Ref: NPTEL/05/2018/SMS SERVICE Date:20/04/2018

LIMITED TENDER No: NPTEL/05/2018/SMS SERVICE

Dear Sir/Madam

On behalf of NPTEL, Indian Institute of Technology Madras, tenders are invited for the "**SMS SERVICE PROVIDERS"** conforming to the specifications given in Annexure-I. Approximately 1,00,00,000 will be sent during a year , through multiple providers for a period of one year. This figure may go up or go down by 10% to 15%.

Date of Floating Tender: 20/04/2018 **Date of Closing Tender: 07/05/2018**

Instructions to the Bidder

1. Preparation of bids: The tender should be submitted in 2 bid system i.e. Technical Bid & Financial Bid.
    a. The technical bid should consist of all technical specifications asked in Slno:3of this document.
    b. Financial bid should indicate price per certificate which should be inclusive of all taxes, transportation, delivery charges packing & forwarding etc.

2. The technical and financial bid should be put in separate sealed covers.
    a. The sealed envelopes should be marked (i) "Technical Bid for SMS SERVICE PROVIDERS –NPTEL" on top of the envelope and the tenderer firms' name and address should also be indicated on the lower left corner of the envelope.
    b. (ii) "Financial Bid for SMS SERVICE PROVIDERS - NPTEL" on top of the envelope and the tenderer firms name and address should also be indicated on the lower left corner of the envelope.
    c. Both the sealed covers should be put in a bigger cover and should be sealed.
    d. The outer cover should be marked as "SMS SERVICE PROVIDERS– NPTEL" on the left side of the outer cover and sealed with Vendor Name and address.

    The Tender shall be sent to the below mentioned addresses either by post or by courier so as to reach the following address before **07/05/2018, 5.00 pm**. **Dr. Andrew Thangaraj, Project Co-ordinator, NPTEL,2nd Floor, Central Library, Chennai 600 036.**

3. The following technical specification has to be submitted in the technical bids for evaluation.

Sr.No.	Qualification Criteria	Reference
3.1	The bidder should be a Company / firm having its registered offices in India. It should also be registered with the GST Authorities, and should be registered with the appropriate authorities for all applicable statutory taxes/duties, and should have been in operation for the last three years.	The bidder should submit the valid GST registration certificate & PAN. Submit filled up template 1 & 2 available at the end of the document and .
3.2	The bidder should have experience as SMS SOLUTION PROVIDER for a minimum period of three (3) years in India.	Work orders confirming year and Area of activity.
3.3	The bidder should have completed at least five projects (in India) based on Short Messaging Service on mobile phones in the last 3 years.	Work orders or letter of completion. Fill template 3 and enclose
3.4	The bidder should have tie-ups with multiple Carriers (GSM and CDMA) for delivery of messages so that, in the event of failure (technical failure or winding up of business etc.) of any particular Carrier, the delivery of messages does not suffer. The Bidder should have at least two (2) tie-ups with GSM Mobile operator and one (1) tie-ups with CDMA Mobile operators.	The bidder should provide a list of Mobile Carriers or Service Providers with whom the bidder is having a tie-up, copies of agreements with the Service provider should be enclosed.
3.5	The Bidder should have had a minimum turnover of Rs.2 crores in each of the last three financial years (2015-16,2016-17,2017-18) from SMS related business.	Copy of the audited profit and loss account/ balance sheet/ annual report of the last three financial years.
3.6	The bidder should have made profit (before tax) in the previous financial year 2017-18.	Copy of the audited profit and loss account/ balance sheet/ annual report of the last three financial years.
3.7	The bidder should be a registered telemarketer in TRAI.	TRAI telemarketers registration certificate
3.8	The bid must be signed by a person with the proper authority to bind the company as a 'Constituted attorney of the company'.	Power-of-attorney
3.9	Bid validity should be 90 days after the last date of submission of commercial bid prescribed by NPTEL.	Undertaking

3.10	The bidder would undertake not to sub-contract / outsource any part of the work .	Undertaking
3.11	The bidder shall not be under a declaration of ineligibility for corrupt or fraudulent practices.	A self certified letter by the designated official of the Bidder
3.12	Provision to send more then 5 lakhs SMS per day , more then normal daily limit	Undertaking with explanation of provision to be made

4. Financial bid as per template 3 to be submitted. The financial bids of technically qualified vendors alone will be opened. After this is done, NPTEL may decide to offer the job to more than one bidder with appropriate distribution of the work only on the condition that he/she agrees to the lowest commercial bid quoted by L1 bidder.

5. The quotation given should be valid till 30/06/2019.

6. Payments will be made on monthly basis depending upon the actual number of messages delivered and as per commercials agreed upon . Bills will be supported with MIS reports. Payments will be released within one month of receipt of bills at NPTEL after deducting penalties , if any. Payment will be made in Indian Rupees (INR) only.

7. Even though the bidder may satisfy the qualification criteria, the bidder is liable to disqualification due to record of poor performance or not able to understand the scope of work etc.,

8. The bidders are cautioned that not giving complete information called for or deliberately suppressing the information may result in the bidder being summarily disqualified.

9. The Bidder shall indemnify the Purchaser against all third party claims of infringement of patent, trademark or industrial design rights arising from the use of the service or any part thereof including Intellectual Property Rights (IPR).

10. The contract period for providing SMS Services will be for a period of 1 year from the date of Agreement.

11. The selected bidder(s) need to execute a Service Level Agreement (SLA) with NPTEL covering performance, availability of the SMS services, all terms and

conditions of this RFP (template 4) to ensure the uptime of 99.9% on monthly basis which shall be calculated as accessibility to the SMS services that are availed by NPTEL.

12. The Uptime is equal to total contracted hours in a month less Downtime. The Downtime is the time between the time of report by the NPTEL and restoration of service within the contracted hours. Restoration is the condition when the selected bidder demonstrates that the solution is in working order and NPTEL acknowledges the same. For SLA purpose a month will be treated as 30 days. If the bidder fails to maintain guaranteed uptime of 99.9% on monthly basis, NPTEL shall impose penalty. If the uptime is below 98%, the NPTEL shall have full right to terminate the contract under this RFP.

Annexure – I

SCOPE OF WORK

This RFP is solely for the purpose of selecting a Service Provider for providing SMS services with provision of sending bulk SMS either manual and/or automatic through integration with our application. Messages will be distinct for each of the customers. Bidders' application should have facility to upload the messages through specific templates for manual process. Service provider will share the desired format of the template to be uploaded with NPTEL. For automatic, the Service provider will be required to ensure that NPTEL's application seamlessly integrates with their application and all SMS are delivered to desired mobile numbers.

It will be the responsibility of the service provider to provide all the necessary support to NPTEL's System Integrator for integration of SMS gateway with the NPTEL's application.

If required any, it will be the responsibility of the Bidder to obtain necessary approvals for providing the facility from TRAI or other statute.

DND compliance should be the responsibility of the Service provider.

NPTEL will not enter into any contract with any Carrier or Service Provider. The bidder shall be the single point of contact for NPTEL.

Categories of SMS

The type of SMS can be categorized as under:

Broadcast

This category of SMS will send informational or promotional messages to customers. Some examples are launch of new courses, changes in exam fee etc.

Events

SMS will automatically be sent to the customers when a certain event happens Some examples are Exam Dates announcement, Hall Ticket Availability etc.

Solution Requirement

- 24x7x365availability
- Access to all CDMA/GSM networks nationally.
- Secure encrypted connection with guaranteed delivery
- Ability to integrate with the NPTEL Application
- SMS Gateway solution should be Unicode compliant.

Specifications of SMS gateway service

It is the responsibility of the Bidder to change/upgrade/customize its infrastructure/solution at all levels for ensuring the compliance to statutory bodies viz. RBI, TRAI, etc at no extra cost to NPTEL.

The Bidder shall provide NPTEL with report of successful delivery of messages.

The Bidder will not change the content of the message, the originating party addresses or the destination party address unless otherwise agreed by both parties.

Estimated Volume

For an estimation purpose the bidder can take 1,00,00,000 outgoing SMSs per year.

Pls Note: The above given estimated volume is only an indication and the selected bidders at a later stage can make no reference to these estimates while raising their bills.

Annexure – II

TEMPLATES &FORMS

TEMPLATE 1 : Bidders Profile

1. Registered Name & Address of the Bidder :
2. Location of Corporate Head Quarters :
3. Date & Country of Incorporation :
4. SMS Service facilities location & size :
5. Major Related Activities carried out in last two years &their %age In revenue.
6. Total number of employees :
7. Name & Address of Contact Person with Tel. No /Fax/e-mail :
8. Annual turnover for the three previous financial years :
9. Net worth (Paid up capital plus free reserves) for the previous financial year (2017-18)

NOTE: - Please attach last three year's financial results duly certified by the auditors along with an attested copy Certificate of Incorporation.

Signature

Name

Designation

Date

(Company Seal)

TEMPLATE 2 : Office locations and service infrastructure facilities

Details of the Centre(s) owned and operated by the Bidder							
Name of City where located	Address	Contact Person	Telephone Number(s)	Fax Number(s)	E-mail address	Working hours	Remarks

Signature

Name

Designation

Date

(Company Seal)

TEMPLATE 3 : Details of Cost (for Financial bid)

It is mandatory for the bidder to quote for all the items mentioned in the tender.The total prices quoted should be inclusive of all taxes, freight, insurance, travelling, lodging, boarding and any other charges at the point of Delivery.

NPTEL does not guarantee SMS volume as given in the RFP document as it depends on market conditions, regulations, quality of service provided by SMS service provider etc. The estimation given in the commercial bid per year is an approximate amount based on our past experience.

This is necessary for price discovery, i.e. for evaluating the commercial bid only. However, NPTEL reserves the right to select all items or part selected from the quoted items during final contract sign-off. In such case the value of the contract will be cost of the selected items finally opted by NPTEL.

Note: No change in cost per project will be allowed during the period of contract or extended duration, if extended by NPTEL. The bidder should provide cost as required in the RFP by using the format given below:

S. No.	Category	Particulars	Estimated No per year	Rate (Exclusive of Service Tax)	Total for 12 months (Exclusive of Service Tax)
1	Part I -Push SMS (transactional)	One Time Set up/License/Activation cost (if any)			
		SMS charges	1,00,00,000		
		Yearly Rent (if any)			
		Warranty, maintenance, Support for one year (if any)			
2	Part II - Promotional SMS	One Time Set up/License/Activation cost (if any)			
		SMS charges	10,00,000		
		Yearly Rent (if any)			
		Warranty maintenance Support for 3 years (if any)			
3	Part III - Other charges				
Total cost for 1 year (12 months)					

TEMPLATE 4 :Service Level Agreement

Sr No	Service Parameter	SLA	Penalty	Basis of Measurement/Remark
1	SMS Services remains down continuously for	99%-97%	Deduct 5% of Monthly Bill	System up time monthly report from Bidder & monthly report of Successful Submission of messages.
2	SMS Services remains down continuously for	95-97%	Deduct 10% of Monthly Bill	same as above
3	SMS Services remains down continuously for	Less than 95%	NPTEL shall have the right to terminate the Contract As per RFP.	same as above