



**Request for Proposal  
(e-Tender)  
For running of  
Call Centre for “Study in India” scheme  
August , 2018**

**NIT No. EdCIL/SII/CALLCENTRE/08/2018**

**EdCIL (India) Limited  
(A “MINI RATNA” Govt. of India Enterprise)  
“EdCIL House”, Plot  
No.18A, Sector-16A NOIDA –  
201301 (UP), INDIA  
Tel: 0120 - 2512001 – 006, Fax: 0120 – 2515372**

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## **Introduction**

EdCIL (India) Limited, a Mini Ratna CPSE (Central Public Sector Enterprise), Registered at Vijaya Building, 5th floor, 17-Barakhamba Road, New Delhi -110001(India), was incorporated in 1981, under the Ministry of Human Resource Development. It is an ISO 9001:2008 & 14001:2004 Certified Company. It is a continuously dividend paying and profit making company and the only PSU (Public Sector Undertaking) under Ministry of Human Resource Development to serve the education sector.

Clients of EDCIL include most State and Central Govt. Departments including MHRD, PSUs and Autonomous bodies including IITs, IIMs, IIITs, Kendriya Vidyalaya and Navodaya Vidyalaya

### **Vision**

To be the most trusted project management and consultancy organization offering educational and human resource consultancy services spectrum.

EdCIL undertakes end-to-end projects on turnkey basis from concept to commissioning and ensures effective management of activities from identification of objectives through continuous monitoring leading to optimal fulfilment of targets within the stipulated time frame.

The verticals have leveraged expertise gained over three decades, strong alliances and commitment of dedicated teams to ensure a strong national and global presence for the Company. These have strengthened our core competency in all areas of Education and human resource development. EDCIL presently has strong verticals in the following areas :

#### **i) Online recruitment Testing and Assessment**

Based on two decades of expertise in handling offline recruitment tests, the company switched over to offering online recruitment solutions to bring in higher transparency and efficiency.

This is the biggest vertical of EdCIL which has received overwhelming market response. The clients include Central and State Govts, large PSUs and Autonomous bodies etc. The vertical organizes online recruitment tests across multiple segments of employees covering varied sectors of the economy.

Being a PSU targeted towards meeting educational needs, the company focuses on organizing online examinations for recruitment of teachers & principals as a specialized service.

ii) Educational Infrastructure Management

Following key services are provided by the vertical covering Educational infrastructure management (turnkey execution and project management consultancy) services.

- Concept Design
- Detailed Drawings
- Detailed Project estimate with Bill of Material
- Construction Schedule /Procurement Plan
- RFP documents
- RFP Process Management
- Project construction monitoring
- Incident monitoring
- Modifications in schedule
- Quality Assurance and Control
- Billing and Payments
- Getting Completion / Occupancy Certificates from Statutory Authorities
- Final Project Completion Report with Expense Analysis

iii) Educational Procurement (Lab Equipment, IT products, Furniture etc.)

Leveraging three decades of experience in domestic and overseas sector, following key services are provided by the vertical as part of the Procurement Services focusing on maximizing TCO in educational and human resource development space:

- Educational Product research
- Vendor empanelment
- Demand Aggregation
- Development of Sourcing Strategy
- E-Tendering
- Bid Analysis
- Finalization of contract
- Order Placement

- Monitoring receipt of shipment including Quality check at client site
- Vendor payment management
- Monitoring AMC/Warranty
- Monitoring client feedback

iv) Digital Education System

The Company strongly believes that digitization will be a game changer in addressing of quality, quantity and governance needs in both school and Higher education. The Company accordingly focuses on all emerging areas of IT/ICT applications in the sector.

Following key services are provided by vertical as part of the Digital Education System

- Wi-Fi and Network Solutions
- ERP implementation
- Digitization of Records
- E-content preparation
- Virtual Classrooms
- Smart Campuses
- Online Admission System
- Computer labs

v) Advisory and consulting:

Following key services are offered by the Advisory vertical in the Education (School Chains and Higher education) and HR advisory space:

- Preparation of Detailed Project Reports (DPRs) (Greenfield and Brown field)
- Organization Restructuring (sectoral/institutional)
- Improving Operational Efficiency
- Digitization Planning
- Training Designing
- Impact Assessment (ICT/other schemes)
- Designing of new education schemes
- Education content Design

vi) Placement and Secondment

Based on strong MEA/MHRD endorsement with in India, client confidence and alliances gained globally over three decades, the vertical executes sponsored and aggregated inbound overseas student admissions and faculty hiring and also effectively meets the individual needs of inbound students wanting to study in India.

The vertical focuses on high potential target markets covering mostly SAARC, Middle East and African nations.

The following services are specifically offered:

- Placement of Overseas Students in select Indian Institutes (sponsored schemes as well as SFS segments)
- Placement of Indian faculty in overseas institutes
- Student/faculty exchanges
- All other Project management and consulting services extended in domestic sector

vii) TSG (Technical Support Group):

This is EDCIL's project management and logistical support vertical (also known as Technical Support Group –TSG) to extend operational support to MHRD in implementing several Mega Pan-India projects.

The services include:

- Logistical support to various large MHRD schemes (e.g. SSA, MDM, RUSA and RMSA)
- Outsourcing of consultants etc.
- Event management support
- Procurement services
- Transportation support

#### **viii. Study in India**

Study in India is a mega project of Govt. of India under the aegis of the Ministry of Human Resources (MHRD). The scheme is aimed at making India a favourable destination for inbound overseas students. The scheme aims at growing the number of inbound students from the present level of 50k to 2 Lakhs by FY-2023. SII program includes creation of a web portal, call centre, App, Social Media ,Campaign branding, event branding etc.

Under the banner of Study in India, about 100top class NAAC and NIRF (top 100) institutions have been made partner institutes. These institutes are from public, private and deemed universities. Under SII, they offer an array of options including courses ranging from engineering, management, photonics to sciences, commerce & humanities.

SII has also identified 30 target countries for focussed promotion leading to aspiring candidates to pursue their dream in their desired field at top ranked institutes in India.

Organising workshops/seminars across target countries would play an important role in our strategy as it would be an effective way to reach out to the students, parents, teachers and influencers in the target countries and to publicise the [www.studyinindia.gov.in](http://www.studyinindia.gov.in) website portal.

## CHAPTER – 1

### **NOTICE INVITING TENDER**

NIT No.: EdCIL/SII/CC/08/2018

Date: 14/08/2018

EdCIL (India) Limited on behalf of Ministry of Human Resource Development intends to invite tender for the Call Centre Services in relation to management of 'Study in India' queries for a period of 12 months from the date LOA.

Sl.No.	Item	Details
1	Name of Work: Running of Call Centre for "Study in India" scheme	Located in Delhi/NCR
2	Date of availability of Tender Document	14 <sup>th</sup> August 2018
3	Mode of Selection	Two Bid Open Tender System
4	Prebid Meeting	29 <sup>th</sup> August 2018
5	Last date and time for submission of bids	14 <sup>th</sup> September 2018 at 1100 hours
5	Bid validity	30 days from the date of Submission of the bid
6	Opening of Technical Bid	14 <sup>th</sup> September 2018 at 1200 Hours
7	Presentation	17 <sup>th</sup> September 2018 at 1100 Hours
8	Opening of Financial Bid	Will be intimated on EdCIL Website
9	Earnest Money Deposit (EMD)	Demand Draft of Rs.2,00,000/-
11	Cost of Bid Document	NIL



**Earnest Money (EMD)**

The bidder shall furnish along with bid an Earnest Money amounting to Rs. 2,00,000/- (Rs. Two Lakh rupees only) in the form of Demand Draft in favour of EdCIL India Limited payable at Noida.

Bids received without EMD shall be summarily rejected.

The earnest money of unsuccessful bidders shall be refunded without interest after issue of Letter of Award to the successful bidder or signing of contract whichever is earlier.

Sandeep Goel  
Chief General Manager  
(OES & Fin)  
EdCIL(India) Limited  
18A, Sector 16A, Noida – 201301  
Tel: 91-120-2512001 to 2512006

## CHAPTER 2

### **Eligibility**

a.	The Bidder's experience in Call Centre Operations as on 31.03.2018 should not be less than 4 years	Incorporation Certificate
b.	The Bidder's average annual turnover from Call Centre Voice Operations in India, during the previous three financial years (2015-2016, 2016-2017 & 2017-2018) should be 15 Crores (minimum) each year	Certificate from CA
c.	<p>The bidder must have successfully "completed" operation Call Centre project(s) for Central/state Govt./Pvt. of as on 31.03.2018 in the last 4 completed financial years:</p> <ul style="list-style-type: none"><li>• 3 project of More than 5 crores of Value each with Central Govt. /State Govt./Private</li></ul>	Copies of letter of acceptance and self-certification of completion
d.	The organization should not be a blacklisted entity	

## **Chapter 3**

### **3.1 Technical Eligibility Criteria**

#### **3.1.1 Technical Eligibility Criteria for the Agencies**

- a. The Bidder should not have been blacklisted by any Central Government / Public Sector Undertaking as on the date of bid submission. Copy of undertaking signed by authorized signatory should be submitted with the financial bid.

#### **3.1.2 Evaluation of Proposals**

##### ***3.1.2 (a) Evaluation of Technical Proposal***

The Evaluation Committee intends to evaluate the Technical Proposals, by applying the evaluation criteria as detailed below. Each responsive Proposal shall be given a technical score under QCBS selection criteria.

##### ***3.1.2.(b)Evaluation Criteria***

- a. The technically qualified Bidders shall make a detailed presentation to the Techno-Commercial Evaluation Committee in a Power Point Format (PPT) (duration of presentation is 20 minutes) for evaluation purposes. This presentation shall be made by eligible Bidders only at EdCIL (India) Limited, EdCIL House, 18A, Sector 16A, Noida – 201301 (U.P).
- b. The Technical Proposals of the qualified Bidders shall be analysed and evaluated and the Technical Proposal Marks (TPM) shall be assigned to the proposal of each Bidder.
- c. QCBS method of tendering will be adopted.

d. Details of QCBS evaluation parameters are as shown below:

<b>Bid Components</b>	<b>Technical Proposal Marks</b>	<b>Documents Required</b>
<b>1. Prior experience of the Bidder</b>	<b>50</b>	
<p>1a) The Bidder's experience in Call Centre Operations as on 31.03.2018.</p> <ul style="list-style-type: none"> <li>• More than 10 years – 5 Marks</li> <li>• 8to 10Years – 4 Marks</li> <li>• 6to 8 Years – 3 Marks</li> <li>• 4 to 6 years – 2 Marks</li> </ul>	5	Self-certified copies of the certificate of Incorporation/registration in the Call Centre operations
<p>1b) The Bidder's average annual turnover from Call Centre Voice Operations in India, during the previous three financial years (2015-2016, 2016-2017 &amp; 2017- 2018)</p> <ul style="list-style-type: none"> <li>• 15 to 25Crores - 1 Marks</li> <li>• 26 to 50 Crores – 2 Marks</li> <li>• 51 to 100 Crores – 3 Marks</li> <li>• 101 to 200 Crores – 4 Marks</li> <li>• Above200 Crores – 5 Marks</li> </ul>	5	CA Certificate for the turnover from Call Centre voice operations is required
<p>1c) The bidder must have successfully "completed" operation Call Centre project(s) for Central/state Govt./Pvt. of as on 31.03.2018 in the last 4completed financial years:</p> <ul style="list-style-type: none"> <li>• 3-5 projects of more than 5 crores of Value each with Central Govt. /State Govt./Private – 2 Marks</li> <li>• 5-9 projects of More than 5 crores of Value each with Central govt./State govt./private – 3 marks</li> <li>• &gt;10 projects of More than 5 crores of Value – 5 marks with Central Govt. /State Govt./private</li> </ul>	5	Self-certified copies of relevant work orders in the name of the bidding agency for such projects handled in the last 5 completed financial years should be submitted along with the technical bid.
<p>1d) The Bidder should be a profitable organization in the last 3 completed financial years of operations as on 31.03.2018</p> <ul style="list-style-type: none"> <li>• Average PBT within 2-5 Crores in the past 3 years :3 Marks</li> <li>• Average PBT more than 5 Crores in the past</li> </ul>	5	Self-certified copies of Balance Sheet/ P&L

3 years:5 Marks		
1e) The Bidder providing BPO/Call Centre services, must have registered itself with Department of Telecommunication (DoT) as call centre are required to be registered under Other Service Provider (OSP) category.	5	Self-certified copies of the relevant documents
1f) The Service Provider must have at least 2500 agents employed in delivering contact centre voice operations as on 31.03.2018.  <ul style="list-style-type: none"> <li>• 2500-5000 agents – 2 mark</li> <li>• 5001-10000 agents – 4 Marks</li> <li>• Above 10,000 agents – 5 marks</li> </ul>	5	Self-certified copies of the relevant documents
1g) The Service Provider should have at least 500 in-bound voice contact centre seats operational at a single location in India as on 31.03.2018.  <ul style="list-style-type: none"> <li>• 500 - 999 agents – 2 marks</li> <li>• 1000 – 1500 agents – 3 marks</li> <li>• Above 1501 agents – 5 marks</li> </ul>	5	Self-certified copies of the relevant documents
1h) The bidder should have following certifications at the time of bid submission:  <ul style="list-style-type: none"> <li>• ISO 27001:2013 (only this) – 2 Marks</li> <li>• ISO 9001:2008 / COPC 2014 or above (only this) – 2 Marks</li> <li>• Both ISO 27001:2013 and ISO 9001:2008 / COPC 2014 – 5 Marks</li> </ul>	5	Self-certified copies of the relevant documents
1i) Experience in managing Call Centre operations for inbound/outbound calls within and outside India  <ul style="list-style-type: none"> <li>• Only within India – 2 Marks</li> <li>• India and outside India – 5 Marks</li> </ul>	5	Self-certified copies of the relevant documents
1j) Experience in handling inbound/outbound calls in English language with a monthly average of 5000 calls in total.  <ul style="list-style-type: none"> <li>• 5000-9999 calls – 3 Marks</li> <li>• Above 10,000 calls/day – 5 Marks</li> </ul>	5	Self-certified copies of the relevant documents
<b>2. Project team and experience key personnel</b>	<b>20</b>	

<p>2a) The Bidder should have at least 100 Team Managers (TM) / Team Lead (TL), with following qualification :</p> <p>Must be a graduate or higher in any discipline</p> <p>Should be trained on Customer Operations Performance Centre (COPC)</p> <p>Should have at least 3 years' experience in a Call Centre or telemarketing in the service industry.</p> <p>Experience in coaching and developing skills of people. Should have effective problem solving and decision making skills.</p> <p>Proficient in handling call centre tools, like CRM, CMS, etc.</p> <ul style="list-style-type: none"> <li>• 100– 150TM/TL – 1 marks</li> <li>• 151 – 250TM/TL–2 marks</li> <li>• Above251 TM/TL– 5 marks</li> </ul>	5	Self-certified copies of the relevant manpower (TM/ TL) andCVs of such professionals (25 Nos) to be submitted with technical bid.
<p>2b) The Bidder should have at least 25Assistant Manager (AM) having relevant experience, with following qualification :</p> <p>Must be a graduate or higher in any discipline. Must be certified from NASSCOM (or similar Certification agency)</p> <p>Should have at least 4 years' experience in a Call Centre or telemarketing in the service industry.</p> <p>Experience in coaching and developing skills of people.</p> <p>Should have effective problem solving and decision making skills.</p> <p>Proficient in handling call centre tools, like CRM, CMS, etc.</p> <p>Experience of MS dynamics CRM and Avaya product suite; Mandatory.</p> <ul style="list-style-type: none"> <li>• 25- 75AM – 2 marks</li> <li>• 76 – 100AM – 3 marks</li> <li>• Above 101 AM –5 marks</li> </ul>	5	Self-certified copies of the relevant manpower (AM) andCVs of such professionals (10 Nos) to be submitted with technical bid.

<p>2c) The Bidder should have at least 25 Trainers having relevant experience, , with following qualification :</p> <p>Must be a graduate or higher in any discipline</p> <p>Should be trained on Customer Operations Performance Centre (COPC)</p> <p>Should have at least 3 years' experience in training in the field of soft skills and communications</p> <p>Should have effective problem solving and decision making skills.</p> <p>Proficient in handling call centre tools, like CRM, CMS, etc.</p> <p>Experience of MS dynamics CRM and Avaya product suite; preferred.</p> <ul style="list-style-type: none"> <li>• 25 – 75trainers – 2 marks</li> <li>• 76 – 125trainers– 3 marks</li> <li>• Above 126trainers– 4 marks</li> </ul>	4	Self-certified copies of the relevant manpower (Trainers) andCVs of such professionals (10 Nos) to be submitted with technical bid.
<p>2d) The Bidder should have at least 35Quality Manager (QM) / Quality Evaluators (QE) having relevant experience, with following qualification :</p> <p>Must be a graduate or higher in any discipline</p> <p>Should have at least 2 years' experience in the field of quality assurance in a BPO industry.</p> <p>Should have effective problem solving and decision making skills.</p> <ul style="list-style-type: none"> <li>• 35–50QM/QE – 1 marks</li> <li>• 51 – 75QM/QE– 2 marks</li> <li>• Above 76QM/QE– 3 marks</li> </ul>	3	Self-certified copies of the relevant manpower (QM/QE) and CVs of such professionals (10 Nos) to be submitted with technical bid.
<p>2e) The Bidder should have at least 25IT Security Manager having relevant experience (Should have at least 2 years' experience in IT Security Management Field)</p> <p>Must be a Graduate or Equivalent in any</p>	3	Self-certified copies of the relevant manpower (SM) and CVs of such professionals (10 Nos)to be submitted with technical bid.

discipline. IT related course/certification would be preferred.		
<ul style="list-style-type: none"> <li>• 25 - 75ITSM – 1 marks</li> <li>• 76 – 100ITSM– 2 marks</li> <li>• Above 101 ITSM– 3 marks</li> </ul>		
<b>3.Presentation of Proposal to evaluation committee</b>	<b>30</b>	
3a) Overall Implementation methodology	5	
3b) Methodology for performing business design	5	
3c) Methodology for quality control	5	
3d) Methodology of internal review mechanism of deliverables by the service provider	5	
3e) Existing and proposed methodology for training of the staff	5	
3f) Innovation and features beyond proposed requirements	5	
<b>TOTAL</b>	<b>100</b>	

The Evaluation Committee shall evaluate and rank each Technical Proposal on the basis of the Proposal's responsiveness to the scope using the evaluation criteria and score system specified above. Each Technical Proposal shall receive a technical score as

Technical Proposal Marks (TPM) =  $100 \times \frac{\text{Technical Proposal under consideration}}{\text{Highest Technical bid}}$ . The Proposal shall be rejected if it does not achieve the minimum technical marks of 70 (seventy).



## **3.2 FINANCIAL ELIGIBILITY CRITERIA**

### **3.2.1 Evaluation of Financial Proposals**

Financial Proposals of the technically qualified Bidders as evaluated according to the abovementioned evaluation criteria (i.e. the Bidders scoring at least 70 marks) shall be opened by the Techno-Commercial Evaluation Committee in the presence of the representative of the Bidders, who chose to attend the opening of bids. The quoted fee shall be read out and recorded.

***Financial Proposal Marks (FPM) = 100 x Lowest Financial Bid / Financial Bid under consideration.***

The lowest evaluated Financial Proposal will receive a maximum of 100 marks.

### **3.2.2 Final Evaluation**

The final evaluation will be made on the basis of the following:

Weightage for the Technical Proposal: 0.7

Weightage for the Financial Proposal: 0.3

Combined Technical and Financial score, **(HPM) = TPM x 0.7 + FPM x 0.3**

### **3.3 SCOPE OF WORK**

The successful bidder shall have to perform the following activities as per the scope of work given below:

#### **SECTION-1: BUSINESS SERVICES**

- i. Set- up an integrated contact centre for EdCIL with following functionalities:

Serial Number	Nature of service
1	Inbound Calls (Domestic/International)
2	Social Media Management
3	Email/SMS Handling
4	Chat Support
5	Outbound Calls(Domestic/International)

\* Existing 'Study in India' Email server gateway to be used

The particulars of the business services that shall be provided by the Selected service provider can be broadly categorized as:

- (a) Handling inbound voice calls
- (b) Making outbound voice calls
- (c) Replying to inbound E-mails
- (d) Replying to Inbound Chats
- (e) End-to-End Responsibility
- (f) Toll free number to be arranged / provided
- (g) Dashboard Control on the Website

(a) Handling inbound voice calls – The selected service provider shall provide inbound voice call service in English. Most of the queries / grievances may be resolved by the Resident Support Executives (SEs) using the information available. For unresolved

queries / grievances, the service provider shall forward the cases to the concerned departments within the EdCIL using proper escalation mechanism using CRM application. The escalation mechanism will be explained in details during the orientation training.

\* Note: - In future EdCIL may decide to include other languages. The same will be notified through official communication two (1) months in Advance. The selected service provider shall provide vernacular language agents of these languages at no extra cost to EdCIL.

(b) Handling outbound voice calls – 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 EdCIL.

The outbound calls shall also be provided in the same languages as listed above for Inbound Voice Calls.

The calls/scenarios that requires outbound dialling, will be explained in details during the orientation training or any later stage during the tenure of the contract.

(c) Inbound E-mails – The selected service shall reply to inbound emails received on help.studyinindia@gov.in, using EdCIL's email module. Emails shall only be answered in English. Any Non- English emails will be forwarded to concerned office of EdCIL using CRM or any other system made available to EdCIL, no cost will be given on such e-mails.

(d) Outbound E-mails – The selected service shall reply to inbound chats received on EdCIL's website, using EdCIL's application. Currently chats shall only be answered in English, however in future other languages may also be introduced.

(e) End to end responsibility – The Service Provider shall work jointly with EdCIL 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 EdCIL on regular basis and new SRTs or FAQs may be prepared by coordinating with EdCIL. The Service Provider shall also work closely with EdCIL in developing work flow, escalation procedures and reporting mechanism for resolution of queries/grievances through different resolver groups.

A review meeting with Senior Operations member may be called upon from time to time. It is clarified here that EdCIL shall not make any additional payment in respect for any travel made for this purpose.

(f) Toll free number to be arranged / provided – The service provider will help EdCIL in getting / arranging toll free number for countries as mentioned below:

<b>West Asian Group (13)</b>	<b>SAARC Group (5 Countries)</b>	<b>Africa Group (5 Countries)</b>	<b>ASEAN Group (4 Countries)</b>	<b>Central Asia (3 Countries)</b>
Iraq	Nepal	Nigeria	Malaysia	Turkmenistan
Saudi Arabia	Afghanistan	Sudan	China	Kazakhstan
Iran	Bhutan	Ethiopia	Thailand	Tajikistan
Kuwait	Bangladesh	Rwanda	Vietnam	
UAE	Sri Lanka	Tanzania		
Yemen				
Oman				
Syria				
Jordan				
Egypt				
Tunisia				
Morocco				

(g) Dashboard Control on the Website - The selected service provider should be able to track the individual logged in to 'Study in India' website on a real time basis. In order to take the conversion rate to 100 percent, respective executive tracking the website will immediately contact the individual and give him counselling advise.

## **Section 2 : Functional Scope**

- Contact centre Application development and deployment as per call flow and content provided by EdCIL
- Email application development
- Web Module development (MIS & Dash Board)
- Support, Maintenance and Change management.
- Manning the Agent positions through a partner organisation

## **Section 3: Features**

- Personalized IVR
- Welcome Greeting message
- CRM integration
- Call Transfer and Call Recording (100%)
- Multilevel IVR
- Click to Chat and Email support
- Agent calls for both inbound and outbound processes along with social media management
- Adopting best practises on other call centres handling overseas students acquisition and welfare
- Support in English Language

- ii. Dedicated teams to be created for Technical Complaints (Website Issue like filling of data), Social media management (Facebook queries tracking and follow-up, Twitter handling for queries, posting of updated and latest news on Facebook, Twitter and Instagram)
- iii. Tentative Timing & Skill Set arrangement :

	<b>Full Time Equivalent Arrangement</b>		
<b>Shift Timing</b>	<b>Inbound</b>	<b>Outbound</b>	<b>Social Media Handling</b>
Morning shift (8 AM – 4 PM)	1	1	-
Evening shift (4 PM – 12 AM)	1	1	1

\*All timings mentioned in IST

- iv. Maximum Average Handling Time allowed is as follows:

<b>Parameter</b>	<b>Inbound</b>	<b>Outbound</b>
Average Handling Time (AHT)	180 Seconds	240 Seconds

v. Integrating CTI software with EdCIL's CRM software. A single screen to be provided to agents to access both CTI as well as EdCIL CRM.

vi. Coordination regarding installation, transfer, routing, mapping, and troubleshooting of the toll free number as well as PRI lines shall be handled by the bidder. Any document/ letter in this regard will be issued by EdCIL (India) Limited.

### **3.4 Scope cum format for financial Bid**

To  
CGM (OES&F)  
EdCIL (India) Limited  
EdCIL House,  
18A, Sector 16A, Noida. (U.P)

**Subject:** Set up of Call Centre for smooth running of 'Study in India' program.

Sir/Madam,

We, the undersigned, offer to provide the Call Centre set-up services for EdCIL in accordance with your detailed terms of reference dated \_\_\_\_\_ and subsequent corrigendum. Our attached financial proposal is attached in a sealed cover. This amount is excluding of all the taxes. Details of taxes are provided in the financial bid format.

#### **1. PRICE AND VALIDITY**

All the rates mentioned in our bid are in accordance with the terms as specified in the detailed terms of reference documents. All the rates and other terms and conditions of this Bid are valid for the entire duration of the contract.

We hereby confirm that we understand that all the applicable taxes shall be over and above the prices mentioned in the Financial Bid.

#### **2. QUALIFYING DATA**

We confirm having submitted the information as required by the detailed terms of reference document. We are not submitting any assumptions or conditions with our financial proposal as it is all inclusive proposal. EdCIL reserves the right to reject our proposal in case of any discrepancy or conditions found with our proposal.

#### **3. BID PRICE**

We declare that our Bid Price is for the entire scope of the work as specified in the detailed terms of reference document. Our bid prices are mentioned in the submitted Financial Bid.

Our Financial 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 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.

### **Format for Financial Bid**

#### **Monthly Payment Model**

	No. of agents required#	No. of days/week	Duration (Hrs)/day	Rate (in INR)	Monthly Cost (INR)
Manpower	4	5	8 Hours Shift Wise		
	1(Supervisor)	5	8		

#Number of agents will be defined as per details mentioned at Chapter 2, Heading 2.3 Scope of Work sub-heading section 3 under iii) “Tentative Timing & Skill Set arrangement”

##Given the potential of the mega-scheme the requirement of man power may increase considerably in phased manner. The bidder should be able to increase the quantity up-to 200 % during the currency of the agreement. EdCIL reserves the right to alter the contract by (+/-) 50 % of man-months duration.

<b>Important Note:</b>	
1	As indicated above, based on the mutual agreement of the bidding agency and the EdCIL (India) Limited, the agreement of services can be extended beyond the time period mentioned in the tender document.
2	The service provider should satisfy himself and quote based on the actual requirement befitting the world class service of the kind being planned. He would be responsible for end to end successful execution of the call centre. He may separately indicate any other element considered to have excluded or included for end to end success of the call centre.
3	GST as applicable shall be paid extra
4	The agency is requested to present a suitable design and proposed plan for the set-up of the call centre
5	The above mentioned elements are mandatory to be there though the list is not exhaustive and additions as per the concept shall be entertained.
6	Since the project is for attracting and retaining overseas students, the call Centre executives are expected to have excellent English Communication skills befitting interaction with international customers. He should also have proficiency to understand Higher Education offerings, practices and parameters offered in the country and should be able to effectively communicate the same to overseas students.



Thanking you,

(Authorised Signatory)

Signature:

Name:

Designation:

Address:

Seal:

Date:

## **Chapter – 4**

### **INSTRUCTIONS FOR E-TENDERING**

#### **1. Instructions for Online Bid Submission:**

E-tendering is new technology for conducting public procurement in a transparent and secured manner. As per Government of India's directives, EdCIL (India) Limited has made e-tendering mandatory.

For conducting electronic tendering, EdCIL (India) Limited has decided to use Electronic tender portal link available with detailed information on e-tendering process at EdCIL web site. This portal built using Electronic tender's software is referred to as Electronic Tender System (ETS).

The bidders are required to submit soft copies of their bids electronically on ETS, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the ETS Portal, prepare their bids in accordance with the requirements and submitting their bids online on the ETS Portal.

#### **2. Broad Outline of Activities from Bidder's Perspective**

- I. Bidders must have a valid Digital Signing Certificate (DSC)
- II. Register on Electronic Tendering System® (ETS)
- III. Create Marketing Authorities (MAs), Users and assign roles on ETS. It is mandatory to create at least one MA.
- IV. View Notice Inviting Tender (NIT) on ETS
- V. For this tender -- Assign Tender Search Code (TSC) to an MA
- VI. Clarification to Tender Documents on ETS
  - Query to EdCIL
  - View response to queries posted by EdCIL
- VII. Bid-Submission on ETS
- VIII. Attend Public Online Tender Opening Event (TOE) on ETS
  - Opening of relevant Bid-Part (i.e. Pre-Qualification)
- IX. Attend Public Online Tender Opening Event (TOE) on ETS

- Opening of relevant part (i.e. Technical Bid; only for Pre-Qualification Responsive Bidders)

X. Attend Public Online Tender Opening Event (TOE) on ETS

- Opening of relevant part (i.e. Financial Bid; only for Technical Responsive Bidders)

For participating in this tender online, the following instructions are to be read carefully. These instructions are supplemented with more detailed guidelines on the relevant screens of the ETS.

### 3. Digital Signature Certificates

For integrity of data and authenticity/ non-repudiation of electronic records, and to be compliant with IT Act 2000, it is necessary for each user to have a Digital Signature Certificate (DSC). Also referred to as Digital Signature Certificate (DSC), of Class 2 or above, issued by a Certifying Authority (CA) licensed by Controller of Certifying Authorities (CCA) [refer <http://www.cca.gov.in>].

### 4. Registration

To use the Electronic Tender® portal, vendors need to register on the portal by going on the link provided at EdCIL tender web page (Instructions available at EdCIL website [www.edcilindia.co.in](http://www.edcilindia.co.in)). Registration of each organization is to be done by one of its senior persons who will be the main person coordinating for the e-tendering activities. In ETS terminology, this person will be referred to as the Super User (SU) of that organization. For further details, please visit the website/portal, and click on the 'Supplier Organization' link under 'Registration' (on the Home Page), and follow further instructions as given on the site. Pay Annual Registration Fee as applicable.

After successful submission of Registration details and Annual Registration Fee, please contact ETS Helpdesk (as given below), to get your registration accepted/activated.

#### Important Note:

To minimize teething problems during the use of ETS (including the Registration process), it is recommended that the user should peruse the instructions given under 'ETS User-Guidance Centre' located on

ETS Home Page, including instructions for timely registration on ETS. The instructions relating to 'Essential Computer Security Settings for Use of ETS' and 'Important Functionality Checks' should be especially taken into cognizance.

Please note that even after acceptance of your registration by the Service Provider, to respond to a tender you will also require time to complete activities related to your organization, such as creation of users, assigning roles to them, etc.

## **5. SEARCHING FOR TENDER DOCUMENTS**

- I. There are various search options built in the ETS Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID/ Tender Search Code (TSC), 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 ETS Portal.
- II. Once the bidders have selected the tenders they are interested in, they may download the required documents/tender schedules. This would enable the ETS Portal to intimate the bidders through e-mail alert in case there is any corrigendum issued to the tender document.
- III. The bidder should make a note of the unique Tender ID/Tender Search Code (TSC) assigned to each tender, in case they want to obtain any clarification/ help from the Helpdesk.

## **6. PREPARATION OF BIDS**

- I. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- II. 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.
- III. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/ schedule and

generally, they can only be in PDF format. Bid documents may be scanned with 100 dpi with black and white option.

## **7. SUBMISSION OF BIDS**

- I. Bidder should log in to the site well in advance for bid submission and complete all formalities of registration (at least two days in advance) so that he/she 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.
- II. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- III. Bidder has to pay the tender fee/EMD as applicable through demand draft in favour of EdCIL (India) Ltd. and enter details of the instruments. Original copies of demand draft for EMD/Tender fees are required to be submitted along with signed downloaded copy of tender document.
- IV. A standard Financial Bid form has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the financial bid file is found to be modified by the bidder, the bid will be rejected.

OR

In some cases Financial Bids can be submitted in PDF format as well (in lieu of BOQ).

- V. The server time (which is displayed on the bidder's dash board) 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.
- VI. All the documents being submitted by the bidders would be encrypted using a Pass Phrase created by the bidder himself through the ETS system. Unlike a password, a Pass-phrase can be multi-word sentence with spaces between words (e.g. I love this world). A Pass-Phrase is easier to remember and more difficult to break. It is mandatory that a separate Pass-Phrase be created for each bid-part. This method of bid encryption does not have the security and data integrity related vulnerabilities which are inherent in e-tendering system which use Public-Key of the specified officer of EdCIL for bid encryption.

- VII. All bidders must fill Electronic Forms (if applicable) for each bid-part sincerely and carefully and avoid any discrepancy between information given in the Electronic Forms and the corresponding Main Bid. If variation is noted between the information contained in the Electronic Forms and Main Bid, the content of Electronic Forms shall prevail.
- VIII. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- IX. 'Pass-Phrase' of Bid-Part to be opened during a particular Public Online Tender Opening Event shall be furnished online/offline by each bidder as demanded or specified in the tender document.
- X. Upon the successful and timely submission of bids , 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.

## 8. **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.

<b>EdCIL/ ETS Helpdesk</b>	
Telephone/ Mobile	<p>Customer Support: +91-11-26241790 (Multiple Telephone lines)</p> <p>Emergency Mobile Numbers: +91-9874991900 (Please contact in case of emergency during non-working hours)</p>
E-mail ID	<p><a href="mailto:ashutoshkumar@edcil.co.in">ashutoshkumar@edcil.co.in</a> &amp; cc to: <a href="mailto:ets_support@tcil-india.com">ets_support@tcil-india.com</a></p>

**9. Offline Submissions: (AS PER TENDER REQUIREMENT)**

The bidder is requested to submit the following documents offline to the under mentioned address before the start of Public Online Tender Opening Event in a Sealed Envelope at the address.

The envelope shall bear the project name, the tender number and the words 'DO NOT OPEN BEFORE' (due date & time).

- 1. Original Bid Fee and EMD Security in the form of Demand Draft.**
- 2. Original copy of the power-of-attorney**
- 3. Pass Phrase for all bid parts i.e. Technical and Financial Bids.**

**Note: The Bidder should also upload the scanned copies of all the above mentioned original documents as Bid-Annexure during Online Bid-Submission.**

**10. Public Online Tender Opening Event (TOE)**

ETS offers a unique facility for 'Public Online Tender Opening Event (TOE)'. Tender Opening Officers, as well as, authorized representatives of bidders can simultaneously attend the Public Online Tender Opening Event (TOE) from the comfort of their offices. Alternatively, one/ two duly authorized representative(s) of bidders (i.e. Supplier organization) are requested to carry a Laptop with Wireless Internet Connectivity, if they wish to come to Buyer Organization Name office for the Public Online TOE.

Every legal requirement for a transparent and secure 'Public Online Tender Opening Event (TOE)', including digital counter-signing of each opened bid by the authorized TOE-officer(s) in the simultaneous online presence of the participating bidders' representatives, has been implemented on ETS.

As soon as a Bid is decrypted with the corresponding 'Pass-Phrase' as submitted by the bidder himself during the TOE itself or as per alternative methods prescribed in the Tender Documents, salient points of the Bids (as identified by the Buyer organization) are simultaneously made available for downloading by all participating bidders. The tedium of taking notes during a manual 'Tender Opening Event' is therefore

replaced with this superior and convenient form of 'Public Online Tender Opening Event (TOE)'.

ETS has a unique facility of 'Online Comparison Chart' which is dynamically updated as each online bid is opened. The format of the chart is based on inputs provided by the Buyer for each Bid-Part of a tender. The information in the Comparison Chart is based on the data submitted by the Bidders. A detailed Technical and/ or Financial Comparison Chart enhance Transparency. Detailed instructions are given on relevant screens.

ETS has a unique facility of a detailed report titled 'Minutes of Online Tender Opening Event (TOE)' covering all important activities of 'Online Tender Opening Event (TOE)'. This is available to all participating bidders for 'Viewing/ Downloading'.

## 11. SEVEN CRITICAL DO'S AND DON'TS FOR BIDDERS

Specifically for Supplier organizations, the following '**SEVEN KEY INSTRUCTIONS for BIDDERS**' must be assiduously adhered to:

- I. Obtain individual Digital Signing Certificate (DSC or DC) well in advance of your first tender submission deadline on ETS.
- II. Register your organization on ETS well in advance of the important deadlines for your first tender on ETS viz. 'Date and Time of Closure of Procurement of Tender Documents' and 'Last Date and Time of Receipt of Bids'. Please note that even after acceptance of your registration by the Service Provider, to respond to a tender you will also require time to complete activities related to your organization, such as creation of Marketing Authority (MA) [i.e. a department within the Supplier/ Bidder Organization responsible for responding to tenders], users for one or more such MAs, assigning roles to them, etc. It is mandatory to create at least one MA. This unique feature of creating an MA enhances security and accountability within the Supplier/ Bidder Organization.
- III. Get your organization's concerned executives trained on ETS well in advance of your first tender submission deadline on ETS
- IV. For responding to any particular tender, the tender (i.e. its Tender Search Code or TSC) has to be assigned to an MA. Further, an 'Official Copy of Tender Documents' should be procured/ downloaded before the expiry of Date and Time of Closure of Procurement of Tender Documents. Note: Official copy of Tender Documents is distinct from downloading 'Free Copy of Tender



Documents'. Official copy of Tender Documents is the equivalent of procuring physical copy of Tender Documents with official receipt in the paper-based manual tendering system.

- V. Submit your bids well in advance of tender submission deadline on ETS (There could be last minute problems due to internet timeout, breakdown, etc.)
- VI. It is the responsibility of each bidder to remember and securely store the Pass-Phrase for each Bid-Part submitted by that bidder. In the event of a bidder forgetting the Pass-Phrase before the expiry of deadline for Bid-Submission, facility is provided to the bidder to 'Annul Previous Submission' from the Bid-Submission Overview page and start afresh with new Pass-Phrase(s)
- VII. ETS will make your bid available for opening during the Online Public Tender Opening Event (TOE) 'ONLY IF' your 'Status pertaining Overall Bid-Submission' is '**Complete**'. For your record, you can generate and save a copy of 'Final Submission Receipt'. This receipt can be generated from 'Bid-Submission Overview Page' only if the 'Status pertaining overall Bid-Submission' is 'Complete'.

**NOTE:**

While the first three instructions mentioned above are especially relevant to first-time users of ETS, the fourth, fifth, sixth and seventh instructions are relevant at all times.

**12. MINIMUM REQUIREMENTS AT BIDDER'S END**

- Computer System having configuration with minimum Windows 7 or above, and Broadband connectivity
- Microsoft Internet Explorer 7.0 or above
- Digital Signature Certificate(s)

**Note:**

- I. The Bid shall be typed in English and signed by the Bidder or a person duly authorized to bind the Bidder to the Contract. The person(s) signing the Bids shall initial all pages of the Bids.
- II. All envelopes should be securely sealed and stamped.
- III. It is mandatory for the Bidder to quote for all the items mentioned in the RFP.

## Chapter 4

### SPECIAL CONDITIONS

1. **Full Time Equivalent (FTE) Quantity:** Bidder will have to quote the quantity of FTE in the Price Bid. The billing shall be done on the basis of actual FTE utilization only subject to the maximum FTE quantity quoted by Bidder in the Price Bid i.e. billing of FTE Quantity above the quoted quantity will not be processed. However, in some circumstances Bidder may increase the FTE quantity for particular period of time with prior approval of EdCIL.

***EdCIL reserves the right to either decrease or increase the seat requirement during the contract. Regular review of manpower utilization vis-à-vis Per Hour Call Load & Average handling time (AHT) will be done by EdCIL.***

2. **Customer Handling:**

- Receive in-bound voice calls, emails, sound files and social media interactions.
- Check status of complaints in CRM package & inform inbound callers accordingly.
- Check CRM and initiate outbound calls (about 20%) as indicated in CRM package and enter feedback in CRM package.
- Receive in-bound voice calls for customers interested in new connection and for applying other schemes.
- Initiate outbound calls for campaigns as advised by EdCIL. Initially bidder has to make provision of **5 agents exclusively for campaigns** (as mentioned under scope of work) . This quantity may be changed up to any extent by EdCIL during the Contract period
- Call conferencing facility to connect the customers on call with the EdCIL staff if required.
- IVRS based system to assess customer satisfaction with the response provided by the Call Centre Agents. This may be supported by the following questions:

How happy are you with the customer service representative you spoke to?

How happy are you with the outcome of your call/interaction?

### 3. RESOURCE ON - BOARDING

The service provider must deploy adequately skilled and trained resources for answering to contacting student/parents, to provide a consistent and high quality experience along with a high percentage of first time resolution (FTR).

**Provide in- house training to call centre agents periodically, as mutually agreed, as follows:**

- To new agents
- To existing agents as refresher.
- To existing agents as & when new services are launched by EdCIL or existing services are updated.

#### i. Orientation Training

Post Issuance of LOA to the selected service provider, EdCIL will conduct an orientation workshop either at EdCIL's premises or service provider's site as decided by EdCIL to provide process training related to 'Study in India'. The training will be primarily on a "Train the Trainer" basis but all the key resources identified is required to be present during this orientation. The service providers are free to include other members associated with 'Study in India' in the workshop. Below is the tentative agenda of the training: -

Topics
Introduction to 'Study in India'
Education system in India – Structural Analysis
Participating institutes, their curriculum, location – detailed Knowledge Transfer sessions
SII – Website Handling
SII – Social Media Handling
CRM – Storage of database

It is expected that Service Provider will approach EdCIL for confirming resource availability and Scheduling this training timely, post LOA, to commence the services as

per the guidelines mentioned in the tender document.

The orientation workshop will help the selected service provider for smooth roll out of the initial batches.

EdCIL may share first version of training module with Service provider during/after orientation training.

Thereafter, based on the workshop, EdCIL Training Module and Service Provider's internal requirements, the selected service provider is expected to develop a training module & a test process for on-boarding of future resources and submit the same to EdCIL for review and approval within one calendar month of go-live date. EdCIL will review and approve the training module and the test process. In case of any changes suggested by EdCIL, changes shall be incorporated and submitted to EdCIL within 15 days from the date of suggestion. It should be revised and submitted for approval every quarter, if required.

'Study in India' is a dynamic part of EdCIL (India) Limited and Standard Response templates (SRTs) may require to be changed very frequently which will be communicated to Service provider on need basis. Subsequently, Service provider shall update the training modules and impart internal trainings to Agents on the floor.

## **ii. On-Job Training**

The selected service provider shall also be responsible for providing on-job training to resources qualifying the training evaluation test. The methodology used for on-job training may include call y-jacking, shadow resource, continuous monitoring, call audits and feedback etc. 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 SEs/Sr. SEs are required to handle live calls at least for 2 hours every day.

## **iii. Re-Fresher Training**

As and when new process updates are available, EdCIL may conduct re-fresher trainings for the selected service provider. The said trainings may happen at EdCIL's premises or service provider's site as decided by EdCIL to conduct the training. The re-fresher training will be on a "Train the Trainer" basis.

If the training is organized at any one of EdCIL's offices, the trainers from the selected service provider is required to travel to that location. EdCIL will try to intimate the service provider at least 7 days prior to training date, for necessary travel arrangements;

however, the selected service provider may also be prepared for immediate attendance to the re-fresher training program announced by EdCIL.

***It is clarified here that EdCIL shall not make any additional payment in respect for any travel made for this purpose.***

As and when new process updates are available, all SEs and Sr. SEs are required to mandatorily complete the re-fresher training course within a weeks' time. Service provider shall provide an undertaking to EdCIL post completion of training of all SEs/Resources.

The training module & the test process should be updated by Service provider's training team based on the knowledge imparted by EdCIL during re-fresher course(s) and a copy of updated training material and test sheets shall be shared with EdCIL.

#### **iv. Quality Assurance**

The selected service provider is expected to deploy dedicated quality assurance team for 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: -

- a) Ensuring that the resources deployed are in confirmation to minimum qualification set out in 'RESOURCE ON-BOARDING' in this section.
- b) Monitoring at-least 50% calls of all the SEs/ Sr. SEs during on-job training.
- c) Monitoring the performance of SEs and Sr. SEs on the basis of EdCIL provided Quality Template by reviewing at-least 30 calls or 30 emails (in case of email agents) or 30 Chats (in case of chat agents) per SE/Sr. SE per month.
- d) Providing feedback and executing Continuous Improvement Plan (CIP) in order to exceed the target service levels & KPIs mentioned in this RFP.
- e) Performing root cause analysis for repeated failure in service delivery and sharing the report for the same with EdCIL.
- f) Providing help in enhancing the existing training modules, frequently asked questions, etc. that help improve in-house operations as well as provide analysis for EdCIL Eco-system partners.
- g) The Quality template having specific quality parameters will be shared with the

selected service provider only.

#### **4. REPORTING AND ANALYTICS**

- Generate Daily / Weekly / Monthly statistics reports to EdCIL.
- Recording 100% in-bound as well out-bound calls for audit trail for six months & retrieving & making available the data as & when required by EdCIL.
- The selected service provider shall provide a Reporting/Analytics team to prepare performance dashboard of the SII Operations, this shall include (but not limited to) all KPI & SLA parameters mentioned in this RFP. This reporting/MIS team may or may not be dedicatedly assigned for SII operations.
- The first cut of the performance dashboard shall be prepared and submitted to EdCIL 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 SLAs and KPIs mentioned in this RFP.
- EdCIL shall provide the feedback and suggestions within 1 month of submission of the performance dashboard.
- The performance dashboard should be finalized within 60 days from the date of go-live as per EdCIL's feedback and expectations.
- In addition, this team should also be capable of generating Ad-hoc/customized reports/ MIS as per EdCIL's requirement.
- 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 EdCIL from time to time. The report should be configurable to be e-mailed to a defined mailing list.

#### **5. SOCIAL MEDIA MANAGEMENT**

- Provide Comprehensive, Enterprise wide & Professional Social Media management to EdCIL (India) Limited.
- The Bidder shall maintain/entertain the queries of students/parents on "Study in India" official Facebook Page & Twitter Profiles and create similar Official Profiles on You Tube Channel, Google plus, Linked In, Instagram, Wikipedia, etc. or any other upcoming social media platform during the course of contract and hence set up a complete social networking management system for EdCIL and manage the same by deploying requisite number of persons with requisite qualifications and skills-set. Bidder should study EdCIL process & personally interact with various EdCIL departments to manage Social Media platforms of EdCIL.

- Respond to queries/comments of citizens on Social Media Platforms after taking due approval from the concerned authority at EdCIL. Feedback, messages and any other important communication received from visitors to the sites should be acknowledge immediately or for specific response should be forwarded to the officials concerned directly from time to time.
- Develop Populating, publishing and updating the content (incl. Visuals/Graphics) as and when required on 24X7 basis. The frequency of information will be on a continuous and daily basis.
- Provide time-to-time recommendation to EdCIL on relevant content /posts to be updated on the social media platforms.
- Increase in no. of followers/likes in Twitter & Facebook, create Twitter trends, provide Video promotion on YouTube, designing Creative like Banner, pamphlets/ leaflets etc.
- Provide detailed analytics about Social Media activities related to EdCIL. Submission of weekly competitive analysis and activities of other educational consultancy companies
- Professional Support for any other activities /services/requirements relevant to the Social Media assignments.
- Publicizing EdCIL's various schemes, acts and related activities on the social media platforms/media publications.
- Generate buzz about EdCIL's initiatives and effectively inform maximum citizens (from 30 target countries).
- The Agency should assign one officer as Single Point of Contact (SPOC), with a minimum relevant experience of two years in social media, dedicatedly for this assignment and shall be required to be present at the EdCIL office at least once a week or as and when desired by EdCIL.
- Social Media management tool to be used should have built-in listening, Publishing, Twitter & Facebook Analytics & Agent Responses Management Interface along with Agent performance management dashboard.

## 6. INFRASTRUCTURE AND TECHNOLOGY

The selected service provider shall provide Contact Centre services on an outsourced model i.e. from its premises/ or in premises of EdCIL. Cost of the entire necessary infrastructure such as office space, workstation, soft phone, headsets, connectivity etc. shall be borne by the service provider.

The selected service provider shall provide the required MPLS lines to EdCIL's Main Data Centre and EdCIL's Disaster Recovery. EdCIL shall provide access to EdCIL's applications to the selected service provider via MPLS lines from EdCIL's Data Centre.

### **Part-I: Existing Setup used to handle the calls/queries:**

- In the current scenario all the calls coming to various number are handled by EdCIL officials individually.
- [Studyinindia@edcil.gov.in](mailto:Studyinindia@edcil.gov.in) and [help.studyinindia@gov.in](mailto:help.studyinindia@gov.in) are the two mail id used specifically for receiving queries from 30 target countries.
- Facebook, Twitter & Instagram pages are being currently handled by EdCIL 'Study in India' team.



## Part-II: Historical Volumes

Statistics of Inbound call volume and Inbound email volume received by our current service provider from the month of April 2018 to May2018 are detailed below: -

### Inbound Call Volume

Month	April-May, 2018
Average Number of calls/day	25
Number of calls/month	750

### Inbound Email Volume

Month	April-May, 2018
Average Number of Emails/day	25
Number of Emails/month	750

### Outbound Call Volume

Month	April-May, 2018
Average Number of calls/day	200
Number of calls/month	6000

### Chat Volume:

EdCIL (India) Limited is yet to start chat services and therefore, no historical trend exists.

## 7. ROLES AND RESPONSIBILITIES

### 7.1 Responsibilities of EdCIL

- EdCIL shall provide live / updated content to be served using the system or as required (mainly colleges, courses, facilities etc.) as organized content. Also help in training & designing the scripts for the agents to handle inbound queries and make outbound calls.
- EdCIL shall facilitate all necessary data connectivity (mail-servers of SII) required for operations, if required, to the database/subsystem (installed with EdCIL) for providing the required service.
- EdCIL will only facilitate the identification of appropriate agency / partner who can provide the services in respective countries (or Globally).The successful biddershall negotiate and manage the Toll-Free set-up created in each country (or Global toll-free) and make timely payment etc.

- Providing approved content for communication with third party SMS gateway for sending SMS to callers / prospective students
- EdCIL would dedicate the necessary technical and functional staff to this project. And should designate a single-contact person to facilitate interaction with Project Manager to take decisions on the execution of project in timely manner.
- EdCIL will respond to any queries, sign offs submissions within reasonable time of receiving such requests and / or documents in any form and / or format (viz., email, hard copy, soft copy).
- EdCIL will provide live / updated content to be served using the system or as required (mainly colleges, courses, facilities etc.) as organized content. Also help in training & designing the scripts for the agents to handle inbound queries and make outbound calls.
- EdCIL will facilitate all necessary data connectivity required for operations, if required, to the database/subsystem (installed with EdCIL) for providing the required service is outside EdCIL
- Providing approved content for communication with third party SMS gateway for sending SMS to callers / prospective students
- EdCIL would dedicate the necessary technical and functional staff to this project and should designate a single-contact person to facilitate interaction with Call centre Project Manager to take decisions on the execution of project in timely manner.
- EdCIL will commence and complete User Acceptance Test (UAT) within one week of completion of installation.
- Any delay in any of the above will have an impact on the implementation timeline and / or change in project investment.

## 7.2 Responsibilities of Implementing Agency

- Provision of necessary instructions for termination of SIP trunk lines and toll free numbers from Telco MSCs to contact centre premises for use with the proposed system (however the call routing from selected operator for toll-free & associated costs from Toll-Free from respective countries will be responsibility of EdCIL – as the proposed numbers are owned by them)
- Handling inbound calls and call routing mechanism to Call Centre post IVR treatment (Agent transfer through DID or VDN numbers) to partner selected by EdCIL (to be facilitated by its partner)
- Design, development, installation, integration and maintenance of the IVRS & contact centre application/dashboard for EdCIL to track & monitor

- Providing CTI interface, Hardware and software Licenses and database associated with the hardware
- Installation, integration and maintenance of all hardware and operating systems associated with running IVRS and web based application.
- Proactive monitoring and support of the installed portal during contract period through remote monitoring and also through onsite personal as required.
- Installation, integration and maintenance of all hardware and operating systems associated with running IVRS and web based application.
- Proactive monitoring and support of the installed portal during contract period through remote monitoring and also through onsite personal as required.
- Trouble-shooting and bug fixes during contract period.
- Admin can view the agent login details.
- Admin can Add/ modify /delete the agent details.
- After working hours IVR will log the customer mobile numbers.
- Call back option provided to outbound Agent.
- Data upload option available as per the requirement (To upload the customer / prospective student details from excel Sheet)
- Proactive monitoring and support of the installed portal during contract period through onsite personal as required.
- Trouble-shooting and bug fixes during contract period.
- Provide MIS reports as mutually agreed upon in the project kick off meeting.

## **8. Obligations of Client**

The Client (EdCIL) will approach MHRD for all clearances as shall be obtained by the Ministry. The agency shall be required to render assistance to MHRD/EdCIL on all statutory clearances as required for the assignment, from time to time.

## **9. Payment schedule**

- All payments to Toll-Free operations and call connection charges will be responsibility of EdCIL
- Work-Order Placement: Vide a written formal purchase order addressed to service provider with required advance.
- Delivery of IVRS/web Dashboard application and infrastructure should be worked out prior to project kick off post signing of LOA.
- The payment by EdCIL will be made on monthly basis by way of cheque, demand draft or through electronic clearance (in the name of service provider) on the last week of each month or within one week from the date of submission of invoices.

## **10. Loss of Property and/or Life**

Any loss of property and / or life during preparations of the setup and the during the functioning would be borne entirely by the Call Centre Management and EdCIL shall not be held liable for any claims. The service provider shall be responsible for the payments arising out of any Third Party claims. The service provider is advised to procure insurance for meeting such liabilities at his own expense.

## **11. Consortium**

Any kind of JV/Consortium shall not be allowed.

## **12. Settlement of Disputes**

The parties shall use their best efforts to settle amicably all disputes arising out of or in connection with the agreement or its interpretation.

Any dispute between the parties, which cannot be settled amicably within 30 days of receipt, by one party of the other party's request for such amicable settlement, shall be submitted to arbitration by the sole Arbitrator to be appointed by EdCIL. The arbitration proceedings shall be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996. The arbitration proceedings shall be held at New Delhi and the Courts at New Delhi shall have the jurisdiction.

Either party's performance under this agreement is subject to acts of God, war, epidemics, government regulation, strikes, or any other occurrence of event(s) or emergency beyond the party's control, making it impossible, illegal, or commercially impracticable for either party to perform its obligations under this agreement, in whole or in part.

### **13. Representations and Warranties**

The service provider represents and warrants that all services performed under this Agreement shall be of professional quality conforming to generally accepted industry practices. Services performed by the service provider which are determined by the EdCIL to be of less than professional quality shall, at the EdCIL's option, be corrected by service provider, at his expense.

### **14. Rights of Use of Website**

EdCIL shall allow the service provider the use of the 'Study in India' website.

It is the obligation of the service provider to maintain complete sense of professionalism and discipline in managing the services, with proper permissions being taken from EdCIL officials. In case of damages caused at the sites due to fault of service provider, the EdCIL has right to claim for compensation.

### **15. Licenses and Rights for use of Names**

EdCIL does hereby grant to the service provider a limited non-exclusive license to use the EdCIL name solely in connection with the preparations, programmes and management of the services (e.g. Toll free number registration), provided the service provider complies with the terms and conditions contained in this Agreement.

The service provider shall not use the name of their own company in any official communication or promotional material pertaining to the setup without prior approval of EdCIL.

### **16. Intellectual Property Rights**

The selected Bidder shall not use any material with intellectual property right without prior permission. The Bidder shall have to take any and all permissions and clearance related to intellectual property used during the setup. EdCIL shall not be held liable for any default.

### **17. Terms of Contract**

The contract shall be effective on the date of its signing and shall continue until the date mentioned in the tender document unless terminated sooner by either of the parties.

## **18. Termination**

The contract shall stand terminated for following reasons:

- In case of non-performance of work:
- Due to Force Majeure
- Due to non-performance of contract by either of the parties

## **19. In case of Termination due to Force Majeure**

Force Majeure shall mean occurrence in India of any act of God, such as fire, flood, earthquake or other natural calamity causing the cancellation of the call centre setup. In such a case, the service provider shall be paid only for the time actually spent planning the setup. In case of any material and equipment cost, the same shall be paid on actual basis.

Notwithstanding anything contained in the Bid Document, the Service Provider shall not be liable for forfeiture of security, liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.

If a Force Majeure situation arises, the Service Provider shall promptly notify to the EdCIL in writing, of such conditions and the cause thereof. Unless otherwise directed by EdCIL in writing, the Service Provider shall continue to perform its obligations under the agreement as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. EdCIL may, terminate this agreement by giving a written notice of a minimum 15 days to the Service Provider, if as a result of Force Majeure; the Service Provider is unable to perform a material portion of the services for a period of more than 30 days.

## **20. In case of Termination by Client**

Time is the essence of this event and in case of delay of any activity of this event Client reserves to terminate the contract and forfeit PBG submitted by the selected agency and recover other reputational losses from the agency and in such case no payment shall be made to the agency.

## **21. In case of Termination by service provider**

EdCIL may without prejudice to any other remedy for breach of contract, terminate the contract in case of occurrence of any of the following events. In such an occurrence EdCIL shall give not less than thirty days written notice of termination to the Service provider.

If the service provider terminates this agreement, then the Client shall forfeit the Performance Security paid by the service provider and the client can also forfeit the bank guarantee submitted against the mobilization advance paid to the service provider. The Client shall also claim compensation for damages incurred due to termination of contract on actual basis.

### **a. Termination of The Contract**

The Contract is liable to be terminated if the Service Provider:

- i. Becomes bankrupt or insolvent or goes into liquidation (other than a voluntary liquidation for the purpose of amalgamation or reconstruction, in the case of a Company) or is ordered to be wound up or has a receiver appointed on its assets or execution or distress is levied upon all or substantially all of his/their assets;
- ii. Makes an arrangement with or assignments in favour of his/their creditors or agrees to carry out the contract under a committee or inspection of his/their creditors; or
- iii. Abandons the work; or
- iv. Persistently disregards the instructions of EdCIL in contravention of any provision of the Contract
- v. Fails to adhere to the agreed program of work; or
- vi. Assigns or sublets the work in whole or in part thereof without prior written consent of EdCIL; or
- vii. Performance is not satisfactory; or
- viii. If the Service Provider obtains the contract with EdCIL with illegal manner;
- ix. Information submitted/furnished by the contractor are found to be incorrect.
- x. The above shall be without prejudice to EdCIL's other rights under the law.

### **b. Consequences of Termination**

If the contract is terminated by EdCIL for reasons detailed above or for any other reasons whatsoever:

- i. EdCIL shall reserve the right to get work completed at the risk and cost of the Service Provider and to recover from the Service Provider any amount by which the cost of completing the work by any other agency shall exceed the value of the contract without prejudice to any other remedies/rights/claims etc. that may be available to it.
- ii. Performance Guarantee Bond/Security in any form submitted by the Service Provider shall stand forfeited.
- iii. The Service Provider shall have no claim to compensation for any loss sustained by him by reason of having entered into any commitment or made any advances on account of or with a view to the execution of works or on account of loss of expected profits.
- iv. All the dues payable to the Service Provider for the work executed by him before and up to termination shall only be released after making adjustments for the expenses, charges, demands, expected losses etc. incurred by EdCIL as a consequence of termination of the contract.

#### c. TERMINATION FOR CONVENIENCE

EdCIL, by Notice sent to the Service Provider, may terminate the Contract, in whole or in part, at any time for its convenience. The Notice of termination shall specify that termination is for EdCIL's convenience, the extent to which performance of the Bidder under the Contract is terminated, and the date upon which such termination becomes effective.

## **22. Liquidated Damage**

It may kindly be noted that in the event the service provider fails to comply with any one or more terms and conditions mentioned in the RFP document and corrigendum thereto subsequently, EdCIL would reserve its right to recover liquidated damage up to 10% of the value of contract in addition to other rights and remedies available to the company shall be at absolute liberty and freedom to treat the proposal as rejected.

Similarly, for any delay, EdCIL would have right to levy liquidated damage @ 3% per day of delay up to 10% of the contract value.

## **23. Arbitration**

- a. If any dispute arises out of the contract with regard to the interpretation, meaning and breach of the terms of the contract, the matter shall be referred to a sole arbitrator as per Arbitration and Conciliation Act, 1996 of Government of India or any statutory modifications or re-enactment thereof.



- b. All legal proceedings shall have to be lodged in courts situated in Delhi (India) and not elsewhere and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.

#### **24. Confidentiality**

Both parties and their personnel shall not, either during implementation or after completion of the project, disclose any proprietary or confidential information relating to the services, commercial details, agreement or EdCIL's business or operations without the prior consent of other party

## **SELF-DECLARATION – NON BLACKLISTING**

(On Non-Judicial Stamp Paper of Rs. 100/- duly attested by the Notary Public)

To,

CGM (OES & F)

EdCIL (India) Limited  
(A Mini Ratna CPSE of Government of India)  
EdCIL House, 18 A, Sector-16 A  
NOIDA – 201301 (U.P.), India

Sir,

In response to the Tender EdCIL/..... dated....., I/We hereby declare that presently our organization is not declared ineligible/black listed/debarred for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body on the date of bid submission.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD may be forfeited in full and the tender if any, to the extent accepted may be cancelled.

Thanking you,

Yours faithfully,

Name of the Bidder: -

Authorized Signatory: -

Seal of the Organization: -

Date:

Place:

Name of the Bank: -----

To

EdCIL (India) Ltd

### **PERFORMANCE BANK GUARANTEE FORMAT**

In consideration of the EdCIL acting through-----  
----- (Designation & address of Contract Signing Authority), (hereinafter called "The EdCIL (India) Ltd") having agreed under the terms and conditions of agreement/Contract Acceptance Letter No.-----dt. ....  
Made between..... (Designation & address of contract signing Authority) and ..... (here in after called "the said Service Provider" for the work..... (here in after called "the said agreement") having agreed for submission of a irrevocable Bank Guarantee Bond for ₹ ..... ₹ .....only)) as a performance security Guarantee from the Service Provider for compliance of his obligations in accordance with the terms & conditions in the said agreement.

1. We.....( indicate the name of the Bank) hereinafter referred to as the Bank, undertake to pay to the EdCIL (India) Ltd an amount not exceeding ₹ ..... ( ₹ .....only) on demand by the EdCIL (India)Ltd.

2. We..... (indicate the name of the bank, further agree that (and promise) to pay the amounts due and payable under this guarantee without any demur merely on a demand from the EdCIL (India) Ltd through the General Manager, EdCIL (India) Ltd, Noida or ----- (Designation & Address of contract signing authority), stating that the amount claimed is due by way of loss or damage caused to or would be caused or suffered by the EdCIL (India) Ltd by reason of any breach by the said Service Provider of any of the terms of conditions contained in the said agreement or by reason of the Service Provider failure to perform the said agreement. Any such demand made on the Bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding ₹ .. ( ₹ .....Only).

3. (a) We ..... (indicate the name of Bank) further undertake to pay

to the EdCIL (India) Ltd any money so demanded notwithstanding any dispute or dispute raised by the Service Provider in any suite or proceeding pending before any court or Tribunal relating to liability under this present being absolute and unequivocal.

(b) The payment so made by us under this Performance Guarantee shall be a valid discharge of our liability for payment there under and the Service Provider shall have no claim against us for making such payment.

4. We..... (indicate the name of bank) to further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said agreement and that it shall continue to be enforceable till all the dues of the EdCIL (India) Ltd under or by virtue of the said agreement have been fully paid and its claims satisfied or discharged by ..... (Designation & Address of contract signing authority) on behalf of the EdCIL (India) Ltd, certify that the terms and conditions of the said agreement have been fully and properly carried out by the said Service provider and accordingly discharges this guarantee.
- 5 (a) Notwithstanding anything to the contrary contained herein the liability of the bank under this guarantee will remain in force and effect until such time as this guarantee is discharged in writing by the EdCIL (India) Ltd or until (date of validity/ extended validity) whichever is earlier and no claim shall be valid under this guarantee unless notice in writing thereof is given by the EdCIL (India) Ltd within validity/ extended period of validity of guarantee from the date aforesaid.  
  
(b) Provided always that we..... (indicate the name of the Bank) unconditionally undertakes to renew this guarantee or to extend the period of guarantee form year to year before the expiry of the period or the extended period of the guarantee, as the case may be on being called upon to do so by the EdCIL (India) Ltd. If the guarantee is not renewed or the period extended on demand, we ..... (indicate the name of the Bank) shall pay the EdCIL (India) Ltd the full amount of guarantee on demand and without demur.
6. We, ..... (indicate the name of Bank ) further agree with the EdCIL (India) Ltd that the EdCIL (India) Ltd shall have the fullest liberty without our consent and without effecting in any manner out of obligations hereunder to vary any of the terms and conditions of the said contract from time to time or to postpone for any time or from time to time any to the powers exercisable by the EdCIL (India) Ltd against the said service provider and to forbear or enforce any of the terms and conditions of the said agreement and we shall not be relieved from our liability by reason of any such variation, or extension being granted to the said service provider for any aberrance act or omission on the part of the EdCIL (India) Ltd or any indulgence by the EdCIL (India)

Ltd to the said service provider for by any such matter or thing whatsoever under the law relating to sureties for the said reservation would relive us from the liability.

This guarantee will not be discharged by any change in the constitution of the Bank or the Service Provider.

7. We, (indicate the name of the Bank) lastly undertake not to revoke this guarantee except with the previous consent of the EdCIL (India) Ltd.
8. This guarantee shall be valid upto (Date of Completion plus Handholding Period). Unless extended on demand by EdCIL (India) Ltd. Notwithstanding anything to the contrary contained hereinbefore, our liability under this guarantee is restricted to Rs..... (Rs..... only) unless a demand under this guarantee is made on us in writing on or before..... we shall be discharged from our liabilities under this guarantee thereafter.

Dated:	The	day of	For
(indicate the name of bank)			
Signature of Banks Authorised official			
Witness		( Name )-----	
Designation with Code No. -----			
1		Full Address-----	
2.			

## **Power of Attorney**

Know all men by these presents, we..... (name of service provider and address of the registered office) do hereby constitute, nominate appoint and authorize Mr./Ms..... son/daughter/wife of and presently residing at....., who is presently employed with /retained by us and holding position of.....as our true and lawful attorney (hereinafter referred to as the "Authorized Representative") to do in our name and on our behalf, all such acts, deeds and things are as necessary or required in connection with or incidental to submission of our proposal for and selection as the <project title> for the <name of the client>.....project, proposed to be developed bythe..... (the "client") including but not limited to signingand submission of all applications, proposals and other documents and writings, participating in pre bid and other conferences and providing information/responses to the client, representing us in all matters before the Client, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the client in all matter in connection with or relating to or arising out of our Proposal for the said project /or upon award thereof to us till the entering into of the Agreement with the client.

AND, we do hereby agree to ratify and conservice provider all acts, deeds and things lawful done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this power and Attorney and that all acts, and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

[IN WITNESS WHEREOF WE.....THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ..... DAY OF .....2018.

For ..... (Name and registered address of client)

(Signature, name, designation, and address)

Witness:

1. (Signature, name and address)
2. (Signature, name and address) Notarised

Accepted

.....  
(Signature, name, designation, and address of the attorney) Notes:

1. The mode of the execution of the power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executants (s) and when it is so required the same should be under seal affixed in accordance with the required procedure.
2. Wherever required, the applicant should submit for verification the extract of the charter documents and other documents such as a resolution/Power of Attorney in favour of the person executing this Power of Attorney for delegation of power hereunder on behalf of the applicant.
3. For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power and Attorney is being issued. However, the Power of Attorney provided by the applicants from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalized by the Indian Embassy as it carries a conforming Apostile certificate.