



NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

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

Memo No. 4863 /NKDA/Admn-433/2013

Dated: 10 /12/ 2013

New Town Kolkata Development Authority (NKDA), invites sealed bids from registered Companies / firms having experience in SMS gateway service for “**Providing BULK PULL/PUSH SMSs for the New Town Kolkata Development Authority**”.

Last date of Application	:	18/12/2013 upto 2:00 PM
Date of Opening of Technical and Financial bid	:	18 /12/2013 at 03:00 PM

Bidding Procedure

The prescribed tender documents consisting of

- (i) Technical Bid and
- (ii) Financial Bid

Technical Bid

Technical bid should contain all the technical specifications, recommendations and other details as mentioned in Annexure-C deem fit by the SMS gateway provider to evaluate their capability of undertaking the work. The vendors will be first assessed based on the Company Profile having various factors related to their Technical Specification, area of expertise and their understanding of the work and demonstrating their capability to successfully execute the work. Service Provider who may not be able to demonstrate their understanding / capability will be rejected from the process of further evaluation.

Financial Bid

For successfully selected developers, the financial bid shall be opened and compared for financial proposals.

Scope of Work

1. Push & Pull SMS services for subscribers of all mobile service providers.
2. An audit trail showing all outgoing SMS's must be produced, also giving a hash total of the number of cell phones SMS'd and unsuccessful sms's and reason for unsuccessful sms.
3. Sender-ID should contain identity of sender.
4. Service Provider will help this Authority to configure their.
5. The bidder should provide API and support in integrating PULL/PUSH SMS Service with this Authority application.

Solution Requirements

- a) Vertical and horizontal scalability.
- b) Adaptability.
- c) Flexibility.
- d) Cost-effectiveness.
- e) High Performance in terms of speed, reliability and delivery. .

- f) There must be a mechanism to build business rules (business rule builder) to be used to generate SMS's. These business rules must be able to be triggered automatically and manually. The solution must also be able to handle complex business rules.
- g) Securely send batches of SMS messages.
- h) Confidentiality of data.
- i) Access to all CDMA/GSM networks nationally.
- j) Secure encrypted connection with guaranteed delivery.
- k) Ease of customization.
- l) Ability to integrate with the NKDA web application system.

Instructions 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) Only enclosed formats as provided in original should be used. All sheets need to be submitted after affixing seal of the Company/firm and signature of the authorized signatory conveying acceptance of all terms and conditions of this tender.
- 4) The prescribed tender document consisting of (i) Technical Bid and (ii) Financial Bid, sealed separately in two different envelopes, superscribing "Technical Bid" and "Financial Bid", and placed in a duly sealed big single envelope superscribing "**Providing BULK PULL/PUSH SMSs for the New Town Kolkata Development Authority**", may be submitted by hand/by Speed Post to office of "**New Town Kolkata Development Authority, 03 MAR, New Town Kolkata-700156**" so as to reach within the scheduled date and time.
- 5) Financial bid will be opened only for those bidders who will qualify on the basis of technical Bids.
- 6) The bidder shall quote the price of the complete project inclusive of all taxes and duties.
- 7) No price escalation will be allowed.

Other Conditions of Contract

- 1) Tenderer should have at least 5 years of experience in the SMS gateway service provider and minimum Turnover of Rs. 30 lacs (last financial Year).
- 2) The bidder should have executed at least one order of at least 1 lakhs SMS package in the previous financial year. The bidder should have provided SMS services (Push & Pull) to a minimum of five organizations of which at least two entities should be Government Institutions

- 3) To assist the examination, evaluation and comparison of bids, NKDA, may at its discretion ask the bidder for clarification of its bid including price. The request for clarification and the response shall be in writing.
- 4) **Terms of Delivery:** The SMS services shall be enabled within 21 days of acceptance of the Work Order which includes integration with NKDA existing system.
- 5) 10% as Security Deposit of will be deducted from the bill. The said Security Deposit will be retained till the support and maintenance period is over.
- 6) Taxes and duties as applicable will be deducted from the bill.
- 7) **Payment terms:**
 - a) Registration Charges for Short Code will be made in after successful acceptance of the Service.
 - b) Bill will be submitted by the Bidder on quarterly basis of submission of bills duly supported by the system log with the performance report from the concerned user prepared every month.
 - c) The SMS not delivered under error codes pertaining to mobile switch off / not reachable / memory cap full will be assumed as delivered. Rest all error codes would be considered as not delivered and not chargeable.
- 8) **Maintenance:** The vendor shall maintain the application for 01 (One) year after the date of implementation.
- 9) NKDA reserves the right to accept or reject any offers without assigning any reason thereof, and to amend the terms and conditions at time of the work.
- 10) Documents to be submitted: Interested vendors eligible shall furnish the following documents along with Technical Bid :-
 - a) Company Profile
 - b) Write up on company's experience as a provider for software solutions
 - c) Details of similar and relevant projects handled
 - d) Audited financial statement to show work undertaken in last year.
 - e) Certificate of work undertaken from the agency or department.
 - f) Latest VAT and/or Professional Tax clearance certificate of firm.
 - g) Financial bid should be enclosed in a separate sealed envelope.
- 10) **Acceptance & Rejection of Proposals :**
 - Bidders must provide a response to all sections and requirements of this NIQ for their Proposals to be considered complete. Bidder's failure to comply with any part of the

NIQ may result in the bidder's proposal being disqualified for being non-responsive to NKDA's NIQ.

- NKDA reserves the right to reject any proposal without assigning any reason whatsoever.

13) For further information and any clarification of specification and scope of work may be contacted

New Town Kolkata Development Authority
03, Major Arterial Road
Kolkata – 700156, West Bengal
Tel No. – 033-23242324,
Fax No. - 033-23242147

Administrative Officer
New Town Kolkata Development Authority

Memo No. 4863/1(4) /NKDA/Admn-433/2013

Dated: 10/12/2013

Copy forwarded to kind information of

- 1) The Finance Officer, New Town Kolkata Development Authority
- 2) PA to Chairman, New Town Kolkata Development Authority
- 3) Notice Board, New Town Kolkata Development Authority for displaying
- 4) Official website on New Town Kolkata Development Authority (NKDA)
(<http://www.nkdamar.org>)

Administrative Officer
New Town Kolkata Development Authority

TECHNICAL BID**DETAILS OF THE APPLICANT**

1.	Name of the applicant firm : (Attach company Profile)	
	Address of the Registered Office :	
	Telephone Numbers :	
	Fax Number :	
	E-mail & Website Address :	
	Turnover of Previous three Year :	
	Check List for Enclosures: i. Company Profile ii. Copy of work orders of similar work done. iii. Copy of audited balance sheet of the previous year. iv. Income tax clearing certificate Copy of Service v. Trade Tax Registration certificate vi. Copy of PAN/TAN/TIN (As applicable)	

FINANCIAL BID

SL No	Description of Work	Qty.	Quoted Rate (In Figures)	Quoted Rate (In Words)
1.	One time charges for initial setup (if any)	1		
2.	Registration Charges Short code (Pull SMS) [Five digit]			
3.	Per Outgoing SMS Charges for delivery of message	50,000 nos		
4.	Any other Cost(Please specify)			
Total:				

N.B. – The above quoted rate is inclusive of all taxes and duties as applicable.

Total Bid Price in Rs. _____

In words _____

Signature of Bidder with seal _____

Name _____

Business address _____

Tel. No. & Mobile No. _____

Email: _____

Place: Date

Technical Requirements

Sl No	Specification	Available (Yes / No)	Remark
1	The messaging platform must support Reliability and timeliness , Secured & trusted environment, single entry point and uniform application access		
2	The messaging platform must be able to send, receive and process various categories of SMS services like Broadcast, Scheduled ,Events ,Interactive SMS		
3	The messaging platform must support the transmission and receipt of SMS messages incorporating any required data encoding, splitting and concatenation. For e.g. verification of new users by sending passwords as SMS to users mobile numbers		
4	The messaging Platform must support integration of the SMS gateway with various business applications. Initially it is expected that the bidder should integrate their application with NKDA System.		
5	Bulk SMS must support comprehensive range of application interfaces like SMPP Interface, SFTP interface, Web/Simple Interface, Upload interface, Group Message Interface, http Interface		
6	Bulk SMS must support both instant mode and scheduled Mode		
7	The messaging platform must support defining multiple SMS to be pushed for categories of users		
8	The messaging platform must support interactive workflow so that the customer should be able to send the response back to the system		
9	The messaging platform must support web based interface to see the reports. Following criteria may be used to generate the report : a) Specific Time period Report b) Summary report (Count for the time period) c) Detailed report d) Level wise report		
10	The messaging platform must support a comprehensive reporting portal to facilitate cross check by NKDA officials in case of customer queries regarding particular alert on a particular date.		
11	The message platform must support Sender_id mask. (Sender ID may be a defined alpha-numeric string, which is visible on the phone as send id. This may be any string defined by the NKDA)		

12	All SMS messages are to be delivered to the mobile subscriber within 30 to 60 seconds (depending on criticality of the application) of receipt of the message at bidder's server with acknowledgement for delivery of each SMS message.		
13	The bidder should deliver messages to subscribers of all major service providers like BSNL, Reliance, Tata Indicom, Vodafone, Airtel, Idea etc. directly to that mobile service provider and for the subscribers of other mobile service providers through any one of the above service providers.		
14	The messaging platform must adhere to all guidelines prescribed by RBI regarding SMS Banking		
15	Bidder must be able to provide confirmation of message delivery and provide audit trail		
16	Bidder should have a 24 X7 support office to provide support. The Bidder should provide a complete escalation matrix up to the senior most official in the organization.		
17	Bidder should be able to provide PUSH & PULL SMS services on a 5 digit short code.		
18	Bidder should handle User Data Header (UDH) based communication i.e. the bidder should be able to support Port based SMS Services		
19.	Popularity of the 5 digit Short code		