



**Department of Health and Family Welfare
Government of Gujarat**

Tender Document

For

**Automated Recorded Voice calling using e-Mamta
Software Application for pilot project of three months**

(September, 2011)

Bid processing Fee: Rs. 500/- (Non Refundable)

E.M.D : Rs. 50,000/- (Refundable)

The tender opens on 7th October 2011

The last date of submission of bids: 11th November 2011 at 18.00 hours

The Opening of EMD & Eligibility Criteria Bids: 14th November 2011



Introduction:

There are 15 lakh Pregnant woman (PW) and 13 lakh Children expected to register every year for Reproductive and Child Health (RCH) services. The Health and Family Welfare Department, Government of Gujarat has developed a mother and child tracking programme (E- mamta) in collaboration with NIC, Gujarat. Online registration of all the pregnant women and children of 0-6 years of age is done for tracking of services offered & used by user. Currently more than 10 lakh PW and 13 lakh children are registered with E-Mamta.

The department aims to ensure RCH services reach every mother and children of Gujarat. Instrumental in service delivery is its uptake by mothers and families of children. Information, Education and Communication is a major effort in this regard. E-Mamta has integrated SMS platform which send auto SMS to all registered pregnant woman (with mobile numbers captured) and children whose service delivery date is due in next week. However, a more focused approach would be voice calling to these pregnant woman and families of children for taking due services and other message for improvement of health.

In this context, companies with expertise in outbound voice calling are invited for outbound voice calling using e-Mamta software application. The rates are invited from the company. Interested parties are invited to quote their rates as per the terms and conditions stated below:

Section I: The Bid Security

The bidder must submit the Bid processing fees of **Rs. 500/-**(non-refundable) & Bid security (EMD) of **Rs. 50,000/-** (refundable) in the form of DD in favour of **“RCH Programme Subcommittee, State Health Society, Gandhinagar”** on or before due date. Without Bid processing fee & Bid Security fee, the bid will not be accepted.

The EMD & bid processing fees shall be submitted physically at address mentioned below on or before the due date & time of bid submission.

**Additional Director (FW),
Commissionerate of Health Medical Services and Medical Education,
Block no. 5, 2nd floor,
Dr. Jivraj Mehta Bhavan,
Gandhinagar.**

Section II: Eligibility Criteria

All relevant details must be uploaded in this stage along with necessary documentary proof.

Section III: Technical & Financial bid

The technical & financial bid must be uploaded in respective section in electronic bid only. The late bid will not be accepted. **The technical bid can be produced physically or electronically, but the financial bid is solely electronically submitted on nprocure.**



- **The tender opens on 7th October 2011, available at <https://www.nprocure.com> and Health & FW department website, hard copy available at Commissionerate (H).**
- Pre-bid meeting will be held on : **12:30 hrs. Monday, 17th October 2011** at above mentioned address.
- The last date of online submission of bid is: **11th November 2011 by 18.00 hours**
- The last date of physical submission of bid is: **14th November 2011 by 16.00 hours**
- The EMD & Eligibility Criteria bid will be opened on **15th November 2011 at 11:00 hours.**
- The financial bids of only bidders who are technically qualified will be opened on: **15th November 2011 at 15:00 hours.**

Unsuccessful Bidder's Bid security will be refunded within thirty (30) days from the award of work to the successful bidder.

The successful Bidder's Bid security will be returned within 30 days after the bidder's signing contract & submitting the performance security.

Technical Bid

➤ Scope of Work

The Service Provider is required to provide outbound Voice Call services in the form of prerecorded voice which is to be integrated with e-Mamta software application of NRHM.

The recording of prerecorded voice will be carried out by bidder in professional manner which can be changed as and when required during the project period as per the templates provided by the department. The language used for this purpose shall be only Gujarati. Bidder has to provide essential hardware, software and required connectivity for this project.

1. Voice messages (templates decided by the department) would be automatically sent to Pregnant women and the parents of 0 to 6 years of children with due date of services.
2. The company should be able to dial on any operator of mobile service. (Reliance, Tata, Idea, Vodafone, Airtel, BSNL, Docomo, MTS, Aircel, Uninor etc.)
3. There should be a single platform for the entire state.
4. The company would be responsible for delivering successful voice calls to pregnant woman and Infant (0-1 years) registered in e-Mamta application for one year. Successful bidder has to demonstrate the application of outbound voice calling to the satisfaction of user department before signing of contract.



5. The company should provide reports with the details of day wise, location wise, type wise voice calls sent through email, hard copy to the concerned state/district authorities.
6. The company should also have to maintain the log file of the day wise, location wise, type wise registration which is to be submitted along with the invoice.
7. In case of any dispute, the decision of Mission Director (NRHM) will be final.
8. The facilitation for integration of voice calling with e-Mamta would be done by NIC, Gujarat
9. The language of operation of voice call would be with Gujarati hence, the system should be competent in delivering Gujarati voice calls.
10. Department and successful bidder will decide about duration of the recording of the various jingles. However the maximum duration of jingle will not be more than 3 minutes.
11. The voice call would be sent on following events for each pregnant woman:

Sr. No.	Voice calling events for each pregnant woman
1	1 st ANC
2	2 nd ANC
3	3 rd ANC
4	Delivery
5	Hb. < 7 mg (anemic PW)
6	Weight <40kgs (under weight PW)
7	B.P. > 140/90 mm Hg (hypertensive PW)

S. No.	Voice calling events for each children (0-1 yrs)
1	BCG
2	OPV-1
3	DPT-1
4	OPV-2
5	DPT-2
6	OPV-3
7	DPT-3
8	Measles
9	Vitamin A
10	Hepatitis
11	DT5
12	Malnourished children



Eligibility Criteria:

1. The bidder should have minimum turnover of **Rs. 1 crore** or above during last 2 years i.e. 2009-10, 2010-11. The copies of the audited annual Accounts for the last three years shall be attached along with the bid.
2. The bidder should have prior experience of providing outbound voice calling or any other similar services to at least one customer. The copy of purchase order/ work order/ agreement has to be submitted.
3. The service provider should have high availability network/ server infrastructure of 1 or more server that is hosted at a leading data center with sufficient bandwidth and has load balancing, failover capabilities and data security. Supporting documents must be attached.
4. The service provider should have operating experience, with mobile operators, of two or more years. Copies of agreement or other supporting document must be submitted.

Financial Bid format:

Sr. No.	Jingle		Rate per outbound call in paise
A	B	C	D
1	30 seconds	Upto 1,00,000 per month	
		1,00,000-2,00,000 per month	
		2,00,000-3,00,000 per month	
2	1 minute	Upto 1,00,000 per month	
		1,00,000-2,00,000 per month	
		2,00,000-3,00,000 per month	

Note:

1. The above No. of calls mentioned in the financial bid is indicative to arrive at the L1 bidder. The actual quantity may vary during the period of contract depending upon the requirement of the user.
2. The quoted rates shall be inclusive of all taxes will be valid for one year as per contract.

➤ Payment Terms & Conditions:

1. The payment will be made on quarterly basis based on the actual outbound call made by the bidder.
2. The company shall submit the invoice along with the reports with the details of day wise, location wise, type wise voice calls sent.



3. Actual outbound dialed called will be compared with e-Mamta application report. However if there is any mismatch between E-mamta report and report submitted by company, the number of **'voice calls sent'** reflected in the E-Mamta software will be considered.
4. TDS will be deducted from invoice as per prevailing rate
5. The invoice should be in the name of **Additional Director (FW), Health, Medical Services & Medical Education , Gandhinagar**

6. Performance Security

- 6.1 The bidder will be required to furnish Performance Security amounting to 10% of the contract value in accordance with the Conditions of Contract in the form of Bank Guarantee of nationalized bank or any one of four private bank namely ICICI Bank, UTI Bank, HDFC Bank, IDBI Bank, valid for **15 months** drawn in favour of the **"RCH Programme Subcommittee, State Health Society, Gandhinagar "** within 15 (Fifteen) days of receipt of the notification of award of contract. The Performance Security is to be furnished along with the contract agreement duly signed by the Contractor.
 - 6.2 If the bidder fails to furnish the Performance Security in the format specified in the bid within 15 (fifteen) days and sign the contract agreement from the date of receipt of the notification of award/LOI, the Bid security furnished by such bidder will be forfeited.
 - 6.3 The performance security furnished by the successful Bidder in respect of his/her bid will be returned to him/her at the end of the contract period/validity period subject to the satisfactory performance of the contractual obligations.
 - 6.4 If the successful Bidder after signing the contract agreement fails to perform any contractual obligation, the Performance Security furnished by the bidder will be forfeited.
7. Third party sample checks will be carried out in a particular month. If during sample check, failed calls are more than 10%, then payment of entire month will be deducted from the due money.
 8. Any penalty imposed will be deducted from the quarterly payment.
 9. The service provider shall maintain full confidentiality of the data supplied while answering client customer queries/ complaints. Under no circumstances will the service provider divulge/reveal/share such data for the purpose other than for meeting the client's requirement. Any violation of this confidentiality clause may result in instant termination of the contract and the service provider shall pay liquidated damage of Rs. 10,00,000/- (Rupees Ten lakh) to the client and the client shall reserve the right to blacklist the service provider for any future contracts. The decision of the client shall be final in this regard and binding on the service provider.



➤ **General Terms and conditions:**

1. There will be no increment in the agreed prices during contract period and no extra charges will be accepted. The initial contract period will be for **one year** and may be extended for further period depending upon the performance of the bidder.
2. The Service Provider will only use licensed versions of the software & hardware supplied wherever applicable. Further he shall indemnify user department/ Govt. of Gujarat from any legal issue that may arise from the use of S/W, S/W products & Hardware Product.



PERFORMANCE BANK GUARANTEE
(To be stamped in accordance with Stamp Act)

Ref:

Bank Guarantee No.

Date:

To

<<Department Name>>
(Gujarat)

Dear Sir,

1. WHEREAS..... (Name of Bidder) hereinafter called "the Bidder" has undertaken, in pursuance of Agreement dated, (hereinafter referred to as "the Agreement for **Automated Recorded Voice calling using e-Mamta Software Application Automated Recorded Voice calling using e-Mamta Software Application**. AND WHEREAS it has been stipulated in the said Agreement that the Bidder shall furnish a Bank Guarantee ("the Guarantee") from a scheduled bank for the sum specified therein as security for implementing PROJECT.
2. WHEREAS we _____ ("the Bank", which expression shall be deemed to include its successors and permitted assigns) have agreed to give the Government of Gujarat ("GoG") the Guarantee:

THEREFORE the Bank hereby agrees and affirms as follows:

The Bank hereby irrevocably and unconditionally guarantees the payment of all sums due and payable by the Bidder to GoG under the terms of their Agreement dated _____. Provided, however, that the maximum liability of the Bank towards GoG under this Guarantee shall not, under any circumstances, exceed _____ in aggregate.

3. In pursuance of this Guarantee, the Bank shall, immediately upon the receipt of a written notice from GoG in that behalf and without delay/demur or set off, pay to GoG any and all sums demanded by GoG under the said demand notice, subject to the maximum limits specified in Clause 1 above. A notice from GoG to the Bank shall be sent by Registered Post (Acknowledgement Due) at the following address:

Attention Mr. _____.

4. This Guarantee shall come into effect immediately upon execution and shall remain in force for a period of months from the date of its execution. The Bank shall extend the Guarantee for a further period which may mutually be decided by the bidder & GoG. The liability of the Bank under the terms of this Guarantee shall not, in any manner whatsoever, be modified, discharged, or otherwise affected by:

- Any change or amendment to the terms and conditions of the Contract or the execution of any further Agreements.



- Any breach or non-compliance by the Bidder with any of the terms and conditions of any Agreements/credit arrangement, present or future, between Bidder and the Bank.
5. The BANK also agrees that GoG at its option shall be entitled to enforce this Guarantee against the Bank as a Principal Debtor, in the first instance without proceeding against the BIDDER and not withstanding any security or other guarantee that GoG may have in relation to the Bidder's liabilities.
 6. The BANK shall not be released of its obligations under these presents by reason of any act of omission or commission on the part of GoG or any other indulgence shown by GoG or by any other matter or thing whatsoever which under law would, but for this provision, have the effect of relieving the BANK.
 7. This Guarantee shall be governed by the laws of India and the courts of Ahmedabad shall have jurisdiction in the adjudication of any dispute which may arise hereunder.

Dated this the Day of

Witness

(Signature)

(Name)

(Official Address)

(Signature)

Bank Rubber Stamp

(Name)

Designation with Bank Stamp
Plus Attorney as per Power of
Attorney No.
Dated: