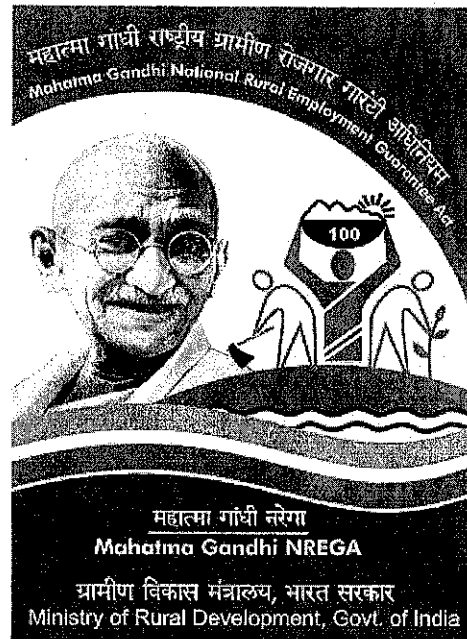


Request for Proposal For CALL CENTER ON OUTSOURCED MODEL



**STATE MGNREGS CELL
DEPTT. OF RURAL DEVELOPMENT UTTARAKHAND SECRETARIAT
CAMPUS, DEHRADUN-248001**

1. INTRODUCTION

The National Rural Employment Guarantee Act 2005 (NREGA) is a social security scheme that attempts to provide employment and livelihood to rural laborers in the country. In an effort to make inclusive and overall development a reality, the NREGA was passed as a labor law and implemented across 200 districts in 2006. By 2008, it came to cover the entire country. The scheme was designed to provide any adult who registers for rural employment a minimum job guarantee of 100 days each financial year. This includes non-skilled work, making it one-of-its-kind across the world. It was later renamed the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). The MGNREGA is an entitlement to work that every adult citizen holds. In case such employment is not provided within 15 days of registration, the applicant becomes eligible for an unemployment allowance.

The implementation of MGNREGA was left to the Gram Panchayats. According to government sources, since the inception of the scheme, the government of India has incurred a total expenditure of INR 289817.04 crores towards the scheme, thereby employing 68,26,921 workers on 2,61,942 worksites (data as of June 2015). The minimum wages initially determined were INR 100 a day but later revised in keeping with the state labour employment conventions. The minimum wages are now determined by the states and range between INR 163 in Bihar to INR 500 in Kerala. The MGNREGA has been at the receiving end of much criticism over the years. From being criticized for encouraging corruption to increasing inequality to being called an election card for the UPA – the scheme has been picked apart for a variety of reasons. Apart from causing a major financial drain on the country's resources, the actual benefits of the scheme do not reach the rural labourers, detractors claim.

The Commission announces a tender detailed in this document.

Bid Collection & Submission –

| | |
|--|---|
| Tender Reference Number | 743 /185/MGNREGS/Call Center/2016 |
| Earnest Money Deposit/Bank Guarantee | Rs. 100000/- |
| Last Date and Time for receipts of tender offers | 12.12.2016 at 2.00 PM |
| Time & Date of Opening of technical bids | 12.12.2016 at 3:00 PM |
| Address for Communication | Additional. Secretary State MGNREGS Cell, Department of Rural, Uttarakhand Secretariat Development, Uttarakhand Secretariat, Dehradun-248001 |
| Place of Submission / Opening tender offers | State MGNREGS Cell, Department of Rural Development, Uttarakhand Secretariat, Dehradun-248001 |
| Contact Telephone Numbers | 0135-2714529 |
| Tender Fee | Rs 1000/- |
| In case of downloaded Tender an additional amount of Rs 1000/- will be deposited along with Tender Documents submitted | |

1.1 PROJECT OBJECTIVE

MGNREGA is planning to have a common call center facility to serve Rural area citizens of Uttarakhand, for providing services related to issuance and management of work and payment. The call center is expected to work on outsourcing model to be set up by and at Vendors premises.

1.2 PROJECT SCOPE

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

1.2.1 Operationalization of call center for MGNREGA on outsourced basis. This call center should offer services in the following categories:

- a) Providing Information to callers /citizens through call and SMS
- b) Satisfying their enquiries
- c) Accepting their requests and forwarding to appropriate officials
- d) E-Data Collection
- e) Keeping the follow up
- f) Maintaining call logs.

2. ELIGIBILITY CRITERIA

The call center vendor must satisfy the eligibility criteria as given below: (the documentary proof for eligibility and credential needs to be submitted).

- 2.1 The Vendor should have a minimum turnover of Rs. 3crore per annum for the past financial year i.e. 2015 – 2016.
- 2.2 The Vendor should have been in business of Call Center for at least the past 1 years.
- 2.3 The Vendor should have an established setup in India. The call center services and setup offered should preferably be in Uttarakhand or North India not below NCR.
- 2.4 The Vendor should have experience in call center solution with 2 or more existing clients.

3. ELIGIBILITY EVALUATION

General Instructions

The Vendor needs to comply with all the eligibility criteria mentioned above.

- A. Noncompliance to any of these criteria would result in outright rejection of the vendor's proposal.
- B. The Vendor is required to provide proof for each of the points for eligibility evaluation. Technical bid not accompanied by relevant proof documents from the clients will not be considered for evaluation.

- C. Any assumptions made by the vendor's in response of this RFP will be their own risk and cost. The MGNREGS Cell assumptions and decision in this regards will be final.
- D. The MGNREGS Cell reserves the right to disqualify the vendor who does not submit sufficient proof of his credentials as prescribed in eligibility criteria.
- E. A hard copy of the credential documents should be submitted neatly bound, duly page numbered and labeled.
- F. Vendor should provide details of organization along with all the key contacts including their work phone, Mobile phone, work address and e-mail details and audited/Provisional annual statement of accounts for relevant financial years i.e. 2015 – 2016 in support of the turnover and profit from products /services, Number of years in this business.
- G. Vendor should provide Call Center services implementation with Implementation Details, Time-frame, Man power availability, 24x7x365 operating capability and any other information considered relevant Credentials, if any.
- H. The Vendor is expected to provide Call Centre agents who have expertise in Call Centre operations and should have basic operational knowledge. The Service provider should have a well-defined methodology including processes and controls for providing call center services in the domain.

The first stage of evaluation will be validation of the eligibility criteria. Only those vendors who meet the eligibility criteria will be considered for further stage of evaluation.

4. SCOPE OF WORK

4.1 CALL CENTER STRATEGY

4.1.1 Customer Access Strategy

MGNREGA intends on engaging a voice based call center to provide service to citizens of India. This call center should be purely on outsourced model. The Call Center solution should be a single location customer contact solution which will handle In-bound as well as out bound services.

4.1.2 Agent Specification for call handling

Initially, the vendor would need to provide agents as per following requirements of the MGNREGA: General Shift - 2 Agents (10PM – 6PM)

MGNREGA may increase/decrease the agent's strength after taking a stock of the operation.

4.1.2.1 Agent Qualities

All the agents should have the following qualities:

1. The agent must have experience in handling and managing in bound and out bound calls
2. Ability to handle and track calls in a timely manner
3. Excellent communication skills (verbal – Languages: English, Hindi and vernacular)
4. Experience working within a high pressure and demanding environment

4.1.2.2 Agent wise Job roles

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

General (Agents) – These agents would solve minor enquiry based difficulties / queries of the customers

Supervisors (inbound and outbound): These agents will identify the problem, interact with the backend and monitor the process till it completes its cycle.

4.2 Call Center Services

The call center is supposed to provide the following services to the customers:

i) Information Services

Information services will provide customers with information desired by caller deriving it from the links provided by MGNREGS Cell from web site, data bases or any other such sources.

ii) Enquiry Services

Enquiries on Payment, Work Requirement, Track of various forms submitted by citizens, pertaining to other MANGERA process in which citizens are directly or indirectly connected.

iii) Request Services

Customer may request for help in getting information or for submitting requests.

iv) Grievances and Resolution

Grievances services and resolution of complaints in respect of work, payment, officials related. Information sought before and its un-availability related etc. MGNREGS Cell may add additional related or similar services to this list, upon notice to the Vendor.

The Vendor is expected to draft formal process manuals and call flow to handle all above requests. The MGNREGS Cell will grant the necessary clearance / approval on the call center processes. The process drafted if found contrary to the existing policies and procedures, the vendor will modify or create a new process to ensure the compliance. The vendor may use tools such as Microsoft Word, Excel, Power Point etc, to create the process documents.

4.3 Call Center Technology

The vendor is expected to deploy the latest technology in the proposed outsourced Call Center solution for MGNREGS Cell.

4.3.1 Interactive Voice Response (IVR) Menu System

- Receive all inbound calls on the telephone number specified by the MGNREGA and prompts the callers to make their selection(s)

- Identify customer through CLI and support intelligent call routing
- Include speech recognition engine in order to support and interpret multiple languages, especially English
- Text – to – speech capability must be supported for multiple languages including English and Hindi
- Provide an easy to configure system that enables the users to change the
- IVR tree with no hard coding
- Support messages scheduling
- The IVR solution must be capable to capture usage details of each customer as the customer traverses through a call. The IVR solution should have an interface through which usage details can be shared with other solutions.
- The IVR must integrate with the rest of the proposed solution to provide seamless call center performance.

4.3.2 Automatic Call Distribution (ACD)

- Handle high call volumes efficiently
- Support multiple groups for all call types
- Provide the capability of combining data with the Interactive Voice Response (IVR) menu system that can intelligently rout calls requesting further assistance to a smart Automatic Call Distributor (ACD)
- Provide highly configurable system for adding/removing users, assigning users to different queues and defining skill sets
- Support skill-based routing
- Allow calls to be transferred within the call center
- Support the relaying of the information messages (marketing messages) to voice callers waiting in queues or on hold

4.3.3 Computer Telephone Integration (CTI)

- Should be able to integrate with hybrid setup of a call center solution
- It should be interfaced with the Core system and the other third party applications of the MGNREGA so send/receive data which needs to be populated
- Ability to generate and service requests
- On transferring the call to another agent the screen too should be transferred to that agent's screen
- The CTI must be capable of activating the fast dialing feature of the ACD
- Call events should be handled from the system such as hold, retrieve hold, conference, transfer etc.
- CTI should be integrated with core call center system and update the IVR

4.3.4 Call Center Application

- Call center application should have following features:
- Support Ticket with all related data logging and tracking

- Enable Managers / Supervisors to monitor the overall performance of the Call Center agents and interact when needed.
- Call center application must also interface with related web portals to retrieve information and perform tasks which are required.
- The application must integrate with the CTI and should be able to pull IVR usage details of the customer including all options selected by the customer and all details entered by customer from the time the customer reaches an agent.
- Agent should be able to log and track each ticket. Information of the escalated tickets should be made available as and when required.

4.3.5 Campaign Management

- Should have the capability of management and execution of effective outbound calls involving campaigns and calling back to customers.
- Should have the capability to monitor & report of outbound call activities.

4.3.6 Performance Monitoring

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

4.3.7 Recording

- 100% recording of calls and approximately 20% of agent screen action recording (for critical inputs) is to be provided. The recording should contain detailed call information and the solution must provide advanced searching capabilities
- Calls must be stored for 15 days and preserved and should be made available when required.

4.3.8 Language Requirements

- The call center must initially support both English & Hindi languages.
- Other local language support will be required in subsequent phases. The proposed call center solution must be capable to handle multiple Indian languages.

4.3.9 Operating Window

- The call center will operate from 9.00 AM till 6.00 PM.

4.4 TECHNICAL INFRASTRUCTURE

The complete call center solution needs to be implemented on outsourced model at vendor's premises preferably in NCR region. The entire required infrastructure for

operationalization of call center as per the requirements is to be arranged & managed by Vendor.

4.4.1 Hardware & Platforms

- The vendor is required to do a complete setup of call center and design, size, procure, deploy and manage the complete call center solution in a web enabled environment at no cost to MGNREGS Cell.

4.4.2 Scalability

- The vendor must provide infrastructure that is vertically and horizontally scalable beyond the initial requirement of agents as specified in this tender.

5. EXIT OPTION

MGNREGS Cell reserves the right to cancel the contract in the event of happening one or more of the following events:

- (1) Delays in delivery of service as specified in the scope of the call center project
- (2) Serious discrepancy in delivery of services or the performance levels agreed upon, which have an impact on the functioning of the call center

6. TERMINATION

MGNREGA shall be entitled to terminate the agreement with the vendor at any time by giving ninety (90) days prior written notice to the Vendor if vendor breaches its obligations under the RFP or the subsequent agreement and if the breach is not cured within 15 days from the day of notice. The vendor shall have right to terminate only in the event of MGNREGS Cell deciding to discontinue the call center operations.

7. TERMS OF REFERENCE

7.1 Contract Commitment

MGNREGS Cell intends that the contract shall be for a period of 1 years post go-live of the call center solution.

7.2 Call Center Access Numbers (PSTN lines)

- The Vendor will subscribe to and provide the telephone lines to the call center.
- The lines will be accessible across India via multiple telephony networks on a single toll – free access number.

7.3 Payment Terms

The vendor must accept the payment terms proposed by MGNREGA. The financial bid submitted by the vendor must be in conformity with the payment terms proposed by MGNREGS Cell. Any deviation from the proposed payment terms would not be accepted.

Call Center Agent costs:

- Payable monthly at the end of the month on the basis of the actual number of agents deployed.
- PSTN line charges on monthly basis.

7.4 Publicity

Any publicity by the Vendor in which the name of MGNREGS Cell is to be used should be done only with the explicit written permission.

7.5 Solicitation of Employees

Both the parties agree not to hire, solicit, or accept solicitation (either directly, indirectly, or through a third party) for their employees directly involved in this contract during the period of the contract and one year thereafter, except as the parties may agree on a case-by-case basis

7.6 Information Ownership

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

8. SUBMISSION OF BID

8.1 GENERAL INSTRUCTION

The bids shall be submitted in a single sealed envelope to carry two separately sealed envelopes for.

- 1) Technical Bid- Containing eligibility, functional, technical and Eligibility bid along with tender cost & EMD amount
- 2) Commercial Bid shall be submitted in separate sealed sub-envelopes super scribing "Commercial bid for Call center project".

8.2 EVALUATION METHODOLOGY

The evaluation will be a three-stage process -

Phase 1 – Eligibility Evaluation & Technical Evaluation

Phase 2 – Commercial Evaluation

8.3 ELIGIBILITY EVALUATION & TECHNICAL EVALUATION

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

- The MGNREGS Cell reserves the right to accept or reject proof of credentials at its sole discretion without having to give reasons to the vendors thereof.
- Only those vendors meeting the eligibility criteria will be considered for further stages of evaluation.

9. BID SECURITY

9.1 Service provider will have to provide a Bid security of Rs.1.00 lakh (Rupees one lakh only) by way of either a Demand Draft or Pay Order or bank Guarantee issued in favour of Executive Director, State MGNREGS Cell, Department of Rural Development, Uttarakhand Secretariat Campus, Dehradun by a scheduled commercial bank in India, payable at Dehradun.

9.2 The Department reserves its right to reject the proposal, in the event of non-submission of the bid-security money of Rs.1.00 lakh.

9.3 No interest will be payable on the Bid Security amount.

9.4 The bid security amount will be forfeited if the vendor refuses to accept purchase order or having accepted the purchase order, fails to carry out the obligations mentioned therein.

9.5 The Bid Security will be refunded to the unsuccessful bidders only after completion of the entire bid process through RTGS only.

9.6 The Bid security of the successful bidder would be refunded on submission of Performance Guarantee for the equivalent amount (Rs.1 lakh) while Completion of contract period.

10. Price Composition:

10.1. The Bidder should be worked out for one years, indicating the total cost based on the estimated Software cost, Enterprise License Cost and the Annual Maintenance and Support services and other services or products mentioned in proposal.

10.2. The Indicative commercial offer shall be on a fixed price basis and in Indian Rupees. No price variation should be asked for relating to increases in customs duty, excise and/or any taxes, foreign currency price variation etc., However, if there is any reduction in government levies/taxes, during the validity of offer, the same shall be passed on to the Bank.

10.3. The prices quoted should be only in Indian rupees.

10.4. The prices should be inclusive of all taxes, duties, levies etc. However, the tax component of the prices should be shown separately.

10.5. The costs of preparing the offer and of negotiating the contract will not be borne by the MGNRA and, are not reimbursable.

11. FINANCIAL BID FORMAT

The Bidder needs to submit Bill of Quantities in following Format:

| S. No | Item Description | No of Seats | Rate per Month (Rs) | Amount |
|-------|---|-------------|---------------------|--------|
| 1 | Call Centre Services as per Request for Quotation | 2 | | |

*Service Taxes will be extra as applicable.

12. TECHNICAL/INFRASTRUCTURE REQUIREMENTS

| S. No | Description | Requirement Type |
|-------|--|------------------|
| 1 | Inbound Call Handling System | Mandatory |
| 2 | Interactive Voice Response (IVR) Menu System | Mandatory |
| 3 | Automatic Call Distribution (ACD) | Mandatory |
| 4 | Computer Telephone Integration (CTI) | Mandatory |
| 5 | Call Center Application (CRM) | Mandatory |
| 6 | Outbound Campaign Management Software | Mandatory |
| 7 | Predictive Dialer | Mandatory |
| 8 | Call recording | Mandatory |
| 9 | Ability to send SMS Alerts | Mandatory |
| 10 | Ability to send Mails | Mandatory |
| 11 | PSTN Headsets | Mandatory |
| 12 | Computer | Mandatory |
| 13 | Generator Power backup | Mandatory |
| 14 | UPS | Mandatory |
| 15 | Leased Line Equal or more than 4MBPS | Mandatory |