 1*PCIX1
4	Integrated on M/B 10/100/1000Mbps Ethernet controller with full duplex & WOL support
5	GB (2*2GB), DDR3 1600 MHz/DDR3 1866 MHz. Expandable up to 16GB operating in dual channel.
6	500 GB SATA HDD
7	Dual Layer DVD Writer
8	104 Key OEM Keyboard & Optical Scroll Mouse with Mouse Pad
9	20" LED backlit TFT-LCD display color monitor with maximum 0.285 mm dot pitch
10	Windows 8.1 professional
11	Antivirus: Latest version Norton/ McAfee/Trend Micro with 3year up gradation validity, 5 years on-site warranty
12	Office Automation Suite such as Open Office (M.S. Office may be provided in not more than 10% of the desktops at each location with minimum one MS office suite)
13	Service providers may offer All in One PCs with above configuration. 02 additional marks will be given in Technical evaluations for such offerings within the limits specified for the score for new technologies

SPECIFICATIONS FOR SERVER

- The servers provided must support all the functional features specified in this RFP and must be from reputed OEMs.
- If the servers are bundled with Contact Centre Solution by OEMs, the detailed list along with specifications should be supplied and same should be certified by the OEM. The Specifications required should be equivalent and above the followings:

Server at Center: Tower model/ Rack mount model server; Intel E5-2620v3 /AMD equivalent processor server, minimum six Core, or better 2.4 GHz or better with 32 GB DDR3 @ 1333 MHz RAM with ECC unbuffered expandable up to 128 GB with; HDD 2X300 GB or Higher Enterprise class SATA HDD 7200 RPM; 4 Bays; 3 USB Port, 1 Serial Port; 8x or better DVD RW Drive; Dual LAN (10/100/1000) Network Card; 18.5" TFT/wide TFT monitor TCO-6 certified; 101 Keys key board; Optical Mouse.

All the critical servers at Data Centre should be in cluster mode.

Server at Branch Location Centre: Tower model/ Rack mount model server; Intel/ E3- 1220 V3/AMD equivalent Two Processor Quad Core or better 2.13 GHz; 2X1 GB 1067/1333 MHz DDR3 RAM Expandable to 16 GB; HDD 3X300. 10000 rpm 4 Port RAID Controller for RAID 0/1; SAS; Minimum 3 Port SAS Controller with 128 MB cache; 4 Bays (Minimum 2 Internal); 3 USB Port, 1 Serial Port; 8x or better DVD RW Drive; Dual LAN (10/100/1000) Network Card; 18.5" TFT/wide TFT monitor TCO-6 certified; 101 Keys key board; Optical Mouse.

SPECIFICATIONS FOR WEB CAM

Sl. No.	Technical Specifications For Web Cam
1	HD Video calling (1280x720 pixels) with recommended system
2	HD Video capture: Up to 1280x720 pixels
3	Fluid Crystal TM Technology
4	Autofocus
5	Photos: Up to 8 megapixels (software enhanced)
6	Built-in mic with Right Sound TM Technology
7	Hi-Speed USB 2.0 certified (recommended)
8	Universal clip fits laptops, LCD or CRT monitors

SPECIFICATIONS FOR UPS

UPS (Line Interactive) 600 VA : Make- Model :	
1) Inverter Technology	Double Conversion Online UPS, High Frequency PWM ,IGBT Based, Built-in Charger
2) Operating Mode	Stand Alone
3) Input Specifications	
a. Single Phase AC Input	165 Volts to 275 Volts on full load
b. Input Frequency	50 Hz +/- 5 %
c. Input Power Factor	> 0.9 at full load
4) Output Specifications	
a. AC Output Voltage	Single Phase 230 Volts +/- 2%
b. Wave Form	Pure Sine Wave
c Overall Efficiency (AC to AC)	Better than 85%
d. Harmonic Distortion	3% (Max.) with linear loads and 5% (Max.)with Non-linear loads
e. Output Frequency	50 Hz +/- 0.5% (Constant Frequency)
f. Output Power Factor	>= 0.7 at full load
g. Crest Factor	3 : 1
h. Overload Capacity	125% for 1 min.
5) Indications	UPS on Mains/Battery, UPS trip, Battery Charging, Battery Low, Over load, LOAD bypass ON
6) Standards : a) EMI / EMC b) Safety	EN 50091-2 or equivalent, UPS shall not interfere with Network equipment by generating noise EN 50091-1 or equivalent
7) Generator Compatibility	UPS should be compatible with portable/non-portable

	generator
8) Protection and Filtering	Input AC over / under voltage & Short circuit protection, Spike/Surge/Noise Protection, Battery Overcharge, Battery low, Output over voltage, Output overload, Output short-circuit, Over Temperature
9) Certifications	Manufacturing facility should be ISO 9001 certified Test certificate from any one of the reputed Govt. agencies viz. ETDC, ERTL, SAMEER for the UPS model quoted.
10) Operating Temperature	0 degree – 40 degree Celsius
11) Relative Humidity	90% max.
12) Back Up	Sealed Maintenance Free Battery bank Min. 800 VAH required.

SPECIFICATIONS FOR HEAD PHONE

Sr. No.	Technical Specification For Head Phone
1	Noise cancellation: The Headphone should have noise cancelling Microphone that filters unwanted background noise & make its ideal for use in loud, open office work environment
2	Light weight design: The Headphone should have extremely durable yet it only weights for Doo Head Band
3	Safe & clear sound: Peak stop technology
4	Multiple adjustment points: <ul style="list-style-type: none"><li data-bbox="345 911 1390 995">a) Boom arm has 270 Degree rotation and headband is adjustable to optimize fit and comfort<li data-bbox="345 1016 1390 1100">b) The tip of the Boom arm is adjustable for precise positioning of the microphone<li data-bbox="345 1121 1390 1150">c) The speaker Chamber are adjustable to ensure optimal coupling to the Ear
5	Sound Quality: Great sound Quality with traditional narrowband phone system or wideband softphones
6	Peak stop technology: Acoustic sound protection against sudden, loud noise on telephone network
7	Boom arm with 270 Degree Rotation: Flexibility to ensure optimal microphone positioning. 270 Degree movement in both direction supports left & right wearing style
8	2 years warranty for all the Headsets in wired & wireless solution

Annexure 6**Required Dedicated Download Internet Bandwidth at the 21 locations of the Kisan Call Centres**

Sl. No.	Location	States/UTs Covered	Maximum Number of FTAs+ Supervisor at one point of Time	Download Internet Bandwidth (mbps) if dedicated leased line	Download Internet Bandwidth (mbps) (if broadband connection of a Telecom Company)
1	Guntur	Andhra Pradesh	6	2	3
2	Hyderabad	Telangana	6	2	3
3	Patna	Bihar,	8	2	4
4	Ranchi	Jharkhand	3	1	2
5	Jaipur	Delhi, Rajasthan	24	6	12
6	Ahmedabad	Gujarat, Dadra & Nagar Haveli, Daman & Diu	12	3	6
7	Chandigarh	Haryana, Punjab, Chandigarh,	23	6	12
8	Solan	Himachal Pradesh	4	1	2
9	Jammu	Jammu Kashmir	6	2	3
10	Bangalore	Karnataka,	9	3	5
11	Trivendrum	Kerala, Lakshadweep	3	1	2
12	Jabalpur	Madhya Pradesh,	22	6	11
13	Raipur	Chhattisgarh	5	2	3
14	Pune	Maharashtra, Goa	28	7	14
15	Coimbatore	Tamil Nadu, Puducheery, Andaman	9	3	5

		& Nicobar			
16	Kanpur	Uttar Pradesh,	35	9	18
17	Dehradun/ Pant Nagar	Uttarakhand	6	2	3
18	Kolkata	West Bengal, Sikkim	12	3	6
19	Guwahati	Arunachal Pradesh, Assam, Manipur, ,Nagaland	10	3	5
20	Agartala	Mizoram, Meghalaya Tripura	5	2	3
21	Bhubaneswar	Orissa	11	3	6

Annexure 7**State-wise number of seats and Air Conditioners required at different locations**

Sl. No.	Location	States/UTs Covered	Requirement of ACs location-wise as per maximum no of seats at one point of Time	
			Maximum Number of FTAs +Supervisor at one point of Time	Capacity of ACs required (in tonnes)
1	Guntur	Andhra Pradesh	6	1.5
2	Hyderabad	Telangana	6	1.5
3	Patna	Bihar,	8	2
4	Ranchi	Jharkhand	3	1
5	Jaipur	Delhi, Rajasthan	24	2x4
6	Ahmedabad	Gujarat, Dadra & Nagar Haveli, Daman & Diu	12	2x2
7	Chandigarh	Haryana, Punjab, Chandigarh,	23	2x4
8	Solan	Himachal Pradesh	4	1.5
9	Jammu	Jammu Kashmir	6	2
10	Bangalore	Karnataka,	9	1.5x2
11	Trivendrum	Kerala, Lakshadweep	3	1
12	Jabalpur	Madhya Pradesh,	22	2x4
13	Raipur	Chhattisgarh	5	1.5
14	Pune	Maharashtra, Goa	28	2x5
15	Coimbatore	Tamil Nadu, Puducheery, Andaman & Nicobar	9	1.5x2
16	Kanpur	Uttar Pradesh,	35	2x5

17	Dehradun/ Pant Nagar	Uttarakhand	6	2
18	Kolkata	West Bengal, Sikkim	12	2x2
19	Guwahati	Arunachal Pradesh, Assam, Manipur,, Nagaland	10	1.5x2
20	Agartala	Mizoram, Meghalaya Tripura	5	1.5
21	Bhubaneswar	Orissa	11	1.5x2

Note: AC capacity requirement has been worked out based on 30 Sq/ft /seat including common area, passage etc. However capacity of ACs would have to be increased depending upon any future increase of total seats beyond 454 as laid down in RFP para 4.12.

Annexure 8

Details of State Agricultural Universities (SAU)/State Agricultural Management and Extension Training Institute (SAMETI)/Deptt.of Agriculture in Different KCC Locations

Sl. No.	Location	States/UTs Covered	Location of SAU / SAMETI/ Dept of Agriculture
1	Guntur	Andhra Pradesh	
2	Hyderabad	Telangana	Acharya NG Ranga Agricultural University, Rajendranagar, Hyderabad 500030, Andhra Pradesh
3	Patna	Bihar,	Soil Testing Laboratory, Mithapur, Govt of Bihar, Patna
4	Ranchi	Jharkhand	Birsa Agricultural University
5	Jaipur	Delhi, Rajasthan	State Institute of Agriculture Management, Durgapura, Jaipur – 302018 National Institute of Agricultural Marketing, Jaipur
6	Ahmedabad	Gujarat, Dadra & Nagar Haveli, Daman & Diu	Agriculture & Co-operation Department, Block No. 5, First floor, New Sachivalaya, Gandhinagar, Gujarat
7	Chandigarh	Haryana, Punjab, Chandigarh,	1. Directorate of Agriculture, Haryana, Krishi Bhawan, Sector-21, Panchkula – 134112 2. Department of Agriculture Punjab SCO 85-88 Sector-34 A, Chandigarh – 160022, Chandigarh ,India
8	Solan	Himachal Pradesh	Y S Parmar University of Horticulture and Forestry, Solan
9	Jammu	Jammu Kashmir	Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, Administrative Bldg, Main Campus, Chatha, Jammu-180009

			(J&K)
10	Bangalore	Karnataka,	University of Agricultural Sciences, GKVK Campus, Bangalore-560065, Karnataka
11	Trivandrum	Kerala, Lakshadweep	Agriculture College, Trivandrum, Kerala
12	Jabalpur	Madhya Pradesh,	Jawaharlal Nehru Krishi Viswa Vidyalaya, Krishi Nagar, Adhartal, Jabalpur- 482004, Madhya Pradesh
13	Raipur	Chhattisgarh	Indira Gandhi Krishi Vishw Vidyalaya, Raipur
14	Pune	Maharashtra, Goa	Commissioner Agriculture, Commissionrate of Agriculture, Maharashtra State Central Building 3'rd floor, Pune 411 001
15	Coimbatore	Tamil Nadu, Pudduchery,	Tamil Nadu Agricultural University, Coimbatore- 641003, Tamil Nadu
16	Kanpur	Uttar Pradesh,	Chandra Shekhar Azad University of Agriculture & Technology, Kanpur- 208002, Uttar Pradesh
17	Dehradun/ Pant Nagar	Uttarakhand	GBPUA&T, Pant Nagar
18	Kolkata	West Bengal, Sikkim, Andaman & Nicobar	West Bengal University of Animal & Fishery Sciences, 68 KB Sarani, Kolkata-700037 West Bengal
19	Guwahati	Arunachal Pradesh, Assam, Manipur, Nagaland	Assam Agricultural University, College of Veterinary Sciences, Khanapara, Guwahati, Assam
20	Agartala	Mizoram, Meghalaya Tripura	State Department of Agriculture
21	Bhubaneswar	Orissa	OUAT, Bhubaneswar