



**national
health
authority**



**Request for Proposal (RFP)
for**

“PM-JAY Call Center”

Volume-I

RFP No: S-12017/81/2020-NHA

Date of Publishing: 18th June 2020

Disclaimer

The information contained in this Request for Proposal (RFP) Document is being provided to interested bidders on the terms and conditions set out in this Tender. The purpose of this Tender Document (hereinafter called RFP: Request for Proposal) is to provide interested parties with information that may be useful to them in making their pre-qualification, technical and financial offers pursuant to this RFP.

This RFP includes statements, which reflect various assumptions and assessments arrived at by the NHA (National Health Authority) in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the NHA, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in the RFP may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidders is on a wide range of matters, some of which may depend upon the interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The NHA accepts no responsibility for the accuracy or otherwise of any interpretation or opinion on law expressed herein. The NHA, its employees and advisors, make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, costs or expenses which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP Document or arising in any way for participation in this Bid Process. The NHA also accepts 'no liability' of any nature, whether resulting from negligence or otherwise howsoever caused, arising from the reliance of any Bidder upon the statements contained in this RFP.

The NHA may, at its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP. The issue of this RFP does not imply that the NHA is bound to select or appoint a Bidder, as the case may be, for the Project and the NHA reserves the right to reject all or any of the Bidder or Bids without assigning any reason whatsoever.

The Bidders shall bear all costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the NHA or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the NHA shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

About this RFP

This RFP is meant to invite proposals from interested organizations capable of delivering ‘**scope of work**’ for “PM-JAY call center” provided in this RFP. The content of this RFP has been documented as a set of two (II) volumes explained below.

- **RFP Volume I: Scope of Work, Evaluation and Bidding Process:** Volume I of RFP provides details on the proposed scope of work, payment terms and details that may be needed by the potential bidders to understand their eligibility, bidding process and formats for preparing the bids that NHA deems necessary to share with the potential bidders.
- **RFP Volume II: Contractual and Legal Specifications:** Volume II of RFP provides the contractual and legal terms that NHA wishes to specify at this stage.

This is Volume I of the RFP

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1 Invitation to proposal

New Delhi
Date: 18th June 2020

The Government of India is committed to ensuring highest possible level of health and well-being for all, through a preventive and promotional health care orientation in developmental policies and universal access to good quality health care services without anyone having to face financial hardship. To fulfill this vision, the Government of India conceptualized 'Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (AB PM-JAY)', a flagship initiative that attempts to move away from sectoral and segmented approach of service delivery to a comprehensive need-based healthcare service. For focused approach and effective implementation of PM-JAY, National Health Authority (NHA) was established through a cabinet decision as an attached office to Ministry of Health & Family Welfare.

NHA provides overall vision and stewardship for the design, roll-out, implementation and management of PM-JAY in alliance with state governments. Inter-alia, this includes, formulation of PM-JAY policies, development of operational guidelines, implementation mechanisms, coordination with state governments, monitoring and oversight of PM-JAY.

NHA has set-up a national call center which aims to provide a common platform in the country to manage incoming and outgoing telephone calls from/ to various stakeholders so as to address PM-JAY related queries and to provide state-specific information to the beneficiaries regarding entitlement of PM-JAY, access of services, and grievance redressal. However, a need has been felt for expansion of the existing call center due to new changes and transformations basis which this project is conceptualized, and the RFP is published to engage services of call center provider. The objective of this RFP is to invite proposals from eligible, reputed, qualified call center services providers with sound technical and financial capabilities which meet the eligibility and qualify as per selection criteria specified in this RFP. The selection of the bidder shall be done as per least cost system i.e. L1 method as provided in this RFP.

The official website for accessing the information related to this RFP is- Central Public Procurement Portal (CPPP) i.e. <https://eprocure.gov.in/eprocure/app>. Interested bidders are requested to submit their proposals on CPPP to the "RFP" on or before 1700 hours, 09th July 2020. This invitation to bid is non-transferrable.

Thank you and we look forward to receiving your proposal.

General Manager (Administration),
National Health Authority

2 Fact Sheet

S. No.	Reference	Description
1.	RFP number	S-12017/81/2020-NHA
2.	Name of purchaser	Chief Executive Officer, National Health Authority, acting on behalf of the President of India
3.	Date of publishing of RFP	18 th June 2020
4.	RFP Title	PMJAY Call Center
5.	Availability of RFP document	NHA has published RFP on- a) Central Public Procurement Portal (www.eprocure.gov.in) b) Website of PM-JAY (www.pmjay.gov.in)
6.	Method of selection	Three stage evaluation process comprising of: <ul style="list-style-type: none"> • Pre-Qualification Evaluation, • Technical Evaluation, and • Commercial Evaluation The selection of the call center service provider shall be based on least cost system i.e. L1 method.
7.	Date till which the RFP response/bid should be valid i.e. period of bid validity	The bid proposal shall remain valid for 180 (one hundred and eighty) days from the last date of bid submission.
8.	Earnest Money Deposit and validity	The Bidders shall submit, along with their bids, a Bid security/ Earnest Money Deposit (EMD) as per the details specified in section 5.4 (Bid Security/ EMD) of this RFP. EMD must remain valid for at least 45 days beyond the final bid validity i.e. 180 + 45 days from the last date of bid submission.
9.	Pre-bid meeting	Date- 24 th June 2020, 1100 hours onwards Venue- National Health Authority Office Conference Room 9 th Floor, Tower-1 Jeevan Bharati Building Connaught Place New Delhi (Considering the current situation NHA may decide to conduct the pre-bid meeting through electronic mode, the details for the same shall be posted on PM-JAY website viz. www.pmjay.gov.in)
10.	Pre-Bid Queries	Queries/Clarification(s) must be requested on or before 28 th June 2020, up to 2359 hours. Bidders are required to send the queries/clarification request(s) in the manner specified in

S. No.	Reference	Description
		Annexure 1 (Template for Pre-Bid Queries) of the RFP. The e-mail address for requesting clarification is: <ul style="list-style-type: none"> • Bk.datta@nic.in e-Mail must be marked to both the above email id's.
11.	Bid submission	The last date and time for submission of Proposal is 09 th July 2020, on or before 1700 hours. The bidder's proposal needs to be submitted online at www.eprocure.gov.in on or before the last date and time of submission.
12.	Currency	The bidder to state all costs in Indian Rupees only (₹).
13.	Late Bids	Late bids i.e. bids received after the specified date and time of receipt will not be considered.
14.	Date, Time and venue for opening of pre-qualification bids of all bidders	Date- 10 th July 2020 from 1700 hours onwards Mode- Electronically on CPPP.
15.	Tentative date, time and venue for opening of technical bids (only of the bidders who have qualified in the pre-qualification stage)	Date- To be announced later. Mode- Electronically on CPPP.
16.	Date, Time and Venue for Technical presentation (only of the bidders who have qualified in the pre-qualification stage)	Date- From 5 days of opening of technical bids. (Considering the current situation NHA may decide to conduct the technical presentation through electronic mode, the details for the same shall be share with all the bidders qualified in pre-qualification stage)
17.	Date, Time and Venue for commercial bid opening (only of the bidders who have qualified in the technical evaluation stage)	Date- To be announced later. Mode- Electronically on CPPP.

3 About us

3.1 Ayushman Bharat PM-JAY

Ayushman Bharat, a flagship scheme of Government of India was launched as recommended by the National Health Policy 2017, to achieve the vision of Universal Health Coverage (UHC). This initiative has been designed so as to meet SDG and its underlining commitment, which is "leave no one behind".

Ayushman Bharat is an attempt to move from sectoral and segmented approach of health service delivery to a comprehensive need-based health care service. Ayushman Bharat aims to undertake path breaking interventions to holistically address health (covering prevention, promotion and ambulatory care), at primary, secondary and tertiary level. Ayushman Bharat adopts a continuum of care approach, comprising of two inter-related components, viz:

- **Health and Wellness Centres (HWCs):** In February 2018, the Government of India announced the creation of 1,50,000 Health and Wellness Centres (HWCs) by transforming existing Sub Centres and Primary Health Centres. These centres would deliver Comprehensive Primary Health Care (CPHC) bringing healthcare closer to the homes of people covering both maternal and child health services and non-communicable diseases, including free essential drugs and diagnostic services. Health and Wellness Centers, are envisaged to deliver an expanded range of services to address the primary health care needs of the entire population in their area, expanding access, universality and equity close to the community. The emphasis of health promotion and prevention is designed to bring focus on keeping people healthy by engaging and empowering individuals and communities to choose healthy behaviors and make changes that reduce the risk of developing chronic diseases and morbidities.
- **Pradhan Mantri Jan Arogya Yojana (PM-JAY):** The second component under Ayushman Bharat is PM-JAY, which aims at providing health benefit cover of Rs. 5 lakhs per family per year for secondary and tertiary care hospitalization to over 10.74 crores poor and vulnerable families (approximately 50 crore beneficiaries) on cashless family floater basis. There is no cap on the family size under the scheme. This scheme was launched on 23rd September 2018 by the Hon'ble Prime Minister Shri Narendra Modi on PAN India basis. PM-JAY has been rolled out for the bottom 40% of poor and vulnerable population. The households included are based on the deprivation and occupational criteria of Socio-Economic Caste Census 2011 (SECC 2011) for rural and urban areas respectively. The scheme subsumed then existing Rashtriya Swasthya Bima Yojana (RSBY), launched in 2008 and Senior Citizen Health Insurance Scheme, launched in 2017. Therefore, the coverage mentioned under PM-JAY also includes families that were covered in RSBY but were not present in the SECC 2011 database. PM-JAY is completely funded by the Government, and cost of implementation is shared between Central and State Governments.

Key features of PM-JAY

- World's largest health insurance/ assurance scheme fully financed by the government.

- Provides benefit cover of Rs. 5 lakhs per family per year, for secondary and tertiary care hospitalization across public and private empaneled hospitals in India.
- Over 10.74 crore poor and vulnerable entitled families (approximately 50 crore beneficiaries) are eligible for these benefits.
- Provides cashless and paperless access to health care services for the beneficiary at the point of service.
- Will help reduce catastrophic expenditure for hospitalizations, which pushes 6 crore people into poverty each year, and will help mitigate the financial risk arising out of catastrophic health episodes.
- No restrictions on family size, age or gender.
- All pre-existing conditions are covered from day one.
- Covers up to 3 days of pre-hospitalization and 15 days post-hospitalization expenses such as diagnostics and medicines.
- Benefits of the scheme are portable across the country i.e. a beneficiary can visit any empaneled public or private hospital for cashless treatment.

3.2 National Health Authority

National Health Authority is the apex body responsible for implementing India's flagship public health insurance/assurance scheme 'Ayushman Bharat Pradhan Mantri Jan Arogya Yojana'. NHA has been set-up to implement the PM-JAY at the national level. An attached office of the Ministry of Health and Family Welfare with full functional autonomy, NHA is governed by a Governing Board chaired by the Union Minister for Health and Family Welfare. Chief Executive Officer (CEO), an officer in the rank of Secretary to the Government of India manages its affairs. The CEO is the Ex-Office Member Secretary to the Governing Board. To implement the scheme in the State, State Health Agencies (SHAs) in the form of a society/trust have been set up by the States. SHAs have full operational autonomy over implementation of the scheme in the State including extending the coverage to non SECC beneficiaries.

Key functions of NHA:

- Formulation of various operational guidelines related to PM-JAY, model documents and contracts to ensure standardization and interoperability.
- Determine the central ceiling for premium (or maximum central contribution for trusts) per family per year to be provided to the States/ UTs and review it from time to time, based on the field evidence and actuarial analysis.
- Develop, and enforce compliance with, standards for treatment protocols, quality protocols, minimum documentation protocols, data sharing protocols, data privacy and security protocols, fraud prevention and control including penal provisions etc.
- Develop mechanisms for strategic purchasing of health care services through PM-JAY, so as to get best return of Government's investment. Create conducive conditions for strategic purchasing by preparing list of packages and their rates and updating those from time to time using a transparent, predictable and evidence-based process. Set up effective and efficient mechanisms to pay to the health care providers through electronic payment systems.
- Set up systems and processes for convergence of PM-JAY with other health insurance / assurance schemes. This will include schemes being implemented by both states and central governments.

National Health Authority will also develop a path to converge PM-JAY with schemes targeting both formal and informal sector workers.

- Build a state-of-the-art health information technology ecosystem with requisite foundational components on which PM-JAY and other health systems can be hosted/ linked; Information Technology standards will be developed in consultation with MeitY.
- Explore options including ways to link PM-JAY with the larger health care system, especially primary care, in consultation with Ministry of Health and Family Welfare.
- Work closely with Insurance Regulatory and Development Authority (IRDA) on development and implementation of Health Insurance Regulations targeting insurance companies, Third Party Administrators, hospitals and other stakeholders.
- Effective implementation of PM-JAY across the country and its regular monitoring including taking course corrective actions, as and when required.
- Coordination with various State Governments on a regular basis for implementation of PM-JAY.
- Capacity building of State Health Agencies and other stakeholders continuously.
- Carrying out awareness activities for informing beneficiaries and other stakeholders about the schemes.
- Prevention, detection and control of frauds and abuse.
- Grievance redressal for all stakeholders at various levels.
- PM-JAY will act as Data fiduciary and will be responsible for security of the personal data and health records.
- Set up an efficient monitoring system for the scheme
- Stimulate cross learning, share of best practices amongst states and documentation of these practices.
- Ensure interoperability, standardization and convergence amongst schemes of central ministries.
- Conduct and facilitate policy relevant research and evaluation studies including knowledge sharing and information dissemination at national and international levels.
- Develop strategic partnerships and collaboration with central and state governments, other public and private institutions including not-for-profit institutions, banks, insurance companies, academic institutions including universities, missions, think tanks, and other national and international bodies of repute in areas relevant to the objectives of PM-JAY.
- Generate evidence for the policymakers from schemes data and other research/evaluations so as to facilitate evidence-based-decision making and policy formulation by the Government.
- Act as apex body for State Health Agencies that have been set up to implement PM-JAY.
- Take any decision related to the implementation of the scheme, recruitment rules and hiring of staff, disbursement of grant in aid to the states, and issue relevant directions from time to time, as required.
- Any other activities as assigned by the Government of India from time to time

Bidders are requested to visit <https://pmjay.gov.in/> for details.

3.3 Organizational Structure

The National Health Authority is divided into seven verticals. These cover the operational as well as the support functions for the organization in implementing PM-JAY. Each vertical is headed by an Executive Director and staffed by personnel skilled and experienced in their specific area of work. These are Finance, Administration, Policy & Knowledge Management, Information Technology, Beneficiary Empowerment, Hospital Networking & Quality Assurance, and State Partnerships. Bidders may see the NHA organogram at <https://pmjay.gov.in/about/organogram>

4 Scope of Work

4.1 Existing Call Center of NHA

In order to manage queries and grievances pertaining to PM-JAY from various individuals and to serve as a central point of contact, the concept of a 'Call Center' was envisaged. The current set-up is delivering both inbound and outbound services. A brief of the existing set-up along with recent COVID-19 related calling activities undertaken is detailed below--

4.1.1 Inbound Calling

1. **PM-JAY Call Center**

The National Call Centre acts as the primary point of contact for various stakeholders of PM-JAY. The call center (toll free number) which aims to provide a common platform in the country to manage incoming and outgoing telephone calls from/ to various stakeholders such as the citizens/ Insurance Companies/ Health Service Providers, State Health Agencies and other stakeholders so as to address PM-JAY related queries and to provide state-specific information to the beneficiaries regarding entitlement of PM-JAY, access of services, and grievance redressal. By integrating State Call Centre, calls received at PM-JAY call center helpline are automatically forwarded to respective State Call Centre through Origin Dependent Routing (ODR) mechanism/Location based/IVRS based as per standards of telecom service provides and rules and regulations. The objectives of the PM-JAY call center are-

- a. Provide information on PM-JAY on entitlement, benefit cover, enrollment, packages, process for availing benefits, empaneled providers, national portability, etc.
- b. Address the information needs of citizens and beneficiaries and other stakeholders across the country including from states that participate and those that are not participating in PM-JAY.
- c. Facilitate access to national portability of the benefits to the PM-JAY beneficiaries who may be outside their state and in need of services they are entitled to as envisioned within the PM-JAY portability facility.
- d. Register system-based escalation of complaints/grievances (based on timeframe for resolution/ nature of grievance/ automatic escalation based on escalation matrix) and record their closure/resolution in the national portal.
- e. Capture views and concerns of care seeking population, empaneled providers/Hospitals and other stakeholders and to conduct various feedback surveys from time to time so as to get a feedback on the services of PM-JAY

2. **COVID 19 National Helpline**

To address the queries related to the COVID 19 pandemic which is also integrated with COVID 19 State help line so that all the calls can be routed to the respective State Helplines. By integrating State Call Centre, calls received at COVID 19 helpline are automatically forwarded to respective State Call Centre through Origin Dependent Routing (ODR) /Location based/IVRS mechanism.

4.1.2 Outbound calling

1. PM-JAY Call Centre

The PM-JAY Call Centre runs outbound call service to respond to queries / grievances of stakeholders not hitherto resolved earlier or for any specific survey or for pro-actively obtaining feedback on services delivered or any other scenario as decided by NHA. The following are some of the outbound campaigns run by NHA:

- a) Beneficiary Feedback campaign (calls are made on 2nd day of discharge)
- b) Beneficiary health Status Follow up Feedback call (calls are made on 15th day of Discharge)
- c) Hospital Empanelment Support campaign
- d) Beneficiary verification campaign
- e) Beneficiary Awareness Campaign
- f) Hospital branding data collection campaign
- g) Beneficiary Mobile number verification
- h) PMAM Advisory
- i) Other campaigns as required

2. COVID 19 National Helpline

NHA has been actively working on various projects to strengthen India's COVID-19 response. In relation to call centre operations, NHA has undertaken key inbound and outbound calling projects. The current outbound COVID-19 related calling projects are mentioned below:

- a) Cleansing and Verification of 'Aarogya Setu'
- b) ICMR COVID-19 Calling
- c) Calling of High Risk PM-JAY Beneficiaries

4.1.3 Volumetric

4.1.3.1 PM-JAY Monthly Inbound Calling

S. No	Month	Total Calls Offered
1	September'18	280449
2	October'18	510502
3	November '18	241190
4	December'18	287895
5	Janurary'19	349505
6	February'19	1480186
7	March'19	1064343
8	April'19	273471

S. No	Month	Total Calls Offered
9	May'19	172125
10	June'19	180665
11	July'19	194331
12	August'19	194666
13	September'19	237164
14	October'19	165615
15	November'19	153026
16	December'19	128343
17	January'20	256226
18	February'20	150390
19	March'20	276817
20	May'20	22890
21	April'20	89184

4.1.3.2 PM-JAY Monthly Outbound Calling

S.No	Month	Total calls dialed
1	Nov-18	239157
2	Dec-18	135886
3	Jan-19	230663
4	Feb-19	71759
5	Mar-19	100463
6	Apr-19	415913
7	May-19	1041780
8	Jun-19	1162414
9	Jul-19	1179107
10	Aug-19	1165884
11	Sep-19	1008269
12	Oct-19	1295413
13	Nov-19	1777034

S.No	Month	Total calls dialed
14	Dec-19	1726250
15	Jan-20	978052
16	Feb-20	914177
17	Mar-20	432263

4.1.3.3 COVID-19 Inbound Calling

Date	Total Received
15-Mar-20	2119
16-Mar-20	8517
17-Mar-20	8449
18-Mar-20	6819
19-Mar-20	5480
20-Mar-20	26968
21-Mar-20	21531
22-Mar-20	15491
23-Mar-20	18415
24-Mar-20	28712
25-Mar-20	25988
26-Mar-20	30272
27-Mar-20	44874
28-Mar-20	46443
29-Mar-20	68742
30-Mar-20	62274
31-Mar-20	53016
01-Apr-20	65536
02-Apr-20	62412
03-Apr-20	58881
04-Apr-20	47087
05-Apr-20	40131
06-Apr-20	38712
07-Apr-20	33546
08-Apr-20	32141
09-Apr-20	33886
10-Apr-20	33565

Date	Total Received
11-Apr-20	34877
12-Apr-20	30357
13-Apr-20	30496
14-Apr-20	44134
15-Apr-20	38846
16-Apr-20	27796
17-Apr-20	28691
18-Apr-20	24711
19-Apr-20	24596
20-Apr-20	24717
21-Apr-20	19122
22-Apr-20	18730
23-Apr-20	19860
24-Apr-20	18528
25-Apr-20	19636
26-Apr-20	19902
27-Apr-20	23544
28-Apr-20	25076
29-Apr-20	28054
30-Apr-20	32701
01-May-20	39233
02-May-20	43711
03-May-20	36142
04-May-20	31329
05-May-20	34185
06-May-20	34658
07-May-20	35819
08-May-20	36361

4.1.3.4 COVID-19 Outbound Calling

Date	ICMR COVID-19 Calling	Cleansing and Verification of 'Aarogya Setu'	Calling of High Risk PM-JAY Beneficiaries
18-Apr-20	2	0	0
19-Apr-20	525	0	0
20-Apr-20	5041	0	0
21-Apr-20	11299	0	0
22-Apr-20	7148	0	0

Date	ICMR COVID-19 Calling	Cleansing and Verification of 'Aarogya Setu'	Calling of High Risk PM-JAY Beneficiaries
23-Apr-20	7400	489	0
24-Apr-20	543	4898	0
25-Apr-20	0	19405	0
26-Apr-20	0	20246	0
27-Apr-20	0	25259	0
28-Apr-20	0	20916	0
29-Apr-20	0	24259	0
30-Apr-20	0	28637	0
01-May-20	0	36777	0
02-May-20	0	59546	0
03-May-20	0	98507	0
04-May-20	0	139361	0
05-May-20	3322	57360	0
06-May-20	31689	85696	0
07-May-20	25271	16222	0
08-May-20	16695	13153	0
09-May-20	26500	4977	35186
10-May-20	8789	4982	34723
11-May-20	11982	7898	78573
12-May-20	13621	7682	67381
13-May-20	7743	11680	111131
14-May-20	7827	13857	113104
15-May-20	7720	8424	126131

The existing call center set-up's have provided much-needed efficiencies in the implementation of PM-JAY and have also demonstrated business value in service delivery. However, a need has been felt for expansion of the existing call center's due to new changes and transformations. As we are aware of the global pandemic- COVID19 which has spread across the globe and various countries are taking multiple measures in order to contain the pandemic. However, it is agreed that one of the ways to help the residents is to inform, educate and empower them on the pandemic and related risks. The same qualifies for other PM-JAY services. Moreover, NHA has started implementing new campaigns such as tele consultations, feedback's etc. for its beneficiaries and other stakeholders and hence there's a need to augment and expand the existing call center set-up and build a robust mechanism to reach-out to these stakeholders. The new call center (under this procurement) is envisaged to be built on the success of the existing call center basis the scope of work provided in the subsequent sections.

4.2 Scope of work for current RFP

The primary objective of this RFP is to engage Call Centre Service Provider as defined in scope of work of this RFP (Section 4). It is envisaged that the new call centre setup shall initially be leveraged for COVID related activities and later may be extended for PM-JAY related activities and other similar activities

undertaken by NHA as per need. The scope of COVID related activities, defined under clause 4.1, is evolving and may be further extended based on requirement of NHA

Key stakeholders-

1. Residents of India
2. Beneficiaries (under PM-JAY)
3. Government departments, agencies, officials of Government Agencies
4. Insurance Companies/TPAs
5. Health Service Providers
6. NHA: National Health Authority
7. SHA: State Health Agency
8. Other stakeholders engaged by NHA

Implementation Model-

1. NHA envisages the national call center on a “communication as a service” model/outsourced
2. National Call Centre will have the multi-lingual capacity and will be set up for inbound and outbound calls from across India.
3. The calls will be handled by a call centre agent in Hindi, English, or any of the language as desired by the caller (as detailed in subsequent section). Based on experience some of these calls may be automated and handled through Interactive Voice Response (IVR) for which the protocol will be provided as needed by the NHA.
4. Facility to work for home/remotely of the agents may be made available by the service provider. It is clarified that in such situation all the required infrastructure shall be provided by the CCSP to its agents and the entire solution must be accessible at the remote site the agent is working. Service levels along with all terms and conditions provided in this RFP shall be applicable.
5. Based on standard operating procedures (SOP) the calls will be routed to States/UT's/other agencies. All cost related to call routing shall be borne by the service provider.
6. The standard operating procedure (SOP) of grievance handling and data sharing between the PM-JAY states and National Call Centre will be provided by the NHA and will need to be followed.
7. The selected bidder (hereinafter to be referred as ‘Call Centre Service Provider-CCSP’) shall provide the required IT Infrastructure/solution (Hardware/Software).
8. Call Centre Service Provider to ensure the business continuity for all time during the contract period.
9. The Inbound telephony costs (meterable) related to Toll-Free Number (service provider shall be selected by NHA) shall be borne by NHA and all other cost/expense are to be borne by CCSP.
10. The cost related to PRI (inbound and outbound) and related infrastructure (for inbound and outbound), systems etc. shall be borne by the Call Centre Service Provider. All expenses related to outbound calls shall also be borne by Call Centre Service Provider.
11. It is also clarified that- for all processes inbound/outbound the first point of contact shall preferably be IVRS and other digital technologies as may be proposed by the bidder as part of its solution. However, NHA may specify certain campaigns where no agents-based calling will be required, and the calls shall only be delivered through IVRS and may also specify such campaigns where only agent-based calling may be there. Call Centre Service Provider shall be required to deliver services accordingly.

12. The national toll-free number(s) shall be provided by NHA. All other costs (PRI (Inbound and Outbound), connectivity costs etc.) shall be borne by the Call Centre Service Provider.
13. The Project must go-live within 15 days of date of commencement of services. The following shall be definition of go-live-
 - a. Provisioning of all agents by the selected Call Centre Service Provider (as per the work orders to be provided by NHA)
 - b. Provisioning of entire Infrastructure and Technology as per scope defined herein
 - c. Integration with NHAs IT System.
 - d. Completion of training of all agents of Call Centre Service Provider
 - e. Acceptance by NHA
14. Post go-live the service provider shall provision additional agents and required infrastructure as per the subsequent work orders to deliver the work (as per point # 13 defined above)
15. The project shall be for a duration of one year from the date of go-live and further extendable to one more year. However, the discretion for extending the contract shall rest with the NHA on the terms and conditions provided under this RFP and acceptance of both the parties.
16. Access to relevant details will be provided by NHA to the Call Centre Service Provider which shall be used for addressing queries related to beneficiaries, citizen and other stakeholders. The Call Centre Service Provider shall be required to establish integration with NHAs IT System through APIs.
17. A review meeting with Senior Officials or Project team may be called upon from time to time. It is clarified here that NHA shall not make any additional payment in respect for any travel made for this purpose.
18. It is clarified that no. of personnel/manpower may change at the time of awarding the contract, based on the current data, as ground situation may change basis which the requirements of NHA may be increased or decreased by 15 (fifteen) per cent, if so warranted.
19. IT security requirements are provided at annexure VII of this RFP which needs to be complied by the Call Centre Service Provider
20. The Call Centre shall be operational on all days (24*7)
21. The attendance of the agent shall be monitored through login key credentials where he/she is available at seat for answering of calls. A system generated report is to be submitted by CCSP to NHA basis the frequency decided by NHA.

The following is the envisaged scope of work under this RFP-

4.2.1 Description of Services

After selection of Call Centre Service Provider through this RFP process, the Call Centre Service Provider will be required to deliver the services as per the requirements detailed in this section.

4.2.1.1 Business Services

Inbound/Outbound voice Calls

1. The Call Centre Service Provider shall provide inbound and outbound voice call services in all the regional languages (including Hindi and English).
2. Most of the queries / grievances may be resolved by the Call Centre Executives/Agents using the information available however for unresolved queries / grievances, the Call Centre Service Provider

shall forward the cases to the concerned departments within the NHA eco-system using proper escalation mechanism.

3. Outbound call service shall be used to respond to queries / grievances of stakeholders not hitherto resolved earlier or for any specific survey or for pro-actively obtaining feedback on services delivered or any other scenario as decided by NHA.
4. The outbound calls shall also be provided in the regional languages or in any language so desired by the stakeholder.
5. The Call Centre Service Provider shall work jointly with NHA to identify problem and queries for which the current Standard Response Template (SRTs) or FAQs do not provide any answers. These may be shared with NHA on regular basis and new SRTs or FAQs may be prepared by coordinating with NHA. The Call Centre Service Provider shall also work closely with NHA in developing workflow, escalation procedures and reporting mechanism for resolution of queries/grievances.
6. A review meeting with Senior Operations member may be called upon from time to time. It is clarified here that NHA shall not make any additional payment in respect for any travel made for this purpose.

e-Mails and Chatbots process

The selected service provider shall handle emails and chatbot process.

4.2.1.2 Infrastructure and Technology

1. The Call Centre Service Provider shall provide Call Centre services on an outsourced model. Cost of the entire necessary infrastructure such as IVRS, Software, Application, Dialer, CRM, Office, space, workstation, softphone, PRIs, headsets, connectivity etc. shall be borne by the Call Centre Service Provider.
2. The Call Centre Service Provider shall be responsible for procurement and deployment of the routers (primary and secondary) DR site. The Call Centre Service Provider shall be responsible for maintenance of the routers placed in DR site.
3. The routers provided by the Call Centre Service Provider must have at least 1 Gigabyte FC multimode port or higher.
4. The Call Centre Service Provider shall provide the required space, infrastructure, etc. in its premises to install Media Gateway for outbound dialing.

Details of workstation configuration and other arrangements needed to be provided by the Call Centre Service Provider is listed below-

#	Component	Recommended Configuration
1	Workstation	Processor: - Core 2 Duo 2.4 Ghz or higher Memory: - 8 GB RAM or more Display: - Super VGA with a resolution higher than 1024 x 768 Operating System: - Windows 10
2	Softphone	The Call Centre Service Provider is required to provide softphone
3	Headset	Compatible Headset for 100% workstation, with Y-jacking facility in at-least 25 % of the workstations. Headset quality should be at par with market standards with features like noise reduction etc. to ensure high level of service and customer experience

#	Component	Recommended Configuration
4	Video conferencing facility	Call Centre Service Provider shall ensure availability of video conferencing facility at all locations of Services with NHA for frequent remote touch base regarding day to day updates, trainings, etc.

4.2.1.2.1 Intelligent IVRS Solution

The Call Centre Service Provider shall also provision an Intelligent IVRS for the NHAs national call center which meets the below requirements-

1. IVRS must have features of 'key press input' and 'speech to text'
2. IVRS must provide multi-lingual language selection option to the caller (beneficiary/various stakeholders) and all the pursuant information as provided in the IVRS shall be in the language selected by the caller.
3. NHA envisages the use of IVRS system to not just act as merely a filter options but also to act as conversational, informative and transactional based system for the callers. The objective of IVRS is to enable human like interactions of the system with the caller to solve most of their queries through IVR systems. The Call Centre Service Provider shall devise such IVRS which provides options to callers and shall itself solve certain problems/queries of the callers without being re-directing the call to the agents. The overall objective is to make an intelligent IVRS system which attends to queries of the callers and make outbound calls to the various stakeholders.
4. The IVRS shall run on 24 x 7 x 365 basis i.e. round the clock and round the year.
5. Music on hold and ability to upload specific recordings
6. Call Centre Service Provider shall augment IVRS design workflows from time-to-time to improve caller's experience. The IVRS may provide the name of the agent to the caller to whom the call is routed. The names need not to be the real names.
7. Call Centre Service Provider shall also provision for outbound calls, through IVRS, for some standardized messages/surveys to be made through IVRS to reduce the pendency of outbound calls and such IVRS calls may also be made on non-working days except national holidays. Additionally, incase NHA desires to conduct certain surveys through IVRS then the same may be provisioned in IVRS at no extra cost to NHA.
8. Direct routing of calls to the agents shall be done through IVRS as each call shall land at IVRS only at the first instance.
9. The solution must also provide for missed call facility and should have the capability to obtain the appropriate phone number to be contacted, and the appropriate time within 24 hours for the call back.
10. IVRS should be able to record caller's feedback on a scale of 1-5 (with 5 being the highest) signifying level of satisfaction of the caller and the same shall be mandatory at the end of each call. Some standardized calls which convey a standard message should be enabled through automated IVRS calls.
11. Auto-recognition of the caller on IVRS should be enabled through some key identifiers like registered contact number

4.2.1.2.2 Customer Relationship Management (CRM) and Software Solution-

The Call Centre Service Provider shall provision for a CRM and Software solution for the NHAs national call center which meets the below requirements-

1. To build and deliver services for the envisaged call center
2. Must provide for automated call capture. The solution must provide for all features in an automated way with the agent need not do anything manually except for answering calls and taking notes.
3. Automated call distribution (ACD) with intelligent routing features to various agents once the caller requests to direct the call to agents on IVRS. It is clarified that call routing to various agents must be based on algorithms and not on manual interventions. It must be able to distribute calls to all the agents in an equitable way and not just to one or two.
4. Must provide access to application interface to various agents
5. It should enable geo-location facility which automatically identifies the caller by location.
6. Call data management- the solution must have the capability to capture every detail related to a call like a caller's information and other call data from each incoming or outgoing call will be and to store the same in the database system
7. Agents must be able to schedule automated calls
8. Agents must have access to information and knowledge in real-time to deliver the correct information to callers during calls. The solution must have case management capabilities.
9. Calls should only be enabled on desktops/laptops only and not on mobile phones of the agents
10. The solution must scale at ease (as and when requested)
11. The solution must provide for call recording options (only to be stored on NHAs data warehouse)
12. Dashboard for call queue (waiting, answered, dropped)
13. Roles based access controls
14. The solution must have the features which includes agent training programs, knowledge base applications, case tracking and caller history details. Training of every agent (additionally to design user manuals) on the technology solution and how to use
15. Analytics and reporting on data related to calls but not limited to the following-
 - a) Average wait time,
 - b) Call hold time,
 - c) Call reporting (start and end of call),
 - d) Agents productivity,
 - e) Number of calls missed,
 - f) Duration of calls etc.
 - g) Number of calls resolved by IVRS as First Point of Contact (provided the caller doesn't request for talking to agent (must press 'No' key) and provide feedback for the call as 4 and above on a scale of 1-5)- resolution rate %
 - h) Number of calls resolved by agents as second Point of Contact- resolution rate %
 - i) Average call response time (This is the average time taken by callers waiting in a queue to be attended by an agent or IVRS)- Average Speed of Answer (ASA)
 - j) Average call handling time, (This is the average amount of time during which agents or IVRS work with callers, including actual talk time, hold time and after call work / wrap up time)
 - k) Abandoned call rate (%) (This is the percentage of calls abandoned by a caller when a caller is in agent/IVRS queue)
 - l) Average delay before abandon (This the average time spent by callers in agent/IVRS queue before abandoning calls)
 - m) Repeat call rate (%) (This is the number of calls relating to a previous ticket/complaint number)

n) Other reports as per service levels defined in section 8.1.7 of the RFP

4.2.1.3 Resource On-Boarding

The Call Centre Service Provider to deploy adequately skilled and trained resources for answering calls, to provide a consistent and high-quality experience. To ensure this NHA would expect the Call Centre Service Provider to deploy resources are mentioned below: -

1. Executive
2. Senior executive
3. Team leads/managers
4. Trainers
5. Quality manager
6. IT Security manager

The Call Centre Service Provider is required to do the resource planning and resource deployment while maintaining the minimum qualification as mentioned in the table below:

Note-

1. Additionally, two (2) resources (Senior Executives) needs to be provisioned for delivering the scope of work related to emails. The cost of these two resources needs to be built in to the commercial rates quoted by the bidder as part of its commercial bid and will not be paid separately. The deployment of these resources at NHA or CCSP's site shall be as decided by NHA.
2. All resources must have basic computer knowledge i.e. ability to use computer, MS word, MS excel, understanding of IT applications, CRM etc.

#	Resource Type	Minimum Qualification	Minimum Experience
1	Executive	<ul style="list-style-type: none"> ● Graduate ● Ability to speak English and Hindi proficiently and the regional official languages as may be specified by NHA 	<ul style="list-style-type: none"> ● Minimum 2 years' experience in contact center/BPO operations
2	Senior Executive	As above	<ul style="list-style-type: none"> ● Minimum 5 years' experience in contact center/BPO operations
3	Team leads/Managers	As above	<ul style="list-style-type: none"> ● Minimum 5 years' experience in contact center/BPO operations ● Experience in directly managing teams of large (more than 100 agents) call center projects- minimum 2 projects
4	Project Director	Graduate with Post-graduate management/MBA	<ul style="list-style-type: none"> ● Minimum 15 years' experience in contact center/BPO operations

#	Resource Type	Minimum Qualification	Minimum Experience
			<ul style="list-style-type: none"> ● Experience in directly managing teams of large (more than 100 agents) call center projects- minimum 10 projects
5	Trainers	Graduate with Post-graduate management/MBA in	<ul style="list-style-type: none"> ● Minimum 3 years' experience in contact center/BPO operations ● Minimum 3 years' experience in delivering training capacity building (on client's business) in contact center/BPO operations
6	Quality Manager	As above	<ul style="list-style-type: none"> ● Minimum 3 years' experience in contact center/BPO operations ● Minimum 3 years' experience in as quality manager in contact center/BPO operations
7	IT Security Manager	B.E./B.Tech (Computer Science)	<ul style="list-style-type: none"> ● Minimum 10 years' experience in IT security

Ratio of staff members-

The criteria for providing various resources as stated above is-

- 1 Executive and Senior executive shall be in the ratio of 1:1 (no direct reporting)
- 2 One Team lead/manager for every 15 executive/senior executives or part thereof.
- 3 One Project director for every 40 Team leads/manager
- 4 One Quality Manager for every 30 executive/senior executives or part thereof.
- 5 One Trainer for every 40 executive/senior executives or part thereof.
- 6 One IT Security Manager for the project (Bidder may be required to increase the team size, under the IT security manager, as per the need of the project)

Additional Terms and Conditions-

1. Call Centre Service Provider needs to ensure the optimum no. of resources in the ratio and organization structure as suggested above to ensure smooth operations at no extra cost.
2. All executives/senior executives ('Agents') shall handle all the incoming/outgoing calls/queries/complaints etc. received at NHA call center, however depending upon the requirement from NHA's end, the Call Centre Service Provider shall have to provide group of skilled Ex./Sr Ex. as per NHA's requirement, i.e. specialized 'Agent Groups' handling different set of queries/complaints for different categories/Campaigns
3. All resources involved with NHA call center operations will adhere with NHA's security guidelines. Call Centre Service Provider shall keep NDA or Background check records of each employee. NHA may seek these records for inspection, anytime during the contract.

4. Call Centre Service Provider to propose resources to be deployed on the project. Once the resources are approved by NHA then only the same shall be deployed on the project. All proposed CVs must be duly signed by the Head of Human Resources of the Call Centre Service Provider.
5. NHA reserves the right to ask to replace any resource, any-time during the execution of project, to which the Call Centre Service Provider shall always comply with.
6. Different profiles need to be proposed against different roles. All resources proposed by the bidder must be deployed on the project. NHA reserves the right to interview resources proposed by the Bidder.
7. NHA does not encourage replacement of resources unless it has been explicitly asked for by NHA. If, however, due to some pressing needs, the Call Centre Service Provider proposes a replacement of resource, the proposed resource shall have similar/ better profile as compared to the resource being replaced with regards to Academic Profile, Relevant Work Experience and Relevant Technical Expertise.
8. The resources proposed shall necessarily be Indian citizens. The Call Centre Service Provider shall undertake necessary due diligence to ensure that the personnel deployed have a high level of integrity and high standard of trustworthiness.

4.2.1.4 Training

Orientation Workshop by NHA

1. An initial briefing/orientation workshop shall be conducted by NHA either at NHAs premises or through electronically or at Call Centre Service Provider's premises to provide process training related to scheme, NHAs eco-system. The Call Centre Service Provider shall be required to identify master trainers who shall attend such training. Below is the tentative agenda of the training: -
 - a) Introduction to schemes information.
 - b) Possible complaint types and its resolution.
 - c) Portability Issues and other related issues
2. The orientation workshop will help the Call Centre Service Provider for smooth roll out of the initial batches and shall also help Call Centre Service Provider in designing IVRS as per requirement. Thereafter, based on the workshop, NHA Training Module the Call Centre Service Provider is expected to develop a training module & a test process for on-boarding of future resources and submit the same to NHA for review and approval within one calendar month of go-live date.
3. NHA will review and approve the training module and the test process. In case of any changes suggested by NHA, changes shall be incorporated and submitted to NHA within 15 days from the date of suggestion. It should be revised and submitted for approval every quarter. Standard Response templates (SRTs) may require to be changed very frequently which will be communicated to Call Centre Service Provider on need basis. Subsequently, Call Centre Service Provider shall update the training modules and impart internal trainings to Agents on the floor.

Resources Training

1. The Call Centre Service Provider shall be responsible for conducting scheme specific resource on-boarding training. This training shall include training of Applications/tools, basic call handling skills, NHA's ecosystem specific knowledge & services, soft skills, etc.
2. The Call Centre Service Provider is also expected to evaluate each trainee's performance through appropriate test process as approved by NHA. The resources clearing the training evaluation test shall

be forwarded for on-job training. The period for on-boarding training should be at least 5 working days. The Call Centre Service Provider is required to maintain the results and evidences of training evaluation test and evidences for attending training for each trainee and make them available to NHA or third-party auditors as and when requested by NHA. At no time, any resource not clearing the evaluation test should be deployed to the NHA's project.

On-Job Training

1. The Call Centre Service Provider shall also be responsible for providing on-job training to resources qualifying the training evaluation test.
2. The period for on-job training for each resource should be of at least 5 days post clearing the training evaluation test. During the on-job training, it is mandatory that the Ex/Sr. Ex handle live calls at least for 2 hours every day.

Refresher Training

1. As and when new process updates are available, NHA may conduct re-fresher training for the Call Centre Service Provider's resources deployed on this project. The refresher training will be on a Train the Trainer basis.
2. If the training is organized at NHA's offices, the trainees of the Call Centre Service Provider are required to travel to NHAs office (cost to be borne by the Call Centre Service Provider). NHA will try to intimate the Call Centre Service Provider at least 7 days prior to training date, for necessary travel arrangements;
3. It is clarified here that NHA shall not make any additional payment in respect for any travel made for this purpose.
4. As and when new process updates are available, all Ex./Sr. Ex.'s are required to mandatorily complete the refresher training resource within a weeks' time. The Call Centre Service Provider shall provide an undertaking to NHA post completion of training of all agents.

4.2.1.5 Quality Assurance

The Call Centre Service Provider is expected to deploy dedicated quality assurance team for the entire duration of the contract. The quality assurance team should be independent of the operations and training team. The quality assurance team should have the facility of remote screen viewing of agent workstations and remote call listening. The quality assurance team is responsible for the following, but not limited to:

-

1. Monitoring at-least 50% calls of all the Ex./Sr Ex. during on-job training.
2. Monitoring the performance of Ex./Sr Ex. on the basis of NHA provided Quality Template
3. by reviewing at-least 30 calls per Ex. and Sr Ex. per month. Reports to be sent to NHA on monthly basis.
4. Providing feedback and executing Continuous Improvement Plan (CIP) in order to exceed the target service levels mentioned in this RFP.
5. Performing root cause analysis for repeated failure in service delivery and sharing the report for the same with NHA.
6. Providing help in enhancing the existing training modules, frequently asked questions, etc. that help improves in-house operations as well as provide analysis for NHA Eco-system partners.

7. The Quality template having specific quality parameters will be shared with the Call Centre Service Provider only.

4.2.1.6 Reporting and Analytics

1. Call Centre Service Provider shall provide a Reporting/Analytics team to prepare performance dashboard of the call center operations, this shall include (but not limited to) all service level parameters mentioned in this RFP. This reporting/MIS team may or may not be dedicatedly assigned for NHA operations.
2. The first cut of the performance dashboard shall be prepared and submitted to NHA for review and approval within 15 calendar days from the date of go-live. The first cut of the performance dashboard shall contain all the operational service levels mentioned in this RFP (refer section 8.1.7).
3. NHA shall provide the feedback and suggestions within 7 working days of submission of the performance dashboard.
4. The performance dashboard should be finalized within 30 days from the date of go-live (i.e. within 15 days of on-boarding) as per NHA's feedback and expectations.
5. In addition, this team should also be capable of generating Ad-hoc/customized reports/ MIS as per NHA's requirement.
6. The report format shall be flexible and shall be made available either in excel, pdf, txt or any other user-friendly structure/format on the request of NHA from time to time. The report should be configurable to be e-mailed to a defined mailing list.

4.2.2 Security Requirements for Call Center

As part of this project, the Call Centre Service Provider is required to address basic security hygiene in its infrastructure to ensure confidentiality, integrity and availability of NHA related data processed by the Call Centre and other confidential information of NHA. The Call Centre shall take all reasonable measures to ensure the confidentiality, integrity and availability of caller and NHA information available with the Call Centre. This includes having an appropriate governance structure, policies, procedures etc. to ensure that Information security is maintained at all times by the Call Centre. Detailed requirements are provided in annexure VII of this RFP.

1. The end user computing devices (laptops / desktops) should have appropriate security solutions such as (Anti-Virus – Anti Malware etc.) to avoid security breach.
2. All assets used by Call Centre (business applications such as Phone, operating systems, databases, network etc.) for the purpose of delivering services to NHA under this project shall be identified, labelled and classified
3. List of authorized personnel having access to NHA resources shall be maintained, updated and shared with NHA on a quarterly basis.
4. Only authorized individuals shall be provided access to information assets processing such as CRM, other applications, call recordings etc.
5. Call Centre facility or area used for calling or taking calls from the beneficiary, citizen or any stakeholder shall be restricted with electronic access control and access shall be provided on the need basis and least privilege based on approval
6. Periodic reconciliation of various access (logical and physical) shall be performed by Call Centre

7. The Call Centre Service Provider shall conduct background checks for its entire staff working in this assignment through an agency. Background checks should cover at least the following - education, criminal record, employment history etc. Call Centre Service Provider shall maintain the results and share with NHA (if required by NHA)
8. All staff shall sign a confidentiality agreement/NDA.
9. Periodic Information security training shall be provided to all the staff members. This must cover various security requirements.
10. Secure connectivity shall be established between Call Centre and DR
11. All systems including desktops, laptops, servers, network devices etc. used for providing services shall be hardened as per the industry best practices such as CIS Benchmarks. Only licensed IP phones shall be installed in the Call Centre infrastructure
12. Call Centre Service Provider shall ensure that the latest patches are installed on all the information assets. The patch management process shall be defined and documented by Call Centre Service Provider.
13. Anti-virus software must be installed on all systems used to. Virus definitions shall be updated on a daily basis from the Anti-virus server and daily scans shall be run on the systems.
14. Security policies such as strong password, password history, password expiry, system login timeout, no admin access, screensaver etc. shall be applied as per NHA policy and specifications issued from time to time. Active Directory or similar system shall be used to automatically enforce security policy on all systems.
15. Network, operating system, database, application, configuration reviews and other information security assessment shall be carried out annually and/or during a significant change in the Call Centre ecosystem by an independent third party and results will be shared with NHA;
16. Call logs of the critical user-activities, exceptions and security events shall be enabled and stored to assist in future investigations and access control monitoring;
17. Call barge in facility shall be disabled by default on all phones. Only specific phones that may require barge in facility for quality monitoring purposes shall have call barge in facility enabled only after business and risk team approvals
18. Identity Information shall not be stored on the workstation and in case if it is required then Call Centre Service Provider shall ensure that the identity information is encrypted using strong cryptography controls.
19. Call recordings with caller identity information shall be encrypted;
20. End to end security testing of the applications used by the Call Centre shall be provisioned by the Call Centre Service Provider. The testing results shall be shared with NHA periodically.
21. The Call Centre Service Provider shall get its operations audited by an information systems auditor certified by a recognized body under the Information Technology Act, 2000 and furnish certified audit reports to the Authority, upon request or at time periods specified by the Authority.
22. NHA shall reserve the right to audit systems and processes of the Call Centre on an annual basis and/or need basis to ensure compliance with stipulated security policy published time to time, but not limited to this document. The audit plan shall include information security and technical testing controls required to protect NHA information assets. NHA shall share the findings of the audit with the Contact Centre;
23. If any non-compliance is found as a result of the audit, the Call Centre shall:

- a) Determine the causes of the non-compliance;
 - b) Evaluate the need for actions to avoid recurrence of the same;
 - c) Determine and implement corrective action;
 - d) Review the corrective action taken.
24. Call Centre and their partners shall ensure compliance to all the relevant laws, rules and regulations, including, but not limited to, ISO27001: 2013, Information Technology Act 2000 and 2008 amendments and other prevailing laws.
25. Call Centre Agents shall ask minimum data, relevant to Call Centre operation from the caller. Agents must not collect any information from the caller which is not relevant to the operations. Agents must be aware of information that needs to be asked from caller depending on the various call types.
26. The Call Centre Service Provider's facility, infrastructure and ecosystem shall be subjected to the requirements under the information security policy of NHA.
27. The broad guidelines have been included in para 7 and 7.1 above of this Section and detailed guidelines will be shared with the Call Centre Service Provider for compliance.

4.2.3 Integration with SMS and e-Mail gateway

Replying to in-bound emails and responding through SMS shall be an integral part of scope under this RFP. SMS and e-mail gateway are available at NHA. The Call Centre Service Provider is required to integrate with these existing services.

- a) SMS
- b) Email
- c) Chatbot

5 Instructions to Bidders

5.1 Objectives of this RFP

The National Health Authority (hereinafter to be referred as NHA), through this RFP, invites Proposals from reputed firms (hereafter referred as 'Bidders') which meets the evaluation criteria and can deliver the scope specified in this RFP.

5.2 General

1. While every effort has been made to provide comprehensive and accurate information about requirements and specifications, bidders must form their own conclusions about the solution needed to meet the requirements specified in the RFP.
2. The requirements of the RFP shall prevail over any information in the Bid. However, all information supplied by the successful bidder will be treated as contractually binding on the bidder.
3. This RFP supersedes and replaces any previous public documentation and communications, and bidders should place no reliance on such communications.
4. No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of NHA.
5. NHA may cancel this bid process at any time prior to a formal written contract being executed by or on behalf of NHA.
6. This RFP document is non-transferable
7. The RFP should not be used to market the bidder's product or services.

5.3 Availability of RFP Document

NHA has published the RFP on -

- a) Website of PM-JAY (www.pmjay.gov.in)
- b) Central Public Procurement Portal (www.eprocure.gov.in)

5.4 Bid Security/EMD

1. The Bidders shall submit, along with their bids, a Bid security/ Earnest Money Deposit (EMD) for an amount of ₹ 1 crore as bid security fee in the form of an irrevocable and unconditional **bank guarantee** issued by any nationalized or scheduled commercial bank (of India) in the format provided in Annexure II (Pre-Qualification Proposal Format).
2. Bids submitted without the EMD, or without adequate EMD or conditional EMD, will be liable for rejection without providing any opportunity to the bidder concerned.
3. EMD in any other form will not be accepted.
4. EMD must remain valid for at least 45 days beyond the final bid validity period and the validity of the EMD should be extended in the event the last date of bid validity is extended. No interest will be payable by the NHA on the EMD.

5. The EMD is required to protect NHA against the risk of Bidder's conduct which may warrant EMD's forfeiture pursuant to the instances mentioned in clause 11 below.
6. EMDs of all unsuccessful Bidders will be returned, without interest within 30 days from the award of contract.
7. The EMD of the successful Bidders will be returned, without interest, upon submission of Performance Bank Guarantee (of the amount and in the format specified in Annexure V (Format for Performance Bank Guarantee)) by the successful Bidder.
8. In case the EMD is not received within the stipulated deadline (provided in section 2 (Fact Sheet)) then NHA reserves the right to forthwith and summarily reject the proposal of the concerned Bidder without providing any opportunity for any further correspondence by the concerned Bidder.
9. Submission of EMD is applicable to all bidders except Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organization or the concerned Ministry or Department.
10. The EMD may be forfeited-
 - a) If a Bidder withdraws the proposal or increases the quoted prices after opening of the Proposal and during the period of Bid validity or its extended period, if any.
 - b) In case of a successful Bidder, if the Bidder fails to sign the contract in accordance with the terms and conditions (including timelines for execution of the Agreement) of this RFP or fails to furnish the Performance Bank Guarantee in accordance with the terms and conditions (including timelines for furnishing PBG) of this RFP.
 - c) If the bidder is found indulging in any corrupt, fraudulent or other malpractice in respect of the bid;
 - d) If there is a discrepancy between words and figures quoted by the bidder and the bidder does not accept that the amount in words that would prevail over amount in figures.

5.5 Bid Preparation Costs

1. The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal and in providing any additional information required by NHA to facilitate the evaluation process.
2. NHA will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
3. This RFP does not commit NHA to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this RFP.
4. All materials submitted by the bidder will become the property of NHA and may be returned completely at its sole discretion.

5.6 Consortium and Sub-Contracting

Bidding as a consortium is **not allowed** for implementation of any component under the scope of this project. Sub-contracting for any part is also not allowed.

5.7 Debarment from Bidding

1. The bidder shall be debarred if they have been convicted of an offence –
 - a) under the Prevention of Corruption Act, 1988; or
 - b) the Indian Penal Code or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract.
2. A bidder debarred under Section 5.7 (1) (a) above or any successor of the bidder shall not be eligible to participate in a procurement process of any procuring entity for a period not exceeding three years commencing from the date of debarment.

5.8 Authorized Signatory and Authentication of Bids

The “Authorized Signatory” shall mean the one who has signed the Bid document. The authorized signatory may be either the Principal Officer or the duly Authorized Representative of the Bidder, in which case the Bidder shall submit a power of attorney authorizing the person to be authorized signatory or a copy of board resolution.

The power of attorneys/board resolution of the Bidder must be submitted along with the pre-qualification proposal.

5.9 Language

The Proposal must be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is required and should be duly attested by the Bidder. For purposes of interpretation of the documents, the English translation shall govern.

5.10 Complete and Compliant Responses

1. Bidders are advised to study all instructions, forms, requirements and other information in the RFP document carefully. Submission of the proposal shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
2. The response to this RFP should be full and complete in all respects. Failure to comply with the requirements of this paragraph may render the Proposal non-compliant and the Proposal may be rejected. Bidders must-
 - a) Include all documentation specified in this RFP;
 - b) Follow the format of this RFP and respond to each element in the order as set out in this RFP;
 - c) Comply with all requirements as set out in this RFP.

5.11 Late Bids

1. All Bidders are required to submit their bids (complete in all respects) within the time and date as specified in section 2 (Fact Sheet). The Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained. The Bids submitted by telex/telegram/fax/e-mail/manually etc. shall not be considered. No correspondence

will be entertained on this matter. NHA shall not be responsible for any delay or non-receipt/non-delivery of the documents. No further correspondence on the subject will be entertained. NHA reserves the right to modify and amend any of the above-stipulated condition/criteria depending upon project priorities vis-à-vis urgent commitments.

2. Given that the bid submission has to be made electronically on CPPP, it is advised that the Bidder takes all necessary precaution for the same, including submitting the Bid well in advance to avoid any last minute hassles. NHA shall not entertain any bids which could not be submitted properly for whatsoever reasons.
3. NHA may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing an addendum/corrigendum (on CPPP) or by intimating all bidders, in writing or through e-mail. In such case all rights and obligations of NHA and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

5.12 Proposal Submission Format

The entire proposal shall be strictly as per the format specified in this RFP and any deviation may result in the rejection of the RFP proposal. Refer Section 6.4 (Bid Submission Format) for the format for Proposal Submission.

5.13 Amendment of the RFP

At any time prior to the deadline for submission of the proposals, NHA, for any reason, may modify the RFP by amendment/corrigendum and it shall publish the same on CPPP. Such amendments shall be binding on the Bidders. Bidders are requested to regularly visit CPPP and check for themselves regarding any addendum/corrigendum issued to the RFP. NHA shall, in no way, be responsible for any lapse of information on part of the concerned bidder(s) for non-checking the CPPP for RFP related updates/information.

5.14 Bid Validity

Bids must remain valid up to 180 (One Hundred & Eighty) days from the last date of submission of the Bids. NHA may request the Bidder(s) for an extension of the period of validity of the bids which may suitably be extended post such requests. The validity of the EMDs as requested in Section 5.4 (Bid Security/ EMD) should also be suitably extended if called upon to do so by NHA.

5.15 Right to the Content of Proposal

All bids and accompanying documentation of the bid proposal will become the property of NHA and will not be returned after opening of the bid proposals. NHA is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. NHA shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

5.16 Disqualification

The Proposal is liable to be disqualified in, inter alia, any of the following cases or in case the Bidder fails to meet the bidding requirements as indicated in this RFP:

1. Bid not submitted in accordance with the terms, procedure and formats prescribed in this document or treated as non-conforming proposal;
2. During validity of the bid, or its extended period, if any, the Bidder increases its quoted price after the submission of the bid;
3. The Bidder's Proposal is conditional and has deviations from the terms and conditions of RFP.
4. The Proposal is received in an incomplete form;
5. The Proposal is received after the due date and time;
6. The Proposal is not accompanied by all the requisite documents;
7. The Proposal is submitted with lesser validity period and lesser EMD validity period;
8. The information submitted in the technical proposal is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period, if any;
9. The commercial proposal is enclosed within the technical proposal or other Proposal or vice-versa;

5.17 Confidentiality

Information relating to the examination, clarification and any other purpose of the RFP shall not be disclosed to any persons not officially concerned with such process until the process is over. Undue use of confidential information related to the process by any firm may result in rejection of its proposal.

5.18 Fraud and Corrupt Practices

1. The Bidders and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the selection process. Notwithstanding anything to the contrary contained in this RFP, the NHA shall reject a proposal without being liable in any manner whatsoever to the Bidder, if it determines that the Bidder has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the "Prohibited Practices") in the selection process. In such an event, NHA shall, without prejudice to its any other rights or remedies, forfeit and appropriate the EMD and/or PBG, as the case may be.
2. Without prejudice to the rights of NHA under clause above and the rights and remedies which the NHA may have under the Agreement, if a Bidder is found by NHA to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the selection process, or after the issue of the Letter of Award (LOA) or the execution of the Agreement, such Bidder shall not be eligible to participate in any tender or RFP issued by NHA during a period of 3 years from the date such Bidder is found by NHA to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.

3. For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
 - a) "Corrupt Practice" means
 - i. the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the selection process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of NHA who is or has been associated in any manner, directly or indirectly with the selection process or the LOA or has dealt with matters concerning the Agreement or arising there from, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of NHA shall be deemed to constitute influencing the actions of a person connected with the selection process); or
 - ii. save as provided herein, engaging in any manner whatsoever, whether during the selection process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the Award or the Agreement, who at any time has been or is a legal, financial or technical consultant/adviser of NHA in relation to any matter concerning the Project;
 - b) "Fraudulent Practice" means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the selection process;
 - c) "Coercive Practice" means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person's participation or action in the selection process;
 - d) "Undesirable Practice" means
 - i. establishing contact with any person connected with or employed or engaged by NHA with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the selection process; or
 - ii. having a Conflict of Interest; and
 - e) "Restrictive Practice" means forming a cartel or arriving at any understanding or arrangement among the Bidders with the objective of restricting or manipulating a full and fair competition in the selection process.

5.19 Right to Terminate the Process

1. NHA may terminate the RFP process at any time and without assigning any reason. NHA makes no commitments, express or implied, that this process will result in a business transaction with anyone.
2. This RFP does not constitute an offer by NHA. The bidder's participation in this process may result in short listing the bidders.

5.20 Conflict of Interest

1. The Bidder shall not have a conflict of interest that may affect the selection process (the “Conflict of Interest”). Any Bidder found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the NHA shall forfeit and appropriate the EMD, if available, as mutually agreed genuine pre-estimated compensation and damages payable to the NHA for, inter alia, the time, cost and effort of the NHA including consideration of such Bidder’s Proposal, without prejudice to any other right or remedy that may be available to the NHA hereunder or otherwise.
2. NHA requires that bidders provides professional, objective, and impartial services and at all times hold the NHA’s interests paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The bidders shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of the NHA.
3. Without limiting the generality of the above, the Bidder shall be deemed to have a Conflict of Interest affecting the Selection Process, if:
 - a) The Bidder, or Associates (or any constituent thereof) and any other Bidder, or Associate (or any constituent thereof) have common controlling shareholders or other ownership interest;
 - b) Such Bidder or its Associate receives or has received any direct or indirect subsidy or grant from any other Bidder or its Associate; or
 - c) Such Bidder has a relationship with another Bidder, directly or
 - d) through common third parties, that puts them in a position to have access to each other’s information about, or to influence the Proposal of either or each of the other Bidder; or
 - e) There is a conflict among this and other assignments of the
 - f) Bidder (including its personnel and other members, if any) and any subsidiaries or entities controlled by such Bidder or having common controlling shareholders. The duties of the bidders will depend on the circumstances of each case. While providing services to the NHA for this particular assignment, the bidders shall not take up any assignment that by its nature will result in conflict with the present assignment; or
 - g) A firm hired to provide similar services for the preparation or implementation of a project, and its Members or Associates, will be disqualified from subsequently providing goods or works or services related to the same project;
4. A Bidder eventually appointed to provide services for this Project shall be disqualified from subsequently providing goods or services related to the same Project and any breach of this obligation shall be construed as Conflict of Interest; provided that the restriction herein shall not apply after a period of 24 months from the completion of this assignment; provided further that this restriction shall not apply to services performed for the NHA in continuation of this project or to any subsequent services performed for the NHA where the conflict of interest situation does not arise.
5. In the event that the bidder, its Associates or affiliates are auditors or financial advisers to any of the Bidders for the Project, they shall make a disclosure to the NHA as soon as any potential conflict comes to their notice but in no case later than 7 (seven) days from the receipt of such proposals and any breach of this obligation of disclosure shall be construed as Conflict of Interest. The NHA shall, upon

being notified by the bidder under this Clause, decide whether it wishes to terminate this Consultancy or otherwise, and convey its decision to the bidder within a period not exceeding 15 (fifteen) days.

5.21 NHA's right to accept or reject any or all proposals

NHA reserves the right to accept or reject any proposal, and to annul the tendering process /Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for Purchaser action.

6 Bidding Process

6.1 Pre-Bid Queries

Any clarification (pre-bid query) regarding the RFP can be submitted to NHA as per the submission mode and timelines mentioned in section 2 (Fact Sheet) of the RFP. The pre-bid queries must be submitted in the format as mentioned in Annexure I (Template for Pre-Bid Queries) of this RFP, along with name and details of the Bidder submitting the queries. Any requests for clarifications received after the expiry of the due date and time mentioned in the fact Sheet shall not be entertained by NHA. Further, NHA reserves the right to issue or not issue any responses/clarifications/ corrigendum at its own discretion.

6.2 Pre-Bid Meeting

NHA will organize a pre-bid meeting with the prospective bidders as per details provided in section 2 (Fact Sheet) and may respond to any request for clarifications on, and/or modifications of this RFP. It may formally respond to the pre-bid queries after the pre-bid meeting as mentioned in the Fact Sheet. Only persons, duly authorized by the Bidder, will be allowed to participate in the pre-bid meeting. The authorized representatives should carry a valid proof of identification for verification before the commencement of the pre-bid Conference.

1. The representatives of the interested organizations shall attend the pre-bid conference at their own cost.
2. Only persons, duly authorized by the interested organization, will be allowed to participate in the pre-bid conference. A maximum of four (4) representatives shall be allowed to attend the pre-bid conference.
3. The authorized signatory of the bidder shall indicate to NHA the names of the individuals who will be attending the pre bid conference on behalf of the interested organization via an e-mail to Bk.datta@nic.in
4. The authorized representatives of the bidder as specified in point 3 should carry a valid proof of identification for verification before the commencement of the pre-bid conference.

6.3 Responses to Pre-Bid Queries and Issue of Corrigendum

1. NHA will endeavor to provide timely response to all the queries. However, NHA makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does it undertake to answer all the queries that have been posed by the Bidders.
2. At any time prior to the last date for receipt of bids, NHA may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document. Any modifications of this RFP, which may be necessary as a result of the pre-bid conference or for any other reason, shall be made available by NHA exclusively through a corrigendum/addendum. Any such corrigendum shall be deemed to be incorporated into this RFP.
3. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on CPPP.

4. In order to provide prospective bidders reasonable time for taking the corrigendum into account, NHA may, at its discretion, extend the last date for the receipt of RFP Proposals.

6.4 Bid submission format

1. A three staged bid system will be followed for this RFP with least cost system i.e. L1 based selection criteria. The three bids to be submitted by bidders on CPPP are –
 - a) Pre-Qualification Bid and
 - b) Technical Bid and
 - c) Commercial Bid
2. The bid response of the Bidder to be submitted and uploaded on CPPP against this RFP.
3. The bids are to be submitted electronically on CPPP on or before the last date of proposal submission. Bids received in any other form will not be accepted and may lead to rejection of the bid.
4. This RFP process will be administered through the CPP portal. The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates (DSC) of the officer duly authorized to submit the bid. The bidders are required to enroll on the e-procurement module of the CPP portal. Enrolment on the CPP portal is free of charge. Detailed instructions, FAQ, call center number details are mentioned on CPPP (please visit- <https://eprocure.gov.in/cppp/>) . For understanding, bidders are thus advised to go through such instructions (as published on CPPP) and take necessary assistance through the CPPP call center (if required) in order to properly submit their bids on time.
5. The Bidder should take into account any Corrigendum to this RFP document that may have been published before submitting their Proposals.
6. The Proposal is to be submitted in four covers on CPPP as mentioned below-

S. No.	Bid covers	Bid submission
1.	EMD (Fee)	Scan copy to be uploaded on CPPP and original to be submitted to NHA.
2.	Pre-qualification bid	To be uploaded on CPPP
3.	Technical bid	To be uploaded on CPPP
4.	Commercial bid	To be uploaded on CPPP

7. The contents of the bids should be as under-

S. no.	Document Name	Contents
1.	EMD	a) Scan copy of EMD (Original EMD to be submitted in a sealed cover at NHA office).
2.	Pre-qualification bid	a) Pre-Qualification Proposal as per section 7.2.1 (Pre-Qualification Criteria) along with the specified documents/Forms at Annexure II (Pre-Qualification Proposal Format). b) Checklist of all documents submitted c) Scan copy of signed pre-contract Integrity Pact as per Annexure VI (Pre-contract Integrity Pact)-

S. no.	Document Name	Contents
		(Original signed pre-contract integrity pact to be submitted in a sealed cover at NHA office). d) Power of attorney/Board Resolution as per section 5.8 (Authorized Signatory and Authentication of Bids)
3.	Technical bid	a) Technical Proposal as per section 7.2.2 (Technical Evaluation Criteria) along with the required supporting documents/forms specified at Annexure III (Technical Proposal Format). b) Checklist of all documents submitted
4.	Commercial bid	a) Commercial Proposal as per the required supporting documents/forms specified at Annexure IV (Commercial Proposal Format). b) Check list of all documents submitted

Table 1: Bid submission documents

8. The response to pre-qualification bid, technical bid and commercial bid (as mentioned in the previous paragraph) should be uploaded in separate folders on the CPPP.
9. As part of the bid, bidder should provide one (1) copy of the Pre-qualification bid, and the Technical bid in soft copy (both bids in MS word format and pdf format). In case of any discrepancy, the pdf version shall prevail over the MS word version (The soft copies- MS word to be uploaded in *.rar extension files on CPP portal)
10. Please note that prices must not be indicated in the pre-qualification bid and technical bid and must only be indicated in the commercial bid. In case any bidder submits prices or any other commercial information in its pre-qualification and/or technical bid then the bids of such bidders will be summarily rejected by NHA.
11. The pre-qualification bid, technical bid and commercial bid should be complete documents and should be in separate single PDF documents. All the pages of the bid must be sequentially numbered and must contain the list of contents with page numbers. Bidders are required to submit all details as per the formats given in the RFP document only. Any deficiency in documentation may result in the rejection of the bid at the sole discretion of NHA.
12. Original EMD and signed integrity pact is required to be submitted manually at NHA's office in a sealed cover and a scan copy of EMD and signed integrity pact needs to be uploaded on CPPP by the bidders. While submitting the original EMD and Integrity pact, the EMD and integrity pact should be placed in a sealed cover and the envelope be super scribed as "EARNEST MONEY DEPOSIT (EMD) and Integrity pact FOR RFP # <.....>, DATED <.....>" - along with bidders name mentioned on the cover. Original EMD and signed integrity pact must be submitted on or before the last date of submission at the following address-

General Manager (Administration)
National Health Authority
9th Floor, Tower-I

Jeevan Bharti Building
Connaught Place
New Delhi – 110001

13. The Bidders are requested to go through the RFP document carefully to understand the documents required to be submitted and the process to be followed as a part of the Proposal. Any deviations may lead to rejection of the Proposal.
14. The Bidder should try to submit the proposal well before the last date and hence to avoid any inconvenience at the last moment. The Bidder will not be allowed to submit the Proposal after the Bid submission time.
15. Each document submitted by the bidder in pre-qualification and technical and commercial proposals must be duly signed by the authorized signatory as per section 5.8 (Authorized Signatory and Authentication of Bids).

6.5 Selection of Bidders

6.5.1 Opening of Proposals

The Proposals will be opened by NHA, on CPPP, in the presence of Bidders or their representatives who may be present at the time of opening. The representatives of the bidders are advised to carry the identity card and a letter of authority from the bidder to identify their bonafide for attending the opening of the proposal.

There will be four bid-opening events

1. Fee cover opening
2. Pre-Qualification Proposal opening
3. Technical Proposal opening
4. Commercial Proposal opening

The venue, date and time for opening the Pre-qualification Proposal, Technical Proposal and Commercial Proposal are mentioned in the Fact Sheet. The Technical Proposals of only those bidders will be opened who clear the Pre-qualification stage and the Commercial proposals of only those bidders who qualify the technical evaluation shall be opened.

6.5.2 Preliminary Examination of Proposals

NHA will examine the Proposals to determine whether they are complete, whether the documents have been properly signed and the proposals are generally in order. Any proposals found to be non-responsive for any reason or not meeting any criteria specified in this RFP, will be rejected by the NHA and shall not be included for further consideration.

Initial proposal scrutiny will be held and the proposals will be treated as non-responsive, if they are:

1. Not submitted in the format as specified in this RFP document;
2. Received without the Power of Attorney/Board Resolution;
3. Found with suppression of details;
4. Submitted with incomplete information;

5. Submitted without the documents required under this RFP;
6. Non-compliant to any of the clauses mentioned in this RFP;
7. Lesser validity period than that prescribed in this RFP

6.5.3 Clarification on Proposals

During the RFP evaluation, NHA may, at its discretion, ask the Bidder for a clarification of its Proposal. The request for clarification and the response shall be in writing, and no change in the substance of the Proposal shall be sought, offered, or permitted.

7 Evaluation Process and Criteria

7.1 Evaluation Process

After the due date of bid submission, NHA shall open each of the bid proposals of bidders on CPPP in the presence of bidder's representatives present and attending. For the purpose of bid opening and proposal evaluation NHA, may constitute an 'Evaluation Committee', which shall evaluate bidders' proposals and may recommend the final bidder for offering the contract. Various phases related to bid evaluation process are outlined as under-

7.1.1 Stage 1: Pre-Qualification

1. NHA shall first open "Pre-Qualification Proposal" on CPPP in the presence of the bidder's representatives present and attending. The Pre-Qualification proposal MUST contain all the documents mentioned in the RFP. Each of the Pre-Qualification conditions mentioned in Section 7.2.1 (Pre-Qualification Criteria) is MANDATORY. In case the Bidder does not meet any one of the conditions, the bid will be disqualified.
2. Response to the Pre-Qualification Requirements shall be evaluated in accordance with the requirements specified in this RFP (Annexure II (Pre-Qualification Proposal Format)). A checklist has to be created with proper page-wise indexing of all supporting documents

7.1.2 Stage 2: Technical Evaluation

1. "Technical Proposal" will be opened on CPPP only for bidders who succeed in Stage 1, in the presence of the bidder's representatives present and attending.
2. NHA will review the technical proposals of the short-listed bidders to determine whether the technical proposals are substantially responsive. Proposals that are not substantially responsive are liable to be disqualified at NHA's discretion.
3. The bidder's technical proposal will be evaluated as per the requirements specified in the RFP and technical evaluation framework as mentioned in Section 7.2.2 (Technical Evaluation Criteria).

7.1.3 Stage 3: Commercial Evaluation

1. The Commercial Bids of only the technically qualified bidders will be opened by the EC (Evaluation Committee – constituted by NHA) in the presence of the bidder's representatives.
2. If a firm quotes NIL charges / consideration, the bid shall be treated as unresponsive and will not be considered.
3. Any conditional bid would be rejected.
4. Only fixed price commercial bids indicating total price for all the deliverables and services specified in this bid document will be considered (As per Annexure IV (Commercial Proposal Format)).
5. The bid price will include all taxes and levies and shall be in Indian Rupees. Only GST shall be paid by the NHA.
6. In case of a tie at L1 then the bidder with higher technical score shall be awarded the contract.
7. If there is a discrepancy between words and figures, the amount in words will prevail.

7.2 Evaluation Criteria

NHA shall evaluate the responses of the bidders to this RFP and scrutinize the supporting documents /documentary evidence. Inability to submit the requisite supporting documents / documentary evidence by the bidders, may lead to rejection. The decision of NHA in the evaluation of proposals shall be final. No correspondence will be entertained outside the process of evaluation with NHA. NHA may ask for meetings with the Bidders or may issue in writing/email to seek clarifications or conformations on their proposals. During the Proposal Evaluation, NHA reserves the right to reject any or all the proposals. Each of the Proposals shall be evaluated as per the criteria and requirements specified in this RFP. The Evaluation Committee (EC) constituted by the NHA shall evaluate the responses to the RFP and all supporting documents & documentary evidence as mentioned in this section of the RFP. NHA reserves the right to check/ validate the authenticity of the information provided in the Pre-qualification, Technical Evaluation criteria and Commercial Evaluation and the requisite support must be provided by the Bidder.

It is again specified that bidding as consortium and sub-contracting any part of scope or otherwise is not permitted as part of this project/procurement.

The evaluation criteria is as follows-

7.2.1 Pre-Qualification Criteria

The Bidder's pre-qualification proposal will be evaluated as per the criteria specified in this section. Bidder is expected to comply with each of the clauses of the Pre-Qualification criteria to be eligible to be considered for Technical Evaluation. Failure to meet even one of the Pre-Qualification criteria as mentioned below may lead to rejection of the Bid. Definitions of key terms relating to pre-qualification criteria are given below-

Term	Definition
Net worth (Consolidated)	Paid-up share capital + Reserves and surpluses (Excluding Revaluation Reserves), as per the latest annual audited financial statement report
Turnover	The total amount of net receipts, from activities in the normal course of business (as per specifications at #5 in the below table), as per the annual audited report
Financial Year	The 12-month period commencing from the 1st day of April of any year and ending on the 31st day of March of the following calendar year.
Auditor	Auditor shall mean the Statutory Auditor of a company/ bidder.
Key Managerial Personnel	As defined in Indian Companies Act 2013

Sl. No.	Eligibility Criteria	Document Proof
Registered legal entity		
1	The Bidder should be – a. A company incorporated under the Indian Companies Act, 2013 or any other previous company law as per section 2 (20) of the Indian Companies Act 2013 b. Registered with the GST Authorities c. Company should have a valid PAN number d. The bidder or its wholly owned subsidiary providing BPO/Call Centre services or the parent company of whom the bidder is a wholly owned subsidiary providing BPO/Call Centre services, must have registered itself with Department of Telecommunication (DoT) as call Centre	a. Copy of certificate of Incorporation along with copy of Memorandum and Articles of Association. b. Copy of GST Registration certificate issued by GSTN authorities c. Copy of PAN Card d. Copy of valid DOT certificate for the proposed sites by the bidder.
Duration of operations		
2	The Bidder should have been in call center operation for a period of at least 3 years (i.e. for FY 2017-18, FY 2018-19, FY 2019-20) in India prior to the date of submission of bid.	Certificate by Key Managerial Personnel.
Financial Stability		
3	The Bidder should have a consolidated minimum positive net worth, in the last 3 FY's 2016-17, 2017-18 and 2018-19.	Statutory auditor certificate of Bidder specifying the net worth for the specified year (as per the definition of net-worth specified in the RFP).
4	The Bidder should be a profitable organization (i.e. Profit After Tax (PAT) > 0), in the last 3 FY's 2016-17, 2017-18 and 2018-19	Copy of the annual audited financial statements (AFS). AFS copy should have Auditor's Name, Certificate of Practice No. and signature on the statements (Balance sheet/ P & L etc.). No website download or link to be provided.
5	The Bidder should have average annual turnover of ₹ 100 crores from call center voice operations in each of the last three financial years (Financial years 2016-17, 2017-18 and 2018-19)	Statutory auditor's certificate of the Bidder clearly specifying the turnover (from voice operations) from the stated criteria ONLY for the specified years.

Sl. No.	Eligibility Criteria	Document Proof
Manpower Strength and Capability		
6	The bidder must have at least- a) Demonstrated capability of serving customers in Hindi, English and in (9 to 13) multi-lingual official languages (should have delivered at least 10 projects) b) Assurance to provide at least 5 resources in each of the vernacular official languages (within 7 days of such request by NHA) viz. - Kannada, Telugu, Tamil, Malayalam, Gujarati, Marathi, Bengali, Odia, Punjabi or Assamese and to further scale-up as required.	Certificate from the bidders HR head confirming both the points 'a' and 'b' verbatim
7	The bidder to provide an undertaking that the IVRS system developed by them has a per day capacity of delivering and managing >= 200,000,00 (2crores) number of calls (inbound + outbound)	Undertaking from the authorized signatory in-verbatim as per the criteria stated
Certifications		
8	The Bidder should have the following valid Certification as on date of submission of the proposal: ● ISO 27001-2013	Copy of the valid Certificate issued from the accreditation organization: ● ISO 27001-2013
Litigations		
9	The Bidder should not be involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this contract	Certificate from the authorized signatory as per the format specified at sub-section 9.2.4 (Form PQ4: Details of Litigation) of Annexure II (Pre-Qualification Proposal Format) of this RFP.
Conflict of Interest		
10	As on date of submission of the proposal, the Bidder should not be involved in any conflict of interest situation.	Undertaking by the authorized signatory as per the format specified at sub-section 9.2.6 (Form PQ6: Format- Undertaking (no conflict of interest)) of Annexure II (Pre-Qualification Proposal Format) of this RFP.
Blacklisting or Banned		
11	As on date of submission of the proposal, the Bidder should not be blacklisted or banned by any	Certificate from the authorized signatory as per the format mentioned at sub-section 9.2.7 (Form PQ7: Format- self declaration for non-

Sl. No.	Eligibility Criteria	Document Proof
	ministry/department/attached offices/subordinate offices under Government of India and any State government, autonomous bodies (established by Central/State govt), any Central/State PSUs for unsatisfactory past performance, corrupt, fraudulent or any other unethical business practices.	black listing) of Annexure II (Pre-Qualification Proposal Format) of this RFP.
Debarment		
12	As on date of submission of the proposal, the Bidder should not be debarred under the conditions specified in sub-section 5.7 (Debarment from Bidding) of the RFP.	Certificate from the Key Managerial Personnel as per the format mentioned at sub-section 9.2.8 (Form PQ8: Format- self declaration for non-debarment) of Annexure II (Pre-Qualification Proposal Format) of this RFP.

7.2.2 Technical Evaluation Criteria

This section provides details on the technical evaluation criteria. While the Bidder will be evaluated on the technical evaluation criteria mentioned below, all the documents/forms specified in Annexure III (Technical Proposal Format) are also required to be mandatorily submitted and non-submission may lead to rejection of the Proposal.

Note-

- The overall technical cut-off will be 70%.
- To qualify in the technical evaluation stage, it is mandatory for the bidders to qualify in each of the sections and sub-sections. It is clarified explicitly that if any bidder fails in any one sub-section but overall scores equal to or more than 70% score then the bidder will be disqualified.
- The bidders who qualify the minimum technical cut-off i.e. 70 % overall and in each sub-section of technical evaluation- shall be assigned marks based on their proposals. The bidder with highest total marks shall be placed at T1 and subsequent bidder on T2 and so on.
- The following sections explain how the bidders will be evaluated on each of the evaluation criteria. The Bidder's technical Proposal will be evaluated as per the evaluation criteria mentioned in the following sub-sections.

S No.	Evaluation Criteria	Total Marks	Minimum Cut-off (70%)
1	Bidder's Experience	30	>=21
2	Proposed resources and team skill ratio	30	>=21
3	Proposed Solution, Approach and Methodology (Write-up and Presentation to NHA)	40	>=28
Total		100	>=70

7.2.2.1.1 Bidders Experience

This section provides for the first sub-criterion i.e. bidders experience of the overall technical evaluation criteria-

1. The citations should be for projects which have been declared go-live or completed projects. The go-live shall mean go-live of the entire project and not a go-live of a particular phase of the project.
2. All the projects cited should be in the name of the Bidder as the case may be and not in name of any parent, subsidiary or affiliate entity.
3. The following is evaluation criteria for Bidder's experience-

Total Marks – 30 Minimum qualifying marks- 21	
Criteria Details	<p>The Bidder experience in Voice based call center's for inbound/outbound calls in India in any of the last 3 financial years (i.e. for FY 2017-18, FY 2018-19, FY 2019-20)</p> <p>Marks distribution as per the number of project citations:</p> <ol style="list-style-type: none"> a) ≥ 4 citations = 25 Marks b) 3 citations = 20 Marks c) 2 citations = 16 Marks <p>Additional marks-</p> <ol style="list-style-type: none"> a) One additional mark for every one additional (besides Hindi and English) vernacular official language delivered as part of scope of the citation. It is clarified that citation must include delivery in English and Hindi besides vernacular official languages. The documentary proof must indicate clearly about the list of official languages delivered as part of scope of citation.
Documents required	<ol style="list-style-type: none"> a) Citation as per sub-section 9.3.2 (Form Tech 2: Bidders experience format) of Annexure III (Technical Proposal Format) and; <p>AND</p> <ol style="list-style-type: none"> b) Copy of work order/client certificate/contract copy/ client project completion certificate specifying the project details and value. In case of an on-going project phased completion certificate (provided by client) should be submitted. <p>AND</p> <ol style="list-style-type: none"> c) In case of an on-going project phased completion certificate (provided by client) should be submitted <p>AND</p> <ol style="list-style-type: none"> d) A certificate from the Key Managerial Personnel of the bidder stating the criteria and the project value. <p>Note- NHA reserves the right to conduct a client confirmation on the citation submitted by the bidder. The bidder is required to specify client's contact details in the format (section 9.3.2 (Form Tech2: Bidder's Experience Format), annexure-III (Technical Proposal Format))</p>

7.2.2.1.2 Proposed Resources and Team Skill Ratio

This section provides for the second sub-criterion i.e. Proposed resources and Team skills Ratio of the overall technical evaluation criteria-

1. The bidder shall-
 - a) Bidder is required to submit its compliance against the requirements specified in section 4.2.1.3. Duly signed HR certificate on the qualifications and experience of the proposed resources must be submitted by the bidder
 - b) Bidder is required to submit a project plan and resource plan basis the per shift basis (bidder can assume 3-4 shift per day) and number of resources proposed to be available for this project along with team skill ration as specified in this RFP. The bidders need to define the % of resources proposed to be deployed as work from home/remotely.

The points number a-b above shall carry a total of 5 marks (2.5 each).

1. The bidder to provide the current Strength of Agents and its ratio for roles (as mentioned in below Table) in bidder's organization with experience on call center voice operations in India-

#	# of agents employed by bidder in delivering call center voice operations as on 31-03-2020	# of in-bound contact center seats operational at the bidder's premises in India as on 31-03-2020	Document required	Score
1	2000 or more	>=500	Certificate from the HR head	25
2	Less than 2000 but more than or equal to 1500	>=300		20

7.2.2.1.3 Proposed Solution, Approach and Methodology

The bidders are required to submit a writ-up and deliver presentation on their proposed solution including approach and methodology. The bidder may also include previous works/citations to demonstrate their capabilities. The presentation shall be held for 30 minutes including Q & A session. Given the current scenario the presentations may be held through electronic modes, the details of which shall be shared with the bidders.

Additionally, the bidders are also required to provide the following details pertaining to their solution-

1. Details on bidders proposed IT solution (including it's proposed applications and their features such as CRM, IVRS, ACD, Reporting etc.)
2. The Bidder needs to demonstrate their understanding of the envisaged solution as per scope of work
3. Solution readiness at day zero and ability to go-live the operations within 15 days
4. The extent to which the bidder's approach and work plan respond to the scope of work
5. Responsiveness of project plan and implementation approach to NHA's need for short timelines.
6. Proposed process work-flows as per scope of work
7. IT Infrastructure readiness
8. Availability of agents and ability to scale-up
9. Physical and IT Security controls at the proposed site of operations
10. Innovation/ approach proposed by the bidder to ensure that the call centre's technology solution is made fully functional in shortest possible time.
11. Details on the proposed IVRS solution (key press and speech to text) specifically the following details-
 - a) Complete details of the proposed IVRS solution

- b) Readiness of IVRS solution as per scope (in terms of timelines)
- c) Language capability (# of vernacular languages supported beyond Hindi and English)

Proposed agenda-

1. Introduction to Organization
2. Bidder's understanding of NHAs objectives and scope of work
3. Assessment of the overall solution, approach and the methodologies proposed by bidder for implementation of the project.
4. Proposed call center service and relevant details
5. Call center management and governance approach
6. Project implementation plan and resources deployment plan
7. Internal Review and Quality Control Plan
8. Capacity building plan
9. Innovation and features beyond proposed requirements

7.2.3 Commercial evaluation criteria

1. Bidder's needs to provide their commercial bid as per the format provided in the RFP (Annexure-IV (Commercial Proposal Format)).
2. In case only one bidder qualifies after the technical evaluation, NHA will have right to select the single qualified bidder or cancel the RFP.
3. Commercial evaluation shall be done as per least cost system method i.e. L1 method
4. Basis the quoted rates NHA shall rank the bidders at L1, L2, L3, L4 and so on with L1 being the lowest rate
5. The L1 rate shall be called as the discovered rate (for details please refer to annexure-IV, section 9.4.2)
6. If a bidder quotes NIL charges / consideration, the bid shall be treated as unresponsive and will not be considered.
7. Any conditional bid would be rejected.
8. Only fixed price commercial bids indicating total price for all the deliverables and services specified in this bid document will be considered
9. The bid price will include all taxes and levies and shall be in Indian Rupees.
10. If there is a discrepancy between words and figures, the amount in words will prevail.
11. In case of an abnormally Low Bid, i.e. one in which the bid price, in combination with other elements of the bid, appears so low that it raises material concerns as to the capability of the bidder to perform the contract at the offered price- NHA may in such cases seek written clarifications from the bidder, including detailed price analyses of its bid price in relation to scope, schedule, allocation of risks and responsibilities and any other requirements of the bid document. If, after evaluating the price analyses, NHA determines that the bidder has substantially failed to demonstrate its capability to deliver the contract at the offered price, NHA may reject the Bid/Proposal.

8 Award of Contract and Payment Terms

8.1.1 Award Criteria

NHA will award the Contract to the successful bidder/ Call Centre Service Provider (i.e. “L1 bidder” as per section 7.2.3), whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined in this RFP (in section 7 of this RFP) i.e. L1 bidder.

8.1.2 Letter of Award

1. Prior to the expiration of the bid validity period, NHA will notify the successful bidder in writing or by fax or email through a letter of award.
2. The letter of award shall constitute the formation of the contract.
3. In case the tendering process / public procurement process has not been completed within the stipulated period, NHA, may like to request the bidders to extend the validity period of the bid.
4. The letter of award will constitute the formation of the contract. Bid securities of the unsuccessful bidders shall be returned to them at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract to the successful bidder.

8.1.3 Performance Guarantee

1. The NHA will require the selected bidder to provide at its own cost and an unconditional, irrevocable and continuing Performance Bank Guarantee/Performance security for a value equivalent to 10% of the total cost of every work order issued to the concerned selected bidder which must be submitted as per the timelines, rules and regulations mentioned in the RFP.
2. The performance guarantee to be submitted by the selected Call Centre Service Provider within 5 days of receipt of work orders for the purpose of calculation of total cost and performance guarantee value.
3. The Performance Guarantee shall contain a claim period of three months from the last date of validity of the contract executed with the successful bidder/ Call Centre Service Provider. The Call Centre Service Provider shall be responsible for extending the validity date and claim period of the Performance Guarantee as and when it is due on account of non-completion of the project.
4. In case the selected bidder fails to submit performance guarantee within the time stipulated, NHA at its discretion may cancel the order placed on the selected bidder/ Call Centre Service Provider and may also invoke the bid security without giving any notice. NHA shall invoke the performance guarantee in case the selected Bidder fails to discharge their contractual obligations during the period or NHA incurs any loss due to Bidder’s negligence in carrying out the project implementation as per the agreed terms & conditions.
5. The performance guarantee/security is to be submitted as per format indicated in Annexure V (Format for Performance Bank Guarantee) of this RFP.

8.1.4 Contract Signing

1. Within 3 days of receipt of the notification of award or letter of award (LOA), the successful Bidder shall communicate its acceptance to the said letter of award in accordance with the terms of this RFP.

2. Within 5 days of the notification of award/ within 2 days of acceptance of LOA, the successful bidder shall execute the Services Agreement/contract and the Non-disclosure agreement (NDA).
3. If the successful bidder fails to execute the agreement or furnish the PBG within the stipulated time period (or such other extended timelines as agreed by the NHA in its sole discretion), the NHA shall have the right to forfeit the EMD of successful bidder/ Call Centre Service Provider and award the work to the next successful bidder.
4. The successful bidder is expected to commence its service within 5 days from the date of signing the contract between the Purchaser and the Service Provider/ Call Centre Service Provider.

8.1.5 Failure to Agree with the Terms and Conditions of the RFP

Failure of the successful bidder to agree with the terms and Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event NHA may award the contract to the next best value bidder or call for new proposals from the interested bidders. In such a case, the NHA shall invoke the PBG or EMD (as the case may be) of the most responsive bidder.

8.1.6 Payment Terms

1. The payments shall be made to the selected Call Centre Service Provider on the basis of the discovered L1 rates.
2. The Call Centre Service Provider shall be paid for calls attended by their agents as per the rate quoted by the Call Centre Service Provider in their commercial proposal. Not reachable and not connected calls shall not be paid for.
3. The payment/invoicing shall be done on a quarterly basis upon submission of invoice by the Call Centre Service Provider to NHA.
4. GST shall be paid (as per applicable rate) to the Call Centre Service Provider by NHA on their invoices however all other taxes, cesses, levies, duties and any other incidental direct/indirect costs shall be borne by the Call Centre Service Provider.
5. NHA shall make payments after withholding tax deductible at source as appropriate as per the applicable taxation laws.
6. Advance payments will not be made.
7. In case of disputed items, the disputed amount shall be withheld and will be paid only after settlement of the dispute.
8. Call Centre Service Provider will execute the work as per RFP with discovered L1 rates/prices. No extra payment will be considered by NHA.
9. Payments as stipulated above shall be subject to meeting the service levels by the Call Centre Service Provider as defined in section 8.1.7 of this RFP and appropriations to the amount being paid shall be done (if applicable). Any penalties/ liquidated damages, as applicable, for delay and non-performance, as per the criterion mentioned in this bidding document, will be deducted from the payments
10. **For Inbound calls-** "The total monthly call duration & number of inbound calls submitted by the Call Centre Service Provider shall be verified with the Call Detail Record (CDR) of Toll-Free Number Service Provider. The total monthly duration and number of calls submitted by Call Centre Service Provider shall not exceed the total monthly duration and number of calls submitted by Toll-Free Number

Service Provider. The Call Centre Service Provider should ensure that more than 90% of the calls from Toll-Free Number Service Providers are attended”

8.1.7 Service Levels

1. The Service Levels mentioned in this section define the levels of service which shall be delivered by the Call Centre Service Provider for the duration of the contract and shall be applicable on the Call Centre Service Provider from the date of start of project
2. The service levels are divided in to two parts viz. One-Time and Operational Service levels. One-Time service levels parameters shown in the table below will be applicable from the date of start of contract till go-live and operational service level parameters shall be applicable from the date of go-live till end of contract. Operational service level parameters shall be applicable after the completion of 30 calendar days from the date of go-live. Any holidays in between the 30 days period will be counted as part of the 30 days.
3. The penalties on individual service levels would be applied individually. However, if the total penalties exceeds by 25% of the billed amount, the aggregated penalty would be capped at 25% of the billed amount. The clause may be read in conjunction with clause 1.8 (liquidated damages and penalties) of Volume -II of this RFP
4. The Call Centre Service Provider will be required to submit reports on all service levels as defined herein-

#	Service level	Definition	Measurement Criteria	Timeline	Liquidated Damages
ONE TIME SERVICE LEVELS					
1	On-boarding of all resources and Commencement of services	Commence the service as per the scope of work	Within 5 days from the date of signing the contract between the Purchaser and the Call Centre Service Provider	Within 5 days from the date of signing the contract between the Purchaser and the Call Centre Service Provider	Nil
				Delay of every 5 days from 5 th day of the date of signing the contract between the Purchaser and the Call Centre Service Provider	1% (of the first invoice billed) for every 1-5 days delay. Capped at maximum 5%
2	Attending training of each agent (master trainer) at NHA	As defined in the "training" section 4.2.1.4 basis on the workshop arranged by NHA	100% attendance	Attendance < 100%	₹ 5,000 per resource being absent
3	First cut Submission of performance dashboard	The first cut of the performance dashboard shall be prepared and submitted to NHA for review and feedback.	The first cut of the performance dashboard shall contain all the operational service levels mentioned in this RFP with at least 10 days of operational data.	Within 15 calendar days (including the 15th day) from the date of go-live	Nil
				> 15 calendar days from the date of go-live.	1% of every invoice bill, till the deliverable is complete.
4	Final Submission of performance dashboard	Final performance dashboard with due incorporation of any changes suggested by NHA.	Final performance dashboard with due incorporation of any changes suggested by NHA.	Within 20 calendar days (including the 20th day) from the date of suggestions received from NHA.	Nil

#	Service level	Definition	Measurement Criteria	Timeline	Liquidated Damages
				>20 calendar days (including the 20th day) from the date of suggestions received from NHA.	1% of every invoice bill, till the deliverable is complete.
5	Submission of training module & test process	As defined in the “training” section 4.2.1.4 basis on the workshop arranged by NHA, the selected Call Centre Service Provider is expected to develop a training module & a test process for on-barding of future resources and submit the same to NHA for review and approval.	The training module & test process should cover all the aspects of Aadhaar process covered during the workshop.	Within 10 calendar days (including the 10th day) from the date of go-live.	Nil
				> 10 calendar days (including the 10th day) from the date of go-live.	1% of every invoice bill, till the deliverable is complete.
6	Final submission of training module & test process.	Final training module & test process with due incorporation of any changes suggested by NHA.	Final training module & test process with due incorporation of any changes suggested by NHA.	Within 10 calendar days (including the 10th day) from the date of suggestions received from NHA.	Nil
				> 10 calendar days (including the 10th day) from the date of suggestions received from NHA.	1% of every invoice bill, till the deliverable is complete.
7	Go-live of the call center	As defined in scope of work	Within 15 days of commencement of services	Delay of every 1 day up to 10 th day beyond which NHA may choose to terminate the contract	₹ 30,000 per day of delay capped at ₹ 3,00,000

Operational Service Levels**1. Service Level % (SL%)**

Applicability	Inbound voice calls.
Definition	This is the percentage of calls that are answered by the call center agents within a specified time period
Formulae	$\frac{\text{Calls Answered within a threshold of 20 seconds across all languages}}{\text{Total Calls offered across all languages - Abandoned calls with less than or equal to 10 seconds queue time across all languages}}$

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	>80%	Nil
		>=75% and <80%	1% of invoice billed value
		>=70% and <75%	2% of invoice billed value
		<70%	5% of invoice billed value

2. Call abandoned rate-

Applicability	Inbound voice calls.
Definition	The % of inbound voice calls that are requested for an agent (the word agent shall have the same meaning as Ex/Sr. Ex) but got disconnected before being answered by the agent. (Only calls that get disconnected after 10 seconds after being transferred from IVRS to ACD queue will be considered for computation of this service level).
Formulae	$\frac{\text{Total Abandoned calls across all languages - Abandoned calls with less than or equal to 10 seconds queue time across all languages}}{\text{Total Calls Offered across all languages}}$

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	<=3%	Nil
		>=3% and <5%	3% of invoice billed value
		>=5% and <10%	5% of invoice billed value
		>10%	10% of invoice billed value

3. Call Quality Score

Applicability	All Interactions (inbound, outbound, email, SMS)
Definition	Call quality audit score is a method of scoring Ex/Sr. Ex's calls against predefined parameters to ensure that the Ex/Sr. Ex's are adhering to the quality standards defined by NHA.

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	>85%	Nil
		Between 80% to 85%	1% of invoice billed value
		Between 75% to 80%	2% of invoice billed value
		<75%	5% of invoice billed value

4. Caller's Satisfaction

Applicability	Inbound and outbound voice calls. Applicable to both on agents and IVRS
Definition	This is the measure of caller's satisfaction with the way their query/complaint has been handled by the Ex/Sr. Ex and/or IVRS. The Call Centre Service Provider shall be responsible for maintaining a minimum level of Caller satisfaction based on the criteria defined by NHA. The satisfaction level of callers shall be collected on a five pointer scale of 5: "Very satisfied", 4: "Satisfied" 3: "Average", 2:"Dissatisfied" and 1: "Very Dissatisfied"
Formulae	(Sum of- 5: "Very satisfied", 4: "Satisfied")/Total number of surveys

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	>=85%	Nil
		>=80% but <85%	2% of invoice billed value
		>=75% but <80%	5% of invoice billed value

5. Average Handle Time (AHT)

Applicability	Inbound & Outbound voice calls.
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Definition	It is the average amount of time a Ex/Sr. Ex spends either talking on a call or average amount of time a Ex/Sr. Ex places a call on hold or average amount of time spend on after call work in relation to an inbound call.
Formulae	For Inbound Calls- $\frac{[(\text{Sum of Talk Time} + \text{Sum of Hold Time} + \text{Sum of Wrap Time})/\text{Sum of calls handled}] \text{ across all languages.}$ For outbound calls: - $\frac{[(\text{Sum of Talk Time} + \text{Sum of Hold Time})/\text{Sum of outbound calls}] \text{ across all languages.}$

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	<=240 seconds	Nil
		>240 seconds and <=270 seconds	2% of invoice billed value
		>270 seconds and <=300 seconds	3% of invoice billed value
		>300 seconds	5% of invoice billed value

6. Agent Productivity

Definition	This is defined as the percentage of time a Ex./Sr. Ex. is productive for NHA/PM-JAY process against the total duration he/she is connected using his/her login ID to Call Centre Service Provider (as the case may be) Automatic Call Distribution (ACD) system in any mode pre-defined in the Automatic Call Distribution (ACD) system.
Formulae	$\frac{[(\text{Talk Time} + \text{Hold Time} + \text{After Call Work Time} + \text{Available Time} + \text{Other productive Auxiliary Time}) - \text{nonproductive Auxiliary Time}] / \text{Total Staffed Time}] * 100$ <p>Where,</p> <p>Talk Time: - Length of time spent by a Ex./Sr. Ex. talking to an inbound call or outbound call.</p> <p>Hold Time: - Length of time spent by a Ex./Sr. Ex. with an inbound or \outbound call on hold.</p> <p>After Call Work Time: - Length of time spent by a Ex./Sr. Ex. in ACW mode.</p> <p>Available Time: - Length of time spent by a Ex./Sr. Ex. in available mode waiting for calls from split/skill.</p>

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	>=85%	Nil
		>=80% but <85%	2% of invoice billed value

Measurement Interval	Reporting period	Target	Penalty
		>=75% but <80%	5% of invoice billed value
		>=75%	10% of invoice billed value

Where,

Talk Time: - Length of time spent by a Ex./Sr. Ex talking to an inbound call or outbound call.

Hold Time: - Length of time spent by a Ex./Sr. Ex with an inbound or outbound call on hold.

After Call Work Time: - Length of time spent by a Ex./Sr. Ex in ACW mode.

Available Time: - Length of time spent by a Ex./Sr. Ex in available mode waiting for calls from split/skill.

Other productive Auxiliary time: - Length of time spent by a Ex./Sr. Ex on productive Auxiliary time on NHA’s ACD system.

Productive Auxiliary time are: -

- On-Job training
- Quality Feedback
- E-mail Support
- Briefing
- Re-Fresher Training
- Outbound

Non Productive Aux Time: - Length of time spent by a Ex./Sr. Ex on nonproductive Auxiliary time on NHA’s ACD system.

Nonproductive Auxiliary time are: -

- Minutes Break.
- 30 Minutes Lunch / Dinner Break.
- Meeting/Vendor
- Headset/Desktop Issue

7. Average Response Time for Email

Applicability	E-Mail interactions.
Definition	The average response time for an email is a measurement of the number of hours it takes to provide a response/attend to an email-based inquiry.
Formulae	Sum of Response Times/ Total Number of Email Inquiry

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	<=24 hours	Nil
		>24 hours and <=30 hours	2% of invoice billed value
		>30 hours and <=36 hours	3% of invoice billed value
		>36 hours	5% of invoice billed value

8. Count Incorrect Email Responses-

Applicability	E-Mail
Definition	To measure number of incorrect e-mails replied by Call Centre Service Provider.
Formulae	Count of incorrect e-mails replied by Call Centre Service Provider.

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	Zero	Nil
		For every count of incorrect reply of e-mail	₹ 1000 per e-mail.

9. First Time Resolution (FTR)

Applicability	Inbound Phone and E-mail.
Definition	This refers to the percentage of calls/e-mails resolved at first line, without the need for escalation to other support groups. The Call Centre Service Provider's agent is expected to resolve the issue or answer the question during the first contact.
Formulae	Count of FTR cases /Count of cases created

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	>80%	0.5% of the monthly bill value for every 2.5% actual FTR below

10. Quality of Service (QoS)

Applicability	Inbound Phone and e-mail.
Definition	Quality of service (QoS) is the overall performance of the Call Center, particularly the performance experienced by the caller. This refers to the calls/e-mails audited by an independent third party auditor.
Formulae	Count of Survey(Very Good, Good)/Total Count of Survey

Measurement Interval	Reporting period	Target	Penalty
Daily	Quarterly	>80%	0.5% of the monthly bill value for every 2.5% actual QoS below target

11. Accuracy of complaint logging by Ex./Sr Ex/Agents

Applicability	All Interactions
Definition	To measure the accuracy with which Ex/Sr. Ex. register interactions to ensure that not more than a small percentage of complaints are incorrectly captured. This is the percentage of interactions that have been captured incorrectly by the Ex/Sr. Ex making it difficult to resolve the same.
Formulae	The interactions that have been wrongly captured shall be used to calculate the % of incorrect interactions logged by Ex/Sr. Ex using the following formulae: Total number of wrongly tagged interactions / Total interactions logged for the month.

Measurement Interval	Reporting period	Target	Penalty
Weekly	Quarterly	<=15%	Nil
		<15% but <=20%	2% of invoice billed value
		>20% but <=25%	3% of invoice billed value
		>25%	5% of invoice billed value

12. Interactions of Record Percentage

Applicability	All Interactions
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Definition	To measure percentage of interactions recorded in CRM system.
Formulae	Number of cases created or modified in CRM system/Number of Interactions

Measurement Interval	Reporting period	Target	Penalty
Weekly	Quarterly	>=95%	Nil
		>=90% but <95%	2% of invoice billed value
		>85% but <=90%	3% of invoice billed value
		<85%	5% of invoice billed value

13. Average Hold Time

Applicability	Inbound & Outbound voice calls.
Definition	This is measured as the average time a call was put on hold by the Ex./Sr. Ex.
Formulae	Total Hold Time (Inbound + Outbound)/(Sum of Inbound Calls Handled + Sum of Outbound Calls)

Measurement Interval	Reporting period	Target	Penalty
Weekly	Quarterly	<=20 seconds	Nil
		>20 seconds but <=30 seconds	2% of invoice billed value
		>30 seconds but <=35 seconds	3% of invoice billed value
		>35 seconds	5% of invoice billed value

14. Average wrap time

Applicability	Inbound voice calls.
Definition	This is measured as the average time spent by the Ex./Sr. Ex. in wrap mode.
Formulae	Total wrap Time/(Sum of Inbound Calls Handled + Sum of Outbound Calls)

Measurement Interval	Reporting period	Target	Penalty
Weekly	Quarterly	<=5 seconds	Nil
		>5 seconds but <=10 seconds	2% of invoice billed value

Measurement Interval	Reporting period	Target	Penalty
		>10 seconds but <=15 seconds	3% of invoice billed value
		>15 seconds	5% of invoice billed value

15. Deployment of Resources at the request of NHA

Applicability	Inbound/outbound voice calls.
Definition	Deployment of Resources/agents on the project at the request of NHA
Target	Within 7 days of request by NHA/as per work order issued by NHA

Measurement Interval	Reporting period	Target	Penalty
Weekly	Quarterly	<=7 days	Nil
		>7 day but <=15 days	2% of invoice billed value
		>15 days but <=20 days	3% of invoice billed value
		>20 days	5% of invoice billed value

Annexures

9 Annexures

9.1 Annexure I: Template for Pre-Bid Queries

Bidder shall submit all pre-bid queries in Microsoft (MS) excel in the following format-

Sheet 1: Bidder's Information

Information Sought	Bidders details
Name (Authorized Signatory)	
Designation	
Company	
Address	
Contact Number	
e-Mail ID	
Date	

Note: Please paste the table above in email body as well

Sheet2: Clarification Requested/Format for pre-bid query submission

#	Volume (I/II)	Page No	Section No.	Section Name	Statement as per RFP document	Query by bidder

- a) Page Number – Page Number of this RFP as reflected at the bottom right corner. The bidders to mention only the page number. Ex. '29' as page number and not '29 of 156'.
- b) Section No. – Example– '8' and not 'Section 8'
- c) Section Name – Example – Scope of Work (Should be exactly the same as provided in the RFP)

Note–

1. The queries are to be submitted in the format provided above only and as per schedule ([refer section2 \(fact sheet\)](#)) only. The bidders to ensure that they enter correct details in the format. In case of any inappropriate details being mentioned the NHA shall not be responsible for the same and such queries may be discarded from providing any response.
2. The bidders to ensure that **no cell merging (in excel)** is done by them while preparing the query.
3. The bidders to ensure that each of the query submitted by them is unique and **no duplicate query** is submitted by them as a result of copy-paste. It is expected from the bidder to carry out its own due-diligence before submitting the queries.
4. Bidders are expected to do a thorough check of the queries and ensure the completeness of the queries and spelling checks etc. before submitting the same to NHA.

9.2 Annexure II: Pre-Qualification Proposal Format

9.2.1 Form PQ1: Pre-qualification bid submission letter

<No.....>

<Location, Date>

To

General Manager (Administration)
National Health Authority
9th Floor, Tower-I
Jeevan Bharti Building
Connaught Place
New Delhi – 110001

Subject: Submission of the Pre-Qualification bid for RFP for <.....>

Dear Sir,

We, the undersigned, offer to provide the services for the national call centre with reference to your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our Pre-qualification bid.

We hereby declare that all the information and statements made in this Pre-qualification bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 180 days from the last date of bid submission i.e. <insert last date> as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

9.2.2 Form PQ2: Profile of Bidder

The following details are to be submitted for the bidder.

S. No.	Item	Bidder's Response
1.	Company Name	
2.	Year Established	
3.	Incorporated in India (Yes or No)	
4.	PAN	
5.	GST	
6.	CIN	
7.	Contact Name and position	
8.	Head Office Address	
9.	Mobile (of contact person)	
10.	Telephone (of contact person)	
11.	Fax Number (of contact person)	
12.	Email Address (of contact person)	
13.	Brief Description of the Organization	
14.	Office Address	

Table 2: Profile of Bidder Format

9.2.3 Form PQ3: PQ Checklist

Bidders are required to submit their compliances to the pre-qualification criteria for Bidder, along with documents required, as stated in [section 5.2.1 \(Pre-Qualification Criteria\)](#) of this RFP as below-

9.2.4 Form PQ4: Details of litigation

The certificate below is to be provided by the Bidder-

Certificate for Pending Litigation

We confirm that our organization < insert name of organization> as on date of submission of the proposal for RFP for <.....> for NHA has not been involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this contract.

Sincerely,

(Signature of the Authorized signatory of the Bidder)

(Name, Designation, Seal, Date, Place, Business Address)

9.2.5 Form PQ5: Format for Bank Guarantee Earnest Money Deposit

Bidders are required to submit bid security/EMD as mentioned in [section 5.4 \(Bid Security/ EMD\)](#) of this RFP in the below format-

(To be stamped in accordance with Stamp Act)

The non-judicial stamp paper should be in the name of issuing Bank

Ref.....

Bank Guarantee No.....

Date.....

To
General Manager (Administration)
National Health Authority
9th Floor, Tower-I
Jeevan Bharti Building
Connaught Place
New Delhi – 110001

Dear Sir/s,

1. In accordance with Invitation to Bid under your Specification No..... M/s having its Registered/Head Office at..... (hereinafter called the 'Bidder') wish to participate in the said Bid or..... and you, as a special favor have agreed to accept an irrevocable and unconditional Bank Guarantee for an amount of..... valid up to on behalf of Bidder in lieu of the Bid deposit required to be made by the Bidder, as a condition precedent for participation in the said Bid.
2. We, the Bank at (local address) having our Head office at guarantee and undertake to pay immediately on demand by National Health Authority (NHA), the amount of (in words & figures) without any reservation, protest, demur and recourse. Any such demand made by said 'Owner' shall be conclusive and binding on us irrespective of any dispute or difference raised by the Bidder.
3. This guarantee will not be discharged due to the change in the constitution of the Bank or the Bidder.
4. Notwithstanding anything contained hereinabove:
 - a) Our liability under this guarantee is restricted to ₹. (in words & figures).
 - b) This Bank Guarantee will be valid up to; and
 - c) We are liable to pay the guarantee amount or any part thereof under this Bank Guarantee only upon service of a written claim or demand by you on or before

In witness whereof the Bank, through its authorized officer, has set its hand and stamp on this..... day of.....2019.....at.....

WITNESS

.....
(Signature)	(Signature)

.....
(Name)	(Name)

.....
(Official Address)	(Designation with Bank Stamp)

Attorney as per Power of Attorney No..... Dated.....

9.2.6 Form PQ6: Format- Undertaking (no conflict of interest)

The certificate below is to be provided by the Bidder.

Certificate for undertaking for No Conflict of Interest

We hereby confirm that our company <insert name of the company> is not involved in any conflict of interest situation with one or more parties in this bidding process, including but not limited to –

1. Receive or have received any direct or indirect subsidy from any of them; or
2. Have common controlling shareholders; or
3. Have the same legal representative for purposes of this Bid; or
4. Have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the Bid of another Bidder, or
5. Influence the decisions of NHA regarding this bidding process; or
6. Participation in more than one bid in this bidding process. Participation in more than one Bid will result in the disqualification of all Bids. However, this does not limit the inclusion of the same product (commercially available hardware, software or network product manufactured or produced by the firm), as well as purely incidental services such as installation, configuration, routine training and ongoing maintenance/support, in more than one bid; or
7. Participation as a consultant in the preparation of the design or technical specifications of the goods and services that are the subject of the bid.
8. Association as Consultant/ Advisor/ Third party independent evaluating agency with any of the Call Centre Service Providers taking part in the bid process.

(Signature of the Authorized signatory of the Bidder)

(Name, Designation, Seal, Date, Place, Business Address)

9.2.7 Form PQ7: Format – self declaration for non-black listing

The certificate below is to be provided by the Bidder.

<To be printed on Company letterhead>

We confirm that our company _____ as on date of submission of the proposal is not blacklisted or banned by any ministry/department/attached offices/sub-ordinate offices under Government of India and any State government, autonomous bodies (established by Central/State govt), any Central/State PSUs in India for corrupt, fraudulent or any other unethical business practices.

Sincerely,

(Signature)

(Name and signature of Key Managerial Personnel)

9.2.8 Form PQ8: Format – self declaration for non-debarment

The certificate below is to be provided by the Bidder.

<To be printed on Company letterhead>

We confirm that our company _____ as on date of submission of the proposal is not convicted of an offence under-

- a) the Prevention of Corruption Act, 1988; or
- b) the Indian Penal Code or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract.

Sincerely,

(Signature)

(Name and signature of Key Managerial Personnel)

9.3 Annexure III: Technical proposal format

9.3.1 Form Tech 1: Technical bid covering letter

<No.....>

<Location, Date>

To

General Manager (Administration)
National Health Authority
9th Floor, Tower-I
Jeevan Bharti Building
Connaught Place
New Delhi – 110001

Subject: Submission of the Technical bid for RFP for <.....>

Dear Sir/Madam,

We, the undersigned, offer to provide services as per RFP for <.....> with reference to your Request for Proposal dated <insert date> and our Proposal. We are hereby submitting our technical bid.

We hereby declare that all the information and statements made in this Technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 180 days from the last date of bid submission i.e. <insert last date> as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

9.3.2 Form Tech 2: Bidders experience format

1. In this section the Bidder should provide their experience/citation
2. The bidder is required to submit the required references for each of the competencies as detailed in sub Section 7.2.2 of the RFP. Citations to be submitted by each Bidder.
3. For each of the citations the bidder shall provide details of a single point of contact (at client side) in their proposals.
4. The Bidder should submit credentials that best illustrate ability to provide the services required as per the technical evaluation criteria. Credentials in similar environments in terms of scope coverage, magnitude, geographical spread, organizational characteristics should be given preference.
5. The Bidder needs to strictly adhere to the formats provided below and provide information against each of the line items. Any non-conformance shall constitute a deviation from tender conditions.

#	Information Sought	Bidder’s Response
1.	Name of Bidder entity	
2.	Assignment Name	
3.	Name of Client	
4.	Bidder’s SPOC at client location (Name and Contact details)	
5.	Client Contact Details <i>(Contact Name, Address, Telephone Number)</i>	
6.	Country (where the project was executed)	
7.	Approximate Value of the Contract	
8.	Duration of Assignment (months)	
9.	Award Date (month/year)	
10	Go-Live Date / Completion Date (month/year)	
11	Documentary evidence as required	

#	Information Sought	Bidder’s Response
12	Narrative description of the project	
13	Details of work that defines the scope relevant to the requirement	

9.3.3 Form Tech 3: Proposed solution capabilities

Provide details of the entire solution (including details required as per section 7.2.2.1.2 (Proposed Solution) of the RFP), along with the key differentiators covering all requirements as laid out in the RFP. Bidder must cover all aspects of the solution showcasing the suitability of the solution to meet all the requirements listed out in the RFP.

In addition, bidder must fill and submit the information sought in table(s) below-

S No.	Solution Component	Solution functionalities (Bidder to provide)

Table 3: Proposed Solution Compliance Format

9.3.4 Form Tech4: Proposed project plan

S No.	Activity	Time assigned (in hours)	Calendar Months													
			1	2	3	4	5	6	7	8	9	10	11	12	n	

Table 4: Format for Proposed Project Plan

1. Indicate all activities of the assignment, including delivery of reports, and other benchmarks.
2. Duration of activities shall be indicated in the form of a bar chart.

9.3.5 Form Tech5: No Deviation certificate

A certificate in the below format to be provided **by the Bidder-**

<To be printed on Company letterhead>

This is to certify that our offer is exactly in consonance with your RFP no. _____ dated _____ issued by National Health Authority and subsequent amendments/corrigendum’s etc. This is to expressly certify that our offer contains no deviation on the solution requirements and scope of work, legal or commercial aspects as specified in the RFP in either direct or indirect form.

(Signature of Authorized Signatory)

(Name, Designation, Seal, Date, Place, Business Address)

9.3.6 Form Tech6: Total Responsibility

A certificate in the below format to be provided by the **Bidder** -

<To be printed on Company letterhead>

This is to certify that we [insert name of Bidder company] undertake the total responsibility for the defect free operation of the proposed solution as per the requirement of the RFP <Insert RFP #, Dated____> issued by National Health Authority for the duration of the contract mentioned in RFP.

(Signature of Authorized Signatory)

(Name, Designation, Seal, Date, Place, Business Address)

9.4 Annexure IV: Commercial proposal format

9.4.1 Form Commercial1: Covering letter

<No.....>

<Location, Date>

To

General Manager (Administration)
National Health Authority
9th Floor, Tower-I
Jeevan Bharti Building
Connaught Place
New Delhi – 110001

Subject: Submission of the commercial bid for RFP for <.....>

Dear Sir/Madam,

Dear Sir,

We, the undersigned, offer to provide services with reference to your Request for Proposal bearing number <insert RFP no.> dated <insert date> and our Proposal. Our Commercial Bid is provided in the form below. The amount is inclusive of all duties, taxes and levies except GST.

1. PRICE AND VALIDITY

- a) The price quoted in our bid is in accordance with the terms as specified in the RFP documents. The price and other terms & conditions of this Bid are valid as per the bid validity specified in the final RFP document.
- b) We hereby confirm that our prices include all taxes and levies (if any) except GST
- c) We understand that the actual payment would be made as per the existing GST rates during the time of payment.
- d) All prices quoted are in ₹ (Indian rupees)

2. UNIT RATES

We have indicated in the relevant forms the unit rates.

3. BID PRICING

We further confirm that the prices stated in our bid are in accordance with your Instruction to Bidders included in RFP documents.

4. BID PRICE

We declare that our bid prices are for the entire scope of the work as specified in the Requirements specified in the bid documents.

5. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our bid, we agree to furnish the same in time to your satisfaction.

6. PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in the section 8 (Award of Contract) of this RFP document.

Our Commercial Bid shall be binding upon us subject up to expiration of the validity period of the Proposal. We understand you are not bound to accept any Proposal you receive.

We agree to abide by all the terms and conditions of all the volumes of this RFP document.

We hereby declare that our bid is made in good faith, without collusion or fraud and the information contained in the bid is true and correct to the best of our knowledge and belief.

Yours sincerely,

(Authorized Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

9.4.2 Form Commercial2: Commercial bid format

Bidders are required to provide the commercial quotes as envisaged by them as per below-

1. The rates quoted must be inclusive of the following:
 - a) Cost for all the activities/scope of work as mentioned in the RFP document and
 - b) No extra item will be considered for payment
 - c) The bidder shall include the entire cost of executing the mentioned Scope of work including the Call Centre infrastructure set up, IT hardware, software, tools, licensing, electricity, lease rent, bandwidth, supporting manpower, facility management charges cost, manpower hiring cost, salary cost, out of pocket expenses, building maintenance cost and any other charges as agents/Ex/Sr. Ex cost.
 - d) Cost of material, manpower, transportation, equipment's, tools etc.
 - e) Any other cost direct or hidden, not mentioned above.
 - f) All taxes and levies etc. applicable during currency of contract excluding GST.

Rates entered into commercial rate page and duly signed by the authorized representative of the bidder shall only be considered. Rates and any other financial entity in any other form / letter head if attached by bidder shall be straightway ignored and shall not be considered.

The bidders are required to quote rates as per the below table-

#	Cost component	All-inclusive rate per pulse (in ₹) – including all costs and taxes (excluding GST) (To be quoted by the bidder)	Multiplication factor	Discovered rate	Remarks
		A	B	A x B	
A	IVRS with 'key press' and 'speech to text input' (Rate per pulse of 5 seconds)	₹ <.....>	0.2	₹ <.....>	This component shall be applicable for payment only if- a) The query of the caller is answered by the IVRS and the caller has pressed 'No' to speak to the agent AND b) For campaign where no agents are required the amount will be paid on the # of calls (per 5 second rate basis) executed by IVRS
B	Rate per pulse of 5 seconds of one agent	₹ <.....>	0.8	₹ <.....>	N.A
Total cost (A + B)				₹ <.....>	

Note-

1. Basis the Total of quoted rates NHA shall rank the bidders at L1, L2, L3, L4 and so on with L1 being the lowest rate
2. The L1 rate shall be called as the discovered rate
3. Any inbound call with less than 10 seconds talk time (short calls) will not be considered for invoicing.

9.5 Annexure V: Format for Performance Bank Guarantee

(To be stamped in accordance with Stamp Act)

The non-judicial stamp paper should be in the name of issuing Bank

Ref..... Bank Guarantee No..... Date.....

To

General Manager (Administration)

National Health Authority

9th Floor, Tower-I

Jeevan Bharti Building

Connaught Place

New Delhi – 110001

Dear Sir,

1. In consideration of the National Health Authority, Government of India, on behalf of the CEO, NHA on behalf of the Authority, (hereinafter referred to as the 'NHA' which expression shall unless repugnant to the context or meaning thereof include its successors, administrators and assigns) having awarded to M/s..... with its Registered/Head office at (hereinafter referred to as the "Call Centre Service Provider" which expression shall unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns), a Contract by issue of Notification of award No..... dated and the same having been acknowledged by the Call Centre Service Provider, resulting in a Contract, bearing No..... dated.....valued at.....for..... (scope of Contract) and the Call Centre Service Provider having agreed to provide a Contract Performance Guarantee for the faithful performance of the entire Contract not exceeding ₹. (in words & figures).
2. We..... (Name & Address of Bank Branch) having its Head office at (hereinafter referred to as the 'Bank', which expression shall, unless repugnant to the context or meaning thereof, include its successors, administrators, executors and assigns) do hereby guarantee and undertake to pay the amounts due and payable under this guarantee without any demur, reservation, context, recourse or protest and/or without any reference to the Call Centre Service Provider merely on a demand from the NHA stating that the amount claimed is due by way of loss or damage caused to or would be caused to or suffered by the NHA by reason of breach by the said Call Centre Service Provider (s) of any of the terms or conditions contained in the said Agreement or by reason of the Call Centre Service Provider (s)' failure to perform the said Agreement. Any such demand made on the Bank shall be conclusive and binding not withstanding any difference between the NHA and the Call Centre Service Provider or any dispute pending before
3. Any Court, Tribunal, Arbitrator or any other authority. We agree that the guarantee herein contained shall be irrevocable and shall continue to be enforceable till the NHA discharges this guarantee.
4. The NHA shall have the fullest liberty without affecting in any way the liability of the Bank under this guarantee, from time to time to extent the time for performance of the Contract by the Call Centre Service Provider. The NHA shall have the fullest liberty, without affecting this guarantee, to postpone from time to time the exercise of any powers vested in them or of any right which they might have

against the Call Centre Service Provider, and to exercise the same at any time in any manner, and either to enforce or to forbear to enforce any covenants, contained or implied, in the Contract between the NHA and the Call Centre Service Provider or any other course or remedy or security available to the NHA. The Bank shall not be released of its obligations under these presents by any exercise by the NHA of its liberty with reference to the matters aforesaid or any of them or by reason of any other act of omission or commission on the part of the NHA or any other indulgences shown by the NHA or by any other matter or thing whatsoever which under law would, but for this provision have the effect of relieving the Bank.

5. The Bank also agrees that the NHA at its option shall be entitled to enforce this Guarantee against the Bank as a principal debtor, in the first instance without proceeding against the Call Centre Service Provider and not withstanding any security or other guarantee the NHA may have in relation to the Call Centre Service Provider's liabilities.
6. This guarantee will not be discharged due to the change in the constitution of the Bank or the Call Centre Service Provider.
7. Notwithstanding anything contained hereinabove:
 - a) Our liability under this guarantee is restricted to ₹. (in words & figures).
 - b) This Bank Guarantee will be valid up to; and
 - c) We are liable to pay the guarantee amount or any part thereof under this Bank Guarantee only upon service of a written claim or demand by you on or before

In witness whereof the Bank, through its authorized officer, has set its hand and stamp on this..... day of.....2019 at.....

WITNESS

.....
(Signature)	(Signature)
.....
(Name)	(Name)
.....
(Official Address)	(Designation with Bank Stamp)

Attorney as per Power of Attorney No..... Dated.....

9.6 Annexure VI: Pre-contract Integrity Pact

The pre-contract integrity pact shall **be signed by the Bidder** should be submitted as part of pre-qualification bid.

INTEGRITY PACT

(To be executed on ₹ 100 stamp paper)

This Agreement (hereinafter called the Integrity Pact) is made on ____ day of the month of ____ 20____, between, on one hand, the President of India acting through Chief Executive Officer, National Health Authority, Government of India (hereinafter called the “The Principal”), which expression shall mean and include, unless the context otherwise requires, his successors in office and assigns) of the First Part

And

M/s _____ represented by _____, Chief Executive Officer/ Authorized Signatory (hereinafter called the “Bidder/Contractor/Bidder”, which expression shall mean and include, unless the context otherwise requires, his successors and permitted assigns) of the Second Part.

Preamble

The principal intends to award, under laid down organizational procedures, contract for the national call center project for National Health Authority. The Principal values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and of fairness/ transparency in its relations with its bidder(s) and contractor(s).

In order to achieve this the Principal will appoint Independent External Monitors (IEMs) who will monitor the tender process and the execution of the contract for compliance with the principal mentioned above.

Section 1 – Commitments of the Principal.

1. The Principal commits itself to take all measures necessary to prevent corruption and to observe the following principles-
 - a) No employee of the Principal, personally or through family members, will in connection with the tender for, or the execution of a contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which the personal is not legally entitled.
 - b) The Principal will during the tender process treat all
 - c) Bidder(s) with equity and reason. The Principal will in particular, before and during the tender process, provide to all Bidder(s) the same information and will not provide to any Bidder(s) confidential/additional information through which the Bidder(s) could obtain an advantage in relation to the process or the contract execution.
 - d) The Principal will exclude from the process all known prejudiced persons.
2. If the Principal obtains information on the conduct of any of its employees which is a criminal offence under the IPC/PC Act, or if there be a substantive suspicion in this regard, the Principal will inform the Chief Vigilance Officer and in addition can initiate disciplinary actions.

Section 2 – Commitments of the Bidder(s)/Contractor(s)/Bidder

1. The Bidder(s)/Contractor(s) commit himself to take all measures necessary to prevent corruption. The Bidder(s)/Contractor(s) commits themselves to observe the following principles during his participation in the tender process and during the contract execution.
 - a) The Bidder(s)/contractor(s) will not, directly or through any other persons or firm, offer promise or give to any of the Principal’s employees involved in the tender process or the execution of the

contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage or during the execution of the contract.

- b) The Bidder(s)/Contractor(s) will not enter with other Bidders into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to introduce cartelization in the bidding process.
 - c) The Bidder(s)/Contractor(s) will not commit any offence under the relevant IPC/PC Act; further the Bidder(s)/Contractors will not use improperly, for purposes of competition or personal gain, or pass on to others, any information or documents provided by the Principal as part of the business relationship, regarding plans, technical proposals and business details, including information contained or transmitted electronically.
 - d) The Bidder(s)/Contractor(s) of foreign origin shall disclose the name and address of the Agents/representatives in India, if any. Similarly, the bidder(s)/contractor(s) of Indian Nationality shall furnish the name and address of the foreign principals, if any. All the payments made to the India agent/representative have to be in Indian Rupees only.
 - e) The Bidder(s)/Contractor(s) will, when presenting their bid, disclose any and all payments made, is committed to or intends to make to agents, brokers or any other intermediaries in connection with the award of the contract.
 - f) Bidder(s)/Contractor(s) who have signed the Integrity pact shall not approach the courts while representing the matter to IEMs and shall wait for their decision in the matter.
2. The Bidder(s)/Contractor(s) will not instigate third persons to commit offences outlined above or be an accessory to such offences.

Section 3: Disqualification from tender process and exclusion from future contract

If the Bidder(s)/Contractor(s), before award or during execution has committed a transgression through a violation of Section 2 above or in any other form such as to put his reliability or credibility in question, the Principal is entitled to disqualify the Bidder(s)/Contractor(s) from the tender process or to terminate the contract, if already signed, for such reasons.

Section 4: Compensation for Damages

1. If the Principal has disqualified the Bidder(s) from the tender process prior to the award according to Section 3, the Principal is entitled to demand and recover the damages equivalent to Earnest Money Deposit/Bid Security.
2. If the Principal has terminated the contract according to Section3, or if the Principal is entitled to terminate the contract according to Section3, The Principal shall be entitled to demand and recover from the Contractor liquidated damages of the Contract value or the amount equivalent to Performance Bank Guarantee.

Section 5: Previous Transgression

1. The Bidder declares that no previous transgressions occurred in the last three years with any other company in any country conforming to the anti-corruption approach or with any other government (Central/State/PSU's) in India that could justify his exclusion from the tender process.

2. If the bidder makes incorrect statement on this subject, he can be disqualified from the tender process and appropriate action can be taken including termination of the contract, if already awarded, for such reasons.

Section 6: Equal treatment of all Bidders/Contractors/Subcontractors.

1. In case of sub-contracting, the principal contractor shall take the responsibility of the adoption of Integrity pact by the sub-contractors.
2. The Principal will enter into agreements with the identical conditions as this one with all bidders, contractors and sub-contractors.
3. The Principal will disqualify from the tender process all bidders who do not sign this Pact or violate its provisions.

Section 7: Criminal charges against violating Bidder(s)/Contractor(s)/Subcontractors(s).

If the Principal obtains knowledge of conduct of a Bidder(s)/ Contractor(s) or sub-contractor, or of an employee or a representative or an associate of a bidder, contractor or sub-contractor which constitutes corruption, or if the Principal has substantive suspicion in this regard, the Principal will inform the same to the Chief Vigilance Officer.

Section 8: Independent External Monitor/Monitors

1. The Principal appoints competent and credible Independent External Monitor for this Pact after approval by Central Vigilance Commission. The task of the Monitor is to review independently and objectively, whether and to what extent the parties comply with the obligations under this agreement.
2. The Monitor is not subject to instructions by the representatives of the parties and performs his/her functions neutrally and independently. The Monitor would have access to all contract documents, whenever required. It will be obligatory for him/her to treat the information and documents of bidders /contractors as confidential. He reports to the CEO, NHA.
3. The Bidder(s)/Contractor(s) accepts that the Monitor has the right to access without restriction to all project documentation of the Principal including that provided by the Contractor. The Contractor will also grant the Monitor, upon his/her request and demonstration of a valid interest, unrestricted and unconditional access to his project documentation. The same is applicable to Subcontractors.
4. The Monitor is under contractual obligation to treat the information and documents of the Bidder(s) / Contractor(s) / Subcontractor(s) with confidentiality. The Monitor has also signed declarations on 'Non-disclosure of Confidential Information' and of 'Absence of Conflict of Interest'. In case of any conflict of interest arising at a later date, the IEM shall inform CEO, NHA and recuse himself/herself from that case.
5. The Principal will provide to the Monitor sufficient information about all meetings among the parties related to the Project provided such meetings could have an impact on the contractual relations between the Principal and the Contractor. The parties offer to the Monitor the option to participate in such meetings.
6. As soon as the Monitor notices, or believes to notice, a violation of this agreement, he will so inform the Management of the Principal and request the Management to discontinue or take corrective action, or to take other relevant action. The monitor can in this regard submit non-binding recommendations. Beyond this, the Monitor has no right to demand from the parties that they act in a specific manner, refrain from action or tolerate action.

7. The Monitor will submit a written report to the CEO, NHA within 8 to 10 weeks from the date of reference or intimation to him by the Principal and, should be occasion arise, submit proposals for correcting problematic situations.
8. If the Monitor has reported to the CEO, NHA, a substantiated suspicion of an offence under relevant IPC/PC Act, and the CEO, NHA has not, within the reasonable time taken visible action to proceed against such offence or reported it to the Chief Vigilance Officer, the Monitor may also transmit this information directly to the Central Vigilance Commissioner.
9. The word "Monitor" word include both singular and plural.

Section 9: Pact Duration

This pact begins when both parties have legally signed it. It expires for the Contractor 12 months after the last payment under the contract, and for all other Bidder 6 months after the contract has been awarded. Any violation of the same would entail disqualification of the bidders and exclusion from future business dealings.

If any claim is made/lodged during this time, the same shall be binding and continue to be valid despite the lapse of this pact as specified above, unless it is discharged/determined by CEO, NHA.

Section 10: Other Provisions

1. This agreement is subject to Indian Law. Place of performance and jurisdiction is the Registered Office of the Principal i.e. New Delhi.
2. Changes and supplements as well as termination notices need to be made in writing. Side agreements have not been made.
3. Should one or several provisions of this agreement turn out to be invalid, the remainder of this agreement remains valid. In this case, the parties will strive to come to an agreement to their original intentions.
4. Issues like Warranty / Guarantee etc. shall be outside the purview of IEMs.
5. In the event of any contradiction between the Integrity pact and its Annexure, the clause of the Integrity pact will prevail.

(For & on behalf of the Principal)

(Office Seal)

Place _____

Date _____

(For & on behalf of Bidder/Contractor)

(Office Seal)

9.7 Annexure VII: IT Security Requirements

1. Selected bidders shall comply with NHA's IS & data privacy policies in force from time to time as applicable. NHA shall share the relevant guidelines and standards with the Call Centre Service Provider once institutionalized.

2. Selected bidders shall ensure that the Application have capability to ensure compliance against NHA IS Policy such as encryption (Data at rest, Data at transit & Data at use), anonymization, DLP (data leak prevention) etc.
3. Selected bidders shall upon reasonable request by NHA or his/her nominee(s) participate in regular meetings when information technology security & Data Privacy matters are reviewed.
4. Selected bidders shall promptly report in writing to NHA any act or omission which they are aware that could have an adverse effect on the proper conduct of information technology security at NHA
5. Selected bidders shall use reasonable endeavors to report forthwith in writing to all the partners / contractors about the civil and criminal liabilities accruing due to any unauthorized access (including unauthorized persons who are employees of any Party) or interference with NHA's data, facilities or Confidential Information
6. Selected bidders shall ensure that they have informed NHA prior 24 hours of any resource having access to NHA environment is relieving the project or Selected bidders's organization
7. Selected bidders shall comply with all MeitY guidelines related to information security & data privacy.
8. Right to Audit : NHA or its nominated Selected bidders shall have the right to audit and inspect suppliers, agents and third party facilities (if any), data centers, documents, records, procedures and systems relating to the provision under this RFP, but only to the extent related to the scope of work stated in the RFP, as shall be reasonably necessary to verify
 - a) The security, The security, integrity and availability of all data processed, held or conveyed by the Partner on behalf of NHA and documentation related thereto;
 - b) That the actual level of performance of the services is the same as specified in the service levels defined in section 9 of the RFP;
 - c) That the Selected bidders has complied with the relevant technical standards, and has adequate internal controls in place; and
 - d) The compliance of the Selected bidders with any other obligation under the contract.
 - e) Security audit and implementation audit of the system shall be done once each year, the cost of which shall be borne by the Bidder.
 - f) For the avoidance of doubt the audit rights under this schedule shall not include access to the Selected bidders's profit margins or overheads, any confidential information relating to the Bidder' employees, or minutes of its internal Board or Board committee meetings including internal audit, or such other information of commercial-in-confidence nature which are not relevant to the Services associated with any obligation under the contract

9. Data Security & Privacy Requirements

Selected bidders shall be responsible to protect the privacy, confidentiality, and security of the NHAs data. Selected bidders must comply with international standards for data protection including ISO 27001, and applicable regulations including IT Act and Amendments, Aadhaar Act (as applicable) and Regulations, and proposed data privacy act and regulations including Data Protection Act and other applicable laws and regulations, which the NHA may want the Selected bidders to comply with. Selected bidders shall ensure that these security and privacy requirements are been adequately implemented across the setup. The effectiveness shall be evaluated on a regular basis to ensure the continuity of security and privacy requirements. The Selected bidders shall ensure the security and privacy requirements including, but not limited to, the following:

- a) Ensure the compliance to security requirements as detailed above and also to requirements and guidelines published by NHA from time to time. Selected bidders shall also ensure the compliance to upcoming security and privacy requirements as and when these become applicable.
- b) Setup an assurance process to periodically review the compliance to security and privacy requirements.
- c) Ensure that during the development of the product has been performed using securing coding practices and through development methodology
- d) Selected bidders shall be responsible for maintenance of all software managed with latest updates, specifically related to security vulnerabilities.
- e) Host the systems and devices processing the data within the data centers located in India.
- f) Ensure policies & procedures for secure disposition of electronic data on which the data resides (e.g., wiping hard drive, or other method of destruction)
- g) Ensure maintenance of system and application audit logs in line with applicable regulations including IT Act and Amendments, Aadhaar Act (as applicable), and any other Regulations made applicable from time to time.
- h) Ensure in case of any incident / breach notification timely (Not more than 24 hrs of identification) intimate appropriate stakeholders of NHA and respond to incidents / breach as per the Regulatory requirements, and international best practices.
- i) NHA shall have authority to conduct (or through external agency) periodical assessment of the security requirements to ensure compliance with security policies, procedures, and Regulations.
- j) Selected bidders shall have an appropriate contingency plan (including backup) to recover the application services / data as and when required (including during any disaster)

The Call Centre Service Provider shall keep the confidentiality, maintain secrecy of all confidential information and shall not, at any time, divulge such or any part thereof to any third party except as may be compelled by any court or Selected bidders of competent jurisdiction, or as otherwise required by law, and shall also ensure that same is not disclosed to any person voluntarily, accidentally or by mistake.

- a) **Compliance with Aadhaar Act (as applicable) and Regulations:** The Call Centre Service Provider and all their associates shall comply with the relevant provisions of the Aadhaar Act 2016 and the Aadhaar Regulations 2016, while receiving, transmitting, storing, processing or handling Aadhaar Data. Without prejudice to the specific provisions of the Act and the Regulations, the following provisions are brought to the notice of the bidders.
 - i. Any individual, entity or agency, which is in possession of Aadhaar number(s) of Aadhaar number holders, shall ensure security and confidentiality of the Aadhaar numbers and of any record or database containing the Aadhaar numbers.
 - ii. Any individual, entity or agency, which is in possession of Aadhaar number(s) of Aadhaar number holders shall not make public any database or record containing the Aadhaar numbers of individuals, unless the Aadhaar numbers have been redacted or blacked out through appropriate means, both in print and electronic form.

- iii. Such individual, agency or entity shall not share the Aadhaar number with any person or entity.
- iv. No entity, including a requesting entity, shall require an individual to transmit his Aadhaar number over the Internet unless such transmission is secure and the Aadhaar number is transmitted in encrypted form except where transmission is required for correction of errors or redressal of grievances. No entity, including a requesting entity, shall retain Aadhaar numbers or any document or database containing Aadhaar numbers for longer than is necessary for the purpose specified to the Aadhaar number holder at the time of obtaining consent.

10. **Strategic Control of Operations to be provisioned** - The final strategic control and governance shall still be with NHA for all its IT landscape management and operations. For ensuring strategic control of the operations –

- a) Approval of NHA shall be taken prior making changes / modifications of the deployed solution, database, data, configurations, security solutions etc. of the Government Community Cloud where such changes may affect the solutions of NHA.
- b) NHA shall own the super admin access of the application
- c) For any changes (including auto-provisioning and others that may or may not need prior approval) to the underlying cloud infrastructure, software, etc. under the scope of the Selected bidders, that has the potential to affect the Service Levels (performance, availability, etc.), NHA shall get alerts / notifications from the Selected bidders, both as advance alerts and post implementation alerts.
- d) NHA at its discretion may involve further users to facilitate the strategic control.