

**Response to queries received on the RfP titled “Rollout of unified direct to consumer digital communication platform”  
received on 22 August 2021**

#	Reference Existing clause	Clause in RFP	Queries	Responses from IHAT
1	3.1.1 - Requirement Overview		What is the duration of the POC?	12 months
2	3.1.2 Channel - 3.1.2.c. - Post Based Social Media platforms -		Are you also looking for integration with paid mediums for re-targeting ads?	We are looking for a feature where we can post on our/the government's social media pages on platforms such as Facebook, Instagram or Twitter using the platform. As of now we are not looking for paid mediums of retargeting ads
2	3.1.2 - Channel - 3.1.2 F - Campaign Management -	Templates: The platform should have channel wise standard templates of campaigns that can be used as base to customize a campaign and option to create templates that can be used for future campaigns	Does this refer to the ability to create different email/SMS/WhatsApp templates that can be used in the campaigns?	Yes - the ability to create and modify templates. All compliances related to this will be done at our end
3	3.2. Technical Specifications - 3.2.3 -Source data requirements -		What are the filtering/rejection mechanisms and rules required?	Filtering before ingesting the data in the system to remove incomplete records or records with errors - for example, mobile numbers with the incorrect number of digits or special characters.
4	3.1.1 Requirement Overview		1. How many website(s) are required to be integrated 2. How many unique visitors/users on the different website(s)	At this stage we only need to know if the platform supports API level integration for receiving data. The details of user-slabs is already mentioned as part of Commercial Bid format (Annexure II – Table 2) for different service channels. .

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5	3.1.1 Requirement Overview		1. How many mobile App(s) are required to be integrated 2. How many unique visitors/users on the different mobile App(s) 3. What mobile OS are the mobile Apps available on?	At this stage we only need to know if the platform supports API level integration for receiving data. The details of user-slabs is already mentioned as part of Commercial Bid format (Annexure II – Table 2) for different service channels.
6	3.1.1 Requirement Overview		What is the approximate unique number of users that you are looking to engage with on a monthly basis?	The details of user-slabs is already mentioned as part of Commercial Bid format (Annexure II – Table 2) for different service channels.
7	3.1.1 - Requirement Overview	The platform should provide key stakeholders with the ability to dynamically create target groups/beneficiary segments for different communication campaigns, based on filters.	Please provide more clarity on extracting the segments from 3rd party system and its integration details.	The platform should allow filters to be configured and applied to data ingested into the system to create target groups for campaigns. For example, we might want to filter a database of pregnant women to create a target group of women with high risk pregnancies. The platform should be able to ingest data in different formats, such as Excel sheets or CSV files. It should also be capable of integrating with third party databases via web based services and other protocols. The number of database integrations to be undertaken during the PoC is unknown.

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8	3.1.1 - Requirement Overview	Different levels of access to this functionality may be required (for example, based on location). Filters could include: Location, Gender, Mobile phone access and use (for example, smartphone users versus button phone users), Socio economic status o Stage of pregnancy or child’s age o Health and nutrition needs Disease type, Vulnerability (high risk pregnancy for instance), Eligible couples/number of children etc.	Please let us know , the integration details for getting the location. Is there any system in the network to which proposed solution can integrate.	For the location hierarchy of platform users, please refer section J on page 12 (User Management).  For the location of end consumer it will be part of the database that will be pre populated.
9	7.2 - Eligibility criteria - Serial 5	The Bidder must have a minimum annual turnover of Rs. 2 Crore every year in the last three financial years from D2C and related Services.	Please confirm if we can submit over all revenue details here, as per guidance provided by our management we're not allowed to share revenue details as per specific services. We can work order and experience certificates from different leading enterprises and government agencies	Bidder to give CA certification for having over 2 Crore annual turnover without mentioning the exact amount/figure

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9	7.2 of Eligibility criteria – Serial 10	The Bidder should possess minimum CMM level 3 certifications which are valid as on last date of bid submission	<p>We believe that CMMI certification as a pre-requisite is not required for the services expected.</p> <p>CMMI is primarily relevant for the organizations who are in the business of Software Development and Management delivery services. However, the company is in the business of providing communication platforms and helping enterprises to use them for their communication needs. We believe that enterprises must ensure that their platform suppliers are certified around data security (ISO 27001), QMS (ISO 9001) and related to business continuity. Just to give the broader picture, even the largest CPaaS organizations in the world do not subscribe to CMMI philosophy but in the ISO certification areas.</p>	CMM certification is not restrictive as part of technical evaluation. The Bidder will be marked accordingly.
10	8 – Technical Proposal - 8.3 - SLA Support to D2C platform Point 1	Bidder to provide one on-site support resource in line with Bank of India requirement for 9:30 AM to & 7 PM for all 365 days.	For providing 24x7x365 support beyond working hours, bidder will provide support via off-site model and will share the support email id and respective contact details with bank. Please confirm if understanding is correct	As per RfP

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11	Financial Bid Proposal - Table 4		Please confirm per transaction cost for each channel is related to the chatbot session? Please elaborate the use case or provide a brief on this requirement	This is not just related to chat bot sessions, but rather to the cost of using each channel
12	Annexure III - Draft Bid Agreement - Indemnity - Point 9		Kindly agree to restrict the infringement to third party IPR infringement & statutory claims . All other claims shall be remedied in other clauses elsewhere in the Agreement. Kindly note that -The Customer shall be liable for the content being pushed through our platform.	This clause will be discussed at the time of contract.
13	Annexure III - Draft Bid Agreement – 19 Termination of BA		No exit route for the bidder provided, Kindly consider the clause to be mutual so that we would also have a right to terminate in case of any contractual breach from your side and also kindly allow the bidder to give notice of termination under few circumstances like bidder ceasing to offer service on account of any statutory requirements	These are Organizational standards. As per RfP

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#	Reference Existing clause	Clause in RFP	Queries	Responses from IHAT
14	Point 20 - Confidentiality Annexure III - Draft Bid Agreement		Unilateral- Kindly make this mutual as we will also be sharing our Confidential Information hereunder.	These are Organisational standards. As per RfP
			Please find attached detailed controllable and uncontrollable factors for SMS delivery. Please refer sheet "Delivery Factors"	Relevant documents to be attached as part of Technical Bid
			Please confirm SMS charges on the delivery basis	SMS charges are based on the sms sent and not on delivery
			Please let us know will there be any requirement of integration with 3rd part application for WhatsApp chatbot	This depends on the final design of the chatbot
			Please share sample flow or steps for chatbot modules which are required	This depends on the final design of the chatbot
			Please confirm if NLP is required within the chatbot flow	Yes
			Please let us know how chatbot will be delivered basis on the scope where there would be different phase wise delivery or it would be a one go delivery	Likely to be phase wise delivery

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#	Reference Existing clause	Clause in RFP	Queries	Responses from IHAT
17	3.1.2 - Channels - 3.1.2. j - Management Information System Analytics	Integration with third party BI tools: The platform should support API based integration with third - party analytics engines hosted in external locations, such as Tableau	Please provide interface details and frequency to synchronize data.	The platform should be capable of integrating with the BI tools such as Power BI, Tableau and other known BI tools, supported by APIs to extract data from the platform for analysis.
18	Annexure I6: Technical bid - 17 (b)	Profile management, data ingestion and integration with external databases	Please explain with a use case regarding this and also some sample info , for better understanding.	<p>The GoUP has multiple databases that contain records of beneficiaries and health workers. For example, there are records about women, including a unique identifier, their name, mobile number, geographic location down to the panchyat level, age, number of children, vaccination status of children, whether they have had any miscarriages, whether they are pregnant now, whether their pregnancy is high risk etc.</p> <p>Records like this need to be ingested from the government's databases into the platform's profile management system, where it can filtered to create target groups for specific campaigns. The records (profile of the end user) are to be managed by the platform. For example: 1) It should be possible to update the mobile number associated with each record, or when a pregnant woman gives birth to a child etc.) by ingesting updated data from the government's databases and should be available for campaign. 2) The history of communication to the user, via different channels, should also be stored against their profile (for example, they have opted into WhatsApp chatbot communications and are receiving OBD communications about family planning methods).</p> <p>Ingestion of data into the platform should be feasible via bulk uploads of records in different formats (for example Excel or CSV) or by integrating directly with the government database via API/Web services.</p>

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#	Reference Existing clause	Clause in RFP	Queries	Responses from IHAT
19	Annexure I6: Technical bid - 17 (d) - Technical Statement of Compliance	Does your platform have a data management module to manage ingested or generated by the platform, including: a. Transactional data b. Device-based data c. System logs d. Campaign-based logs etc.	Please provide more clarity on device based data. Also, provide a use case.	The device based data is capturing and managing the device type of the user. Based on the device (feature phone, smart phone), a campaign can be designed.
20	Annexure I6: Technical bid - 17 (d) - Technical Statement of Compliance		Please provide expected monthly notifications for Mobile App and Web separately	We only need to know if the platform supports app notifications.
21	3.1.1 - Requirement Overview - Point ‘g’- Content Management System (Asset Management)		Can you please elaborate what is your expectation from Content Management System (CMS).	To manage the content - for example, IVR audio files, video files, graphics, photographs etc. that will need to be uploaded into the platform's Content Management System and stored there for future use in a logical way. The CMS should have filters and sorting features to find content, grouping content by file format for example.
22	3.1.2 - Channels - 3.1.2. j - Management Information System - Analytics		In online analytics and reporting system what do you mean by different levels of permission? Is it that from your team you would want different users to have permissions based on their designation?	Yes, rights based on different user profiles, including designation but also geographic location - for example at the state, district and block level.



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23	3.1.2 – Channels - 3.1.2.c - Post Based Social Media platforms		User Consent Logs. For channels like WA only template based messages can be sent without consent of the end user. Please throw more light on User consent for different channels too.	As the communications will be on behalf of UP government consent will not be required as govt. communications are exempt from the same. User consent will not be responsibility of the bidder.
24	3.1.2 – Channel - 3.1.2.f - Campaign Management		We Provide Reporting and Analytics for all the channels. But for BI , You can use external tools where Raw data from our End can be exported. Please elaborate more on what type of BI is expected.	System should be capable of integrating with BI tools such as Power BI, Tableau and other known BI tools, supported by APIs to extract data from the platform for analysis.
25	3.1.2 – Channel - 3.1.2.i Data Security		What do you mean by duration of BA?	Wrong Reference
26	3.1.2 – Channel - 3.1.2.j - Management Information System - Analytics	<p>Reports should cover the various reports on performance of the reports:</p> <ul style="list-style-type: none"> <li>o Aggregate reports for campaigns</li> <li>o Line-listing reports for campaigns</li> <li>o Rejection reason reports for data shared by offline or online databases</li> <li>o Channel failover reports</li> <li>o Campaign wise performance</li> <li>o Channel wise performance</li> <li>o Which communication channel delivers the most reach</li> <li>o Opt-out and feedback reports</li> </ul>	In reporting section, what do you mean by line listing reports? Would you want report to be formatted in some specific format for you?	This is transactional data for individual end users, such as CDRs in case of IVR, Bot logs in case of chatbot

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27	3.2 - Technical Specifications - 3.2.2 - Modular view		Please elaborate more on ETL (Extract Transform Load).	General term used to process the raw data. Data is to be processed and should be available for campaigns and reporting purpose in a readable format.
28	3.2 - Technical Specifications - 3.2.3 Source data requirements		Need more clarity on how this can be done while maintaining data privacy.	Data integration should be through a secure medium at both end
29	3.2 - Technical Specifications - 3.2.6 - Backup and recovery	The system must support multiple levels of backup.	What do you Mean by Multiple Levels of Backup?	Provider should share all type of backups supported and what is the frequency of these backups
30	3.2 - Technical Specifications - 3.2.4 - Hosting	The platform must be hosted by a MeitY empanelled CSP agency	We will be Hosting the solution in AWS which is empaneled in Meity.	All MeitY empaneled CSP are eligible.
31			Could you please rephrase the clause as "The platform must be hosted by a MeitY empaneled CSP agency or Amazon web services."	Already covered in the above point. As per RfP

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32	3.1.1 - Requirement Overview	The platform should provide key stakeholders with the ability to dynamically create target groups/beneficiary segments for different communication campaigns, based on filters.	Please confirm the skillset of these stakeholders. Are they experienced campaign managers?	Stakeholders include Govt. Officials and staff from partners.
33	3.1.2 - Channels - 3.1.2 (a) - Interactive Voice Response (IVR)	IVR as a channel should be supported for both incoming and outgoing calls, where end user should be able to call the IVR, and the system should be able to make an outbound call	Please confirm the volumes for inbound and outbound calls, also the peak busy hours.	The volume slabs have been listed as part of the financial bid please refer to Annexure II Table 2
34	3.1.2 - Channels - 3.1.2 c - Post Based Social Media platforms	Provider to share a list of post based social media platforms supported, along with what specific functionality on posting and feedback gathering is supported for each (e.g. Facebook, Twitter, YouTube, Instagram etc.).	Kindly elaborate what meant by post based social media platform here?	This refers to the ability to post to existing Facebook pages or Twitter or Instagram accounts (for example), which may be independently managed for the GoUP.
35	3.1.2 - Channels - 3.1.2 d - Chatbots	The provider should share if the platform supports the following types of chatbots:	Please elaborate what meant by Contextual here.	Contextual is an advance chatbot which understands the context in which the conversation is happening and needs less training to address user conversations. Other types of chatbots would include AI, ML or basic FAQ/tree chatbots.
36		Contextual & Others	Also specify what else is expected by Others.	

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37	3.1.2 - Channels - 3.1.2 (h) Profile management, data ingestion and integration with external databases	Default segmentation recommendation and custom segmentation	Please elaborate on this requirement.	This is about applying filters and creating target groups which can be used for campaigns, filtering will be based on various parameters, for example gender, age, pregnancy status, age of child etc. Platform should support integration with external databases that can be integrated through web based services and other protocols
38	3.1.1 - Functional Specifications	The system should be able to ingest data from multiple sources	Q. Please provide us the scoped source system details - Applications, database, Platform? Q: Please confirm total data sources and data types (internal and external sources or agency) are required to integrate?	The platform should allow filters to be configured and applied to data ingested into the system to create target groups for campaigns. For example, we might want to filter a database of pregnant women to create a target group of women with high risk pregnancies. The platform should be able to ingest data in different formats, such as Excel sheets or CSV files. It should also be capable of integrating with third party databases via API/web based services or any other protocols. Incase the platform building of datalakes, the same will be brought out as part of Technical Bid. The ELT tool is internal to the platform provider.
39	3.2 - 3.2 Technical Specifications - 3.2.2 Modular View	All the data which is either acquired, uploaded, or generated by the platform, should be managed by a data management module	Q: Any expectation to build the data lake, rather than extracting data from different source system individually Q: Do you have a metadata information document (data dictionaries, data table structure etc.) available for existing source systems? Q. What is history data requirement? How many years of history data to be migrated in proposed solution? Q. What is the current data size and what is the growth rate expected? Q.What is the Life cycle of the data process and delta size of the records (daily, weekly and monthly)?Will there be ingestion of Real Time Data? Q. In case of real-time data, what is the acceptable latency between the data output and the data display on the dashboard? Q: What is the current ETL tool being used by client? Does the client expect vendor to propose the same tool?	

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40	3.1.2 – Channels - 3.1. 1 J Management Information System - Analytics	The platform should provide both prescriptive and predictive analysis	<p>Q: Please elaborate on the analytics use cases that need to be implemented?</p> <p>Q: Please confirm proportional break-up and count of Dashboard &amp; Reports? Is there any further breakup by subject areas for these reports?</p> <p>Q: Kindly let us know about the frequency of data load and data refresh in current reporting solution?</p> <p>Q: Please confirm the report output types required like CSV, XLS, PDF, doc etc.?</p> <p>Q: Is there any direct report integration requirement with third party system or applications in the current scope of work?</p> <p>Q: How many users are anticipated to use this platform and expected concurrency?</p> <p>Q: Does the customer have any technology preferences for Visualization/ Dashboard &amp; Reporting tool?</p>	<p>Analytics will be used to track and compare the performance of campaigns per channel, as well as multi channel campaigns. This also includes chatbot performance and where the chatbot is failing. We expect to have default reports and analytics as part of the platform.</p> <p>Please refer to Corrigendum</p>
41	8 – Technical Proposal - 11 Criteria for Evaluation of Bidders	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. The bidder should have executed only govt. , semi govt. And PSU	Request you to consider work experience and project execution in Large corporate entities like BANKS, Insurance Companies and Large Corporate customers in India and abroad.	Please refer to Corrigendum

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42	Annexure 1 – Technical Bid Proposal - Annexure I5: Eligibility Criteria Serial 1	Work Completion certificate	As we have signed NDA with our customers. we will be constraint to submit the purchase order copies. May be requested to you to consider verifiable self declaration by the bidder containing the names of Contact Officer name designation contact details. Such self declarations are being accepted in all the Govt. tenders we have participated recently in BSNL, NIC, NICS and other PSU's. so kindly allow and accept the same.	As per RfP. Share the completion certificate hiding the name to maintain the anonymity.
43	Number 6 under Annexure I5: Eligibility Criteria	The Bidder must have positive net worth in last one financial year	As per our tendering experience Customers ask vendor to submit either last three financial year's positive net worth or they don't ask for net worth. May be request you to modify it as positive net worth for last 3 financial years.	No Change. As per RfP
44	Point 3.3 - Placement of Technical Resource with UPTSU	Programme Manager For D2C platform support and POC	Do you required this before finalization of the project or once you select the vendor after that this will required	the resource needs to be placed at Lucknow on signing of the BA.
45	Point 7.2 under Eligibility Criteria	The bidder should have ISO 9001:2008 certification OR ISO 27001 Certification.	2) Can you please revisit the criteria of ISO & allow us to submit within 60 days post service will be live, as currently Implementation audit of ISO 27001 is going on & we are expecting certification very soon,	Bidder can submit the process document. The technical evaluation committee shall consider the documents on merit.
46	3.1.1 Requirement Overview	Mobile app notifications and web notifications – Provider to specify how app /web notifications are supported, i.e. through API integration directly with the app, through a 3rd party via in-app adds, or other.	3) Can we integrate with 3 <sup>rd</sup> party vendor as there is a dependency on without this for example SMS service delivery is on operator & like this.	For channels like WhatsApp the bidder must be an authorized business solution provider without any third party in between. For SMS and voice direct connectivity from operator is preferred, 3rd party sub contracts are allowed.

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47			Are you allowing consortium of bidders?	No, Refer to RfP
48			What is the consideration/weightage given to bidding vendors whose mention is also on Gartner/Forrester research reports ?	As per RfP
49	Point 11 under Criteria for Evaluation of Bidders		While the bidder is responsible for project delivery and successful implementation, how important for you is the responsibility taken up by technology vendor/ OEM for taking up the delivery?	We will only contract one vendor and they will be responsible for the end to end service delivery.
50			Regarding financial submission, will you be open for Pay-As-You-Go model rather than flat fee for the month	As per RfP. The financials are to be structured as mentioned in the RFP, with breakup as fixed monthly charges and payment for service channels as per use
51	Point 11 under Criteria for Evaluation of Bidders		What will be the weightage if bidder plans to bring in best practices of similar projects executed by them outside of India.	As per RfP
52	Point 11 under Criteria for Evaluation of Bidders		where weightage of evaluation criteria is mentioned, point #5 defines 20 marks for list of requirements. I would like to understand how much individual weightage is allocated to Content Management System from of the list.	These are the overall marks for all the features covered by D2C solution
53			There is no mention of Knowledge management system for IVR. Would like to understand if Knowledge Management or database to run IVR already present or do you want the bidder to help you implement it as well?	IVR would be either an outbound campaign or an inbound campaign that includes missed call. For any type of campaign, the contacts database and content would be shared.
54			Could you please confirm on what are the languages citizens will use while interacting with Voice Bot (Speech IVR)	English & Hindi