

## Request for Proposal for a Unified Direct to Consumer (D2C) Digital Communication Platform

Bid Document number IHAT/LJO/2021-22/08/001

### Corrigendum No. 1

Date of Issue: 7<sup>th</sup> September 2021

**Note: The Additionalities/Amendments to the existing clauses are in 'Red' colour text in the Corrigendum**

#	RfP Clause No	Existing Clause	Amended Clause (Modification/Insertion/Deletion)
1	Section 5 Point ii - Payment Terms & Schedule	Payments shall be made on quarterly basis. The shortlisted vendor / bidder will raise invoice in April, July, Oct and Jan of every year. The invoice will have the following components: a) Fixed charges for the platform for the quarter. b) Charges for the D2C Human resource aligned to the project, as applicable. c) Charges for the various channels like IVRS, SMS, Whatsapp, Email etc. as per actual usage.	Payments shall be made on quarterly basis. The shortlisted vendor / bidder will raise invoice in April, July, Oct and Jan of every year. The invoice will have the following components: a. Fixed charges for the platform for the quarter. b. <b>The fixed monthly cost of the platform may be increased up to 25% to cater for any new or unforeseen requirements for integration or customization of the platform for specific purpose. These additional requirements shall be finalized based on mutual agreement of both 'Parties'. The monthly payments towards the platform will be made as per the agreed upon revised cost.</b> c. Charges for the D2C Human resource aligned to the project, as applicable. d. Charges for the various channels like IVRS, SMS, Whatsapp, Email etc. as per actual usage.

2	<p>Bid Agreement - Annexure III Para No. 4 (Work Completion Timelines &amp; Payment Terms)</p>	<p>Notes:</p> <ul style="list-style-type: none"> <li>i. Adherence to timelines is critical for the success of the project.</li> <li>ii. No advance payment shall be made for any activity</li> <li>iii. If the Bidder is liable for any penalty as per the SLA (refer to the related clause of this agreement), the same shall be adjusted from payments due to the Bidder.</li> <li>iv. IHAT will release the payment within 45 days of submission of valid invoice subject to the condition that invoice and all supporting documents produced are in order and work is performed as per the scope of the project and meeting the SLA Criteria. IHAT-UPTSU shall be entitled to delay or withhold the payment of a disputed invoice or part of it delivered by Bidder, when IHAT disputes such invoice or part of it, provided that such dispute is bonafide.</li> <li>v. No payment made by IHAT-UPTSU herein shall be deemed to constitute acceptance by IHAT-UPTSU of the system or any service</li> <li>vi. A Project Implementation Committee (PIC) will be constituted by IHAT-UPTSU which will be responsible for monitoring the performance of the Bidder and recommend for the payment.</li> <li>vii. If the Bidder is liable for any penalty / liquidated damages as per the SLA, the same shall be adjusted from monthly payments due to the service provider.</li> <li>viii. All payments shall be made for the corresponding to the goods or services actually delivered, installed, or operationally accepted, per the Agreement Implementation Schedule, at unit prices and in the currencies specified in the Commercial Bids.</li> </ul>	<p>Notes:</p> <ul style="list-style-type: none"> <li>i. Adherence to timelines is critical for the success of the project.</li> <li>ii. No advance payment shall be made for any activity</li> <li>iii. If the Bidder is liable for any penalty as per the SLA (refer to the related clause of this agreement), the same shall be adjusted from payments due to the Bidder.</li> <li>iv. IHAT will release the payment within 45 days of submission of valid invoice subject to the condition that invoice and all supporting documents produced are in order and work is performed as per the scope of the project and meeting the SLA Criteria. IHAT-UPTSU shall be entitled to delay or withhold the payment of a disputed invoice or part of it delivered by Bidder, when IHAT disputes such invoice or part of it, provided that such dispute is bonafide.</li> <li>v. No payment made by IHAT-UPTSU herein shall be deemed to constitute acceptance by IHAT-UPTSU of the system or any service</li> <li>vi. A Project Implementation Committee (PIC) will be constituted by IHAT-UPTSU which will be responsible for monitoring the performance of the Bidder and recommend for the payment.</li> <li>vii. If the Bidder is liable for any penalty / liquidated damages as per the SLA, the same shall be adjusted from monthly payments due to the service provider.</li> <li>viii. All payments shall be made for the corresponding to the goods or services actually delivered, installed, or operationally accepted, per the Agreement Implementation Schedule, at unit prices and in the currencies specified in the Commercial Bids.</li> <li>ix. <b>The fixed monthly cost of the platform may be increased up to 25% to cater for any new or unforeseen requirements for integration or customization of the platform for specific purpose. These additional requirements shall be finalized based on mutual agreement of both 'Parties'. The monthly payments towards the platform will be made as per the agreed upon revised cost</b></li> </ul>
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3	Clause 7 – Eligibility Criteria – 7.2 Table Serial 1	The Bidder should have successfully executed or is executing minimum 3 projects comprising of design, development, integration, implementation, operations and maintenance of D2C projects, in the last 5 years as on the last date of bid submission to government, semi-government bodies, PSU bodies. The minimum value of each project should be INR 20 lakhs.	<table border="1"> <thead> <tr> <th data-bbox="1207 231 1272 347">#</th> <th data-bbox="1272 231 1816 347"><i>Eligibility Criteria</i></th> <th data-bbox="1816 231 2192 347"><b>Documents to be Submitted as part of Technical Bid</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="1207 347 1272 794">1</td> <td data-bbox="1272 347 1816 794">The Bidder should have successfully executed or is executing minimum 3 projects comprising of design, development, integration, implementation, operations and maintenance of D2C projects, in the last 5 years as on the last date of bid submission to government, semi-government bodies, PSU bodies, <b>private sector companies (including banks)</b>. The minimum value of each project should be INR 20 lakhs.</td> <td data-bbox="1816 347 2192 794">Work Order/ Phase Completion certificate <i>Outline of the relevant experience can be found in Annexure I2</i></td> </tr> </tbody> </table>		#	<i>Eligibility Criteria</i>	<b>Documents to be Submitted as part of Technical Bid</b>	1	The Bidder should have successfully executed or is executing minimum 3 projects comprising of design, development, integration, implementation, operations and maintenance of D2C projects, in the last 5 years as on the last date of bid submission to government, semi-government bodies, PSU bodies, <b>private sector companies (including banks)</b> . The minimum value of each project should be INR 20 lakhs.	Work Order/ Phase Completion certificate <i>Outline of the relevant experience can be found in Annexure I2</i>
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4	Clause 11 - Criteria for Evaluation of Bidders – Table Serial 1	The Bidder should have successfully executed or is executing minimum 3 projects comprising of design, development, integration, implementation, operations and maintenance of D2C projects, in the last 5 years as on the last date of bid submission to government, semi-government bodies, PSU bodies. The minimum value of each project should be INR 20 lakhs.	<table border="1"> <thead> <tr> <th data-bbox="1207 836 1272 900">#</th> <th data-bbox="1272 836 1675 900"><b>Technical Scoring Criteria</b></th> <th data-bbox="1675 836 2192 900"><b>Scoring</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="1207 900 1272 1385">1</td> <td data-bbox="1272 900 1675 1385">The Bidder should have successfully executed or is executing minimum 3 projects comprising of design, development, integration, implementation, operations and maintenance of D2C projects, in the last 5 years as on the last date of bid submission to government, semi-government bodies, PSU bodies, <b>private sector</b></td> <td data-bbox="1675 900 2192 1385"> <b>Total Marks – 20</b>  For project cost &gt;= INR 2 crore = 20 Marks per Project (max 1 project)  For project cost &gt;= Rs. 1 crore = 9 Marks per Project (max 2 projects)  For project cost &gt;=Rs. 50 Lakhs = 4 Marks per Project (max 4 projects)   For project cost &gt;=Rs. 20 Lakhs = 2 Marks per Project (max 8 projects) </td> </tr> </tbody> </table>		#	<b>Technical Scoring Criteria</b>	<b>Scoring</b>	1	The Bidder should have successfully executed or is executing minimum 3 projects comprising of design, development, integration, implementation, operations and maintenance of D2C projects, in the last 5 years as on the last date of bid submission to government, semi-government bodies, PSU bodies, <b>private sector</b>	<b>Total Marks – 20</b> For project cost >= INR 2 crore = 20 Marks per Project (max 1 project) For project cost >= Rs. 1 crore = 9 Marks per Project (max 2 projects) For project cost >=Rs. 50 Lakhs = 4 Marks per Project (max 4 projects)  For project cost >=Rs. 20 Lakhs = 2 Marks per Project (max 8 projects)
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5	Annexure 1 Technical Bid Format – I5 Eligibility Criteria – Table Serial 1	The Bidder should have successfully executed or is executing minimum 3 projects comprising of design, development, integration, implementation, operations and maintenance of D2C projects, in the last 5 years as on the last date of bid submission to government, semi-government bodies, PSU	#	Eligibility Criteria	Documents to be Submitted	Compliance to Minimum Criteria? (Yes / No)	Document submitted as proof for evaluation		
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6	Annexure II: Financial Bid Proposal - Table 1 – Serial 1	Deployment of platform with decided functionalities (as mentioned in Table A as a part of Scope of Work) in context of UP. This will include charges towards any third party configuration of bot services	The revised <b>Table 1</b> is attached at <b>Annexure 1</b> to the corrigendum
7	Annexure III - Table 2 under Commercial Bid Format & Instructions	NA is mentioned in DLT Charges in Serial 2 (SMS) in Column C.	The revised <b>Table 2</b> is attached at <b>Annexure 2</b> to the corrigendum
8	Clause 3 –Scope of Work; 3.2 Technical requirement - 3.2.4 Hosting	<p>The unified D2C platform should be provided on fully managed SAAS (Software as a Service) basis. This should include:</p> <ul style="list-style-type: none"> <li>• A fully functional unified D2C platform hosted on a cloud in India, or on the platform provider’s physical hardware in a data center in India.</li> <li>• The platform must be hosted by a MeitY empanelled CSP agency. The bidder should visit the MeitY website and confirm from the empanelled CSPs.</li> <li>• Multi-platform user access to the campaign management system should be over HTTPS.</li> <li>• The platform provider should detail options for accessing the platform over IP or Domain in its proposal.</li> <li>• The platform provider should describe the comprehensive hosting architecture in its proposal, including instances/modules which are running at multiple locations.</li> <li>• In case of multiple locations, all the locations should be in India only.</li> </ul> <p>If the platform is hosted at multiple locations, the service provider should describe in detail all the data processing processes.</p>	<p>The unified D2C platform should be provided on fully managed SAAS (Software as a Service) basis. This should include:</p> <ul style="list-style-type: none"> <li>• A fully functional unified D2C platform hosted on a cloud in India, or on the platform provider’s physical hardware in a data center in India.</li> <li>• The platform must be hosted by a MeitY empanelled CSP agency. The bidder should visit the MeitY website and confirm from the empanelled CSPs.</li> <li>• Multi-platform user access to the campaign management system should be over HTTPS.</li> <li>• The platform provider should detail options for accessing the platform over IP or Domain in its proposal.</li> <li>• <b>The selected bidder shall create a separate account for UP TSU/IHAT on the hosting platform for management of the D2C platform.</b></li> <li>• The platform provider should describe the comprehensive hosting architecture in its proposal, including instances/modules which are running at multiple locations.</li> </ul> <p>In case of multiple locations, all the locations should be in India only. If the platform is hosted at multiple locations, the service provider should describe in detail all the data processing processes.</p>

9	Annexure II: Financial Bid Proposal – Notes Section under Table 3	<p>Notes:</p> <ul style="list-style-type: none"> <li>• The prices stated in the BA shall be deemed to include all amounts.</li> <li>• Bidder must submit their financial bid for the total scope of work.</li> <li>• Taxes would be payable at the applicable rates as may be in force from time to time.</li> <li>• Financial proposal will be shared for one year. BA duration will be two years.</li> <li>• The payment will be made quarterly on actual costs incurred</li> </ul>	<p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>• The prices stated in the BA shall be deemed to include all amounts.</li> <li>• <b>The cost of towards hosting and storage for the D2C platform shall be paid as per actuals. The selected bidder shall create a separate account for UP TSU/IHAT on the hosting platform. The payment towards the bill generated on the hosting platform shall be paid by UP TSU/IHAT as per actuals, as part of the quarterly payments to the selected bidder.</b></li> <li>• Bidder must submit their financial bid for the total scope of work.</li> <li>• Taxes would be payable at the applicable rates as may be in force from time to time.</li> <li>• Financial proposal will be shared for one year. BA duration will be two years.</li> <li>• The payment will be made quarterly on actual costs incurred</li> </ul>
10	Bid Agreement - Annexure III Para No. 4 (Work Completion Timelines & Payment Terms) – <b>This amendment is also partly covered in Serial No 2 (aforementioned)</b>	<p>Notes:</p> <ol style="list-style-type: none"> <li>i. Adherence to timelines is critical for the success of the project.</li> <li>ii. No advance payment shall be made for any activity</li> <li>iii. If the Bidder is liable for any penalty as per the SLA (refer to the related clause of this agreement), the same shall be adjusted from payments due to the Bidder.</li> <li>iv. IHAT will release the payment within 45 days of submission of valid invoice subject to the condition that invoice and all supporting documents produced are in order and work is performed as per the scope of the project and meeting the SLA Criteria. IHAT-UPTSU shall be entitled to delay or withhold the payment of a disputed invoice or part of it delivered by</li> </ol>	<p>Notes:</p> <ol style="list-style-type: none"> <li>i. Adherence to timelines is critical for the success of the project.</li> <li>ii. No advance payment shall be made for any activity</li> <li>iii. If the Bidder is liable for any penalty as per the SLA (refer to the related clause of this agreement), the same shall be adjusted from payments due to the Bidder.</li> <li>iv. IHAT will release the payment within 45 days of submission of valid invoice subject to the condition that invoice and all supporting documents produced are in order and work is performed as per the scope of the project and meeting the SLA Criteria. IHAT-UPTSU shall be entitled to delay or withhold the payment of a disputed invoice or part of it delivered by Bidder, when IHAT disputes such invoice or part of it, provided that such dispute is bonafide.</li> <li>v. No payment made by IHAT-UPTSU herein shall be deemed to constitute acceptance by IHAT-UPTSU of the system or any service</li> </ol>

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	Annexure II: Financial Bid Proposal	Table 5 as of now <b>DOES NOT</b> exist.	<p>An additional Table as part of the Financial Bid to cover the blended day rate for additional resources has been added as under</p> <p><b>Table 5: Blended day rate for additional resources (one daily rate for a range of engineering, architect, PM resources, etc.).</b></p> <p>Refer to <b>Annexure 3</b> of the Corrigendum 1 for details.</p>

	Clause 15 - Draft Bid Agreement	Draft Bid Agreement: The clauses of the Draft Bid Agreement to be signed with the shortlisted bidder is given at Annexure III.	Draft Bid Agreement: <b>Once the evaluation process is completed by UPTSU, IHAT and the bidder to whom the contract is to be awarded is finalised, a bid agreement will be signed between both the 'Parties'. The clauses of the Draft Bid Agreement to be signed with the shortlisted bidder is given at Annexure III. The Bid Agreement will also have the following Annexure(s)</b> <ol style="list-style-type: none"> <li><b>1. Annexure 1: Scope of Work (SoW)</b></li> <li><b>2. Annexure 2: Financial Implications of the project</b></li> </ol>
	Clause 4 - Key Project Milestones and Timeline		Revised Key Project Milestones and Timeline is attached at <b>Annexure 4</b> of this Corrigendum 1



## Annexure 1

S. No.	Activity	Monthly Cost in INR	Cost per year INR	GST @ ___ in Figures	Total Monthly Cost	Total yearly Cost	Cost INR in words (inclusive of all taxes)
		A	B	C	D	E	F
1	<p>Deployment of platform with decided functionalities (as per <del>in Table A as a part of Scope of Work</del>) in context of UP. This will include charges towards any third party configuration of bot services. <b>This does not include cost towards hosting and storage for the platform*</b>.</p> <p><i>* The quoted fixed monthly cost may be increased up to 25% to cater for any new or unforeseen requirements for integration or customization of the platform for specific purpose. These additional requirements shall be finalized based on mutual agreement of both 'Parties' once BA is signed.</i></p>						
2	HR cost for the Senior Specialist / Program Manager aligned to IHAT placed at Lucknow						
3	<b>Total</b>						

## Annexure 2

**Table 2.** Financial Implications for primary services defined in RfP should be as per below format:

Note:- All costs being quoted here are for the purpose of ascertaining the L1. Payments as part of the BA shall be made as per actuals.

S. No.	Services being considered for L1 evaluation (across slabs)	Slab Range/ month	Assumed Usage for L1 calculation per month	Per call/ SMS/ WhatsApp/ Email cost (INR) for 'A' usage	DLT Charge per SMS(only for SMS) (INR)	Assumed Monthly Cost (INR)	Assumed Annual Cost (INR)
			A	B	C	D For SMS: D=A*(B+C). For others D= A*B	E E= D*12
<b>1.</b>	<b>IVRS Services (inbound &amp; outbound)</b>	<b>Pulse rate (30 second)</b>					
1.1	IVRS Slab 1	upto 50 thousand	25,000		NA		
1.2	IVRS Slab 2	upto 1 lakh	51,000		NA		
1.3	IVRS Slab 3	upto 5 lakh	1,01,000		NA		
1.4	IVRS Slab 4	upto 10 lakhs	5,01,000		NA		
1.5	IVRS Slab 5	upto 50 lakh	10,01,000		NA		
1.6	IVRS Slab 6	More than 50 lakh	50,01,000		NA		
1.6	IVRS Installation / Onetime cost (including cost for long code)	NA	NA	NA	NA		
<b>2.</b>	<b>SMS Services</b>						

2.1	SMS Slab 1	upto 50 thousand	25,000				
2.2	SMS Slab 2	upto 1 lakh	51,000				
2.3	SMS Slab 3	upto 5 lakh	1,01,000				
2.4	SMS Slab 4	upto 10 lakhs	5,01,000				
2.5	SMS Slab 5	upto 50 lakh	10,01,000				
	SMS Slab 6	More than 50 lakh	50,01,000				
2.6	SMS Installation/Onetime cost (if applicable)	NA	NA	NA	NA		
<b>3.</b>	<b>Whatsapp message Services</b>						
3.1	WhatsApp Slab 1	Upto 50,000	25,000		NA		
3.2	WhatsApp Slab 2	upto 75,000	51,000		NA		
3.3	WhatsApp Slab 3	upto 1,50,000	76,000		NA		
3.4	WhatsApp Slab 4	upto 5,00,000	1,51,000		NA		
3.5	WhatsApp Slab 5	upto 10,00,000	5,01,000		NA		
3.6	WhatsApp Slab 6	upto 30,00,000	10,01,000		NA		
3.7	WhatsApp Slab 7	More than 30,00,000	30,01,000		NA		
3.8	Whatsapp Installation/Onetime cost (if applicable)	NA	NA	NA	NA		
<b>4.</b>	<b>Whatsapp Chatbot Services</b>	<b>Sessions</b>	NA	NA	NA	NA	NA
4.1	Chatbot Slab 1	Upto 50,000	25,000		NA		
4.2	Chatbot Slab 2	upto 75,000	51,000		NA		
4.3	Chatbot Slab 3	upto 1,50,000	76,000		NA		

4.4	Chatbot Slab 4	upto 5,00,000	1,51,000		NA		
4.5	Chatbot Slab 5	upto 10,00,000	5,01,000		NA		
4.6	Chatbot Slab 6	upto 30,00,000	10,01,000		NA		
4.7	Chatbot Slab 7	More than 30,00,000	30,01,000		NA		
4.8	Chatbot Installation/Onetime cost (if applicable)	NA					
5.1	Email (with attachment)		5000		NA		
5.2	Email Installation/Onetime cost (if applicable)	NA	NA	NA	NA		
<b>6.</b>	<b>Total Monthly and Annual Assumed Cost (for WhatsApp messaging, WhatsApp chatbot, IVRS, SMS, Email)</b>						

**Note:**

The assumed units per service type and slab are only shared to ensure that there is consistent calculation across all vendor submissions while calculating L1. This is only an assumption; however, payment will be given to the selected vendor basis the actual services utilized per month.

### Annexure 3

**Table 5: Blended day rate for additional resources (one daily rate for a range of engineering, architect, PM resources, etc.)**

The Bidder will quote day-wise rate for the resources as mentioned in the table below. These rates shall be applicable to meet any customization requirements for the D2C platform after hiring of the platform.

S.No.	Activity	Cost per day (8 hours)
1	Team Lead	
2	Developer	
3	Tester	
4	Network & Server Administrator	
5	Database management administrator (DBA)	

The overall cost towards these additional resources required for any customization shall not exceed more than 25% of the fixed cost towards the platform. This Clause will be read in conjunction with Section 5 Point ii (b) of Payment Terms & Schedule of the RfP.

Please note this costing will not be included in the calculations for the financial evaluation but will be considered in case the vendor is shortlisted for the project/tender.

## Annexure 4

### 4. Revised Key Project Milestones and Timeline

#	Particular	Deadline	New Deadlines
1.	Issuance of RfP document	13-08-2021	13-08-2021
2.	Pre-Bid meeting with bidders (if required)	23-08-2021 at 15:00 hrs on Zoom	23-08-2021 at 15:00 hrs on Zoom
3.	Last Date for seeking queries, if any	22-08-2021; 23:59 hrs	23-08-2021; 23:59 hrs
4.	Response to Queries	25-08-2021	07-09-2021
5.	Start date and time for bid submission	30-08-2021; 00:00 hrs	08-09-2021; 00:00 hrs
6.	Last date and time for bid submission	14-09-2021, 18:00 Hrs	30-09-2021, 18:00 hrs
7.	Date and time for opening of Technical bids	16-09-2021	04-10-2021; 15:00 hrs on Zoom <b>Link:</b> <a href="https://us06web.zoom.us/j/85219670082?pwd=UVpFcmJkMSsxcmlVdWZJN2o1Z2tCQT09">https://us06web.zoom.us/j/85219670082?pwd=UVpFcmJkMSsxcmlVdWZJN2o1Z2tCQT09</a>
8.	Presentation by bidder on technical proposal	to be intimated later	to be intimated later
9.	Date and time for opening of Financial bids	to be intimated later	to be intimated later
10.	Validity of Proposal	Proposals must remain valid for 90 days after the submission date	Proposals must remain valid for 90 days after the submission date
11.	Address for submission of Bids	Director (IT) IHAT 404, 4th Floor, Ratan Square Building, Vidhan Sabha Marg, Lucknow, PIN- 226001	Director (IT) India Health Action Trust (IHAT) 404, 4th Floor, Ratan Square Building, Vidhan Sabha Marg, Lucknow, PIN- 226001
12.	Contact Details	<a href="mailto:procurement@ihat.in">procurement@ihat.in</a>	<a href="mailto:procurement@ihat.in">procurement@ihat.in</a>