



# NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

(A Statutory Authority Under Government of West Bengal)  
3, Major Arterial Road, New Town, Kolkata - 700 156

Memo No: 4047/NKDA/Admn-433/2013

Date: 09/08/2019

## NOTICE INVITING QUOTATION No. 18/NKDA/Admn of 2019

New Town Kolkata development Authority (NKDA), invites sealed bids from registered Companies/ firms having experiences in SMS gateway service for "Annual Maintenance Contract (AMC) for existing SMS portal, Long Code Service with keyword and SMS Gateway service for New Town Kolkata Development Authority".

### 1. Important Date :

Last date of Application	19/08/2019 up to 02:30 pm
Date of opening of Technical and Financial Bid	19/08/2019 at 03:00 pm

### 2. Scope of Work

- Annual Maintenance Contract (AMC) of existing web portal for sending SMS request.
- Selected Bidder have to extends service of existing shared Long Code "9230060000" service with primary keyword(s) and 6 sub keyword(s).
- The Keywords will be configured at Operator end based on NKDA requirement & preference.
- Data should be forwarded to the Application server of NKDA.
- Citizen will sends an SMS for registration.
- Functions of existing Web portal:
  - Multiple unique Users to access the portal.
  - User Dashboard.
    - Dashboard Option – Analytical report
      - Registration count for the month
      - Un-subscription count of the month
      - Total Active user.
      - SMS send for the month.
    - Upload Mobile No.
      - User can upload mobile numbers through Excel upload to a group. If the mobile no is present in the database, the number will be overwritten.
      - Group Management –
        - VLC Registered User Group : This group cannot be modified by admin. The subscribed & Un-subscribed user will be managed automatically. The Group will not show in-active users. Admin Can download the mobile nos in a excel file
        - Custom Group : This can be managed by the admin. The admin can add/delete/manage the group. Admin Can download the mobile nos in a excel file.
        - Admin will map the group with user for sending SMS. User can view/select the group as per mapping. Unmapped group will be not visible to user.
    - Send Message-
      - The user will have option to select the message type.
        - Promotional Message :
          - ✓ User can select a group to send the message or can select a individual nos.
          - ✓ The message will be sent through a gateway Numeric sender ID

- Transactional message :

- ✓ User can select a group to send the message or can select a individual nos.
- ✓ The message will be sent through NKDA sender ID
- ✓ User needs to send the template to the SMS gateway team for approval. Once the template is available. Admin can choose from the list of Template to send the desired message.

▪ Reports –

- Citizen Report
  - SMS send port.
  - Delivery report.
  - User wise SMS delivery report.
  - SMS sending report date range.
- g. SMS sending via mobile – Authorized number from NKDA or other offices / agencies will send a SMS to the ten digit number mentioning the group name. Automated system will dispatched the SMS to the citizens group immediately.
- h. All data should be stored at the application server of NKDA. In case non availability of application server, on that case SMS gateway will automatic select the mobile numbers of that particular group as per the last SMS issued by the gateway.
- i. Development to be done on open source product (preferably). In case of any license product, selected bidder has to provide the licence by his own cost.
- j. NKDA will provide the application platform. NKDA installation and configuration to be done by the selected bidder.
- k. Monthly Backup of data to be made by selected agency.
- l. Necessary promotion in Social Media (Facebook, Twitter ) is required to be made for 01 year regarding Long Code.

### 3. Instruction to Bidders

- 1) Registered Companies / firms having experience in software development are eligible to submit bid.
- 2) The tender documents can be downloaded from NKDA website (<http://www.nkdamar.org>).
- 3) The sealed bidding documents should be dropped in the Tender Box at NKDA office on or before the stipulated date and time. The technical bid and the financial bid must be sealed in separate envelopes super scribing “Technical Bid” and “Financial Bid” and both these two envelopes must be placed in a third envelop super scribing “Annual Maintenance Contract (AMC) for existing SMS portal, Long Code Service with keyword and SMS Gateway service for New Town Kolkata Development Authority”. This third envelope should be sealed and delivered to the Administrative Officer- I, New Town Kolkata Development Authority, 03, Major Arterial Road, New Town Kolkata -700156.
- 4) Only enclosed formats as provided in original should be used. All sheets need to be submitted after affixing seal of the Company/firms and signature of the authorized signatory conveying acceptance of all terms and conditions of this tender.
- 5) The bidder shall quote the price of the complete project inclusive all duties and **GST is exempted**.
- 6) No price escalation will be allowed.
- 7) Terms of Delivery: The SMS services shall be enabled within 07 days of acceptance of the Work Order which includes integration with NKDA existing system.
- 8) Validity of the Bids: The quoted bid shall have the validity for a period of 180 days from the date of opening of tenders.



9) Corrigendum/ Amendment to the NIQ will be affected if required.

**10) Service termination:**

If this Authority not satisfied by performance selected bidder then contact will be terminated by NKDA by issuing a notice prior to 07 (seven) days.

**4. Minimum Eligibility Criteria**

- a) The bidder shall have an experience in similar type of work. The bidder shall submit a related document for the same.
- b) The bidder should have a valid trade license.
- c) The bidders shall have to submit their audited financial statement / audited annual report.
- d) PAN/TAN.

**5. Payment terms:**

<b>Annual Maintenance of SMS web portal with digital campaign</b>	Payment will be made on quarterly basis.
<b>Rental Charges for Long Code</b>	Payment will be made on quarterly basis.
<b>SMS Gateway Package</b>	(a) 100% payment will be made on successful delivery of 10 Lakhs SMS. (b) On completion of 10 Lakhs SMS package, payment of per Lakhs SMS will be made on submission of bills.

**6. Contract Period:**

01 (one) year from the date of issue of Work Order.

7. NKDA reserves the right to accept or reject any offers without assigning any reason thereof, and to amend the terms and conditions at the time of the work.
8. Conditional bids will be treated as cancel.

  
**Administrative Officer – I**  
**New Town Kolkata Development Authority**

**Memo No: /1(4)/NKDA/Admn-433/2013**

**Date: /08/2019**

Copy forwarded for information to:

1. The Finance Officer, New Town Kolkata Development Authority.
2. P.A to the Chairman, New Town Kolkata Development Authority.
3. Office Notice Board.
4. NKDA official website ([www.nkdamar.org](http://www.nkdamar.org))

  
**Administrative Officer – I**  
**New Town Kolkata Development Authority**

**Annexure –A**

**TECHNICAL BID DOCUMENT**

SI No.	Particulars	
1.	Name of the Tenderer/Firm, Office Address, Telephone No., Fax No., Mobile No., E-mail (Please attach registration certificate of Firm)	Copies shall be enclosed
2.	Work order for similar type of work	Copies shall be enclosed
3.	Audited financial statement / audited annual report	Copies shall be enclosed
4.	PAN/TAN	Copies shall be enclosed
5.	Trade License	Copies shall be enclosed
6.	All the bid document	Signature & Stamp Bid Document

(Name and Signature of Tenderer  
with stamp of the firm)

**FINANCIAL BID DOCUMENT**  
(To be submitted separately in sealed envelope)

<b>Sl No</b>	<b>Details of Work</b>	<b>Rate (in Rs)</b>
1	Annual Maintenance of SMS web portal	
2	Rental Charges for Long Code	
3	SMS Gateway Package for 10 Lakhs SMS	
4	Rate contact per 1 Lakh SMS	
5.	Digital campaign of the Long Code for a period of 01 year.	

(Name and Signature of Tenderer  
with stamp of the firm)