



**Request for Proposal**  
**For Providing**  
***Kisan Call Centre Services***

**TO**



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

**Reference: 'RFP / KCC / DAC / 2011'**

**October, 2011**

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## 1.0 DEFINITIONS

In this document, the following terms shall have respective meanings as indicated:

1.
  1. "Bidder" shall mean the firm/consortium offering the solution(s), services and / or materials required in the RFP.
2. "CCA" shall mean Call Centre Agent 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 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" shall mean Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India. .
6. "Final Acceptance" shall mean DAC's written certification that the Services being delivered during the Probation have been verified as satisfactory in accordance with the defined Specifications.
7. "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.
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.
10. "Nodal Agency" shall mean the DAC appointed organization, which shall locally liaise with the State Government and other stakeholders and carry out such other functions on behalf of DAC which are generally or specially entrusted to it.
11. "Partial Acceptance" shall mean the DAC'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.
12. "Party" shall mean either DAC or Bidder individually and "Parties" shall mean DAC and

Bidder collectively.

13. "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.
14. "RFP" shall mean Request for Proposal, Tender Document or Bidding Document including the written clarifications & modifications issued by DAC in respect of the RFP.
15. "Services" shall mean requirements defined in this Request for Proposal including all additional services associated thereto to be delivered by the Service Provider.
16. "Service Provider" shall mean successful bidder on whom the purchase order is placed by DAC.
17. "Shift" shall mean an eight-hour shift.
18. "Shift Factor" shall mean the percentage of additional CCAs 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 CCAs as the KCCs will operate on 16x7 (i.e. 6 AM to 10 PM) basis 365 days of the year and this will be 25% of the total strength.
19. "Site" shall mean the location(s) for which the work has been allotted and where the services are to be delivered.
20. "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.
21. "Third Party Agency" shall mean any agency appointed by DAC for monitoring the work of Service Provider and other related issues .
22. "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.

## 2.0 PROJECT DESCRIPTION AND SCOPE OF WORK

### 2.1 Project Description and Objective

DAC 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 Centres are currently 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, number of incoming & outgoing telephone lines and PRI lines are given in Table 2.2. The number of seats at various locations is likely to increase progressively.**

#### a. The Scheme

To harness the potential of ICT in agriculture, Ministry of Agriculture 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 working in 25 different locations covering almost all the States. 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, calls at the KCCs have increased over three fold during the last three years and the DAC intends to rapidly enhance coverage of farmers under this most important and convenient tool of agricultural extension.

#### b. Mission of the Department on Kisan Call Centres

**The DAC aims to have an efficient, effective 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 by the end of 12th Five Year Plan to such an extent that at least one out of every 2 cultivators calls KCCs once in a**

**year on an average. This will necessitate about 3633 seats in the KCCs and corresponding augmentation of IT infrastructure of KCCs.**

**c. Manpower to be deployed in Kisan Call Centres**

i. The Call Centre Agent with the prescribed minimum academic qualification in the field of Agriculture and excellent communication skills in respective local language shall attend these calls. These Call Centre Agents are considered as Level 1 (L1) support of Kisan Call Centres.

ii. Minimum qualification of a Call Centre Agent (CCA) will be as follows:

- 1) A Graduate or above (i.e PG or Doctorate) in Agriculture or allied disciplines,
- 2) CCAs should be from the same State. In case eligible candidates from the same state are not available, the Service Provider may appoint a CCA belonging to a neighbouring State in the region with proficiency in local language of the State
- 3) The CCA must have fluency in the local language/ dialect.
- 4) Desirable: 1 year experience in agriculture and/or allied sectors

iii. In case there are more than four CCAs in a KCC location, one Call Centre Supervisor shall be provided in addition to the CCAs who shall possess a Post Graduation or higher qualification in Agriculture or Allied Sciences with at least 2 years experience of working in a Call Centre. A KCC Supervisor, apart from his duties as a KCC Agent, shall also be responsible for liaising with different stakeholders and resolving the local issues for smooth functioning of the KCC.

**Table 2.1 Kisan Call Centre Locations and Languages**

Sl. No.	State/ UT	Tentative Location	Language
1.	Andhra Pradesh	Hyderabad	Telugu
2.	Bihar	Patna	Hindi
3.	Jharkhand	Ranchi	Hindi
4.	Chhattisgarh	Raipur	Hindi
5.	Delhi	New Delhi	Hindi
6.	Dadra, Nagar Haveli	Ahmadabad	Gujarati
7.	Gujarat	Ahmadabad	Gujarati
8.	Haryana	Chandigarh	Hindi/ Haryanvi
9.	Punjab	Chandigarh	Punjabi
10.	Chandigarh		
11.	Himachal Pradesh	Shimla	Hindi
12.	Jammu & Kashmir	Jammu	Dogri, Kashmiri, Ladakhi
13.	Karnataka	Bangalore	Kannada
14.	Kerala	Trichur	Malayalam
15.	Lakshadweep		Malayalam
16.	Madhya Pradesh	Jabalpur	Hindi
17.	Maharashtra	Nagpur	Marathi
18.	Goa,		Goan
19.	Daman & Diu		
20.	Orissa	Bhubaneswar	Oriya
21.	Rajasthan	Jaipur	Hindi
22.	Tamil Nadu	Coimbatore	Tamil
23.	Pondicherry		
24.	Uttar Pradesh	Kanpur	Hindi
25.	Uttarakhand	Dehradun	Hindi
26.	West Bengal	Kolkata	Bengali
27.	Andaman & Nicobar	Kolkata	Tamil
28.	Sikkim	Gangtok	Sikkimese
29.	Tripura	Agartala	Bengali
30.	Arunachal Pradesh	Itanagar	Adi
31.	Assam	Guwahati	Assamese
32.	Manipur	Guwahati	Manipuri
33.	Nagaland	Guwahati	Nagamese
34.	Meghalaya	Shillong	Khasi
35.	Mizoram	Aizwal	Mizo



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

Sl. No.	State/UT	Seats			Telephone Lines	
		6AM – 2PM	10AM-6PM	2PM-10PM	In coming	Out going
1	Andaman & Nicobar	1	0	1	PRI West Bengal	
2	Andhra Pradesh*	2	1	2	3	2
3	Arunachal Pradesh	1	1	1	2	1
4	Assam*	2	1	3	PRI	
5	Bihar*	2	1	2	3	2
6	Chhattisgarh*	2	1	3	4	2
7	Daman & Diu, D & N Haveli	1	0	1	PRI Gujarat	
8	Delhi*	2	1	3	4	2
9	Goa	1	0	1	PRI Maharashtra	
10	Gujarat*	4	1	4	PRI	
11	Haryana*	3	1	3	PRI Punjab	
12	Himachal Pradesh*	2	1	3	4	2
13	Jammu & Kashmir*	3	3	3	PRI	
14	Jharkhand*	2	1	2	3	2
15	Karnataka*	4	1	4	PRI	
16	Kerala	1	1	1	2	1
17	Lakshadweep	1	0	1	1	1
18	Madhya Pradesh*	9	0	9	PRI	
19	Maharashtra*	6	1	6	PRI	
20	Manipur	1	1	1	PRI Assam	
21	Meghalaya	1	1	1	2	1
22	Mizoram	1	1	1	2	1
23	Nagaland	1	1	1	PRI Assam	
24	Orissa*	3	1	3	4	2
25	Punjab & Chandigarh*	5	1	5	PRI	
26	Rajasthan*	4	1	4	PRI	
27	Sikkim	1	0	1	1	1
28	TN & Puducherry*	2	1	3	4	2
29	Tripura	1	1	1	2	1
30	Uttar Pradesh*	12	1	12	PRI	
31	Uttarakhand*	4	1	5	PRI	
32	West Bengal*	4	1	4	PRI	
	<b>Total</b>	<b>89</b>	<b>28</b>	<b>95</b>	<b>41</b>	<b>23</b>
<b>Total (192 Call Centre Agents and 20 Supervisors)</b>		<b>212</b>			<b>11 PRI centres</b>	
*One supervisor in each of these Centres						
Note:- Number of seats can be increased upto 275 while awarding the contract or immediately thereafter						

**d. Location of Call Centers**

DAC has the right to change the location or alter 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 according to flow of calls.

The service provider will select location for various KCCs in a commercial /non residential area as per its bid in consultation with DAC. DAC may also provide 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 6.5**.

**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, the Kisan Call Centre Agents will access the Kisan Knowledge Management System (KKMS) developed by DAC.

Call Centre Agents (CCAs) will act as a first level of support and it is envisaged that majority of queries will be replied by them. If a Call Centre Agent is unable to answer any query during office hours an attempt will be made to refer the caller to higher level experts in a conference call along with the information collected by the Call Centre Agent. If such a conference call does not take place or leads to no satisfactory answer, the query will then be

automatically escalated 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. When a call is in queue, an appropriate pre-recorded message should be played intermittently and season specific standard advisories will need to be played to educate the farmer while he is holding on. 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 CCA 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 upto 2 minutes. Requisite hardware/software **for structured recording of such voice mail may also be provided on the server.**

Various MIS data/ reports generated from the call data recorded by the Kisan Call Centres are required to be provided to DAC on pre-defined regular intervals so as to optimize the operations of the Kisan Call Centres.

**f. Kisan Knowledge Management System (KKMS)**

DAC has also put in place a web based portal “*Kisan Knowledge Management System (KKMS)*”, an application software to maintain the database of state wise Agricultural Package of Practices supported by the database built up using the Frequently Asked Questions, other queries and their answers being provided by the Call Centre Agents and DAC identified experts. Presently, the database is available for most of the States for agriculture, horticulture, animal husbandry and fisheries, duly updated and validated by the State Agricultural Universities of the respective States from

time to time. The KKMS also has links to various schemes of the DAC, Ministry of Agriculture as well as weather related databases. The CCAs shall access KKMS over the Internet, to find instant answer to queries from farmers. Every call would be entered with details of farmers, query of the farmer and answer provided to him. **Escalation of calls to next higher level will happen automatically after pre-set time limits without CCAs intervention. Besides KKMS, Call Centre Agents are required to go through standard books/publications of SAUs/ State Governments, browse Farmers' Portal & various Scheme Guidelines of DAC and material provided by the DAC for answering farmers' queries.** The Service provider would ensure regular training/orientation of the CCAs in use of KKMS application and availability of latest information/ literature on agriculture related issues pertaining to various NARP Zones in the State.

## 2.2 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 shall bear the call charges of the Toll Free Numbers and the outgoing telephones used for contacting experts / farmers designated by DAC for call escalation.** It is essential that the EPABX 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.
- b) The Call Centre Agents 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. If KKMS is down due to non-availability of internet connection at any point of time or due to any other technical reason, the CCA shall record the details of every call as above in a structured spread sheet. The data so entered shall be exported to KKMS

database once it comes live. The information recorded in the database shall be used for the purpose of preparing MIS reports and sent to DAC 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 Call Centre Agent would be required to refer to relevant websites maintained by Central/ State Government agencies as well as other reliable websites to answer queries from the farmer. The Call Centre Agent must, therefore, have on-line access to these sites continuously. Besides KKMS database, other farmer related information such as seed varieties, availability of inputs, list of dealers, machinery & equipment etc. is being made available on the Farmers' Portal developed by DAC. A KCC agent is expected to use both these databases for the benefit of farmers.
- d) In order to supplement the efforts of KCC Agents, it is envisaged to actively involve the Common Service Centres being established for a cluster of villages by the Department of IT, Government of India.
- e) The farmers can access information regarding the package of practices of agriculture, horticulture, animal husbandry, dairying & fisheries sectors available in Kisan Knowledge Management System (KKMS), either directly or through Common Service Centres (CSC). The CSC agents can log onto KKMS or respective websites to answer queries 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 also, an interface has been developed. 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).

The database of farmers' queries given at CSC will also be available at KCC and vice versa. **Thus, a KCC agent 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 in Fig.1, KCC agents will first try call

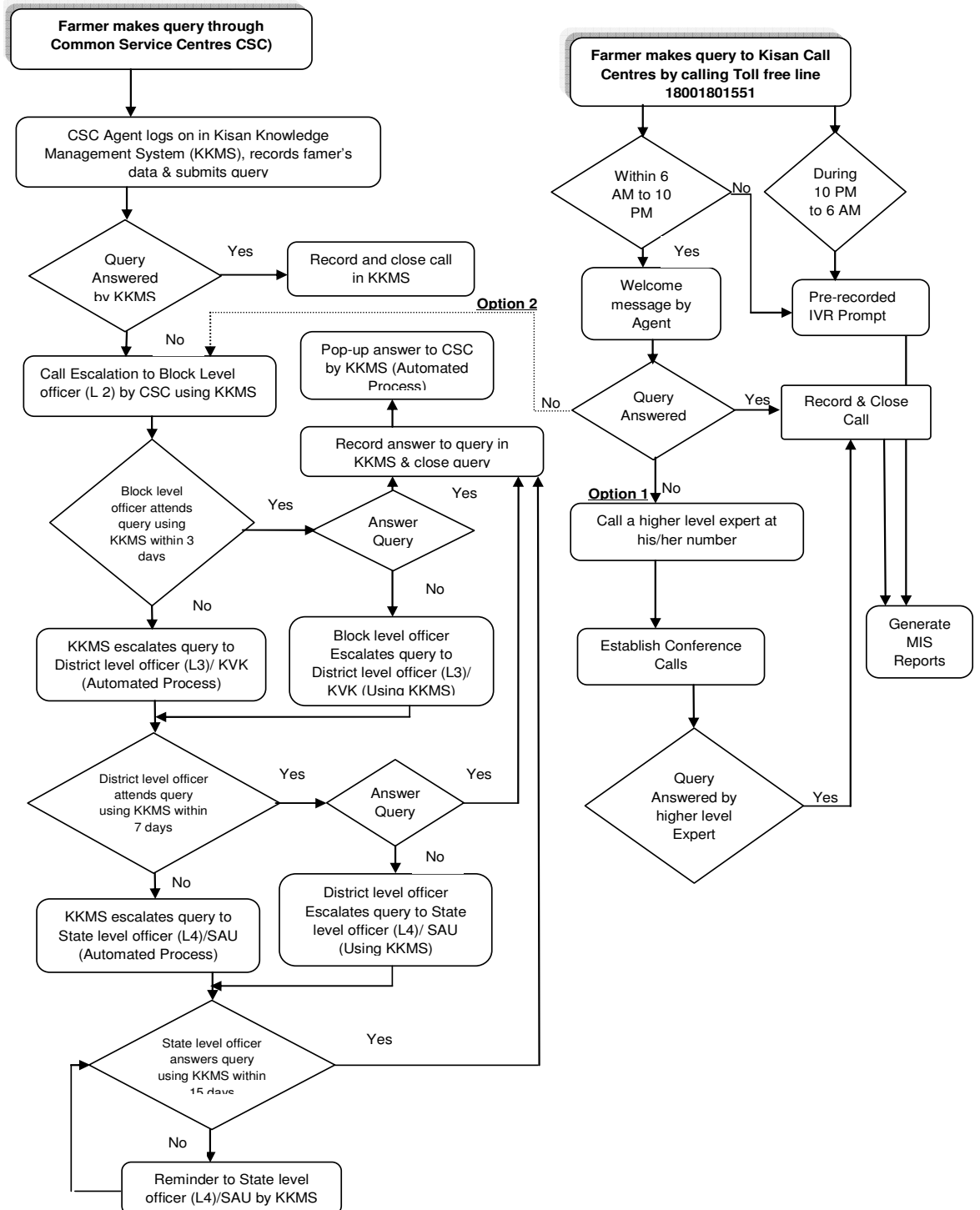
conferencing with higher level experts and escalate the query to the Block level officer if call conferencing does not materialize or caller is not satisfied with the reply given. If Block level officer does not reply the query within the specified time, queries automatically get escalated to District (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 reason, 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 from the Agriculture and allied departments shall be responsible for reply to the queries escalated from the CSCs, if necessary, after taking inputs from the KVKs. Similarly, even though queries will be parallelly 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..

- e) The level-II expert (Block) should reply within 3 – 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.**
- f) 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 call centre agents. 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.
- g) Every State has quite a few NARP Zones having different problems and issues. Therefore, interaction of KCC agents 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 KCC agent gets at least a bi-monthly exposure to various issues in different parts of the State.

- h) 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. In order to ensure that this is a two-way communication channel, the Commissioner/Director of Agriculture shall ensure that a designated Nodal Officer gets across to the KCC Supervisor periodically.
- i) Besides updating and upgrading the domain expertise of the CCAs related to agriculture and allied sectors, the Service Provider is also expected to periodically refresh and enhance soft skills (including computer operations, KKMS, tone and tenor while attending a farmer's call etc).

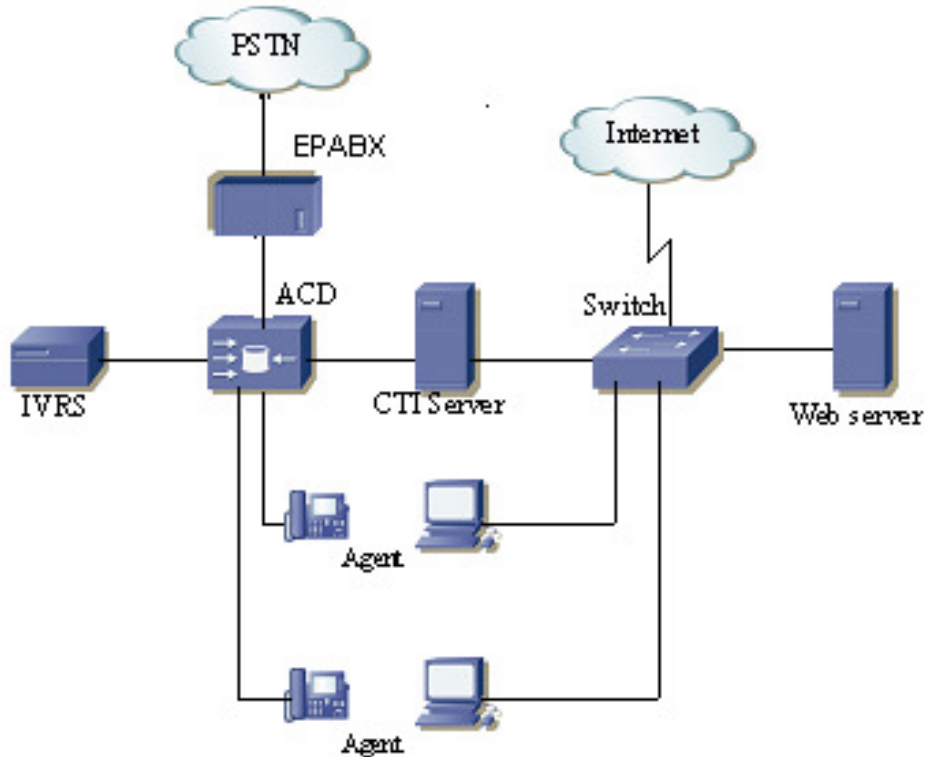
Fig.1. Call Receiving and Escalation Matrix in Kisan Call Centre (KCC)





## 2.3 Call Centre Set-up

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



While two distinct servers have been shown in the above schematic diagram, physically only one server may suffice. A Voice Mail System (VMS) also needs to be integrated as written in para 2.1 (e) above.

## 2.4 Scope of Work

DAC 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 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**.
- ii EPABX 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.( as per configuration at **Annexure 2**)
- iii Server per the configuration details at **Annexure 3**
- iv Uninterrupted Power Supply (UPS) (as per details at **Annexure 5**) shall be provided for a back up of at least 2 hours in every location. The battery sizing shall be done on computer load. A generator back-up is also needed in locations with longer duration of power break down.
- v Local Area Network
- vi Prescribed number of incoming and outgoing telephone lines ( as given in Table 2.2)
- 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 5 is to be provided.
- viii Required no. of telephone instruments with caller ID facility
- ix Hot Button Programming on all Telephone sets
- x Conferencing Facility on Telephone sets
- xi Head phones for each agent with adequate quantity in reserve for use in the event of some headphones not working
- xii Air conditioning
- xiii IVRS with call waiting message and any suitable pre-recorded message
- xiv Web Cam for communication/monitoring purpose (as per details at **Annexure 4**), to be used for online monitoring of KCCs through video conferencing by DAC officers, State Government Officials and others authorized by DAC. For this purpose Yahoo / Skype messenger IDs shall be generated by all the KCCs.
- xv PRI as indicated in Table 2.2 and wherever essential in other centres (only installation and recurring cost charged telephone service

provider shall be borne by the DAC). Some locations need not have PRI immediately and details in this regard will be provided in time.

- xvi Facility for audio recording of sample calls
  - xvii Adequate space for each Agent - at least 20 sq.ft per agent including common area, passages etc. (well maintained and to be situated in proper location with DAC's concurrence, if not in SAU/State Agriculture Department)
  - xviii Adequate/good quality furniture and fixtures including table, chair, cup boards, book shelf, shelf for EPABX, Servers and other gadgets etc.
- b) Provide requisite number of Call Centre Agents for the Kisan Call Centres for each State/ UT as per the qualifications prescribed at Section 2.2 (c). The CCAs 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 CCAs 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 agent 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 has the right to evaluate (directly or through State Governments) the Call Centre Agents appointed by the Service Provider at any stage and can reject them in case they are not found suitable. Under such circumstances, the Service Provider shall replace the Call Centre Agents within one week. DAC will have right to increase or decrease the number of Call Centre Agents depending on the response received over a period.
- c) Provide facilities for establishing conference calls with DAC experts and maintain a record of these calls, queries, and answers given.
- d) 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

- e) 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).
- f) Provide MIS Reports on monthly basis or at any interval prescribed by DAC. The MIS reports must contain information related to state-wise number of 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 etc. The format for MIS reports will be finalized in consultation with DAC, which will be suitably modified from time to time based on information requirement of DAC.
- g) The Service Provider would be responsible for installation, shifting and payment of regular telephone bills for the KCC telephone connections, both for incoming (for receiving 18001801551 calls from farmers) and outgoing (for conferencing with L2 experts) telephone lines in the KCC and 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 telephone connections in the KCC. DAC shall pay for all incoming calls (toll free number) based on centralized bill generated by the telephone service provider. The DAC 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/State Governments/State Agriculture Universities. Any disputes with the telecom operator would be handled by the Service Provider.
- 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 EPABX 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.

## 2.5 Minimum Prescribed Remuneration of Kisan Call Centre Agents

- a) The successful bidder will pay a minimum monthly consolidated remuneration to the CCAs (cash in hand, but including employees share of EPF contribution) as per details given hereunder:

KCC Supervisor – Rs.18000/-

KCC Agents Rs. 15000/-

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

- b) DAC, 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 guidelines issued by DAC in this regard. It will be the responsibility of the Service Provider to provide the details of educational qualifications and experience of the KCC agents 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) for the CCAs deployed at KCCs and shall submit documentary evidence for the same on quarterly basis. . **In order to motivate the better performing CCAs and KCC Supervisors, an annual enhancement of 7.5 % of the emoluments shall also be provided (to be paid by DAC) to them subject to continuous & satisfactory service of one year and other criteria to be specified by DAC.** DAC may decide to increase the minimum remuneration of the CCAs subsequently and would, in that case, reimburse the increased amount to the Service Provider taking into consideration the shift factor of

25% . Proportionate statutory contributions for such increase shall also be reimbursed by DAC (to be deposited regularly by the Service Provider).

- d) **The payment of prescribed remuneration to KCC Agents and Supervisor shall be made through cheque by first day of each successive month.**

### 3.0 INSTRUCTION TO BIDDERS

#### 3.1 Purchase of RFP document

Interested bidders may purchase the RFP document on payment of a non-refundable fee of **Rs. 1000/-** (Indian Rupees One Thousand only) towards the cost of the RFP document through a demand draft (cash payment not acceptable) in favour of 'DDO, Directorate of Extension' drawn on any schedule bank and payable in Delhi. The RFP can be purchased between 3.00 PM and 5.00 PM on any working day from 15.10.2011 onwards from the Director (Administration), Directorate of Extension, IASRI Campus, Pusa, New Delhi-110012.

The Complete RFP document can also be downloaded from DAC and DOE's Website <http://www.agricoop.nic.in> and <http://vistar.nic.in> However, the bidder is required to pay the prescribed fee of Rs. 1000/- before submission of the Bid or along with the Eligibility Claim through a demand draft in favour of 'DDO, Directorate of Extension' drawn on any schedule bank and payable in Delhi.

Prior to downloading the RFP document the bidder would be required to register online at <http://extensionreforms.dacnet.nic.in/kcc/webform2.aspx>. Those purchasing the RFP document on payment of requisite fee shall also be required to fill the Registration Form.

#### 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 **500 Call Centre seats spread across at least 4 States.**
- (b) The bidder shall have a minimum **total turnover of Indian Rupees 18 crores** in last three financial years from Call Centre business, **subject to minimum of Rs. 6 crores per year** and shall be running its business in profit continuously for three years at least.

- (c) The bidder shall preferably have a valid quality certification of minimum of ISO 9001- 2008 certification.
- (d) The bidder should have at least 3 years of experience in call centre/BPO industry.
- (e) 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.
  - 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 Client, the Prime Bidder may be given an option of going on its own.
- (f) 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
- (g) The bidder has to submit list of clients and details of services being provided to them by the bidder (DoT Certificate).
- (j) 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 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 - October 16, 2011
- Pre Bid Conference - October 31,, 2011
- Last Date for seeking clarifications on RFP - November 05, 2011
- Final Response to the bidders by - November 10, 2011
- Last Date for Submission of Bid - November 14, 2011

### 3.5 Pre Bid Conference:

**The DAC shall organise a Pre Bid Conference from 11.00 AM onwards on October 31, 2011 (if necessary the discussion can continue on November 01, 2011) in the Department of Agriculture and Cooperation, Ministry of Agriculture, Krishi Bhavan, New Delhi – 110001.** The participants in this Pre Bid Conference should register @ Rs. 500/- (Rupees Five hundred 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 may incorporate changes in the RFP based on acceptable suggestions received during the interactive Pre Bid Conference. The decision of DAC 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 **Form 6.10**) in writing not later than 5.00 PM on October 25, 2011. 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://vistar.nic.in> in accordance with the respective clauses of the RFP. **Only those prospective bidders, who register themselves before 11.00 AM on October 31, 2011, shall be permitted to take part in the deliberations during Pre Bid Conference.**

### **3.6 Clarification on Bidding Documents**

Bidders, requiring clarification on the RFP may submit queries/ clarifications, if any, to DAC in writing, at the address indicated above, not later than November 05, 2011 .

### **3.7 Amendment of Bidding Documents**

- (a) At any time prior to Pre-Bid Conference or the deadline for submission of bids, DAC, 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 DOE website, ([www://vistar.nic.in](http://www://vistar.nic.in)) not later than November 10, 2011, 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, 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 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 in Original (with photocopies in Copy 1 & 2) 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.**
- 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) **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) Bank's certificate of solvency and a statement from bank certifying their financial capability to undertake the project.

- g) Full description of design and layout of call centres with complete Technical and Engineering details (including hardware as per the configurations specified at **Annexures 1 to 4**).
- h) The bid shall specify time schedule of various activities with a PERT or similar chart. **Delay beyond the committed time-schedule made in para 3.19.2 (sl.no.2Ba) in completing set up of call centres shall lead to liquidated damages as detailed in para 4.9 (a) and (b).**
- i) Location details of the call centres as per **Form 6.5**
- j) 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:
  - i. Attrition rate (average) in the company during the last 3 years
  - ii. Strategy for objective and transparent selection process of manpower
  - iii. Plan for training (capacity building and refresher courses) in the area of soft skills as well as software skills
  - iv. New Technologies viz. Voice Mail Recording, Dynamic IVRS giving approximate call wait time, Call Recording for Quality Assessment and other innovative systems to enhance efficiency and responsiveness of the CCAs without any additional cost.
- k) Copy of the presentation to be made during technical evaluation in a DVD or Flash Drive. It is emphasised that the bidder will not be allowed to deviate or add additional points to his presentation once his bid is submitted.
- l) The bidder shall disclose details pertaining to any pending litigation against them or any of its owners / partners.
- m) Any additional information as asked for by DAC.

**The DAC 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 in original and two copies as per **Form 6.6** along with details as at **Form 6.7** and **Form 6.8**. 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 may at its discretion ask for revision of bid(s). DAC 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 delivered to the address given below on or before November **14, 2011 by 11.00 AM**. Late bids will be rejected. All bids must be accompanied by a Bid Security of Rupees **10,00,000/-** (Rupees Ten Lakhs only) in the form of a Bank Guarantee in the prescribed format valid for a period of 150 days from the date of opening of bid. Prequalification Bids will be opened in the presence of bidders' representatives who may choose to attend at the address given below on **November 14, at 12.00 Noon**.

**Director ((Extension Training)  
Directorate of Extension  
Department of Agriculture and Cooperation  
Ministry Of Agriculture  
Krishi Vistar Bhavan, IASRI Campus  
Pusa, New Delhi – 110012  
Telefax: 011-25847660/25843404**

- (b) Offer by fax / e-mail will not be acceptable.

**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 CCAs and statutory contributions towards them). The monthly **Total Operating Cost** per CCA 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 25% required for provisioning of weekly off days and leaves of the CCAs 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 (fixed as well variable) constituting the Total Operating Cost per month. Cost per seat per month of items of investment shall be relatable to capital cost, life of equipment; bidder's margin etc. Recurring cost also will be similarly apportioned. A Bid not providing such break up is liable to be rejected.
- (d) Unit and total prices of services including infrastructure offered should be quoted with breakup of all taxes and duties, and all other cost incidental thereto.
- (e) Bids submitted with subjective prices will be rejected. 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 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 **in a separate envelop**, as part of the Bid, a Bid security for the amount of **Rs. 10.00 Lakhs** (Rupees Ten Lakhs only) in form of the Bank Guarantee valid for a period of **150 days** from the date of opening of bid.
- (b) The Bid security shall be in Indian Rupees and shall be in the form of Bank Guarantee in favour of DDO, Directorate of Extension', New Delhi, issued by a scheduled bank in India and having at least one branch office in New Delhi, India.
- (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, 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
  - 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. Violates any of such important conditions of this RFP document or indulges in any such activity as would jeopardize the interest of the DAC.
  - iii Does not accept the correction of errors pursuant to Section 3.7
  - iv Bidder does not respond to requests for clarification of his Bid.
  - v Bidder fails to co-operate in the Bid evaluation process, and
  - vi In case of a successful Bidder, the said Bidder fails:
    - to sign the Contract Agreement in time; or
    - to furnish Performance Guarantee

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 original + two (1+2) copies of the bid clearly marking each "Original Bid" or "Copy of Bid" as appropriate. In the event of any discrepancy between them, the original shall govern.
- (b) The original and all copies of 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 or as necessary to correct errors made by the bidder, in which case such corrections shall be initialled by the person or persons signing the bid.

### 3.15 Sealing and Marking of Bid

- (a) The Bidders shall submit their bids in three Separate Parts in sealed envelopes super-scribed with the RFP document number, due date, time, Project and nature of bid (Pre Qualification bid, Technical bid, Financial bid).

PART-I: Original and 2 copies of Eligibility Claim (Pre Qualification Bid) with all the details and supporting documents

PART-II: Bid Security

PART-III Original and 2 copies of Technical Bid complete with all technical details, supporting documents.

PART-IV: Original and 2 copies of Financial Bid only with full price details and details as per **Form 6.6** and **Form 6.7**

- (b) Each set of envelopes containing Part-I, Part - II, Part-III and Part-IV of the offer should be enclosed in a larger envelope duly sealed. All pages of the bids must be signed and stamped.
- (c) The outer envelope shall indicate the name and address of the bidder to enable the bid to be returned unopened in case it is declared "late".
- (d) If these envelopes are not sealed and marked as required, DAC will assume no responsibility for the bid's misplacement or premature opening.

### 3.16 Bid Due Date

- (a) Bid must be received by DAC at the address given at para 3.10 and not later than **November 14, 2011 at 11:00 AM**. Bids received after this deadline are liable to be rejected and returned to the bidder unopened unless the dead line itself is extended and announced.
- (b) The DAC may, at its discretion, on giving reasonable notice in writing to all eligible Bidders who have been issued the bid documents, extend the bid due date, in which case all rights and obligations of DAC and the Bidder, previously subject to the bid due date, shall thereafter be subject to the new bid due date or deadline as extended.



### 3.17 Opening of Bids by DAC

- (a) Eligibility Claim (Pre-Qualification Bid) will be opened at 12.00 noon on November 14, 2011 at the following address. Technical Bids of qualified bidders will be opened at 12.00 Noon on November 21, 2011 at the same address:

Director (Extension training)  
Directorate of Extension  
Department of Agriculture and Cooperation  
Ministry Of Agriculture  
Krishi Vistar Bhavan, IASRI Campus  
Pusa, New Delhi – 110012

- (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, the Bids shall be opened at the appointed time and location on the next working day.
- (d) Bidders are advised to send a responsible, authorized and senior representative so that clarifications, if any, can be given on the spot.**
- (e) Technical Bids of only those Bidders shall be opened and evaluated who are found to be eligible as per the criteria laid down in the pre qualification bid. **In doubtful cases** (where further documents or clarification are required to establish eligibility), **the DAC in its discretion, may decide to open Technical Bid. However, such Bids can be rejected subsequently, if it is found that the Bidder has claimed eligibility on false grounds.**
- (f) The Bidder's names, Bid modifications or withdrawals and such other details as DAC at its discretion, may consider appropriate, will be announced at the time of opening of bids.

### 3.18 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 30:70 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.
- (c) In the second step, the Bidder(s) will make a presentation on their proposal. The DAC 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 50% 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 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. The envelopes containing Technical Bids of only the Eligible Bidders will be opened and the contents (particularly Fact Sheets) will be announced in the presence of all Bidders or their representatives. A Bidder may also be allowed to inspect bids given by other Bidders. **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. Bidder's representative may attend the Financial Bid opening.
- (h) Before opening technical bids of the pre-qualified bidders, the envelope containing Bid Security shall be opened. If Bid Security is not provided or is not given in the required format or is not of prescribed value, such technical bids will not be opened.
- (i) DAC may at its discretion discuss with Bidder(s) available at this stage to clarify contents of Financial bids.
- (j) If there is a discrepancy between the unit price & the total price, the unit price shall prevail and DAC 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.
- (k) Bids will be evaluated on the basis of total bid price for providing service for three years.

### **3.19 Criteria for Evaluation and Comparison of Bids**

A three-stage procedure will be adopted for evaluation of proposals, with the pre qualification being completed before the Bid Security is opened. The technical evaluation and thereafter financial proposals will be opened and compared.

#### **3.19.1 Pre Qualification Bid**

Pre Qualification proposal will be evaluated using the following checklist:

- i Annual Turnover for the last three years should be at least Rs 18 crore with not less than rupees six crores turn over each year:** (Enclose the CA certified Balance Sheet or Audited Balance Sheet for 2008-09 and 2009-10 and 2010-11)
- ii The bidder should be a profit making organization for the last three years:**(Enclose Profit & Loss account Statement i.e. 2008-09, 2009-10 and 2010-11)
- iii The bidder should have minimum ISO 9001:2008 Certification:** Attach certificates of ISO 9001:2008 certification
- iv Should be operating at least four Locations (Four States):** Attach the DoT registration letter for each location, certificate from concerned agency regarding number of seats
- v Should not be Blacklisted by any of the clients:** Submit an undertaking
- vi RFP cost to be enclosed in case of downloaded RFP Document:** Give details

- vii **Should be handling at least 500 call centre seats presently:** Give details of location wise number of call centre agents with certificates from respective clients indicating the service provided
- viii **PAN No., EPF Account No., ESIC Registration No.,**
- ix **Registration under OSP category**
- x **Service Tax Registration No.**

### 3.19.2 Criteria for Evaluation and Comparison of Technical Bids

The technical proposal will be evaluated using the following criteria:

Sl No.	Criteria	Score
<b>I</b>	<b>Organisational Strength [35]</b>	
<b>1A</b>	<b>Institutional Capacity ( 23)</b>	
<b>1Aa</b>	Annual Turnover during last Three Years {8}	8 marks to the bidder with maximum turnover. Other bidders get proportionately lesser marks on percentile basis
<b>1Ab</b>	Viability of the business {5}	
	In Profit continuously for last three years	3
	In profit continuously for more than three to five years	4
	In profit continuously for more than five years	5
<b>1Ac</b>	Quality Certification {3}	
	ISO 9001:2008	2
	Additional Quality Certification*	3
<b>1Ad</b>	<b>Attrition Rate in the company during the last 3 years (average){7}</b>	<b>7 marks to the company with lowest attrition, others get proportionately lesser marks on percentile basis</b>
<b>1B</b>	<b>Call Centre Related Capacity (12)</b>	
<b>1Ba</b>	Area of Call Centre Operation {5}	
	In 4 States	2
	>4-8 States	3
	>8-10 States	4
	>10 States	5
<b>1Bb</b>	Total Number of Call Centre Seats {7}	
	500 seats	3
	>500-1000 seats	4
	>1000-2000 seats	5
	>2000-5000 seats	6
	>5000 seats	7

<b>2</b>	<b>Quality of Proposal [60]</b>	
<b>2A</b>	<b>Proposed Design and Layout of KCC with Technical and Engineering Details</b>	
<b>2Aa</b>	<b>Proposed location of KCC {6}</b>	
	Any commercial location within the municipal limits of the town	<b>2</b>
	A commercial location within 3 kms(weighted average for all locations based on number of seats)of SAU/State Department of Agriculture	<b>3</b>
	A commercial location within 1 km(weighted average for all locations based on number of seats) of SAU/State Department of Agriculture	<b>6</b>
<b>2B</b>	<b>Activity Scheduling (10)</b>	
<b>2Ba</b>	<b>Meeting the time line as per RFP {10}**</b>	
	Completing set up in 8 weeks of Purchase Order	<b>4</b>
	Completing the Set up in 7 weeks of Purchase Order	<b>6</b>
	Completing the Set up in 6 weeks of Purchase Order	<b>8</b>
	Completing set up in 5 weeks of Purchase Order	<b>10</b>
<b>2C</b>	<b>Presentation by the Bidder (not more than 10 minutes) on organisational strengths and approach &amp; strategy for establishing the KCC facilities and its operationalization, highlighting management and technological Innovations(44)</b> (as detailed in para 3.9 Part II k))	
<b>2Ca</b>	<b>Clarity of the approach and strategy and organizational capability not covered in 1 above{7}</b>	Scores to be decided by the Technical Evaluation Committee
<b>2Cb</b>	<b>Strategy for objective and transparent selection process for CCAs {12}</b>	
	i) Transparency and Objectivity (7)	Scores to be decided by the technical evaluation committee
	ii) Qualitative Standards <sup>§</sup> (qualification, experience etc. over and above minimum norms prescribed in this RFP) (5)	
<b>2Cc</b>	<b>Approach for Training [Capacity</b>	

	<b>Building/Refresher programme in Soft and Software Skills] {5}</b>	
	Average	<b>1</b>
	Good	<b>3</b>
	Very Good	<b>4</b>
	Excellent	<b>5</b>
<b>2Cd</b>	<b>New Technologies<sup>@</sup> viz. Dynamic IVRS giving approximate call wait time, Recording of Random calls for Quality Assessment and other innovative systems to enhance efficiency and responsiveness of the CCAs without any additional cost {20}</b>	
	Average	<b>5</b>
	Good	<b>10</b>
	Very Good	<b>15</b>
	Excellent	<b>20</b>
<b>3</b>	<b>Customer Relation [5]</b>	
<b>3A</b>	Satisfaction letter of clients (subject to verification by DAC) {5}	
	Number of clients	<b>2</b>
	Nature of letters	<b>3</b>
	<b>TOTAL [100]</b>	

\* *Subject to the satisfaction of Technical Evaluation Committee*

\*\* *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 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. 50 marks) and Bid Security has been deposited. Most economical option as derived above shall be assigned 70 marks. Other financial bids shall be given marks on percentile basis. Thereafter, technical score out of 30 shall be added to the marks for financial bid to decide the ranking of bidders.

#### **3.19.4. Announcement of Financial Bids**

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 may even ask bidders to sign on one another's bids to ensure complete transparency.

#### **3.19.5. 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. The Financial Bid of only those bidders will be opened who scored minimum of **50 marks** in the technical Evaluation.

$$Sf = 100 * Fm / F$$

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

Note: Final ranking will be done after giving a weight of 30%to Technical and 70 % to Financial proposal.

#### **3.20 Negotiation with the R1 bidder**

If the DAC 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. Therefore, the R1 Bidder is advised to send sufficiently senior representatives (who can take spot decisions) for negotiation.

#### **3.21 Award of Contract**

DAC 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 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's Right to Vary Quantities**

DAC 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 's right to Reject Any or All Bids**

DAC 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 Notification of Successful Bidder and Acceptance by Successful Bidder**

- (a) Prior to expiration of the period of Bid validity, DAC 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 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 shall remain the property of DAC and originals and all copies shall be returned to DAC on completion of the Service Provider's performance, if so required by the DAC.
- (b) The Service Provider's shall not without prior written consent of DAC 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, the successful Bidder shall furnish a performance security for an amount of 15% (fifteen percent) of the Annual Value of Contract, using the performance

security format to be provided by DAC.

- (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, 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 as compensation for any loss resulting from the Service Provider's failure to complete its obligations under this bid. DAC 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 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 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 shall release the payments to the Service Provider within 10 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 **60 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 will be deducted by DAC.

#### **4.9 Liquidated Damages**

- (a) If the Service Provider fails to offer the services and system within the periods specified in the Bid, DAC 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 1% 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 has the right to terminate the contract and encash the performance security.

#### **4.10 Penalty**

- 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 CCAs, the same would be treated as deficiency of service. Penalty at the rate of Rs.700 (Rupees Seven Hundred 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 CCAs or failing to provide services and outgoing telephone charges, despite a notice of 15 days in this regard, the DAC 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 may deem fit

#### **4.11 Compensation for Change of Location of a Kisan Call Centre**

DAC 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 of 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.

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

DAC has the right to increase the number of seats in the KCCs from time to time during the contract period (initially upto 275 as per note below 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**) except the fixed components of Server, EPABX, Webcam, Rental, Office Management & Communication and Air Conditioner. However, out of various components mentioned in the previous sentence, charges shall be paid additionally in the following circumstances:

- (i) If EPABX needs to be upgraded to the next higher configuration in a Centre, price differential and related depreciation will be considered for extra payment for that Centre.
- (ii) An average area of 20 sq.ft will be kept for each CCA (including common area, passages and utilities). If the number of seats in a Centre increases to such a level so as to require hiring of more space or alternative accommodation, additional monthly rental (item C-2) per seat will be paid.
- (iii) If additional AC(s) are to be procured for a bigger accommodation (proportionate to the number of seats increased) , additional cost per seat will be paid.

The above enhancement 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 at the option of DAC up to a total period of five 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 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.

#### **4.16 Acceptance Testing**

Acceptance Test (AT) for the newly set-up KCCs shall be conducted by DAC/ any appointed third party. 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.

#### **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/ any appointed third party until expiry of the performance guarantee.

Service Provider shall maintain duty roaster and daily attendance record of the Call Centre Agents in each Kisan Call Centre. 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, EPABX, Computers, Server, Air conditioner, Headphone sets, incoming/outgoing telephone connections etc. The format of the registers/ logbooks would be finalized in consultation with DAC.

If upon inspection of a Kisan Call Centre by DAC 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 Call Centre Agents (CCAs) 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.

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 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, 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 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 shall be at liberty to take over from the Service Provider all the works at a price to be fixed by DAC, which shall be final, and the Service Provider shall refund forthwith the amount paid to him by DAC.

#### **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 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 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 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 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.
- 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 may authorise in writing) after receipt of the default notice from DAC.
  - iv On a notice period of 60 days.
- (b) In the event DAC terminates the Contract in whole or in part, as per sub-clauses (i) to (iii) above, the DAC 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 shall be returned to DAC in its original form upon such terminations. Bidder shall not have any right on this database, which is proprietary to DAC.

#### **4.22 Termination for Insolvency**

DAC 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.

#### **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

## 5.0 FUNCTIONAL REQUIREMENTS

A list of Functional Requirements and deliverables envisaged by DAC 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 2.0.

1. Each state/ union territory of India shall have KCC agents 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. Call Centre Agents would have the following minimum qualifications:  
At least a Graduate or above i.e. PG or Doctorate in Agriculture or allied disciplines,
  - i. the CCAs should be from the same state. In case eligible candidates from the same state are not available the Call Centre Operator may appoint a CCA belonging to a neighbouring state in the region with proficiency in local language of the state
  - ii. The CCA must have fluency in the local language/ dialect.
4. Service Provider shall appoint CCAs 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. In case there are more than four CCAs in a KCC location one Call Centre Supervisor shall be provided in addition to the CCAs who shall be a PG or higher in Agriculture or Allied Sciences with at least one year experience of working in a call centre. A KCC Supervisor, apart from his duties as a KCC Agent, shall also be responsible for liaising with different Stakeholders and resolving the local issues for smooth functioning of the KCC.
6. CCAs shall be conversant with the local language/ dialect of the respective State/ UT. CCAs shall also have good 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 CCAs in the call Centre as per the *Shift Factor* taken at 25% for provisioning of weekly off days and eligible leaves of the CCAs
8. It shall have sufficient numbers of the incoming lines with a facility to terminate additional 10 lines per location.
9. 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 EPABX 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 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.
10. 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.
11. It shall have space & capacity to house double the number of seats per shift .
12. DAC 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.
13. In case Service Provider intends to change the location of a KCC, it shall be required to give one month prior notice to DAC and also obtain prior approval of DAC.

14. It shall have capability to logically partition the switching system to avoid interference with other set of users.
15. 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.
16. It shall be possible to customize the IVRS prompt as per the requirement of DAC.
17. It shall have Automatic Call Distribution feature based on Skill, Idleness, and utilization of each operator.
18. In case the operator is unable to answer the queries, it will be transferred to the experts from DAC, State Agriculture Department, State Agricultural Universities on PSTN lines using call conferencing. The queries and replies given by DAC 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.
19. It shall have permanent Internet connectivity to send the MIS reports to DAC electronically and to access KKMS Database.
20. It shall have the facility to host the web portal. Details of hosting requirement and contents, if required, will be provided separately.
21. It is the responsibility of the bidder to co-ordinate for acquiring additional toll free lines and outgoing lines.
22. 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.
23. It shall have an uptime of 99% during the normal working times. In the event of failure to meet this requirement the DAC would decide the nature and extent of penalty to be imposed
24. Calls are to be answered within 3 rings with hold time not more than 5 seconds.
25. It shall have feature to generate customized MIS reports as per the requirement of DAC.
26. MIS Reports: The daily, weekly, monthly MIS reports shall include the following but not limited to: report on calls handled, call pending, average duration of calls, min. & max duration of calls, number of instances the operator found busy, calls abandoned due to breakdown, call made / referred to DAC experts.

27. 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 at the end of the month.
28. 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 for reimbursement of the telephone expenses.

## 6.0 FORMS AND SCHEDULES

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

To,

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

Sir,

I have carefully gone through the Terms & Conditions contained in the RFP Document [No. RFP/KCC/DAC/2011] regarding appointment of Service Provider for providing Kisan Call Centre Services to the DAC 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 Training)  
Directorate of Extension  
Department of Agriculture and Cooperation  
Ministry of Agriculture  
Krishi Vistar Bhavan, IASRI Campus  
Pusa, New Delhi – 110012

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 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 unto Department of Agriculture and Cooperation (DAC) (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..
- 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.

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	State/UT	City/Town	Tentative location of the KCC proposed by the bidder	
			Tentative location	Approximate distance from nearest State Agril. University/ State Department of Agriculture
1	Andhra Pradesh	Hyderabad		
2	Bihar	Patna		
3	Jharkhand	Ranchi		
4	Chhattisgarh	Raipur		
5	Delhi	New Delhi		
6	Gujarat, Dadra, Nagar Haveli, Daman Diu	Ahmadabad		
7	Haryana, Punjab, Chandigarh	Chandigarh		
8	Himachal Pradesh	Shimla		
9	Jammu & Kashmir	Jammu		
10	Karnataka	Bangalore		
11	Kerala, Lakshadweep	Trichur		
12	Madhya Pradesh	Jabalpur		
13	Maharashtra, Goa	Nagpur		
14	Orissa	Bhubaneswar		
15	Rajasthan	Jaipur		
16	Tamil Nadu, Pondicherry	Coimbatore		
17	Uttar Pradesh	Kanpur		
18	Uttarakhand	Dehradun		
19	West Bengal, Andaman & Nicobar	Kolkata		
20	Sikkim	Gangtok		
21	Tripura	Agartala		
22	Arunachal Pradesh	Itanagar		
23	Assam, Manipur, Nagaland	Guwahati		
24	Meghalaya	Shillong		
25	Mizoram	Aizawl		

## 6.6 Bid Price Schedule (Amount in Rupees)

Name of the Bidder: .....

### A. MANPOWER COST (RUPEES PER MONTH)

1. Remuneration	Type	Number	Salary (Rs./month)	Total Salary (Rs./month)
	Agent	192	Rs 15000	15K x 192
	Supervisor	20	Rs 18000	18 K x 20
	<b>Grand Total</b>			<b>Rs.3240000</b>
2. Add SHIFT FACTOR (25%) on 1 above				Rs.810000
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)				Rs.330723
4. Employee State Insurance @ 4.75 % of 1 + 2 above				Rs.192375
5. Margin on Manpower (% of 1 + 2 above)				
6. Service Tax liability (on 1, 2 and 5)				
7. Any other liability (please indicate) as per Government Rules				
<b>8. TOTAL MANPOWER COST PER MONTH (1 to 7 above) [A]</b>				

### B. COST RELATED TO FIXED EXPENDITURE

ITEM OF INVESTMENT	Cost per seat per month (Rs)	Remarks, if Any
1. Computer as per specifications given in <b>Annexure 1</b>		
2. EPABX as per specifications in <b>Annexure 2</b>		
3. Server as per specifications at <b>Annexure 3 with one printer</b>		
4. Web cam as per specifications at <b>Annexure 4</b>		
5. UPS as per specifications at <b>Annexure 5</b>		
6. Telephones with caller ID facility		
7. Headsets		
8. Air Conditioner		
8. Cost of furniture and fixture		
9. Any other, pl. specify		
10. Total: Rs. per seat per month		
<b>TOTAL FIXED EXPENDITURE COST</b>		

<b>PER MONTH FOR 212 SEATS (SI.No. 10 X 212) [B]</b>		
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**C. COST RELATED TO RECURRING EXPENDITURE**

<b>ITEM OF EXPENDITURE</b>	<b>Cost per seat per month towards Items of Investment (Rs)</b>	<b>Remarks, if Any</b>
1. Electricity (including ACs@ to be provided at various locations as per details given in Annexure 6.12)		
2. Rent (Room dimension with minimum floor area of 20 sq.ft./seat including common area, passages etc.)		
3. Registration Security for Telephone lines		
4. Internet		
5. Travel & Coordination		
6. Office Management, Communication and Project Management		
7. Staff Welfare		
8. Finance Charges for Telephone Bills		
9. Any other, pl. specify		
10.Total Recurring Expenditure per seat per month (sum of 1 to 9)		
<b>TOTAL COST PER MONTH TOWARDS RECURRING EXPENDITURE for 212 seats (Column 10 X 212) [C]</b>		

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

**(In Words: Rupees-----)**

**Please note:**

- 1) The above rates shall remain valid for a period of three years from the date of award of the contract.

Dated this \_\_\_\_\_ day of \_\_\_\_\_.

**Signature**

.....

**(in the capacity of)  
Duly authorised to sign bid for and on behalf of**

### 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 <b>Annexure 1</b>		
2	EPABX as per specifications in <b>Annexure 2</b>		
	Category A		
	Category B		
	Category C		
	Category D		
	Category E		
3	Server as per specifications at <b>Annexure 3 with one printer</b>		
	Configuration 1		for Centres upto 8 seats
	Configuration 2		for Centres with more than 8 seats
4	Web cam as per specifications at <b>Annexure 4</b>		
5	UPS as per specifications at <b>Annexure 5</b>		
6	Telephones with caller ID facility		
7	Headsets		
8	Air Conditioner		
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 Working Out Total Operating Cost Per Month as at Form 6.6**

SI No	State/UT	City/ Town	Total Rent (Rs)	Rent per sq.ft (Rs)
1	Andhra Pradesh	Hyderabad		
2	Bihar	Patna		
3	Jharkhand	Ranchi		
4	Chhattisgarh	Raipur		
5	Delhi	New Delhi		
6	Gujarat, Dadra, Nagar Haveli, Daman Div	Ahmadabad		
7	Haryana, Punjab, Chandigarh	Chandigarh		
8	Himachal Pradesh	Shimla		
9	Jammu & Kashmir	Jammu		
10	Karnataka	Bangalore		
11	Kerala, Lakshadweep	Trichur		
12	Madhya Pradesh	Jabalpur		
13	Maharashtra, Goa	Nagpur		
14	Orissa	Bhubaneswar		
15	Rajasthan	Jaipur		
16	Tamil Nadu, Pondicherry	Coimbatore		
17	Uttar Pradesh	Kanpur		
18	Uttarakhand	<b>Dehradun</b>		
19	West Bengal, Andaman & Nicobar	Kolkata		
20	Sikkim	Gangtok		
21	Tripura	Agartala		
22	Arunachal Pradesh	Itanagar		
23	Assam, Manipur, Nagaland	Guwahati		
24	Meghalaya	Shillong		
25	Mizoram	Aizwal		
	<b>Total</b>			



## 6.9 Performance Bank Guarantee

**Director (Administration)  
Directorate of Extension  
Department of Agriculture and Cooperation  
Ministry of Agriculture  
Krishi Vistar Bhavan, 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” 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 having agreed that the Service Provider shall furnish to DAC a Performance Guarantee for the faithful performance of the entire contract, to the extent of 15% (fifteen 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 upto 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 Letter of Guarantee will expire on \_\_\_\_\_ including 30 days of claim period. However, its validity can be got extended before \_\_\_\_\_ solely at the instance of the DAC. This clause shall remain valid notwithstanding anything else contained to the contrary in this document. Any claims made hereunder must be

received by us on or before expiry date after which date this Letter of Guarantee will become of no effect whatsoever whether returned to us or not.

\_\_\_\_\_  
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.

**Annexure 1****Configuration of Desktop PCs to be provided for each seat in Kisan Call Centre**

<b>SI No.</b>	<b>Item and Configuration</b>
1	Desktop, preferably slim
2	AMD Athlon II/Intel Core 2 Duo Processor or subsequently equivalent/better (e.g.Intel i3), Intel G965 Express chipset or subsequently equivalent/better
3	Bus Architecture - PCI & PCI Express or better, Expansion Slot – 2 PCI, 2PCI Ex, 1PCI Ex graphics or more
3	10/100/1000 Network card with WOL
4	<ul style="list-style-type: none"> <li>• 2 GB DDR3 expandable to 4 GB or Higher</li> </ul>
5	500 GB SATA
6	Dual Layer DVD Writer
7	104 Key OEM Keyboard & Optical Scroll Mouse with Mouse Pad
8	TCO 03 Certified19" LED Monitor
9	Windows 7 Professional
10	Antivirus: Latest version Norton/ McAfee/Trend Micro with 3 year upgradation validity
11	3 years on-site warranty
12	Office Automation Suite such as Open Office

**Annexure 2****SPECIFICATIONS FOR EPABX**

**Category A**

1	<b>Extensions</b>	8
2	<b>Junctions</b>	8
3	<b>Expandable Ports</b>	Expandable to other categories
4	<b>Compatible</b>	<b>ISDN</b>
5	<b>Operator's Console</b>	<b>One</b>

**Category B**

1	<b>Extensions</b>	16
2	<b>Junctions</b>	ISDN PRI 1
3	<b>Expandable Ports</b>	Expandable to other categories
4	<b>Compatible</b>	<b>ISDN</b>
5	<b>Operator's Console</b>	<b>One</b>

**Category C**

1	<b>Extensions</b>	24
2	<b>Junctions</b>	ISDN PRI – 2
3	<b>Expandable Ports</b>	Expandable to other categories
4	<b>Compatible</b>	<b>ISDN</b>
5	<b>Operator's Console</b>	<b>One</b>

**Category D**

1	<b>Extensions</b>	32
2	<b>Junctions</b>	ISDN PRI – 2
3	<b>Expandable Ports</b>	Expandable to other categories
4	<b>Compatible</b>	<b>ISDN</b>
5	<b>Operator's Console</b>	<b>One</b>

**Category E**

1	<b>Extensions</b>	48
2	<b>Junctions</b>	ISDN PRI – 3

<b>3</b>	<b>Expandable Ports</b>	Expandable to other categories
<b>4</b>	<b>Compatible</b>	<b>ISDN</b>
<b>5</b>	<b>Operator's Console</b>	<b>One</b>

- The EPABX system should be Digital Microprocessor based stored program control with latest Software Version. It should have facility to connect Computer Terminal, Telephone, and Paging System through suitable Interface common to all such devices.
- Bidders shall indicate full details of the system offered including CPU speed and HDD Type/capacity in their offer.
- The system shall be capable of working in a suitably ventilated non-air- conditioned environment. System design shall be immune to noise from various sources like power supplies, lighting system etc.
- The System shall ensure a very high degree of availability and maintainability through use of highly reliable components and appropriate structural & functional units. Provision of redundant control units in a suitable configuration shall be provided as an option.
- All components should be rated for continuous operation of the system. It should be designed in such a way that any damage in any circuit/subassembly/assembly should be self-containing and should not be propagating to other parts of the system.
- The EPABX shall be capable of pulse to tone conversion and vice versa to enable correct operation (originating & receiving calls) with the DTMF and dial pulse signalling having a speed range of 8-12 PPS and break ratio of 50 to 80%. Dialling out shall meet following limits.
  - Dial Speed : 10±0.5 PPS
  - Make/break ratio : 1:2, normal with break period between 65 to 68%.
  - IDP : >550 ms.
- Call buffer memory shall be at least 1350 for Small Systems and 5000 for Large Systems. The bidder shall indicate call buffer memory capacity offered.
- EPABX will be 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.
- EPABX Category shall be provided as per the number of seats at respective locations

**Annexure 3****SPECIFICATIONS FOR SERVER**

**Configuration 1:** Tower Model Server; Intel/AMD One Processor Quad Core, or better 2.4 GHz or better with 8 MB L3 Cache memory or better; 1GB ECC 800 MHz DDR3 RAM and Minimum of 4 DIMM Slots; HDD – 2X500 GB or Higher Enterprise class SATA HDD 7200 RPM; 4 Port RAID Controller for RAID 0/1; 4 Bays (minimum 2 Internal); 3 USB Port, 1 Serial Port; 8x or better DVD RW Drive; Dual LAN (10/100/1000) Network Card with asset feature tracking and security management, remote wake up etc.; 43.2 cm (17”) TFT/wide TFT monitor – TCO-3 or TCO-9 certified; 101 keys key board: Optical Mouse.

**Configuration 2:** Tower Model Server; Intel/AMD Two Processor Quad Core, or better. 2.13 Ghz, 4MB L3 Cache 800 MHz Qpi bus (to be supplied with one processor quad core as standard); 2X1 GB 1067/13333 MHz DDR3 RAM Expandable to 24 GB; HDD - 3X300 GB, 10000 rpm SAS; Minimum 3 ports 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 with asset feature tracking and security management, remote wake up etc.; 43.2 cm (17”) TFT/wide TFT monitor – TCO-3 or TCO-9 certified; 101 keys key board: Optical Mouse.

**Annexure 4****SPECIFICATIONS FOR WEB CAM**

Web camera, 2 mega pixel or higher (capable of working in low light conditions), 1 x Hi-Speed USB 3.0 - 4 pin USB Type A, Drivers & Utilities, Vid HD, 1 x USB cable - 5 ft

**Annexure 5****SPECIFICATIONS FOR UPS**

**For Computer:** 600 VA capacity (line interactive), 800 VAH Battery back-up

**For Server:** 1 KVA capacity (on line) with 1600 VAH Battery back-up; by-pass facility shall be provided for maintenance of UPS

(Detailed specifications are being provided separately)

## Annexure 6

**Required Dedicated Download Internet Bandwidth at the 25 locations of the Kisan Call Centres**

Sl. No	State/UT	Location District	Maximum Number of CCAs +Supervisor at one point of Time	Download Internet Bandwidth (mbps) (if dedicated leased line)	Download Internet Bandwidth (mbps) (if broadband connection of a Telcom Company)
1	Andhra Pradesh	Hyderabad	3	1	2
2	Bihar	Patna	3	1	2
3	Jharkhand	Ranchi	3	1	2
4	Chhattisgarh	Raipur	4	1	2
5	Delhi	New Delhi	4	1	2
6	Gujarat, Dadra, Nagar Haveli, Daman Div	Ahmadabad	6	2	3
7	Haryana, Punjab, Chandigarh	Chandigarh	10	2	4
8	Himachal Pradesh	Shimla	4	1	2
9	Jammu & Kashmir	Jammu	6	2	3
10	Karnataka	Bangalore	5	1	2
11	Kerala, Lakshadweep	Trichur	3	1	2
12	Madhya Pradesh	Jabalpur	9	2	4
13	Maharashtra, Goa	Nagpur	8	2	4
14	Orissa	Bhubaneswar	4	1	2
15	Rajasthan	Jaipur	5	1	2
16	Tamil Nadu, Puducherry	Coimbatore	4	1	2
17	Uttar Pradesh	Kanpur	13	3	5
18	Uttarakhand	<b>Dehradun</b>	6	2	3
19	West Bengal, Andaman & Nicobar	Kolkata	6	2	3
20	Sikkim	Gangtok	1	1	1
21	Tripura	Agartala	2	1	1
22	Arunachal Pradesh	Itanagar	2	1	1
23	Assam, Manipur, Nagaland	Guwahati	8	2	3
24	Meghalaya	Shillong	2	1	1
25	Mizoram	Aizwal	2	1	1



