

**Government of Jammu & Kashmir
Directorate of School Education Kashmir**

No: DSEK/Plg/MDM/193
Dated: 08 / 06 /2016

Subject: Request for proposal (RFP) for Real Time Data Collection, Integration and MIS generation of daily basis for Mid day Meal Scheme of the School Education Department, J&K.

It is hereby notified for the information of general public that “The Request for Proposal (RFP) for Real Time Data Collection, Integration and MIS generation of daily basis for Mid day Meal Scheme of the School Education Department, J&K has been uploaded on official website of Directorate of School Education Kashmir (www.dsek.nic.in).

Date of Issue : 09.06.2016

Tender Closing Date: 20.06.2016 upto 1.00 PM

Tender Opening Date: 21.06.2016 11:00 AM”

Kindly give wide publicity to the above information in leading locals of Jammu and Srinagar and also to National dailies.

**Sd/-
(Dr. Shah Faesal IAS)
Director School Education,
Kashmir**

Tender Title:- Request for Proposal (RFP) for Real time Data Collection, Integration & MIS Generation on daily basis for Mid Day Meal Scheme of the Department of School Education, Government of J&K.

CONTRACT PERIOD: - 3 YEARS

EARNEST DEPOSITMONEY: - ONE LAKH

DATE OF ISSUE: - 09 June 2016

PRE-PROPOSAL MEETING: - 19 June 2016

CLOSINGDATE : - 20 June 2016-1:PM

DATEOFOPENINGOFTECHNICALBID :- 21 June 2016-11:AM

Nodal Officer

Mid Day Meal, IVRS
Director School Education,
Kashmir
Email:dsekplg@gmail.com
Phone:-0194-2455095



**Government of Jammu & Kashmir
Directorate of School Education Kashmir**

Letter of Invitation (LoI)

To,

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Sub: - INVITATION OF BID FOR Real time Data Collection, Integration & MIS Generation on daily basis for MID-DAY MEAL SCHEME OF HUMAN DEPARTMENT OF SCHOOL EDUCATION, GOVERNMENT OF J&K, SRINAGAR.

The Mid- Day Meal Scheme inviting request for proposal for Online on daily basis real time data collection through interactive information system IVRS technology Help desk for receiving the daily progress reports regarding number of beneficiary, food grains and fund of the 20000+ Primary / Middle/High school (Approx). There may be variation of 10 to 15% in this number due to closing/opening of new schools.

1. Scope of Work

The Monitoring System will be designed to work as follows:

1. An Outbound, Automated Interactive Voice Response System will be provided to contact the Headmasters/Head Teachers on their mobile phones on a daily basis at a pre-scheduled time to collect data (see Section 4). Like any regular automated call, the Headmasters should be able punch in their reporting data on the phone keys.
2. The phone nos. of Head master and officials mapped by school, village, block and district will be provided by the Education Department.
3. The system should be so designed to allow one person from each village, to get a call from the IVR system to convey data of the school for confirmation each month and such phone number will be provided by the Directorate
4. The solution should be designed to also allow Headmaster with out Mobile Phones / Handsets to record data into the Automated IVRS system, through land line/WLL..
5. The Collected Data will be uploaded on Central Server automatically and will be available on line as Reports (see section 4).
6. The Online Site will have Password Based Access-Controls for Different Officials, though most Reports will be in the Public Domain.
7. Missing Data Sets or Recorded Data which is Below Pre-Defined Thresholds and hence requires Corrective Action by Block / District Officials will need to be tracked in the system and an automated mechanism will provided for information and escalation of the same.

8. The solution will have an audit component that allows for VSMCs /PRIs and District / Block Officials to verify the data received from Headmasters. Apart from a web based solution, this component should also be mobile-based, so as to increase its reach and effectiveness (Audit Component)
9. The solution will also provide an automated facility for villagers to call into the IVR System, get the day's data and record their feedback. This will strengthen community involvement and aid monitoring. (Community Component)
10. The solution should provide for setting up of a Toll-free Manual Call Center for Complaint Registration and Grievance Redressal and integration of the above. Complaints should be trackable over the IVR system.
11. Finally, the solution should be integrated with the existing MDM MIS system, run by the Education Department, GOB.

2. Coverage and Duration

The solution will cover all 20000+ schools in J&K and the bidder will be given three (3) months for roll-out from the date of award of contract.

3. Functional Components

The Monitoring System must include the following modules:

1. Setting up of State Programme Management Unit that will have an interface with NIC central server
2. **Automated IVRS System:** The system will broadcast calls daily only at a pre-defined time for each school. Multiple schools will be called simultaneously. In case of busy tone or no reply, the system will be programmed to try again at pre-defined regular intervals (upto5) to complete the call. Language of the call will be user defined and will contain a local language option. The system will ensure only Relevant Inputs will be asked or Relevant Information played, depending on the day and the number that the call is being made to.

The System will collect the following data:

- a. No of Children Who Attended the School
 - b. Was Mid-day Meal Cooked and Served?
 - c. No of Children Who took the Mid-Day Meal
 - d. Are grains available for the coming Week?(only asked on Fridays)
 - e. Are funds available for the coming Week?(only asked on Fridays)
3. **Online Reporting module :** These will be web-based interfaces consisting of reports required by the District / State Officers. As of now, the following reports have been defined. Some of these may be access based.
 - a. **Daily Report :** This report will allow users to view the daily data received from each School. This will be searchable by district, block and village.
 - b. **School Report :** The school report will be a monthly synopsis of each school for all the parameters for which data is being collected.
 - c. **Audit Report :** This report will show data and feedback received from VSMCs / PRIs. This will be searchable by school or by the VSMC/ PRI representative.
 - d. **Monitoring Officials Report :** This report will show data and feedback received from Monitoring Officials such as Area Education officers or NGOs. This will be searchable by school or by the Officials Name.
 - e. **Citizens Report :** This report will show data and feedback received from Ordinary

- Citizens. This will be searchable by school and by mobile/landline number.
- f. **Complaints / Grievance Tracking** : This report will show complaints received and action taken. This will be searchable by school and by complaint id.
4. **Call Centre** : There will be a toll-free number available for Complaint Registration manned by Call Center Employees. This will deal with complaints with respect to Food Quality, System Failures etc. Each Complaint will be registered and a Trackable Complaint Id provided.
 5. **Other Modules** : Other components such as Audit and Community Involvement can be designed as per the choice of the bidder and can involve technologies such as IVR, SMS, On-Device Applications, ASR, etc. A detailed solution design and functioning will need to be provided alongwith the bid.

Requirements are further detailed in Annexure A

4. Project Deliverables

As a part of the project the bidder has provide the following deliverables from time to time:

1. Detailed Project Plan within 15 days from the date of signing the contract.
2. Monthly progress reports with regard to the project progress and status of the project from time to time. The bidder must provide these reports w.e.f. the date of signing the contract.
3. At the end of the project the bidder must provide the following deliverables as part of contract exit plan:
 - a. Complete documentation such as SRS, SDD, Training manuals, user manuals.
 - b. Complete back-up of the data.
 - c. An affidavit stating that IPR lies with GoB for utilizing the product in Srinagar(only for MDM). However, bidder can use the same in other states for replication.

5. Training

Training plays an important role in the successful implementation and operation of any ICT application. The bidder shall provide the following trainings to the field, operations and other senior staff involved n this project.

1. **MIS training** : This training shall be provided to all field level staff and functionaries of department who will use the web-based MIS System. This will include relevant state, district and possibly block officials. The bidder has to conduct at least 2 batches of training. Each batch will consist of about 25-30 persons maximum.
2. **IVRS Training** : This training is aimed to develop self sufficiency by the department and will mainly focuses on training zone level officials so as to allow them to train and equip Headmaster to use they system. To do this Training will be imparted to at least 2 officials from each district who will then serve as Master Trainers for training other officials within that district. Other solution components like Audit and Community Involvement will also get covered in this training. The bidder has to conduct at least 3 batches of training. Each batch will consists of about 25-30 persons maximum.
3. The bidders may note that, if department desires, they may request the bidder to impart additional trainings, for which compensation shall be as per the commercial quote provided by The bidder.

6.Support

Operational and Maintenance support shall be provided by the bidder for the solution for the entire duration of the project. In addition:

1. The bidder will deploy one Project Manager locally in Srinagar/Jammu, who will interact with the department for all day to day activities.
2. The entire solution infrastructure will be based in Srinagar/Jammu and the bidder is required to keep necessary backup infrastructure to deal with any component failure. Manpower and components required are left to the discretion of the bidder.
3. For non-availability of the system due to failure, the Department reserves the right to deduct payments based on a pro-rata basis.
4. The established toll-free call center will also deal with all system-related complaints. The call centre should work 6 days a week (excluding Sun) and function from 9 AM to 6 PM. The bidder must establish the call center with required infrastructure.
5. For components such as audit and community monitoring, the support infrastructure will depend on the solution provided. The bidder should ensure that this is factored and clearly mentioned in his technical and commercial bid.

7. Analysis of Information captured

The bidder should be able to provide an ongoing analysis of information that is being captured. The bidder will deploy resources capable of doing the analysis on an ongoing basis. Analysis will be presented every 15 days of the data that has been collected.

8. Eligibility (Pre Qualification) Criteria

Organization(s)desirous of bidding for this project shall meet the following pre-qualification criteria:

1. The bidder Should be registered in India as per the Company Act 1956, notarized copy of certificate of incorporation should be enclosed alongwith the offer and should be in operation for at least 1 year from the date of publication of the bid.
2. The bidder should have an experience of successfully executing at least five (5) projects as on bid calling date in the development and deployment of IVR based software applications for public or private sector organizations.
3. The bidder should have an experience of at least three (3)projects in each of the following mobile and Internet technologies -Web, IVR, SMS and On-Device Applications.
4. The bidder should have an Office (or Branch Office) Preferably a local partner who is a state subject of J&K state and have experience in the relevant field in J&K. However, bidders who do not possess an office in J&K must make available an office within 30 working days from the date of award of contractor signing of the contract, whichever is earlier.
5. The bidder can also be a consortium of organizations. In such a scenario, one of the organizations would be considered the lead partner and the bidding party and must satisfy criteria 8.4. Each of the consortium partners should satisfy criteria 8.1 and the consortium as a whole should meet criteria 8.2 and 8.3.

Note : Detailed documents such as written confirmations from the authorized signatories to be provided for the above pre-qualification eligibility criteria. Any bidder who does not furnish supporting documents alongwith evidence shall be summarily rejected. These documents should be submitted separately in a

sealed envelope marked ' Eligibility Document s' contained in the bigger cover marked " Technical Bid"

9. Bid Format and Submission

The bid should be submitted in the following format (technical and commercial bid should be submitted separately):

1. **Technical Bid** : The technical bid will include the following documents and components:
 - a. Envelope containing " eligibility document"
 - b. Overall Solution Design and RS Document with Sample Web Reports
 - c. Detailed Write-Up of the Hardware and Software Technologies used
 - d. Proposed Solution for the Audit Component and its Benefits
 - e. Proposed Solution for the Community Monitoring Component and its Benefits
 - f. Detailed Implementation and Roll-Out Plan

2. **Commercial Bid** : The commercial bid will be divided into the following components and cost will be given for each component separately:
 - a. **Annual Cost of IVRS Solution and Web-based MIS Reports (Year 1)** : Please note this includes straining and support costs for the above components and integration of the solution with the existing MDM MIS
 - b. **Annual Cost of IVRS Solution and MIS Reports(Year 2 onwards):**
 - c. **Cost per Additional School:**
 - d. **Cost Per Additional MIS Training:**
 - e. **Cost Per Additional IVRS Training:**
 - f. **Annual Cost of Proposed Audit Component** : Including any support and training costs.
 - g. **Annual Cost of Proposed Community Monitoring Component** : Including any support and training costs.
 - h. **Annual Cost Per Line of Toll-Free Call Center (call charges will be paid as per actual by the department**
 - i. **Annual Cost Per Manned Agent at Call Center:**

Note: All costs mentioned in the bid should be annual costs only. All unit costs mentioned here will be valid for the entire 3 years and the department reserves the right to purchase additional items/ quantities based on these unit costs.

10. Bid Opening and Evaluation

1. Preliminary examination of the bids

- a. Preliminary scrutiny will be made to determine whether they are complete, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed, and whether the bids are generally in order.

- b. Arithmetical errors will be rectified on the following basis. If there is a discrepancy between the unit/ annual price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the vendor does not accept the correction of the errors, its bid will be rejected and its bid security may be forfeited. If there is a discrepancy between words and figures, the amount in words will prevail.
- c. Prior to the detailed evaluation, The Department will determine the substantial responsiveness of each bid to the bidding documents. For purposes of these clauses, a substantially responsive bid is one, which conforms to all the terms and conditions of the bidding documents without material deviations.
- d. If a bid is not substantially responsive, it will be rejected by Department and may not subsequently be made responsive by the bidder by correction of the nonconformity.

2. Evaluation of Pre-Qualification bids:

Pre-qualification bid documentation shall be evaluated in two sub-steps.

- a. Firstly, the documentation furnished by the vendor will be examined prima facie to see if the technical skill base and financial capacity and other vendor attributes claimed there in are consistent with the needs of this project.
- b. In the second step, MDM Directorate may ask vendor(s) for additional information, visit to vendors site and/ or arrange discussions with their professional, technical faculties to verify claims made in bid documentation.

3. Evaluation of Technical bids

Technical bid documentation shall be evaluated in two sub-steps.

- a. Firstly, the documentation furnished by the vendor will be examined prima facie to see if the offer made, technical skill base and financial capacity and other vendor attributes claimed there in are consistent with the needs of this project.
- b. In the second step, Department may ask vendor(s) for additional information, visit to vendors site and / or arrange discussions with their professional, technical faculties to verify claims made in bid documentation.

4. Evaluation Criteria

Evaluation of the bids will be done in three stages and at the end of every stage short listed bidders will be informed to have fair and healthy competition. The following is the evaluation criteria:-

a. Pre-Qualification Criteria:

The pre-qualification criteria will not carry any marks but will be used to evaluate the eligibility of a bid. Any bidder not meeting the pre-qualification criteria will be summarily rejected and his technical and evaluation bid will not be opened.

b. Technical Scores

(50 Marks Maximum)

The bidder has to submit their technical proposal covering the following topics:

- ◆ Note on understanding of the purpose, objective and scope of the project
- ◆ Overview of proposed solution
- ◆ SRS Document
- ◆ Sample Reports
- ◆ Proposed Audit and Community Monitoring Components
- ◆ Proposed Hardware.

- ◆ Proposed Software(System and OS)
- ◆ Security Architecture
- ◆ Network Architecture
- ◆ User friendliness
- ◆ Implementation strategy, project plan and schedule
- ◆ Detailed Project Plan

The bidders shall have to give a technical presentation on the suggested technical parameters (described above) and also meet the functional requirements of the Automated Program Monitoring as specified in the bid document. The bidder's technical documentation and technical presentation shall be evaluated as described below:

- i. Quality and efficacy of the proposed IVRS/MIS Solution - **20 Marks**
- ii. Quality and efficacy of Audit and Community Solution – **10 Marks**
- iii. Technical Presentation & Live demonstration - **20Marks**

c. Commercial Bid Evaluation

5. Evaluation of Technical Bids

- a. The bidders technical solutions proposed in the bid document are evaluated as per the scope of the work and requirements of the department.
- b. Only bidders with Minimum Score of 30 on the Technical Bid will be considered for Stage III bidding (Financial Bid).
- c. Technical Compliance for the bidders will be evaluated as per technical proposal and configuration hardware and system Software.

6. Evaluation of Commercial bids

The commercial bids of only the technically qualified bidder will only be opened as per the evaluation criteria mentioned at 10.4. The commercial bids of the bidders will be evaluated as follows:

Commercially L1(Lowest Bidder)will be the successful bidder.

11. Payment Terms and Conditions

The following are the payment terms and conditions:

	Item description	% of contract value
1.	On Roll-Out of Services(Month 3)	50% of total contract value of Year 1
2.	6 Months Post Roll-Out	25% of TCV of Year 1
3.	12 Months Post Roll-Out	25% of TCV of Year 1

4.	Year 2 onwards, quarterly payments will be made till end of Q3 of Year 3	25% of TCV of Annual Price
5.	On delivery of the deliverables as Per exit plan of the contract attend of Year 5	25% of TCV of Annual Fee

Annexure A: Detailed Requirements

Detailed requirements are mentioned in this section. Bidders have to at least fulfill the below mentioned requirement a part from the functional requirements mentioned above. However, the bidder is free to provide additional solutions as it may deem fit which would help in achieving the overall program objectives.

A.1 General System Requirements

1. Capability to allow multiple modes of communication
2. Capability for data to be captured through multiple communication channels
3. Capability to capture and share information in real time
4. Capability to use multiple service providers for providing services if needed
5. Capability to ensure automated multiple runs of the data gathering campaigns for maximum data capture
6. Calls should be triggered using a web-based application
7. Ability to trigger data collection campaigns at pre-defined timelines
8. Ability to ensure multiple runs of the campaign without manual intervention being required
9. All information should be captured in real-time
10. System should be able to generate exceptions of numbers who have repeatedly not been responding to the data collection efforts
11. System should be able to identify the wrong numbers
12. Capability to share the captured data with multiple stakeholders using multiple channels

A.2 Communication Execution Tracking

1. All communication execution done through the system should be able to be tracked automatically
2. Every call, SMS sent through the system should be track able
3. Charges incurred in every run of the data collection campaign should be identifiable
4. At any point of time it should be possible for administrators to check the number of calls that have been made between the certain dates

A.3 MIS and reporting requirements

1. Detailed MIS should be available through a web-based interface
2. MIS should have drill down facilities to ensure analysis
3. MIS should be available at various levels starting from individual schools and going up to state level

4. Graphical and data based MIS should be available in the system through a web-based interface so that it can be accessed from various locations
5. The MIS access should be secure with visibility of data as per the roles and level of authority
6. Any other MIS or type of MIS which the vendor feels will be useful for the operations
7. MIS should have drill down abilities for better analysis

A.4 Alerts and Notifications

1. System should provide alerts and notifications at various critical situations
2. Alerts and notifications should be for both technical situations and business situations
3. Alerts and notifications should be for exceptions in data collections
4. These alerts and notifications should be possible to be sent in email, SMS or through and automated call

A.5 Security Related

1. Capability to provide role-based access
2. Capability to set the profile of each system user without hard coding
3. Capability to enforce the limits on the wrong passwords attempts by any user; which thereby can be removed by the administrator.
4. Capability to enforce the complex alphanumeric, case sensitive passwords
5. Capability to enforce re-login in to the applications after expiry of pre-specified idle time for the application.
6. Capability to facilitate adhoc back-ups creation, scheduling back-ups & recovery of data bases and application.
7. Capability to support the archiving of data back-ups by date
8. Capability to support operational security to restrict access through passwords at following levels:
 - a. Application level
 - b. Function level e.g. master data changes

A.6 Administration Related

1. User role maintenance
2. User creation
3. System /transaction monitoring
4. Tracking of dataflow
5. Data back-up and scheduling
6. System /application upgrades
7. Capability to create a hierarchy of schools by district, block etc. so that all data can be tracked accordingly

A.7 Audit Trail

1. System should audit all activities maintain logs of the same. Activities that should be mandatorily logged will include but not limited to:

- a. All mails and alerts originating from the application
- b. Exception reports for all categories
- c. Changes in Database
- d. Audit trail for all the data being pushed into and pulled from any other system
2. Following information should be available along with the log
 - a. User ID and User Name
 - b. Transaction ID/Session ID/Document ID
 - c. Time and Date
3. Should have a provision to archive logs

A.8 Interfaces with other applications

1. The system should have the ability to interface with other applications using an XML based interface

12 Preparation and Submission of Document:-

1.1 companies/agencies Should have valid Service Tax Registration as on date of submission of proposal. It should have been in existence for minimum periods of last three years.

1.2 companies / agencies Should have a valid PAN/TAN number from Income Tax department as on tender publishing date.

1.3 For Bidders intending to Bid should have mention last Three years turn over from 2008-9 to 2010-

1.4 and bank statement of last two years.

1.5 Department of School Education, J&K is not bound to accept any of the proposals submitted and reserves the right to reject any or all proposals with out assigning any reasons thereof.

1.6 Bidders must submit their proposals along with a EMD Demand Draft of Rs.1,00000/- (Rupees One Lakh only) drawn in favour of "Nodel Officer, MDM, IVRS, Director School Education Kashmir, Srinagar payable at Srinagar. Proposal will be rejected without submitting EMD Demand draft in 1st round of technical Bid evaluation. No liability will be accepted for downloading the incomplete document.

- a. The Department of School Education J&K is not bound to accept any Proposal and reserves the right to annul the selection process at any time prior to contract award, without thereby incurring any liability to the Bidders
- b. Any new addendum(if issued)will also be uploaded in the website all the prospective bidders are requested to regularly visit our website to keep themselves updated

1.7. Bidders are requested to submit their proposal in following three covers:

- (a) Technical Bid.
- (b) Financial Bid
- (c) Earnest money deposit/Bid Security

The sealed envelopes of technical bid and financial bid shall be suitably captioned and sealed a larger envelope clearly captioned "BID FOR REAL TIME DATA COLLECTION, INTEGRATION & MIS GENERATION ON DAILY BASIS FOR MID- DAY MEAL SCHEME OF DEPARTMENT OF SCHOOL EDUCATION, GOVERNMENT OF J&K

1.8 Agencies requiring a clarification of the Documents must notify the Employer, in writing, not later than 5days before the proposed submission date. Any request for clarification in writing or by any other suitable medium of communication must be sent to the Employer's E-mail address .The Employer will respond bye-mail only to such requests

- 1.9 Following information's shall be furnished with technical proposal.
- 1.10 Complete name of firm, date of establishment and type of organization.
- 1.11 Name(s) of affiliate firm(s), their year(s) of establishment, countries of origin and type of organization.
- 1.12 Exact and complete home office address, business address, telephone number, fax number, E-mail address.
- 1.13 If present firm is the successor to or outgrowth of one or more predecessor firms, type name(s) of former entity (ties) and the year (s) of their original establishment.
- 1.14 Present a brief narrative description of the company/agency.
- 1.15 The item represents the projects handled by the firm, two represents the nature of the project and how it was accomplished, i.e., as Prime agency or in association with other agency. If it was implemented in association with other agency, indicate name of agency Third column represents the type of the services rendered. Fourth represent the Employer whom the services were rendered. Indicate the address of the Employer. The last column represents the duration of services.
- 1.16 List of projects carried out by the forms which best, illustrates the experience of the relevant to this project.
- 1.17 Methodology for the execution of work illustrated with bar chart of activities including the composition of team and Quality assurance
- 1.18 You are expected to examine all terms and instructions included in the Documents. Failure to provide all requested information will be at your own risk and may result in rejection of your proposal
- 1.19 The technical proposal must not include any related to financial proposal

13 The Concessionaire / vendor finally selected will have to comply with special rules and regulations as in vogue in the State of J&K.

Sd/-
Shah Faesal, I.A.S.
Nodal Officer,
Mid-Day Meal IVRS,
Director School Education Kashmir
Government of J&K