



**Tender Reference No. NISD-63/37/2023-DD-(OA):**  
**Govt. of India**  
**Ministry of Social Justice & Empowerment**

Date: 03.07.2023

Online Request for Proposals

**SUBJECT:** Setting up National Helpline for Senior Citizens (NHSC) in the States/UTs.

The Government of India in Ministry of Social Justice & Empowerment along with 36 (Thirty-Six) State Governments and UT Administrations have decided to start National Helpline for Senior Citizens with the objective of expeditiously attending to the complaints and grievances of the elderly. The National Helpline for Senior Citizens (NHSC) would operate with an apex National Implementing Agency that sets standards, with State Helplines that receive and respond to calls, and with District/Sub-district administrations that act upon the grievances. The system also integrates the NGOs working in this sphere so as to follow up on the grievances. Manual bids shall not be accepted.

Document Download: Tender documents may be downloaded from CPPP site <https://eprocure.gov.in/eprocure/app> as per the schedule as given in CRITICAL DATE SHEET as under:

CRITICAL DATE SHEET

Published Date	04/07/2023, 09:00 Hrs
Bid Document Download / Sale Start Date	04/07/2023, 11:30 Hrs
Online Clarification Start Date	04/07/2023, 11:30 Hrs
Online Clarification End Date	09/07/2023, 15:00 Hrs
Pre-bid meeting	10/07/2023, 11:30 Hrs
Bid Submission Start Date	04/07/2023, 11:30 Hrs
Bid Submission End Date	25/07/2023, 15:00 Hrs
Bid Opening Date (Technical Bid)	26/07/2023, 15:00 Hrs
Financial Bid Opening	21/08/2023, 11:00 Hrs

Those interested to attend Pre-bid meeting may register using the following link [https://docs.google.com/forms/d/e/1FAIpQLScLe2DNECHEfr2UuW9pe\\_XA\\_6v5HVmIbaY\\_83Z0g4eC\\_V9ChbQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScLe2DNECHEfr2UuW9pe_XA_6v5HVmIbaY_83Z0g4eC_V9ChbQ/viewform?usp=sf_link)

**Bid Submission:**

Bids shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>. Tenderer/Contractor are advised to follow “Instructions to Bidder for Online Bid Submission” provided in Annexure III. Details of Service Level Agreement (SLAs) have been given in Annexure-II. Quantum of work is given in Annexure-VII and lay out plan is given in Anx-VI.

Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document. This RFP is a two bid system. No hardcopies of the tender will be accepted. All the documents in support of eligibility criteria are to be scanned and uploaded along with the tender documents.

Bidders are advised to refer to the 19 (Nineteen) tenders under subject Tender Reference..... published with 19 (Nineteen) different Tender IDs under single NIT for inviting online bids for *Setting up National Helpline for Senior Citizens(NHSC)* in 19 (Nineteen) State Governments and UT Administrations at <https://eprocure.gov.in/eprocure/app>.

The details of the 19 (Nineteen) Tenders bearing reference no...2023\_NISD\_759966 are as follows:-

<b>Sr. No.</b>	<b>State Name/UTs</b>	<b>Reference Tender ID</b>
1	Andhra Pradesh	2023_NISD_759966_01
2	Arunachal Pradesh	2023_NISD_759966_02
3	Assam	2023_NISD_759966_03
4	Bihar	2023_NISD_759966_04
5	Goa	2023_NISD_759966_05
6	Gujarat	2023_NISD_759966_06
7	Haryana	2023_NISD_759966_07
8	Jharkhand	2023_NISD_759966_08
9	Ladakh	2023_NISD_759966_09
10	Manipur	2023_NISD_759966_010
11	Meghalaya	2023_NISD_759966_011
12	Mizoram	2023_NISD_759966_012
13	Punjab	2023_NISD_759966_013
14	Rajasthan	2023_NISD_759966_014
15	Sikkim	2023_NISD_759966_015
16	Tamil Nadu	2023_NISD_759966_016
17	Tripura	2023_NISD_759966_017
18	Uttarakhand	2023_NISD_759966_018
19	West Bengal	2023_NISD_759966_019

Bidders are advised to participate online at <https://eprocure.gov.in/eprocure/app> corresponding to the tenders of interested State/ UTs. The bidder may participate in one or more of the above 19 (Nineteen) tenders as per their eligibility and have to upload required documents and bids for each of the State/ UTs separately under respective tender for which they want to participate. The bid validity period is 180 days.

In case the Agency/ Firm/ Organization/ Institution wishes to participate for multiple locations, the Agency/ Firm/ Organization/ Institution has to bid separately for each State. Each State will evaluate the bids respectively and finalise the agency to award the contract. It's up to the individual States to decide if they are fine with a shared call/Connect Centre.

NISD in the Ministry of Social Justice & Empowerment reserves the right to cancel the tender at any time or amend/withdraw any of the terms and conditions contained in the Tender Document, without assigning any reason, thereof.

### **A. Submission of Tender**

The tender shall be submitted online in Two bid system (i) Technical Bid and (ii) Financial Bid (Anx-VIII). All the pages of bid being submitted must be signed and sequentially numbered by the bidder irrespective of nature of content of the documents before uploading.

### **B. List of documents to be submitted online**

The following documents are to be furnished by the bidder along with **Technical Bid** as per the tender document:

Doc 1: Profile of organization

Doc 2: Profile of CEO/Head of Organization

Doc 3: Income Tax Return for FY 2019-20, FY 2020-21 and FY 2021-22.

Doc 4: Audited accounts of FY 2019-20, FY 2020-21 and FY 2021-22.

Doc 5: Audit report of FY 2019-20, FY 2020-21 and FY 2021-22.

Doc 6: ISO 27001:2013 certificate (if any)

Doc 7: ISO 9001:2008 / COPC 2014 certificate (if any)

Doc 8: Relevant work award letters for information provided in the bid document

Doc 9: Documents related to experience of similar work in Government sector

Doc 10: Registration Certificate, PAN, GST Certificate, TAN, 80G, 12A, etc.

Doc 11: Tender Checklist (Annexure V)

Doc 12: Tender Acceptance Letter (Annexure IV)

Doc 13: No near relative working in NISD (Annexure-IX)

Doc 14: Declaration about genuineness of documents /certificates (Annexure-X)

(Dr. R. Giriraj)

Director, National Institute of Social Defence

Ministry of Social Justice & Empowerment

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Email: elderlineindia.nisd@gmail.com

**C. Bid Form**

NIT No.

Date:

To,

Director  
NISD

Dear Sir,

Having examined the conditions of contract and scope of work including addenda No (if any) the receipt of which hereby duly acknowledged, we, undersigned, offer for the Elder Line Operations inconformity with said conditions of contract and scope of the work.

We undertake, if our Bid is accepted, we will execute the work in accordance with specifications, time limits & terms and conditions stipulated in the tender document.

If our Bid is accepted, we shall submit the securities as per the conditions mentioned in the contract.

We agree to abide by this Bid for a period of 180 days from the date fixed for Qualifying Bid opening and it shall remain binding upon us and may be accepted at any time before the expiry of that period.

Until a formal Agreement is prepared and executed, this Bid together with your written acceptance thereof in your notification of award shall constitute abinding contract between us.

Bid submitted by us is in full compliance of the requirements of e-tendering.

Dated...../...../.....

Signature of the Bidder.....

Name of Bidder.....

Seal of Bidder.....

**D. Bidder's profile**

Paste Colour Passport size photograph of the Bidder / authorized signatory holding Power of Attorney and having Digital Signature Certificate

General:

- 1. Name of the Bidder/ Firm/ Trust/ Society .....
- 2. Name of the person submitting the tender whose photograph is affixed and who possesses the Digital Signature Certificate (DSC) Shri/ Smt. ....
- 3. Sole Proprietor/ Partner/ Director/ Employee/ Other.....
- 4. DSC Issuing Agency.....  
(In case of Proprietary/ Partnership firms, the tender has to be digitally signed by Proprietor/ Partner(s) only, as the case may be).
- 5. Address of the firm:  
.....  
.....
- 6. Correspondence Address  
.....  
.....
- 7. Tel. No. (with STD code) (O)..... (Fax)..... (R).....
- 8. Mobile No..... Email id.....
- 9. Registration & Incorporation particulars of the firm (Tick as applicable):  
(i) Proprietorship      (ii) Partnership      (iii) Private Limited  
(iv) Public Limited      (v) Organization/ Society/ Trust
- 10. Name of Proprietor/ Partners/ Directors  
.....  
.....
- 11. Bidder's Bank Details:  
a. Bank Account No. ....  
b. Name of Bank .....  
c. Name of Branch .....  
d. City .....  
e. Branch Code (MICR No.) .....  
f. IFSC Code of Branch .....
- 12. Permanent Income Tax Account Number (PAN) .....
- 13. Income Tax Circle .....
- 14. GST Registration Number .....
- 15. Whether Micro or Small Enterprises (MSEs)? (Yes/No): .....
- 16. If Yes, Validity: from..... to.....
- 17. Monetary Limit in Rs.....
- 18. DIN No. ....

I hereby declare that the information furnished above is true to the best of my knowledge.  
Signature

## **E. Different roles for the Helpline**

This RFP is to identify the Agency which can run the State/UTs Helpline for Senior Citizens in 36 (Thirty-Six) States/UTs. The role of the State Helpline is:

### **1. State level activity**

- i) Receiving complaints and grievances (through Call Centre)
- ii) Proactively following up for resolution of grievances
- iii) Connecting with on ground service delivery partners where intervention is required
- iv) Providing information, guidance, emotional support on phone
- v) Actively engaging with the elderly
- vi) Conducting regular quality check of the calls and continuous improvement
- vii) Reports / Dashboards
- viii) Monitoring the redressal
- ix) Working in close coordination with the NIA/NISD at the Central level

### **2. District/Sub-district level activity**

- i) Triggered by the calls received in the Helpline for intervention (eg. abuse, abandoned, pension follow up, cases pending with Revenue Divisional Officers (RDO), list of service providers in a particular geography, etc.) reaching out to the district/sub-district officials for their redressal.
- ii) Partnering with administration: District Magistrates at the District level; Sub Divisional
- iii) Magistrates / RDO who are authorized to implement The Maintenance and Welfare of Parents and Senior Citizens Act; Other Government Authorities and agencies involved in welfare of the aged.
- iv) Partnering with Police - for acting on the need for protection.
- v) Partnering with Legal Services Authority - for help in maintenance cases and in other legal aid.
- vi) Partnering with the NGOs, Old Age Homes located in the area.
- vii) Operational Standards for State Helpline.
- viii) Quality of service.
- ix) Polite and prompt interactions with the callers.
- x) Exhibit adequate empathy and proactive interest to settle the grievances.
- xi) Provide accurate and correct information to the senior citizens.
- xii) Quality of service monitored regularly and improved upon.
- xiii) Corrective action, if any, taken based on the feedback of the senior citizens.
- xiv) The services on the ground initiated within the specified turnaround time and continuously worked on, till completion.
- xv) Minimum down time of the Helpline during working hours
- xvi) Well-defined standard operating processes.
- xvii) Appropriate documentation of the services provided.
- xviii) Public dashboard for reporting the calls received types of issues, number of issues closed / in-progress / opened.
- xix) Issue-based reports for policy guidance
- xx) Regular reports on pending grievances

- xxi) Feedback of senior citizens
- xxii) Data Security and Confidentiality
- xxiii) The details of the callers kept confidential and not shared with general public
- xxiv) The call records maintained safely for at least 6 months, for audit
- xxv) Regular data and server backups taken

**3. Scope of the Work for State Helpline: It is expected that the Agency/ Firm/ Organization/ institution will manage physical space, necessary hardware and human resources for managing the State Helpline. The scope of the work is given below:**

- i) To establish a dedicated Call Centre where both inbound calls can be received from senior citizens and outbound calls can be made. The physical space for a dedicated Call Centre to be arranged and managed by the Agency/ Firm/ Organization/ institution.
- ii) To manage necessary hardware and software for operating the State Helpline and connecting to the National Helpline framework.
- iii) To hire capable human resources with multi-lingual capability to handle calls in English, Hindi and local language/s of the state.
- iv) To operate the services from 8 am to 8 pm, in shifts, all 7 days in a week.
- v) To interact with the senior citizens in a polite, empathetic and compassionate manner.
- vi) To provide services that may be required by the senior citizens including information about various Government Schemes, service providers and product suppliers, guidance on process for filing for Maintenance of Parents and Senior Citizens Act, applying for Government pension, etc. emotional support and counselling care in case of abuse, and support with counselling and filing cases under Maintenance Act, wherever required.
- vii) To support senior citizens in distress
- viii) To support senior citizens with registration for Government schemes
- ix) To support homeless senior citizens by directing them to Government / NGO run old age homes and ensuring food and basic care for them.
- x) To support reunion of abandoned senior citizens with their family.
- xi) To record the grievances of senior citizens, share the same with the concerned Departments, and ensure closure of grievance.
- xii) To coordinate with all Government Departments, Police and administration at the State, District and local level to resolve the issues faced by the senior citizens.
- xiii) To participate in meetings at State and District levels, with relevant inputs for creating an elder friendly ecosystem.
- xiv) To coordinate with RRTCs, State and District level senior citizen committees, ground level NGOs, Senior Citizen Associations, Old Age Homes, Resident Welfare Associations, families of the senior citizens, youth groups, local volunteers, etc. to ensure appropriate services are delivered to the senior citizens.
- xv) To regularly collect feedback from the senior citizens who have availed the services of the helpline.
- xvi) To make outbound calls for creating awareness about the senior citizen schemes of the Government, periodically or as required by the Ministry or Senior Citizens

Department.

- xvii) To assist senior citizens in times of emergency such as COVID-19, floods, cyclones, earthquakes, and other natural calamities.
- xviii) The Detailed scope of the work is given in Annexure I.

#### **F. Pre-Qualification / Eligibility Criteria**

1. Eligible Agency/ Firm/ Organization/ institutions may participate in the Tender process.
2. Evaluation of Pre-qualification criteria will be as per the information/response provided by the against Pre-qualification criteria along with the relevant supporting documents.
3. Agency/ Firm/ Organization/ institutions should be registered and non-political in nature and should not be blacklisted by any Central/ State Government Department/ PSU/ Agency.
4. It should be a legal entity eligible to enter into an agreement / contract with NISD to undertake work contract in India.
5. They must have experience of running Call Centre operations for at least 2 years.
6. The average annual turnover / receipts of the during the previous three financial years must be Rs. 50 lakhs or more.
7. They must have completed fully or partly Call Centre operations with at least one project of value not less than Rs. 25 lakhs, or at least two projects of values not less than 15 lakhs each or at least three projects of not less than 10 lakhs each.
8. They must have filed income tax returns for the three financial years (2019-2020, 2020-21 and 2021-22). (Certified copies of the ITRs filed by the entities and audited financial statements for the immediately preceding three financial years to be attached).
9. They must have valid registration for Service Tax, ESI & EPF, GST and from applicable local body and labour laws and regulations, as applicable.
10. The should not have been blacklisted by the Central Government, State Government, PSU or any Government Body.
11. They must have presence in the state or demonstrated capability of serving callers in Hindi, English, and language/s spoken in the state.
12. They must have at least 10 persons employed in delivering Call Centre voice operations as on 31.03.2023.
13. There should not be any pending criminal cases against any of the directors/ founders of the Agency/ Firm/ Organization/ institution.
14. They must have a live and running Call Centre along with adequate premises for setting up the Helpline



**G. Technical Evaluation Criteria:** The evaluation will be done on the basis of technical capability to quickly set up and run the Helpline. Financial bid of the bidders will be opened whose score is equal to or more than 70%. If equal rates are received in Financial Bids, then L1 bidder will be decided based on Technical Evaluation criteria only.

Sr.No.	Criteria	Description	Weightage
1	Past experience of the Agency/ Firm/ Organization/ institution in Call Centre operations	Evaluation of experience of managing Call Centre Operations in India, including physical and information security, IT infrastructure, etc.	25
2	Financials of the Agency/ Firm/ Organization/ institution	Evaluation of the turnover / receipts of past 3 years	20
3	Human resource & leadership capability	Evaluation of Agency/ Firm/ Organization/ institution's human resources & Leadership attitude and strength.	15
4	Past experience of the Agency/ Firm/ Organization/ institution working with State or Central Government or similar projects in the State for which bid is submitted	Evaluation of the work with Govt. agencies	15
5	Geographical presence and language capability	Evaluation of the geographical footprint of the Agency/ Firm/ Organization/ institution.	15
6	Presentation of proposal for implementing the Helpline	Evaluation of the proposal for setting up and operating the Helpline	10

**H. Evaluation Sheet (Details)**

Sr.No.	Criteria (Total Weightage)	Description	Detailed Criteria	Detailed Weightage
I.	Past experience of the Agency/ Firm/ Organization/ institution in Call Centre operations (Total 25 points)	Evaluation of experience of managing Call Centre Operations in India, including physical and information Technology, security, IT	No. of years of experience (5)	Less than 1 year : 0 points;
				1 – 3 years : 3 points;
				Above 3 years : 5 points
			Size of Call Centre operations (5)	Less than 10 persons : 0 points
				10-20 persons : 2 points;
				20-50 persons : 4 points
More than 50 persons : 5 points				
None : 0 points;				

Sr.No.	Criteria (Total Weightage)	Description	Detailed Criteria	Detailed Weightage
		infrastructure, etc.	Social service related projects (10)	One project : 2 points; Two projects : 6 points; 3 or more projects : 10 points
			Certifications (5)	ISO 27001:2013 – 2 points; ISO 9001:2008 / COPC 2014 – 3 points
II.	Financials of the Agency/ Firm/ Organization/ institution (Total 20 points)	Evaluation of the turnover/receipts of past 3 years	Average Turnover / Receipts per year (5)	Less than 50 lakhs : 0 points 50 lakhs to 75 lakhs : 2 points 100 lakhs to 150 lakhs : 4 points Above 150 lakhs: 5 points
			Free Reserves / Working Capital /Corpus (average over 3 years) (5)	Less than 20 lakhs: 0 points 20 lakhs to 50 lakhs: 2 points 50 lakhs to 100 lakhs: 4 points Above 100 lakhs : 5 points
			Total value of Call Centre projects of last 3 years (5)	Less than 25 lakhs : 0 points 25 to 50 lakhs : 2 points; 50 to 200 lakhs – 3 points Above 200 lakhs – 5 points
			Assessment of Financial audit Reports of last 3 years; (5)	Major observations in audit report: 0 points; Minor observations or insignificant observations : 5 points;
III.	Human resource & leadership capability (Total 15 points)	Evaluation of Agency/ Firm/ Organization/ institution's human resources & Leadership, attitude and strength.	No. of people in the Agency/ Firm/ Organization/ institution (10)	1. Less than 10 team members: 0 points 10 to 20 team members : 2 points; 20 to 50 team members : 4 points; More than 50 team members : 5 points b) Less than 2 Team leaders / Mid-management personnel : 0 Points

Sr.No.	Criteria (Total Weightage)	Description	Detailed Criteria	Detailed Weightage
				2 to 4 Team Leaders / Mid-management personnel : 2 points;
				4 to 10 Team Leaders / Mid- management personnel : 4 points;
				More than 10 Team Leaders / Mid-management personnel : 5 points
			Leadership qualities of CEO / Executive Director / Project Manager (5)	To meet the person and evaluate at the time of presentation.
				Parameters for evaluation:
				Flexibility
				Willingness to go extra mile for customer
				Compassion and empathy
				Problem solving approach
				HR management
IV.	Past experience of the Agency/ Firm/ Organization/ institution working with State or Central Government (Total 15 points)	Evaluation of the work with Govt. agencies (to be substantiated with valid MoU or work order)	No. of years of experience (10)	Less than 6 months : 0 points; 6 months to 2 years : 2 points; 2 to 3 years : 3 points Above 3 years : 10 points
			No. of Govt agencies (5)	No Govt. organization : 0 One Govt agency (State or Central) : 2 points; 3 Govt agencies: 3 points; 4 or more Govt agencies : 5 points;
V.	Geographical presence (Total 15 points)	Evaluation of the geographical footprint of the <b>Agency/ Firm/ Organization/ institution.</b>	No. of projects which has field presence / field staff (5)	0 project: 0 points; 1-2 projects: 3 points; More than 2 projects : 5 points;
			No. of districts where present (10)	Present in up to 3 districts of the state : 2 points Present in up to 25% of the districts of the state : 3 points

Sr.No.	Criteria (Total Weightage)	Description	Detailed Criteria	Detailed Weightage
				Present in more than 25% of the districts of the state : 10 points
VI.	Presentation of proposal for implementing the Helpline (Total 10 points)	Evaluation of the proposal for setting up and operating the Helpline	To be decided by the evaluation panel. However following may be considered	
			Parameters could be: Correct understanding of the work	
			Details of the plan presented	
			Realistic planning for implementation	
			Ability to envisage risks / problems and having mitigation plan	
			Ability to understand the requirements of senior citizens	
			Staff Hiring plan	

#### I. Conditions for evaluation

As bids shall be submitted through two bid system – technical bid and financial bid, the bidder is expected to carry out a detailed survey and undertake a comprehensive assessment of risks, costs and obligations associated with it. The procedure for two bid system shall include the following, namely:-

- (i) Technical bid consisting of all technical details along with commercial terms and conditions – The technical bids are to be opened by the NISD at the first instance and evaluated by a competent committee.
- (ii) Financial bid of only technically acceptable offers will be opened after intimating them the date and time of opening of the financial bid for further evaluation and ranking before awarding the contract.
- (iii) Evaluation of proposals: Bids will be evaluated by the technical and financial evaluation committees constituted by NISD. Financial bids of bidders, who have qualified as per the benchmark mentioned in Section G & H, shall only be opened. Final selection shall be done based on Quality cum Cost based selection (QCBS) by giving 60% weightage to quality of the firm as per the technical bid and 40% weightage to Financial bid. Criterion of selection shall be to select best quality agency for the Helpline in the cheapest price.

**J. Timelines for the Project**

1. After signing of contract, it is expected that the agency will be ready with people in 15 days and with procurement of necessary hardware. The training and system setup will start thereafter, followed by testing. The system is expected to be live within 30 day of signing of the contract. Additional 15 days have been provisioned for testing. Hence, the system is expected to be fully operational within 45 days of signing of the contract. Normal tenure of the contract would be for two years’ subject to satisfactory performance evaluation every year. The extension of contract beyond two years is also subject to satisfactory performance.

Contract may be extended for another 02 years on mutual consent.

There will be no extension of the last date for submission of proposal. Therefore, Agency/ Firm/ Organization/ institutions are requested to abide by the same and not to request for extension

**K. Bid – Security**

1. The Agency/ Firm/ Organization/ institution applying for the proposal shall deposit a bid security of Rs. 5 lakhs
2. The bid security may be paid online. The account details are given below:

1	Name of the account holder / beneficiary:	Director, NISD
2	Account number	<b>90702010047973</b>
3	Type of account:	Savings
4	Name of the Bank	CANARA BANK
5	Name of the Branch	DELHI BSF EAST BLOCK BRANCH
6	IFSC code of the Bank	CNRB0019069

7	Address of the Bank	DELHI BSF EAST BLOCK BRANCH, NEW DELHI 110066
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All applying units registered under the Single Point Registration Scheme of NSIC are eligible to get the benefits under Public Procurement Policy for Micro & Small Enterprises (MSEs) Order 2012 as notified by the Government of India, Ministry of Micro Small & Medium Enterprises, New Delhi vide Gazette Notification dated 23.03.2012 and amendment vide order no. S.O. 5670(E) dated 9th November 2018. Please refer the link for the same: <https://www.nsic.co.in/schemes/Single-Point-Registration.aspx>.

The applicant organization will need to submit copy of the valid MSME / NSIC registration certificate at the time of registering on eProcurement System, <https://eprocure.gov.in/eprocure/app>.

**L. Performance Guarantee**

1. The successful bidder is to deposit interest free performance guarantee of 5% of contract value within 15 days of award of work.
2. The performance guarantee can be deposited in the form of account payee demand draft or bank guarantee from any commercial bank or paid online <Online account details>. Same as 8(B)
3. The performance guarantee shall remain valid up to 60 days of completion contract obligations.
4. The bid security shall be refunded to successful bidder on deposit of performance guarantee.

## **ANNEXURE I: Key Components of the Helpline**

### **A. Dedicated Connect Centre<sup>1</sup>**

1. The Connect Centre to be established in one location, preferably in the state capital, with overall seating capacity<sup>2</sup> of Call Officers with ramp up capacity for additional 50% Call Officers based on requirement, within the contract period, based on Project requirement and satisfactory performance.
2. Adequate physical space to be provided with necessary furnishing to enable Call Officers to take calls without affecting / getting affected by other Call Officers.
3. The hardware and associated software to be provided by the Agency/ Firm/ Organization/ institution. The Call Centre software solution (CRM, Dialer, etc.) will need to be as per the National Helpline framework, which will be shared by the National Implementation Agency (NIA)/NISD/MOSJE.
4. Based on calls received from senior citizens / their caregivers, the Call Officers will share information, guide on Govt. schemes and legal issues, provide emotional support, support abused senior citizens with counselling and legal remedies, and register grievances of senior citizens.
5. For cases requiring field support, the information shall be passed on to field response team and partners and followed up for closure.
6. The Connect Centre will have the multi-lingual capacity and will be set up for inbound and outbound calls across the state.
7. The calls will be handled by a Call Officer in <state language>, Hindi, English, or any of the language as desired by the caller. IVR will not be used for answering the calls during working hours.
8. Based on standard operating procedures (SOP) the calls will be handled.
9. The standard operating procedure (SOP) will be shared by the National Implementation Agency (NIA)/NISD/MOSJE, prepared in consultation with experts and this will need to be followed.
10. Location of Connect Centre: The complete Connect Centre system can be administered from any location in the state, preferably in the state capital.

### **B. Field Response / Field Operations**

1. All calls that require direct and indirect field interventions for the senior citizens will be handled by the Field Response team.
2. The field response team will gather accurate information from all locations and share it with the Connect Centre team, for giving to senior citizens or their care givers
3. The field response team will interact with all stakeholders on the ground to resolve the problems faced by the senior citizens, follow up on actions and report completion of tasks.
4. The field response team will work closely with the Government agencies including

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<sup>1</sup> Connect Centre and Call Centre are used interchangeably. It means Call Centre as understood in the common parlance.

<sup>2</sup> The number of call officers will vary from state to state and the same is given in the Appendix at the end of Annexure I

Senior Citizens Department, Police, RDOs, Collectors, Panchayat, District Rural Development agencies, Legal services authorities, Health Services and others who are responsible for senior citizens’ safety, pension and wellbeing.

5. This field response team will meet the senior citizens regularly and conduct meetings / outreach programmes.
6. The field response team may visit resource persons and understand their process, study them for quality, on-board persons that can be referred to, conduct regular quality checks, support them wherever required.
7. The field response team will also interact with all the stakeholders on the ground, build awareness and take common issues faced by the senior citizens for resolution at the state/ national level.
8. The field response team will work with a network of NGOs, resource persons/ **Agency/ Firm/ Organization/ institutions**, community-based groups, volunteers and state and district level authorities. The team will work with partners for ensuring service delivery and timely redressal of grievances.

### C. Human Resources

The selected Agency/ Firm/ Organization/ institution to deploy adequately skilled and trained resources for answering calls, to provide a consistent and high-quality experience along with a high percentage of first-time resolution (FTR). The following is an indicative structure:



1. Number of Field Response Officers and Call Officers will depend on the size of the state and the number of senior citizens in the state. The indicative details shared in Appendix I.
2. Call Officers (CO): The calls will be answered by Call Officers. There will be no IVR. The officer will filter genuine calls and understand the need to provide the appropriate response, such as necessary information, guidance, counselling, etc. to the caller. At least 50% of the officers to have experience in social work, counselling, etc. The officers will also call back missed calls and also call for feedback from the callers.
3. Call Centre Leader or Team Leader (TL): Responsible for the entire operations of Connect Centre which includes call related activities, data management, work force optimization, MIS, reports, etc. He is responsible for checking the quality of the calls,



processes, timely redressal of grievances and ensuring adherence to the quality standards.

4. IT Leader: Responsible for managing technical matters like connectivity, servers, applications, backups, data security audits, etc.
5. Field Response Officers (FRO): Responsible for handling field operations and service requests assigned by the Connect Centre, co-ordinating with resources / partners, working closely with all the stakeholders and ensuring timely resolution of grievances or closure of service requests. The Field Response Officers will also connect with all the partners and civil society institutions on the ground.
6. Field Response Leader (FRL): Responsible for managing field operations, building partnerships with NGOs, managing data collection and validation, organising/attending the meets of Senior Citizens Associations, working closely with all the stakeholders and ensuring creation of an elder friendly ecosystem.
7. Project Manager (PM): Responsible for overall service delivery, reports, dashboard, people management, etc.

Experts: May be empanelled for subject matter expertise.

#### **D. Minimum Qualification and Experience**

The team composition to be the following:

Personnel	Qualification	Experience	Composition
Call Operator	Graduate (Social work / counselling)	3 years or more	At least 25%
Field Officers Response	Graduate (Social work / counselling)	Any	At least 75 %
Team IT Leader (Connect Centre)	Graduate Engineer in IT	Call Centre experience for at least 5 years	
Centre Leader or Coordinator	Graduate (Social work /counselling)	Quality experience of at least 5 years	
Project Manager	Post Graduate (Social work / counselling)	At least 10 years of experience including project management experience of 3 Years	

#### **E. Training**

All the Call Officers and Field Response Officers will go through initial training, and also regular training based on the needs identified during quality checks. The initial training will be provided by NISD. The initial training will be for duration of 65-70 hours. There will be assessment at the end of the training. All training manuals will be shared with the implementing **Agency/ Firm/ Organization/ institution**. Follow up training and continuous regular training is to be provided by NISD.

Sr.No.	Training Module	Topics Covered
1	Soft Skill	Interpersonal Skills, Communication, Telephone Etiquette, Customer Service
2	Functional Knowledge	Ageing, its associated Challenges and ways to address them, challenges faced by senior citizens and their caregivers, schemes for senior citizens, MWPSA Act, process for applying for pension, Elder abuse, Emotional support, Counselling, etc.
3	Processes and IT solutions	Process flows and call scripts, data security requirements, correct data entry and appropriate remarks in CRM
4	General	Decision making, leadership, collaboration, conflict Resolution
5	Field Visits	Old Age Homes, Senior Citizen Associations, Care Givers, Counselling Centre, Police Station, RDO/SDM office, Legal Services Authority, Legal Clinics, etc.
6	Community Interactions	How to interact with senior citizens, stakeholders, NGO partners, PRI institutions, other stakeholders.
7	First responder training / First aid training	For all Field Response Officers
8	Counselling	For all Call Officers
9	Report writing and Case Study writing	For all Call Officers and Field Response Officers
10	Feedback Collection	For all Call Officers

#### **F. Quality assurance**

The selected Agency/ Firm/ Organization/ institution is expected to deploy dedicated Quality Leader for the entire duration of the contract. The Quality Leader should have the facility of remote screen viewing of officer workstations and remote call listening & call barging. The Quality Leader will also check the field operations to monitor the quality of service. The Quality Leader is responsible for the following, but not limited to: -

1. Ensuring that the resources deployed are in confirmation to the requirements.
2. Monitoring at least 30% calls of all the officers during on-job training.
3. Monitoring the performance of officers on the basis of Quality Template by reviewing at least 30 calls per Call Officer per month and 10 service requests per Field Response Officer per month. The Quality template having specific quality parameters will be shared with the selected Agency/ Firm/ Organization/ institution.
4. Checking TATs and flagging consistent defaults.
5. Providing feedback and executing Continuous Improvement Plan (CIP) in order to exceed the target service levels mentioned in this document.

6. Performing root cause analysis for repeated failure in service delivery and sharing the report for the same.
7. Providing help in enhancing the existing training modules, frequently asked questions, etc. that help improves in-house operations as well as provide analysis for ecosystem partners.

### **G. Reporting and Analytics**

The selected Agency/ Firm/ Organization/ institution shall provide reports in prescribed formats through prescribed modes.

1. **Information Security Guidelines:** Information security guidelines applicable to Agency/ Firm/ Organization/ institutions as outlined in the GoI Information Security Policy Document, shall apply to all the services as provided for Helpline. Selected Agency/ Firm/ Organization/ institution shall ensure the confidentiality, integrity and availability of related data and services. The Information Security directives applicable to the Agency/ Firm/ Organization/ institution have been categorised as below.

- Human Resources
- Asset Management
- Access Control
- Password Policy
- Cryptography
- Physical and Environmental Security
- Operations Security
- Communications Security
- Information Security Incident Management
- Compliance
- Change Management

2. **Security Requirements for Connect Centre:**

As part of this contract, Connect Centre is required to address basic security hygiene in its infrastructure to ensure confidentiality, integrity and availability related data processed by the Connect Centre and other confidential information of senior citizens.

The Connect Centre shall take all reasonable measures to ensure the confidentiality, integrity, and availability of caller information available with the Connect Centre. This includes having an appropriate governance structure, policies, procedures etc. to ensure that Information security is maintained at all times by the Connect Centre.

The Connect Centre facility, infrastructure and ecosystem shall be subjected to the requirements under the Information Security Policy. The broad guidelines and detailed guidelines will be shared with the selected Agency/ Firm/ Organization/ institution for compliance.

### **H. Operating Hours: 8 am to 8 pm**

The Connect Centre shall be operational on all 7 days a week without any holiday (excluding 3 compulsory national holidays.)

### **I. Project Deliverables**

There will be several deliverables expected from the **Agency/ Firm/ Organization/ institution** during the course of the Project. The **Agency/ Firm/ Organization/ institution** is free to propose any additional deliverable, based on their experience of delivering similar projects, which can enhance the quality of work without any additional cost.

### **J. Payment Schedule**

Payment shall be done on instalment basis based on the invoice generated and monthly/quarterly/annual progress reports. Penalties shall be levied, if applicable, based on the SLA clauses. Payment shall be made for only those seats which are operational, informed and approved. In case of additional seats required, the same has to be provided by the **Agency/ Firm/ Organization/ institution**.

Any increase or decrease of seats shall be as per the Voice traffic in the Call Centre.

### **K. Arbitration/ Dispute Resolution**

The agreement shall be governed by and construed in accordance with the Law of India. All and any disputes or differences or claims whatsoever which shall at any time hereafter (whether during the continuance of this agreement or upon or after its discharge or determination or termination) arise between the Parties hereto or their respective heirs, legal representatives successors – in – title, transferee's and permitted assigns (as the case may be), touching, concerning or relating to the submit matter hereof, or the meaning or interpretation of this agreement, on arising out these presents or as to the consideration, meaning or effect hereof or as to the rights, duties, obligations, responsibilities or liabilities of the Parties hereto or any of them, or any purported termination of this agreement or otherwise, or as to any other matter in any way connected with or arising out of or in relation to the subject matter of this agreement, shall, without recourse to arbitration, at first instance, be settled amicably between the senior representatives of the parties should such dispute, differences or claim remains unresolved beyond thirty (30) days of the date on which it was so referred to by one party to the other, then the other Party may refer such dispute, difference or claim to be finally settled by Arbitration to be held in New Delhi in accordance with the provisions of the Arbitration and Conciliation Act, 1996 (as amended).

The Arbitration Tribunal shall consist of the sole arbitrator to be nominated by MoSJE. The Arbitration Tribunal may lay down, from time to time, the Procedure to be followed by him in conducting the Arbitration proceedings and shall conduct Arbitration proceeding in such manner as the considers Appropriate.

### **L. Making Over & Taking Over:**

Assets should be held by the agency and in any case there is a change in agency, complete asset set will be transferred to the next identified agency or is kept with the state which should be accounted for and transfer ensured seamlessly. Outgoing agency is liable for any damage in the process.

### **M. Canvassing / Contacting**

Any effort by a Bidder to influence NISD in its decisions on Bid evaluation, Bid comparison or Award of Contract may result in the rejection of the Bidder's Bid. No Bidder shall contact NISD on any matter relating to its Bid, from the time of opening of financial bid to the time the Contract is awarded

**N. Indemnity**

The Bidder's should indemnify NISD (including its employees, directors or representatives) from and against claims, losses, and liabilities arising from:

- a) Non-compliance of the Bidder with Laws/ Governmental requirements
- b) An intellectual property (IP) infringement
- c) Negligence and misconduct of the Bidder and its employees would be limited to court awarded damages and shall exclude indirect, consequential and incidental damages. The Bidder shall not indemnify NISD for (i) Any loss of profits, revenue, contracts, or anticipated savings or (ii) Any consequential or indirect loss or damage however caused.

## ANNEXURE II: SERVICE LEVEL AGREEMENTS (SLAs)

Service Level Agreement is to clearly define the levels of service which shall be provided by the selected Agency/ Firm/ Organization/ institution to NISD. The SLAs mentioned in this section makes explicit performance desired from the selected Agency/ Firm/ Organization/ institution. It helps *NISD* to control the deliverables, agreed levels and performance of Agency/ Firm/ Organization/ institution.

### **Important points:**

- i) *NISD* or its designated officials may initiate an interim review to check the performance and the obligations of the Agency/ Firm/ Organization/ institution and in case desired, review and revise the SLA. The *NISD* reserves the right to revisit the SLAs at a later date based on the learning from past experience and stabilization of operations. The *NISD* also reserves the right to waive or relax part or whole of SLA applicable for the duration or to the specific Agency/ Firm/ Organization/ institution.
- ii) *NISD* or its designated officials or designated third party shall have the right to conduct quality, IS (Information Security), process and overall audit of the Service Provider facilities, at any point of time, in respect of SLA or any other parameters at any time without prior notice.
- iii) *NISD* shall define the SLA measurement methodology based on which the Agency/ Firm/ Organization/ institution shall submit reports on the SLA defined in this Section to the *NISD* in the specified formats within 15 days of completion of each SLA month along with invoice as per the defined instalments. *NISD* may ask the Agency/ Firm/ Organization/ institution to provide clarifications on these reports as well as the measurement tools and processes utilized by the Agency/ Firm/ Organization/ institution for reporting. *NISD* should have full access to check the status/ report at any time. The Agency/ Firm/ Organization/ institution shall extend full cooperation for conducting such audits. If Agency/ Firm/ Organization/ institution fails to submit the SLA reports in time then *NISD* reserves the right to generate the same, which would be binding on the Agency/ Firm/ Organization/ institution.

Total SLA penalty applicable shall be capped at 10% of the contract value. In case, the SLA penalty levied on Agency/ Firm/ Organization/ institution exceeds 10% of the invoice value for 3 consecutive months, *NISD* shall have the discretion of terminating the contract and getting the work done by any other agency.

### **SLA Parameters**

The Selected Agency/ Firm/ Organization/ institution shall agree to the following service level agreement (SLA) parameters while providing Connect Centre services to senior citizens. These SLAs shall be tracked on a periodic basis and are envisaged to have penalty and / or liquidation damage clauses on non-adherence to any of them. The SLA parameters are divided into 2 (two) types:-

- i) One-Time SLA Parameters

ii) Operational SLA Parameters

**SLA Applicability**

The One-time SLA parameters noted below in the Service Level Agreement will start to be applicable from the effective date of contract and operational SLA parameters after the completion of 6 months from the date of go-live.

**One-time SLA Parameter: (Applicable for the 5 States/UTS where Elder Line is yet to be established)**

Sr. No.	Deliverable	Definition	Measurement Criteria	Timeline	Penalty
1.	Commencement of services	Commence of the service as per the scope of work	Within 45 days from the date of signing the contract between the NISD, the State and the Agency/ Firm/ Organization/ institution. The Agency/ Firm/ Organization/ institution must be ready including all the necessary security implementation and training on-boarded resources.	Within 45 days (including 45 <sup>th</sup> Day) from the date of signing the contract between the NISD, State and the Agency/ Firm/ Organization/ institution	Nil
				Delay of every day from 46 <sup>th</sup> day from the date of signing the contract.	Rupees 500 per day of delay. Capped at maximum of Rupees 25,000 (Twenty-five thousand).
				Delay beyond the above (45 days plus 50 days)	The contract will be terminated.

**Operational SLA Parameters:**

- i) System Uptime
- ii) Service level
- iii) Call Abandoned Rate
- iv) Quality Score
- v) Caller Satisfaction
- vi) Connect Centre Officer Productivity
- vii) Count of Incorrect Responses
- viii) Quality of Service

- ix) Average Hold time
- x) Delay in initiating Field Action
- xi) Count of Incorrect Actions on the Field

**(i) System Uptime**

- Applicability: Connect Centre System including hardware, application, software, equipment.
- Definition: System uptime represents the percentage of time that the System is successfully operational. Uptime is calculated on the respective day's operations hours (12X7) excluding Non-Working on 3 National Holidays.
- Formula: (Total uptime in minutes/ Total minutes of operations) \*100 in a month)
- Example: If the system was down for 2 hours in the month of April, System Uptime will be calculated as  $[(12*60*30)-120]/(12*60*30) \times 100 = 99.44\%$ .

Measurement Interval	Reporting Period	Target	Penalty
Daily	Monthly	>=99.5%	Nil
		>=98.7% but <99.5%	1.0% of monthly billed value
		>=97% but <98.7%	2.0% of monthly billed value
		>=95% but <97 %	3.0% of monthly billed value
		<95%	5% of monthly billed value

**(ii) Service Level % (SL %)**

- Applicability: Inbound voice calls
- Definition: This is the percentage of calls that are answered by the Connect Centre officers within a specified time period.
- Formula: Calls Answered within a threshold of 10 seconds across all languages / (Total Calls offered across all languages – Abandoned calls with less than or equal to 10 seconds queue time across all languages) \*100

Measurement Interval	Reporting period	Target	Penalty
Daily	Monthly	>=90%	Nil
		>=80% and <90%	1% of monthly billed value
		>=70% and <80%	2% of monthly billed value
		<70%	5% of monthly billed value

**(iii) Call Abandoned Rate**

- Applicability: Inbound voice calls
- Definition: The % of inbound voice calls that requested for a Connect Centre Officer



but got disconnected before being answered by the Connect Centre Officer. (Only calls that get disconnected after 10 seconds will be considered for computation of this SLA).

- Formula:  $(\text{Total Abandoned calls across all languages} - \text{Abandoned calls with less than or equal to 10 seconds queue time across all languages}) / (\text{Total Calls Offered across all languages} - \text{Abandoned calls with less than or equal to 10 seconds queue time across all languages.}) * 100$

Measurement Interval	Reporting period	Target	Penalty
Daily	Monthly	<=5%	Nil
		>5% and <=10%	1% of monthly billed value
		>10% and <=20%	2% of monthly billed value
		> 20%	5% of monthly billed value

#### (iv) Quality Score

- Applicability: Inbound and Outbound
- Definition: Quality audit score is a method of scoring Connect Centre Officers' interactions against predefined parameters to ensure that the officers are adhering to the quality standards defined by NISD.
- Final Quality Score for a month

Atleast 15 interactions per Officer must be evaluated every month. (Exception: In-case less than 15 interactions are available in system; all interactions for that officer should be evaluated)

Measurement Interval	Reporting period	Target	Penalty
Monthly	Monthly	> 85%	Nil
		>80% to <=85%	1% of monthly billed value
		>75% to <=80%	2% of monthly billed value
		<=75%	5% of monthly billed value

**Note:** The quality Score Template(s) defining parameters will be shared with selected **Agency/ Firm/ Organization/ institution** by the NISD. The Quality Score measured by Service Provider should be in line with Quality Score measured by Team / Auditor appointed by NISD. In-case of variance beyond 10%, NISD reserves the right to re-audit and NISD's scores will be final and binding to the **Agency/ Firm/ Organization/ institution**.

#### (v) Caller Satisfaction

- Definition: This is the measure of Caller's satisfaction with the way their query/ complaint has been handled by the Connect Centre officers. The **Agency/ Firm/**

**Organization/ institution** shall be responsible for maintaining a minimum level of Caller Satisfaction based on the criteria defined by NISD. The satisfaction level of Callers shall be collected on a five-pointer scale 1 to 5 (In case, questions asked have just 2 or 3 levels, these shall be mapped to 5 levels as per mapping presented below.)

- **Note:** Naming of levels against each level shall be decided by NISD. Tentative Mapping is as follows:

Level	Example1 (5Level)	Example2 (5Level)	Example3 (3Level)	Example4 (2Level)
5	Very satisfied	Excellent	Satisfied	YES
4	Satisfied	Very Good		
3	Average	Good	Average	NO
2	Dissatisfied	Bad	Dissatisfied	
1	Very Dissatisfied	Very Bad		

Formula:  $\text{Sum of (level 5 and level 4 OR Equivalent Mapping)} * 100 / \text{Total Number of "Completed" surveys (or feedback)}$

Measurement Interval	Reporting period	Target	Penalty
Daily	Monthly	$\geq 85\%$	Nil
		$\geq 80\%$ but $< 85\%$	1% of the monthly bill value
		$\geq 75\%$ but $< 80\%$	2% of the monthly bill value
		$< 75\%$	5% of the monthly bill value

Important: For atleast 20% of calls feedback should be taken in a month, else a lump sum penalty of 2% of the monthly bill value shall be imposed on Agency/ Firm/ Organization/ institution apart from actual penalty slab for calls based on above formula.

#### (vi) Connect Centre Officer Productivity

Definition: This is defined as the percentage of time a Connect Centre officer is productive against the total duration, he/ she is connected using his/ her login ID.

Formula:  $[\sum \{(\text{Talk Time} + \text{Hold Time} + \text{After Call Work Time} + \text{Available Time} + \text{Other Productive Auxiliary Time}) - \text{Non-Productive Auxiliary Time}\} * 100 / \text{Total Staffed Time}]$

Where,

- Talk Time – Length of time spent by a Connect Centre officer talking to an inbound call or outbound call.
- Hold Time – Length of time spent by a Connect Centre officer with an inbound or outbound call on hold.
- After Call Work Time – Length of time spent by an officer in ACW mode.
- Available Time – Length of time spent by an officer in available mode waiting for calls.
- Other productive Auxiliary time - Length of time spent by an officer on productive Auxiliary time on system.

- f. Non-Productive Aux Time – Length of time spent by an officer on non-productive Auxiliary time on system.
- g. Productive Auxiliary time is:
  - i) On-Job training
  - ii) Quality Feedback
  - iii) E-mail Support
  - iv) Briefing
  - v) Re-Fresher Training
  - vi) Outbound

**Note:** Any Time other than “Productive Auxiliary time” shall be considered as Non-Productive Auxiliary time.

Staffed Time – Length of time spent by an officer connected using his/ her login ID to the system in any mode.

Measurement Interval	Reporting period	Target	Penalty
Monthly	Monthly	>= 85%	Nil
		>=80% but <85%	1% of monthly billed value
		>=75% but <80%	2% of monthly billed value
		< 75%	5% of monthly billed value

**(vii) Count of Incorrect Responses**

- Applicability: All calls
- Definition: To measure number of incorrect responses by Agency/ Firm/ Organization/ institution.
- Formula: Count of incorrect responses by Agency/ Firm/ Organization/ institution across calls identified by means of NISD’s quality audit OR reported by any other mechanism like RTI, Escalation, etc.

Measurement Interval	Reporting period	Target	Penalty
Daily	Monthly	Zero(0)	Nil
		For every count of incorrect response	Rs. 50 × Number of such interactions

**(viii) Quality of Service (QoS)**

- Applicability: All calls
- Definition: Quality of service (QoS) is the overall performance of Connect Centre, particularly the performance experienced by the Callers. This refers to the calls/ e-mails/ chats audited by NISD or an independent third-party auditor.

The QoS shall be measured on a five-pointer scale 1 to 5 (In case, questions asked have just 2 or 3 levels, these shall be mapped to 5 levels as per mapping presented below)

**Note:** Naming of levels against each level shall be decided by NISD. Tentative Mapping is as follows:

Level	Example 1 (5 Level)	Example 2 (5 Level)	Example 3 (3 Level)	Example 4 (2 Level)
5	Very satisfied	Excellent	Satisfied	YES
4	Satisfied	Very Good		
3	Average	Good		
2	Dissatisfied	Bad		
1	Very Dissatisfied	Very Bad		

- Formula: Sum of (level 5 and level 4 OR Equivalent Mapping) \* 100 / Total number of "Completed" surveys (or feedback or assessment)

Measurement Interval	Reporting period	Target Score	Penalty
Audit Period as defined by NISD	Audit Period as defined by NISD	> = 80%	NIL
		<80%	2% of the billing value for period covered under audit

**(ix) Average Hold Time**

- Applicability: Inbound Voice calls.
- Definition: This is measured as the average time a call was put on hold by the Connect Centre officer
- Formula: Total Hold Time/ Total Calls Handled

Measurement Interval	Reporting period	Target	Penalty
Daily	Monthly	<=20seconds	Nil
		>20 seconds <= 30 seconds	1% of monthly billed value
		>30 seconds <= 40 seconds	2% of monthly billed value
		>40seconds	5% of monthly billed value

**(x) Delay in initiating Field Action**

Applicability: Cases requiring field action

Definition: This is measured as the number of cases where field action initiated beyond the defined TAT.

Formula: (No. of cases where action initiated beyond defined TAT / Total no. of cases where field action was required) \*100

Measurement Interval	Reporting period	Target	Penalty
Daily	Monthly	<=10%	Nil
		>10% <=15%	1% of monthly billed value
		>15% <=20%	2% of monthly billed value
		>20%	5% of monthly billed value

**(xi) Count of Incorrect Actions on the Field**

- i) Applicability: All field actions
- ii) Definition: To measure number of incorrect field actions initiated
- iii) Formula: Count of incorrect actions by **Agency/ Firm/ Organization/ institution** in the field identified by means of NISD's quality audit OR reported by any other mechanism like RTI, Escalation, etc.

Measurement Interval	Reporting Period	Target	Penalty
Daily	Monthly	Zero(0)	Nil
		For every count of incorrect action	Rs. 50 × Number of such actions

**NOTE:**

- i) Penalty shall not have levied for SLA default occurring because of reasons not attributable to the **Agency/ Firm/ Organization/ institution**.
- ii) No penalty for Operational SLA shall be levied for first 6 (six) months. (Applicable for the 5 States/UTS where Elder Line is yet to be established)
- iii) The Service Provider can appeal against imposition of penalty. Decision of NISD, shall be binding. In case of relaxation, penalty amount deducted from the invoice payment earlier, shall be paid separately within 45 days of decision.
- iv) SLAs are subject to revision after every 6 (six) months. In case of change in SLA with mutual consent, an addendum to the contract shall be prepared and signed by both the parties.

## ANNEXURE III

### a) Instructions for Online Bid Submission

- (i) The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.
- (ii) More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>

### b) Registration

- (i) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL:<https://eprocure.gov.in/eprocure/app>) by clicking on the link “**Online bidder Enrollment**” on the CPP Portal **which is free of charge**. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal. Upon enrolment, the bidders will be required to register **their valid Digital Signature Certificate (Class III Certificates with signing key usage)** issued by any Certifying Authority recognized by CCA India (e.g. Sify /nCode / eMudhra etc.), with their profile.
- (ii) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse. Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC/ e-Token.

### c) Searching for tender document

- (i) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords, etc. to search for a tender published on the CPP Portal.
- (ii) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective ‘My Tenders’ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document. The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

### d) Preparation of bids

- (i) Bidder should take into account any corrigendum published on the tender document before submitting their bids. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted,

- the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
- (ii) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF / JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
  - (iii) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates, etc.) has been provided to the bidders. Bidders can use “My Space” or “Other Important Documents” area available to them to upload such documents. These documents may be directly submitted from the “My Space” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

**e) Submission of bids**

- (i) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document. Bidder has to select the payment option as “offline” to pay the tender fee/ EMD as applicable and enter details of the instrument.
- (ii) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/ couriered/ given in-person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.
- (iii) The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids, etc. The bidders should follow this time during bid submission.
- (iv) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128-bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to a symmetric encryption using buyers/ bid openers public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- (v) Upon the successful and timely submission of bids (i.e. after Clicking “Freeze Bid Submission” in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details. The bid summary has to be printed and kept as

an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

**f) Assistance to bidders**

- (i) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender. Queries may be sent to elderlineindia.nisd@gmail.com
- (ii) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24 x 7 CPP Portal Helpdesk.



**ANNEXURE IV: TENDER ACCEPTANCE LETTER**

(To be given on Company Letter Head)

Date:

To,

\_\_\_\_\_  
\_\_\_\_\_

Sub: Acceptance of Terms & Conditions of Tender.

Tender Reference No:

Name of Tender/ Work:-

\_\_\_\_\_

Dear Sir,

I / We have downloaded/ obtained the tender document(s) for the above mentioned 'Tender/ Work' from the website(s) namely:

\_\_\_\_\_

As per your advertisement, given in the above-mentioned website(s).

- (i) I hereby certify that I have read the entire terms and conditions of the tender documents from Page No. \_\_ to \_\_\_\_ (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I shall abide hereby by the terms/ conditions/ clauses contained therein.
- (ii) The corrigendum(s) issued from time to time by your department, too has also been taken into consideration while submitting this acceptance letter.
- (iii) I hereby unconditionally accept the tender conditions of above mentioned tender document(s)/ corrigendum(s) in its totality/ entirety.
- (iv) I do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/ Public Sector Undertaking.
- (v) I certify that all information furnished by our Firm is true & correct and if the information is found to be incorrect/ untrue or found violated, then NISD shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit.

Yours Faithfully,  
(Signature of the Bidder, with Official Seal)

**ANNEXURE V: Tender Checklist Format**  
**Organizational Profile**

Sr.No.	Particulars	Detailed Information
1	Name of the Organization	
2	Physical Address of the Organization	
3	Organizational Goals and Objectives	
4	Details of Head of Agency/ Firm/ Organization/ institution / authorized person and contact details	Name of the Contact Person: Position: Phone No.: Mobile No.: Email ID:
5	Date of Establishment	
6	Registration Number, Date of Registration and relevant registration Authority	Provide details and name of the uploaded file & page no. in which relevant documentary proof included
7	PAN Registration Number and Date	Provide details and name of the uploaded file & page no. in which relevant documentary proof included
8	NITI Aayog Darpan Portal UID Registration number if applicable	
9	80G/12A/FCRA Registration details (if available)	Provide details and name of the uploaded file & page no. in which relevant documentary proof included
10	Main areas of specialization	
11	Number of professional full-time staff (core and project)working in the Agency/ Firm/ Organization/ institution, with gender break up	Number of Management Staff: Number of Programme Staff: Number of Technical Staff: Other Supportive Staff: Number of Volunteers (if any):
12	Details of professional full-time staff working in Call Centre operations with gender break up	Number of Team Members, Number of Team Leaders and Number of Managers Number of Supportive Staff Number of Leaders
13	Office space and ownership status	
14	Total work experience of running a Call Centre (number of years completed) as on 31.03.2023	
15	Does the Agency/ Firm/ Organization/ institution have ISO 27001:2013. If yes, please upload.	Provide details and name of the uploaded file & page no. in which relevant documentary proof included

<b>Sr.No.</b>	<b>Particulars</b>	<b>Detailed Information</b>
16	Does the Agency/ Firm/ Organization/ institution have ISO 9001:2008 / COPC 2014. If yes, please upload.	Provide details and name of the uploaded file & page no. in which relevant documentary proof included
17	Total work experience of working on social sector projects (number of completed or ongoing projects and details thereof)	
18	Number of projects implemented for Government of India/ State Government	
19	Number of months of experience working on projects for Government of India / State Government / Govt agencies	
20	Number of unique Govt agencies for whom projects implemented (please substantiate with MoU or work order)	Provide details and name of the uploaded file & page no. in which relevant documentary proof included
21	No. of languages supported by the Call Centre (please give the languages)	
22	Does the Agency/ Firm/ Organization/ institution have field level projects? If yes, number of projects where field staff present.	
23	Number of districts where Agency/ Firm/ Organization/ institution in present / implementing projects in the state (for which applied)	
24	Geographical locations in the state where the field staff is present	

**a) Organizational Strength**

<b>Sr. No.</b>	<b>Experience / Role of staff members</b>	<b>Number of Staff Members</b>	<b>Gender breakup</b>
1	1 to 4 years / Team Member		M –
			F –
			Others -
2	4 to 10 years / Team Leaders		M –
			F –
			Others -
3	10 to 20 years / Managers		M –
			F –
			Others -
4	20+ years / Leaders		M –
			F –
			Others -
5	Administrative / Finance & Accounts / Support Staff		M –
			F –
			Others -
TOTAL			M –
			F –
			Others -

**b) Description of Annual Financial turnover/ Financial Receipts for the last three years.**

<b>Sr. No.</b>	<b>Financial Year</b>	<b>Annual Turnover in INR</b>
1	FY 2021-22	(Unaudited / Audited as available)
2	FY 2020-21	
3	FY 2019-20	
Average Annual Turnover of last 3 years		
Provide details and name of the uploaded file & page no. in which relevant documentary proof included		

**c) Details of Free Reserves / Working Capital / Corpus for the last three years (fill the relevant column)**

Sr. No.	Financial Year	Corpus (in INR) (Unaudited / Audited as available)	Working capital (in INR)	Free Reserves (in INR)
1	FY 2021-22			
2	FY 2020-21			
3	FY 2019-20			
Average of last 3 years				
Provide details and name of the uploaded file & page no. in which relevant documentary proof included				

**d) Audit observations in the last 3years:**

Sr. No.	Financial Year	No. of major audit observations	No. of minor audit observations	Details of major audit observation
1	FY 2021-22			
2	FY 2020-21			
3	FY 2019-20			
Provide details and name of the uploaded file & page no. in which relevant documentary proof included				

**e) Details of Social Projects (last 3 years)**

Sr. No.	Year of Initiation	Name of the Project	Duration	Key Project Activities	Geography served	Total project value (in Rs.)
1						
2						
3						
Provide details and name of the uploaded file & page no. in which relevant documentary proof included						

**f) Details of Projects focusing on call center implementation (last 3 years):**

Sr. No.	Year of Initiation	Name of the Project	Client	Duration	Size of the Call Centre (no. of people)	Project value (in Rs.)
1						
2						

Sr. No.	Year of Initiation	Name of the Project	Client	Duration	Size of the Call Centre (no. of people)	Project value (in Rs.)
3						
Provide details and name of the uploaded file & page no. in which relevant documentary proof included						

**g) Details of Projects with field activities:**

Sr.No	Year of Initiation	Name of the Project	Nature of the work	Number of people in the field	Project Duration	Geography served (districts)	Project cost (in Rs.)
Provide details and name of the uploaded file & page no. in which relevant documentary proof included							

**h) Additional documents to Upload**

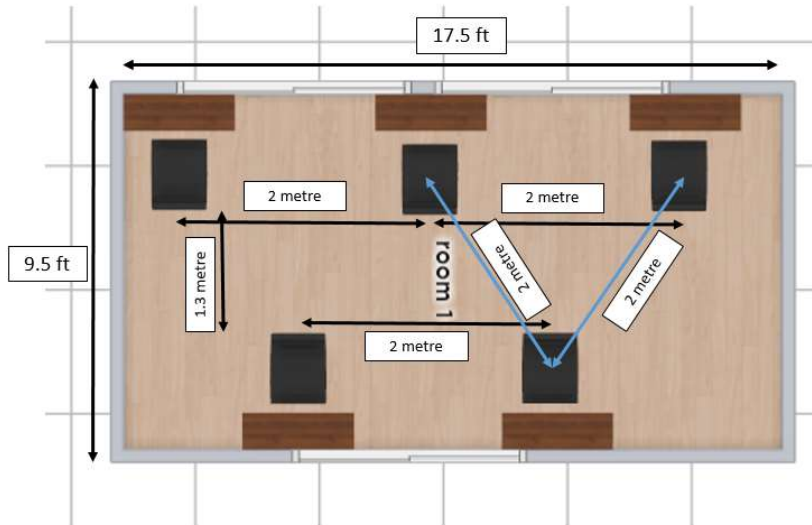
1. Profile of organization
2. Profile of the CEO/ Head of Agency/ Firm/ Organization/ institution
3. Proposed project implementation along with broad time schedule.

## Annexure VI: Call Centre Dimensions and Specifications

The total minimum area of the Connect Centre should be 600 sqr ft for UTs/Small States and 900 sqr ft other States under one roof/premises

### Model -1

5 seater with social distancing



**Dimensions:**

Length = 17.5 ft (5.30 m)

Width = 9.5 ft (2.87 m)

Total Area = 166 sq.ft

**Pros:**

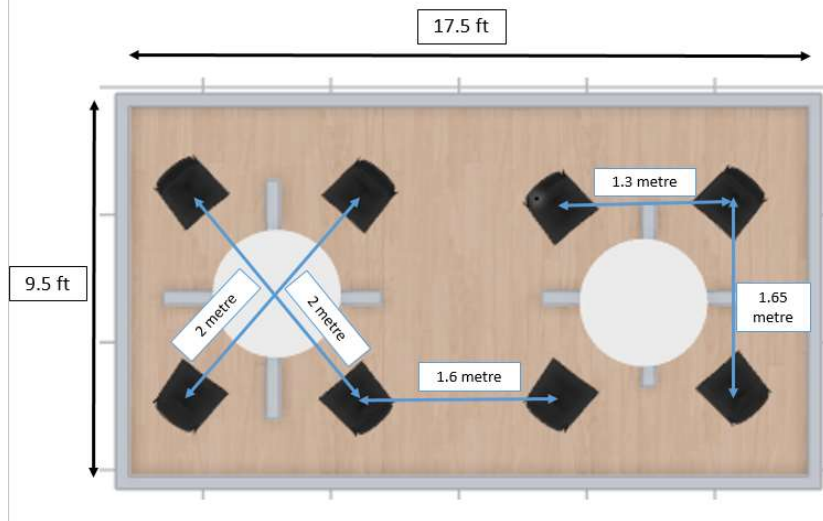
- Can be converted to 10 seater w/o social distancing
- People facing wall/window.
- More space to walk freely

**Cons:**

- Cost of wiring & cables will be high (2 separate line)

### Model – 2

8 seater with social distancing



**Dimensions:**

Length = 17.5 ft (5.30 m)

Width = 9.5 ft (2.87 m)

Total Area = 166 sq.ft

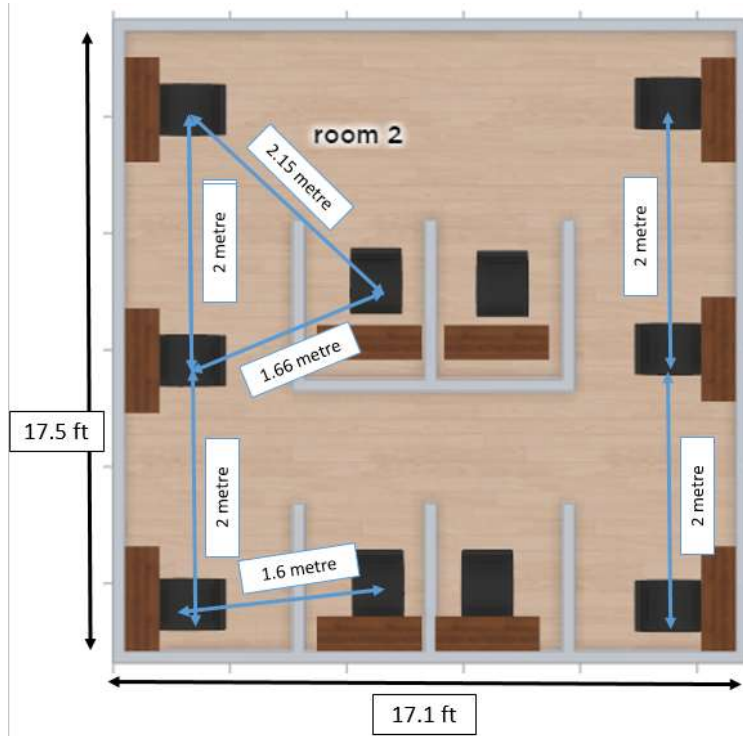
**Pros:**

- More no. of people can be accommodated in the same space compared to previous model.
- Cost of wiring & cables will be less (single line)

**Cons:**

- Max only 8 people can sit even without social distancing.
- A bit congested

**Model - 3**



**Dimensions:**

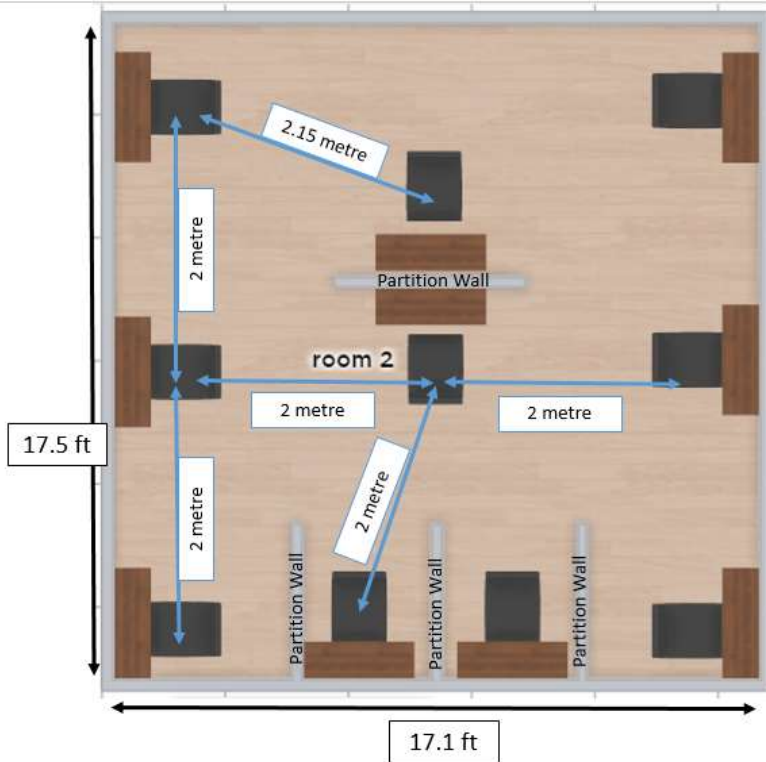
Length = 17.5 ft  
Width = 17.1 ft (2.87 m)

Total Area = 300 sq.ft

**Model**

-

4



**Dimensions:**

Length = 17.5 ft  
Width = 17.1 ft

Total Area = 300 sq.ft



## ANNEXURE VII: Quantum of work

### 1. Manpower to be deployed:

S.No	State/UT	No. Districts	Program Manager	Team leader	FRL	IT leader	Call Operator	FRO	Accountant/ Clerk	House keeping/MT	Total Manpower
1	Andhra Pradesh	26	1	1	1	1	10	13	1	1	28
2	Arunchal Pradesh	25	1	1	1	1	5	13	1	1	23
3	Assam	35	1	1	2	1	6	18	1	1	29
4	Bihar	38	1	1	2	1	15	19	1	1	39
5	Chandigarh	1	1	0	0	1	0	1	0	1	4
6	Chhattisgarh	33	1	1	1	1	6	17	1	1	28
7	Delhi	11	1	1	1	1	8	6	1	1	19
8	DNHDD	3	1	0	0	1	0	2	0	1	5
9	Goa	2	1	0	0	1	0	1	0	1	4
10	Gujarat	33	1	1	1	1	10	17	1	1	32
11	Himachal Pradesh	12	1	1	1	1	5	6	1	1	16
12	Jammu Kashmir	20	1	1	1	1	5	10	1	1	20
13	Jharkhand	24	1	1	1	1	6	12	1	1	23
14	Karnataka	31	1	1	1	1	10	16	1	1	31
15	Kerala	14	1	1	1	1	10	7	1	1	22
16	Leh Ladakh	2	1	0	0	1	0	1	0	1	4
17	Madhya Pradesh	52	1	1	2	1	12	26	1	1	43
18	Maharashtra	36	1	2	2	1	18	18	1	1	42
19	Manipur	16	1	1	1	1	5	8	1	1	18
20	Meghalaya	12	1	1	1	1	5	6	1	1	16
21	Mizoram	11	1	1	1	1	5	6	1	1	16
22	Nagaland	15	1	1	1	1	5	8	1	1	18
23	Odisha	30	1	1	1	1	10	15	1	1	30
24	Pondicherry	4	1	0	0	1	0	2	0	1	5
25	Punjab	23	1	1	1	1	8	12	1	1	25
26	Rajasthan	33	1	1	1	1	10	17	1	1	32
27	Tamil Nadu	38	1	1	1	1	15	19	1	1	39
28	Telangana	33	1	1	2	1	12	17	1	1	34
29	Tripura	8	1	1	1	1	5	4	1	1	14
30	Uttar Pradesh	75	1	2	3	1	20	38	1	1	64
31	Uttarakhand	13	1	1	1	1	5	7	1	1	17
32	West Bengal	23	1	1		1	15	12	1	1	32
33	Sikkim	6	1	1		1	0	3	1	1	8
34	Haryana	22	1	1		1	5	11	1	1	21
35	Andman Nicobar	3	1	1		1	0	2	1	1	7
36	Lakshadweep	1	1	1		1	0	1	1	1	6

S.No	State/UT	No. Districts	Program Manager	Team leader	FRL	IT leader	Call Operator	FRO	Accountant/ Clerk	House keeping/MT	Total Manpower
	<b>Total</b>	<b>764</b>	<b>36</b>	<b>33</b>	<b>33</b>	<b>36</b>	<b>251</b>	<b>382</b>	<b>31</b>	<b>36</b>	<b>805</b>

**2. Rates per month (HR):**

Sr.No.	Designation	Per Month Charges
1	Program Manager	75000
2	Field Response Leader	40000
3	Team Leader /Centre Leader	40000
4	IT/Quality Leader	30000
5	Field Response Officer	25000
6	Call Operator	25000
7	Accountant /Clerk	30000
8	Housekeeping /MTS	17000

**3. Other operational costs:**

- (i) Rs 500 per month Charges for FROs: (i) TA /DA for organising awareness sessions for stake holders and community meetings with Sr Citizens /family members /Volunteers. Minimum 10 per month.
- (ii) Miscellaneous including security, stationery, printing, tea, coffee etc. will be paid to agency /firm/organisation/institute as per the quoted price
- (iii) Institutional Cost @ 10% of the total cost (HR Cost + Operational cost shown at Sr No. 1, 2 and 3(i) and 3 (ii) will be paid

**4. Rental charges of the premises**, if any, based on producing proof, shall be paid on actual basis subject to maximum limits as details given below:

Sr.No.	Type of City	Amount in Rupees
1	X City	27000
2	Y City	20000
3	Z City	15000

**5. Operating cost for Connect Centre** (electricity, water, internet, network, telephone charges etc.) will be paid on actual basis

**6. AMC, Maintenance of systems, antivirus, equipment, etc.** will be paid on actual basis.

**ANNEXURE VIII: Financial Bid**

**Total Budget from \_\_\_\_\_ to \_\_\_\_\_ : RS \_\_\_\_\_ (A+B)**

A) Human Resources Budget:

Sr. No.	Designation	Per Month Charges (BSR)	Qty	Quoted rate per person
1	Program Manager	75000		
2	Field Response Leader	40000		
3	Team Leader /Centre Leader	40000		
4	IT/Quality leader	30000		
5	Field Response Officer	25000		
6	Call Operator	25000		
7	Accountant /Clerk	30000		
8	Housekeeping /MTS	17000		

**Total HR Cost from \_\_\_\_\_ to \_\_\_\_\_ : RS \_\_\_\_\_**

*\*The State-wise number of the persons (HR) differs is given at Annexure-*

B) Program Budget – Heads of expenditure

Program Costs	Unit Cost (Rs. per month)	Quoted Price
Miscellaneous office expenditure including security, stationery, printing, tea, coffee etc.	35000	

**Total Program Cost from \_\_\_\_\_ to \_\_\_\_\_ : RS \_\_\_\_\_**

XXXXXXXXXX

**ANNEXURE VIII: CERTIFICATE REGARDING NO NEAR RELATIVE WORKING IN NISD**

The near relatives of all NISD employees (executive or non-executive employees working in NISD) either directly recruited or on deputation are prohibited from participation in this tender. The near relatives for this purpose are defined as:

- a) Members of a Hindu Undivided family.
- b) They are husband and wife.
- c) The one is related to the other in the manner as father, mother son(s), son’s wife (daughter-in-law) Daughter(s) & daughter’s husband (son-in-law) brother(s) & brother’s wife, sister(s), sister’s husband (brother-in-law).

The Bidder(s) shall give a certificate to the effect that none of his/ her relatives as defined above are working in NISD. In case of proprietorship firm the certificate will be given by the proprietor, for partnership firm certificate will be given by all the partners and in case of limited company by all Directors of the Company. Any breach of these conditions by the company or firm or any other person, the tender work will be cancelled and earnest money / security deposit will be forfeited at any stage whenever it is noticed. The NISD will not pay any damages to the company or firm or concerned person. The company or firm or the person may also be debarred for further participation in the concerned unit.

**CERTIFICATE**

I.....S/o.....

R/o.....

hereby certify that none of my relative(s) as defined above is/are employed in NISD. In case at any stage, it is found that the information given by me is false/ incorrect, NISD shall have the absolute right to take any action as deemed fit/ without any prior intimation to me”

SIGNATURE OF BIDDER

DATE \_\_\_\_\_

**ANNEXURE IX: Declaration about Genuineness of Documents/ Certificates**

I/ We.....  
hereby declare that the information furnished in the bid in response to the NIT No ..... is true and correct. I/ We verify the genuineness and correctness of all documents, including experience certificates attached with the bid. Further I also declare that I have submitted the tender document digitally signed, without any additions/ deletions/ modifications, as a token of having read, understood and accepted the terms and conditions therein. I am also aware that I shall be held responsible in case any document attached is found false/ forged/ fabricated/ tempered/ manipulated at any stage and the NISD is fully competent to take any action against me/ my firm as deemed fit in accordance with the terms and conditions of the contract and law of the land.

Place: Signature of Bidder/ Authorized Signatory.....

Date: Name of the Bidder.....

Seal of the Bidder.....

**ANNEXURE X: Certificate to be submitted by Bidders**

**FORM FOR BID SECURITY/ EMD DECLARATION**

(On Company's Letter Head)

References:

NISD Tender No ..... issued on--/--/2023 Government of India,

I/ We, in capacity of authorized signatory of M/s ..... having  
Regd. Office at .....being a participant bidder in NISD Tender Enquiry cited above,  
hereby declare that I have understood the Bid Security provisions and agree that I/ We (Bidder)  
will be suspended/ debarred/ banned for the period of one year if found as gross violator.

Signature of Authorized Signatory (Name)

Designation in Company

Seal/ Stamp of Company

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