Request For Proposal (RFP)

for

Providing SMS services

To
Rajya Shiksha Kendra, Department of School Education,
Government of Madhya Pradesh
TABLE OF CONTENTS

1. LIST OF ABBREVIATIONS
2. DEFINITIONS
3. CONTEXT
4. LETTER OF INVITATION
5. SCOPE OF WORK
6. ELIGIBILITY CRITERIA
7. GENERAL TERMS AND CONDITIONS
8. TECHNICAL PROPOSAL
9. FINANCIAL PROPOSAL

Rajya Shiksha Kendra, Department of School Education,
Government of Madhya Pradesh
## 1.0 **List of Abbreviations**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP</td>
<td>Request For Proposal</td>
</tr>
<tr>
<td>CPI</td>
<td>Commissioner Public Instruction</td>
</tr>
<tr>
<td>CTD</td>
<td>Commissioner Tribal Development</td>
</tr>
<tr>
<td>RSK</td>
<td>Rajya Shiksha Kendra</td>
</tr>
<tr>
<td>ZSK</td>
<td>Zila Shiksha Kendra</td>
</tr>
<tr>
<td>GoI</td>
<td>Government of India</td>
</tr>
<tr>
<td>GOMP</td>
<td>Government of MP</td>
</tr>
<tr>
<td>IT</td>
<td>Information Technology</td>
</tr>
<tr>
<td>ICT</td>
<td>Information Communication Technology</td>
</tr>
<tr>
<td>SMS</td>
<td>Short Messaging Services</td>
</tr>
<tr>
<td>MoU</td>
<td>Memorandum of Understanding</td>
</tr>
<tr>
<td>NIT</td>
<td>Notice Inviting Tender</td>
</tr>
<tr>
<td>SLA</td>
<td>Service Level Agreement</td>
</tr>
<tr>
<td>SOP</td>
<td>Standard Operating Procedure</td>
</tr>
</tbody>
</table>
2.0 Definitions

- Proposal
  The proposals submitted by the prospective service provider in response to this Request for Proposal (RFP) Document issued by RSK, Department of School Education, Government of M.P.

- Service Provider (Agency)
  Prospective Service providing firms that has submitted a proposal in response to this Request for Proposal (RFP) Document and to become a service provider to RSK, Department of School Education, Government of M.P.

- Proposal Document
  This Request for Proposal (RFP) Document

- RESPONSIVE Agency
  Responsive Service provider is one whose proposal is found technically eligible after evaluation of the proposal as outlined in this RFP Document.

- Service Level Agreement:
  It is a document describes the services and its extent, penalty conditions and its extent
3.0 Context

The School Education Department, Madhya Pradesh has developed a suite of E-governance application in public domain (http://www.educationportal.mp.gov.in) for the benefit of various stakeholders across the state. Taking further this initiative the department is planning to introduce M-Governace. The department require the services of the vendor which can undertake bulk SMSing of messages to the field staff of the department. SMS push will be an automated system which will send SMS to all stakeholders based on the performance of the various administrative entities on the desired guidelines and performance parameters. Based on the on-line database of the department, the non-performing officers/staff will be intimated via an automated system through SMS.

Most of the SMS will be broadcast automatically via software module designed and maintained for the purpose by NIC, Bhopal, using the on-line database of the education department based on various performance guidelines as decided by the department. The vendor will provide login/password for all state level offices like CPI/CTD/RSK and the Zila Shiksha Kendra (ZSK) of each districts with Excel/Spreadsheet plug-gins so that customised SMS can be send to all concerned at various levels. The target audience will consist of approximately 3 lakh mobile phone users across the state associated with the department. Messages disseminated would be in English and Hindi (Unicode).

The vendor should be able to work on content creation of messages as per the length of characters permissible with inputs from the School Education Department, GoMP.

The vendor will constitute a dedicated team for the contract period to coordinate and co-operate with the National Informatics Center, Bhopal and Education Department as and when required.

Rajya Shiksha Kendra, Department of School Education,
Government of Madhya Pradesh
4.0 LETTER OF INVITATION

Sealed proposals are invited for undertaking service providers for providing the bi-directional SMS services to enable the department to establish direct contact with teachers with alert facilities. The details of the “Scope of Work” is listed under the “scope of work” section of RFP document and the eligibility criteria are under the eligibility criteria section of the RFP document.

All the documents except the financial proposal should be sealed and submitted in an envelope marked ‘Technical Proposal’. The financial proposal shall be separately sealed in an envelope marked as ‘Commercial proposal’. Both these envelopes should again be sealed in a separate envelope and should be submitted. One agency can submit only one proposal incase more than one proposals are found from any agency, all the proposal from that agency will be rejected.

The selection procedure that shall be adopted will be as follows:

- The first stage proposal will consist of Technical proposal and Second stage will be financial proposal.
- Financial proposal of only technically qualified provider based on evaluation of Technical proposal, shall be opened.

  - A decision as to whether or not a agency will be qualified will be based on the agency’s experience, financial standings, technical and general capabilities as demonstrated by agency’s response to the requirements of the RFP document.
  
  - The decision of RSK in selecting the appropriate agency will be final and Department retains the right to reject any/ all the proposals without assigning any reason.
  
  - RSK reserves the right to make necessary changes in terms and conditions of this RFP document in the best interest of the project.
  
  - Proposals – Technical and financial must be delivered at the address given below, up to 15.00 hours on the last date of submission as indicated in the notice inviting proposals. The Technical proposal will be opened on the same day at 16.00 hours at the address given below in the presence of the agencies representatives who choose to attend. Date and time of opening of financial proposal will be intimated with the technically qualified agencies, at a later date.
5.0 Scope of Work

- Establishment of Bi-directional SMS facilities (push/pull) capable of delivering and receiving SMS from all the telecom service providers of the state with auto responding features.

- Integration of the facilities with the state education portal of the department (www.educationportal.mp.gov.in)
  - Development of the user friendly interface to facilitate the user to properly send the SMS
  - Creation of the proper database of phone numbers of the stakeholders and messages
  - Generation of various required reports and search facilities on sent SMS
  - Creation of the automated and custom alert facilities as required to improve the quality and authenticity of service delivery
  - Necessary training to officials of RSK
  - Necessary operational support required to make the project operational and productive.

Note:
Under this project department can only provide mobile numbers and SMS, rest all the activities needs to be handled by the service provider.

The services will be tested on pilot basis for first three months and the further replication can be decided depending upon the compliance to the objective of the services.

Volume of the SMS are currently not fixed so financial offer should be submitted in various slabs of SMS volume given in financial format.
6.0 Eligibility Criteria

1. Eligibility

- The Agency must be a professional and reputed SMS service provider having message delivery arrangement with all the telecom service providers of the state of M.P. (Justified documentary proof must be submitted)
- The agency must have minimum of five years of experience and knowledge in providing the bi-directional bulk SMS services. (Justified documentary proof must be submitted)
- Currently agency should have minimum of five customer of similar nature with minimum of one lakhs SMS per annum capacity. (Justified documentary proof must be submitted)
- The invitation to respond to the RFP is open to any registered company/firm fulfilling and the legal compliances to provide such services however preference will be given to the telecom service providers operating in the state of Madhya Pradesh.
- The agency should have its operation in M.P. at least from last three years. (Justified documentary proof must be submitted)
- The agency should submit an EMD of Rs. 10000/- (Rs. Ten thousand only) by way of Demand Draft drawn in favor of Commissioner, RSK, Government of M.P. payable at Bhopal.

2. Evaluation of the Technical Proposal

Criteria and point system for the evaluation of the technical proposals:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Item</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Statutory compliance for providing the SMS services and five years of active experience in similar services</td>
<td>20</td>
</tr>
<tr>
<td>02</td>
<td>Proposed approach &amp; methodology in terms of understanding of present assignment, agency’s experience in the area, Innovativeness and best practices etc.</td>
<td>20</td>
</tr>
<tr>
<td>03</td>
<td>Operation in M.P. from last 3 years</td>
<td>20</td>
</tr>
<tr>
<td>04</td>
<td>Similar project execution experience (minimum five projects)</td>
<td>20</td>
</tr>
<tr>
<td>05</td>
<td>Application and Database management experience</td>
<td>20</td>
</tr>
</tbody>
</table>

The minimum technical score required to pass is: 70 points
- All Agencies scoring over 70 marks would be considered for opening of financial proposal. The criteria of minimum marks may be reviewed by the department depending upon the responses received.
- The assessment will be based on the contents of the RFP response as well as a Technical presentation and discussion that may be organized for the evaluation.
7.0 GENERAL TERMS AND CONDITIONS

1. Proposal submission
   The proposal shall be typed or written and shall be signed by a person duly authorized to bind the offering agency to the Contract/Agreement. All pages of the proposal shall be initialed by the person or persons signing the proposal.

2. Validity of proposal
   Proposal shall remain valid for 90 days after the opening of technical offer. Any offer valid for a shorter period shall be rejected.

3. Procedure for Submission of proposal
   The proposal comprises of two part – Technical proposal and Financial proposal. The Technical proposal should be placed in one envelop and should be marked as ‘Technical proposal’

   And the Financial proposal should be in another envelop marked as ‘Financial proposal’

   Both these envelopes should be sealed separately and put in one envelop marked ‘proposal for Providing SMS services’. All the envelopes should indicate clearly the name and address of the agency to enable the proposal to be returned unopened in case it is received ‘Late’

4. Financial proposal Contents
   The Financial proposal should only indicate prices without any condition whatsoever and should include all taxes, duties, fees, levies and other charges as may be applicable in relation to activities proposed to be carried out but mentioned as separate item. All the financial values should be in Indian rupees only.

5. Cost of Preparations of proposal
   The Agency shall be solely responsible for the cost of preparing and submitting the proposal and all other related costs.

6. Payment Terms
   The RSK would make payment to the organization/agency after approval of the work on monthly basis and would be based on the invoice raised by the agency.

7. Other Terms:
   Agency has to sign a service level agreement before award of the contract and all the SOP and operating terms & conditions will be incorporated in that.
8.0 **Technical Proposal**

The technical proposal should contain:

- Covering Letter
- EMD as specified in the RFP document
- Documentation showing the proof of having provided similar services and other services as outlined in the qualification Criteria
- Details of the authorized Signing authority
- Proposed approach, methodology and work plan
- Any information that the agency wish to provide, but is not specifically requested
- Statutory details of the agency
- Three years financial details (Balance sheet, Profit & Loss Account and auditor report)
- Details of operation/office in M.P.
- Details of database and application software level experience
- Declaration letter for having all the compliances for providing such services
- Letter for providing API for integration with the website of RSK
- Letter for acceptance of providing services under the said SLA points
### 9.0 Financial Proposal

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>SMS Slab</th>
<th>Unit</th>
<th>Unit rate (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>SMS (English 160 Characters)</td>
<td>0-20000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>20000-50000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>50000-75000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>75000-100000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above one lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above two lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above three lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above four lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Five lakh &amp;above</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>SMS (Hindi/Unicode 70 Characters)</td>
<td>0-20000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>20000-50000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>50000-75000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>75000-100000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above one lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above two lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above three lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above four lakh</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Five lakh &amp;above</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>SMS Audio</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All the required services costs will be converted to per SMS cost for each slab for final comparison purposes.

Any undesired services cost will not be considered for evaluation purpose.

In case any vendor has not offered the cost of some desired service, the lowest cost of the same service offered by any of the technically eligible vendor will be taken for evaluation purpose subjected to the acceptance by the vendor in writing for the same.
Key points (but not limited to) for the SLA

- An SMS service provider should be is a genuine company which provides SMS messaging services
- Agency has to guarantee the delivery of the SMS from all the telecom service providers of the state of M.P.
- Agency will be liable to offer excellent network coverage and offer increased flexibility for clients to ensure the service quality.
- SMS providers should be able to provide a detailed listing of their network/SMS gateway coverage.
- All the payment and penalty conditions
- Messages delivery to recipient, related commitment under the project, delay etc.
- Support of all the popular protocols for the optimal service coverage
- Ways to send SMS from system to the SMS provider gateway for delivery including HTTP, HTTPS, SMTP, XML over HTTP/HTTPS, SMPP etc.
- Expected to be done and not to be done including service and support required
- Provisions of secondary route in case of failure of primary channel of delivery
- Details of the throughput required for the bulk SMS delivery compliance to quality
- Submission of various delivery reports like usage report, delivery delay report, premium services report etc. required for calculation of payment and penalty.
- Uptime and reliability of SMS gateways