

Selection of firms for providing SMS/ Whatsapp/ Voice Services under Samagra Shiksha

RfP No:116/C1/SMS/EMIS/2022

CORRIGENDUM #1: MODIFICATIONS IN THE BID DOCUMENT

Sl.	Pg. & Cl. No.	Existing Clause	Corrigendum to be issued
1	6; Definitions: 1 (d)	“Bidder” means an individual firm.	<p>“Bidder” means an individual firm or a Consortium of a maximum of two firms, where both Firms hold a valid Telemarketer License issued by TRAI.</p> <p>In case of a Consortium of two bidders, the Bidders shall also attach their existing/ new Consortium Agreement clearly identifying the LEAD BIDDER, and the division of responsibilities between the Lead Bidder and the other member of the Consortium. The Consortium agreement shall be valid during the course of this engagement and shall be signed by the Authorised Representatives of both Bidders.</p>
2	46 & C-2	The Bidder should create, maintain and update dynamically the database of phone numbers of all the stakeholders that are defined by the Authority. The database must be easy to use and facilitate the Bidder in efficiently undertaking SMS services to the respective stakeholders as part of the RFP. The Bidder should be linked to the EMIS system database of the Authority and draw on the information through API	The contact details of the parents/ other recipients of SMS will be on Samagra Shiksha servers. The list of numbers to which SMS/ Whatsapp is to be sent, will be shared with the Bidder through APIs. Post sending of SMS, the bidders will make the MIS of sent/ un-sent messages available to Samagra Shiksha through APIs.
3	46 & C-3	Establishment of Bi-directional SMS facilities (push/ pull) capable of delivering and receiving SMS from all the telecom service providers of the state with auto responding features.	Bi-directional messaging to be done using long code/ VMN.
4	47 & C(4)	The Bidder should cover the facilities like Push Service and Pull SMS using short/ long code/ VMN and whatsapp API solution.	The Bidder should cover the facilities like Push Service using SMS and Pull service using long code/ VMN and WhatsApp API solution.
5	47 & D(1)	The SMS solution provided by the Bidder should handle the following message types: 1. Text, 2. Voice, 3. Bilingual SMS both in Tamil & English.	<p>The solutions provided by the Bidder should handle the following message types:</p> <ol style="list-style-type: none"> 1. Text message through SMS (in Tamil & English) 2. Voice messages through OBD <p>Whatsapp messages (Text/ Document/ Audio/ Video).</p>

Sl.	Pg. & Cl. No.	Existing Clause	Corrigendum to be issued
6	47 & D-3(A)	Bidder should provide API compatible with Java, Angular JSP, PHP and HTML5 platforms. Provide details of other compatible platforms also. Bidders should share the API integration source code.	3. Bidder should provide APIs compatible with Java, Angular JSP, PHP and HTML5 platforms. Bidders should share the API integration Document for ease of integration.
7	48 & 5(c)	Bidder should provide details on type of messages (Text, MMS, Voice, etc.) that can be sent using Long Codes.	Bidder should provide details on type of messages (SMS, Voice, etc.) that can be sent using Long codes.
8	48 & 5(e)	The Bidder's system/ solution should support virtual mobile number (for incoming SMS) of all Major Service Providers-like Airtel, Vi, TATA, Reliance JIO or BSNL/MNTL etc.	The Bidder's system/ solution should support virtual mobile number (for IVRS) that can link with all major service providers - like Airtel, Vi, TATA, Reliance JIO or BSNL/ MNTL.
9	48 & 6(b)	There should be facility to Create, Store and Retrieve predefined message templates using both API and Client interface.	There should be a facility to create templates for TRAI Approval. Also, easy way to be provided to identify the approved templates while sending messages through Client Interface/ API.
10	48 & 6(c)	Instant composing and sending of messages must be available.	<ul style="list-style-type: none"> For SMS, DLT registered templates will be used. For Voice, instant composing and sending of Voice messages must be available.
11	51 & 11(e)	The Bidder should provide the archives of all the messages sent to their gateway with the delivery status in a CD/ DVD/ FTP/ SFTP on monthly basis.	<ul style="list-style-type: none"> The Bidder should provide the archives of all the messages sent to their gateway with the delivery status via APIs.
12	52 & 15(e)	The Bidder has to activate all the services after integrating with existing Online Portals as per requirement of the RFP within 2 weeks from the date of signing of the contract.	The Bidder has to activate all the services after integrating with existing Online Portals as per requirement of the RFP within 4 weeks from the date of signing of the contract.
13	52 & 16 (c)	The confirmation of whitelisting of DLT templates at vendor's end must be received within 24 hrs. of request submission.	Support for whitelisting of DLT templates submitted for approval shall be provided by the Bidder.
15	52 & 17(a)	Bidder must provide a solution to integrate PULL SMS Service to SS Office Online application for receiving SMS from all the telecom service providers.	Bidder must provide an API solution to integrate PULL SMS Service to SS Office Online application for receiving SMS from all the telecom service providers
16	53 & 18(f)	Bidder shall provide unlimited free Session Messages or Response to customer initiated Queries, Requests, or Complaints through WhatsApp Business Account, if such responses are within 24 hours of receipt of such	Payments for Whatsapp messages (User initiated or Samagra Shiksha initiated) shall be on actuals as per the pricing policy of Whatsapp.

Sl.	Pg. & Cl. No.	Existing Clause	Corrigendum to be issued												
		SS Office from customers.													
17	54 - 55 & E – E1 (Table in Clause vi)	<ul style="list-style-type: none"> - SMS is not delivered due to any technical fault/ failure on the part of the Bidder - No payment - Priority 1 delivered to mobile handset after 15 seconds - No payment - Priority 2 SMS delivered to mobile handset after 15 minutes - No payment - Priority 1 Voice delivered to mobile handset after 15 seconds - No payment - Priority 2 Voice delivered to mobile handset after 20 minutes - No payment - Priority 3 Whatsapp Message delivered to mobile handset after 30 Seconds - No payment <p>SMS' failed/ undelivered/ delivery report not received/duplicate Messages – No payment.</p>	<p>In computing the adherence to the SLAs, the following delivery failure cases shall be excluded:</p> <ul style="list-style-type: none"> - Mobile switched off/ air-plane mode/ out of range/ inbox full/ international roaming/ number blacklisted. - Customer does not pick up the call. <p>The following revised SLAs shall apply:</p> <ul style="list-style-type: none"> - SMS is not delivered due to any technical fault/ failure on the part of the Bidder - No payment - Priority 1 delivered to mobile handset after 30 seconds - No payment - Priority 2 SMS delivered to mobile handset after 30 minutes - No payment - Priority 1 Voice delivered to mobile handset after 30 seconds - No payment - Priority 2 Voice delivered to mobile handset after 30 minutes - No payment - Priority 3 Whatsapp Message delivered to mobile handset after 30 Seconds - No payment - SMS' failed/ undelivered/ delivery report not received/duplicate Messages – No payment. 												
18	55 & (E2. Penalties) – Tables in Clauses i, iii & v	<p><u>E2, Clause (i):</u></p> <p>Priority 1 & 3 Category – Availability:</p> <ol style="list-style-type: none"> 1. < 99.95 % & up to 99% - Penalty - 2% of the monthly bill of the respective month 2. < 99% & up to 98% - Penalty - 5% of the monthly bill of the respective month 3. For each percentage point drop below 98% - Penalty - (5% + one percentage point) of the monthly bill for each 1(one) percentage point drop in availability below 97% subject to the maximum limit of the value of monthly invoice. <p>Priority 2 Category – Availability:</p> <ol style="list-style-type: none"> 1. < 99 % & up to 97% - Penalty - 1 % of the monthly bill of the 	<p><i>All of the Clauses shown in the previous column shall be replaced with the following:</i></p> <p><u>Platform Availability/ up-time:</u></p> <p>a) 95% to 98.99%: 1% of monthly bill amount.</p> <p>b) Less than 95%: 2% of monthly bill amount.</p> <p><u>SMS, Voice, Whatsapp SLAs (all priorities):</u></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Sl.</th> <th>SLA (%)</th> <th>Penalty</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>>88 to <90%</td> <td>2% of the monthly bill.</td> </tr> <tr> <td>2</td> <td>>=85% to <= 88%</td> <td>4% of the monthly bill.</td> </tr> <tr> <td>3</td> <td>For each percentage point drop below 85%</td> <td>5% of the monthly bill + 0.05% for each additional 1% point drop.</td> </tr> </tbody> </table>	Sl.	SLA (%)	Penalty	1	>88 to <90%	2% of the monthly bill.	2	>=85% to <= 88%	4% of the monthly bill.	3	For each percentage point drop below 85%	5% of the monthly bill + 0.05% for each additional 1% point drop.
Sl.	SLA (%)	Penalty													
1	>88 to <90%	2% of the monthly bill.													
2	>=85% to <= 88%	4% of the monthly bill.													
3	For each percentage point drop below 85%	5% of the monthly bill + 0.05% for each additional 1% point drop.													

Sl.	Pg. & Cl. No.	Existing Clause	Corrigendum to be issued
		<p>respective month.</p> <p>2. < 97% & up to 95% - Penalty - 2 % of the monthly bill of the respective month</p> <p>3. For each percentage point drop below 95% - Penalty – (2% + one percentage point) of the monthly bill for each 1 (one) percentage point drop on availability below 95% subject to maximum limit of a value of a monthly invoice.</p> <p><u>E2, Clause (iii):</u> Success rate of 97% and above is expected from the Bidder in delivery of SMS. Any fall in the success rate in delivery of SMS below the minimum expected level will be penalized as given below <Tabulation in RFP>.</p> <p><u>E2, Clause (v):</u> Non delivery of the message is not acceptable. Any non-delivery of SMS below the minimum expected level will be penalized as given below <Tabulation in RFP>.</p>	
19	58 & F1 (3)	<p>Relevant Experience: Over the last 5 years, the firm should have provided bulk SMS services (more than 5 Crore messages per annum) to other organisations.</p> <p>Total number of projects:</p> <p>a) < 4 projects – 10 points</p> <p>b) 4-8 projects – 15 points</p> <p>c) 9-12 projects – 20 points</p> <p>d) > 12 projects – 30 points</p> <p>If two projects done with Tamil Nadu State Government - Bonus 10 points.</p> <p>Maximum Points: 30</p>	<p>Relevant Experience:</p> <p>Over the last 5 years, the Bidder should have provided SMS, Whatsapp and Voice services to other organisations.</p> <p>SMS projects with minimum 5 Cr SMS per year (15 Points):</p> <p>a) < 4 projects – 1 points</p> <p>b) 4-8 projects – 2 points</p> <p>c) 9-12 projects – 5 points</p> <p>d) > 12 projects – 10 points</p> <ul style="list-style-type: none"> • If one of the above projects was with TN State Government: 2.5 points. • If one of the above projects was with Education Department in Centre/ State: 2.5 points. <p>Whatsapp projects with minimum 5 Cr SMS per year (7.5 Points):</p> <p>a) < 4 projects – 0 points</p> <p>b) 4-8 projects – 1 points</p>

Sl.	Pg. & Cl. No.	Existing Clause	Corrigendum to be issued
			<p>c) 9-12 projects – 2 points</p> <p>d) > 12 projects – 3.5 points</p> <ul style="list-style-type: none"> • If one of the above projects was with TN State Government: 2 points. • If one of the above projects was with Education Department in Centre/ State: 2 points. <p>Voice projects with minimum 50,000 out-bound voice per year (7.5 Points):</p> <p>a) < 4 projects – 0 points</p> <p>b) 4-8 projects – 1 points</p> <p>c) 9-12 projects – 2 points</p> <p>d) > 12 projects – 3.5 points</p> <ul style="list-style-type: none"> • If one of the above projects was with TN State Government: 2 points. • If one of the above projects was with Education Department in Centre/ State: 2 points. <p>Form Tech 3 has been modified and included at the end of this document. Bidders shall use this modified Form Tech 3 only.</p>
20	58; F (F1), 4	No. of clients the bidder has been servicing continuously for at least 3 years, and continues to service on the date of publication of this tender. The nature of service should be for both SMS and Whatsapp services.	No. of clients the Bidder has been servicing continuously for at least 3 years, and continues to service on the date of publication of this tender. The nature of service should be for both SMS and Whatsapp services.
21	<ul style="list-style-type: none"> • 28; Clause 6.5 (3) • 33; Sl. No. 3 <p>51; 14(b)</p>	All references to Own Gateway.	Deleted.

CORRIGENDUM #2: REVISED PRE – QUALIFICATION CRITERIA

The revised Pre-Qualification criteria shall be as mentioned below. Bidders who submit their bids using the old Pre-Qualification Criteria will not be evaluated and their bids disqualified.

Sl.	Pre-Qualification (PQ) Criteria	Supporting Docs
1	<p>The Bidders should be registered as a company/ LLP in India as per Company Act/ LLP Act</p> <ul style="list-style-type: none"> In case the Bidder is bidding as a Consortium, this clause shall be applicable to both the members of the Consortium. 	<ul style="list-style-type: none"> The Certificate of Incorporation to be submitted.
2	<p>The Bidder(s) should have a minimum average turnover of at least Rs. 50 Lakh (audited) in the previous three financial years (FY 18-19, FY 19-20, FY 20-21).</p> <ul style="list-style-type: none"> In case the Bidder is bidding as a Consortium, this clause shall apply to the Lead Bidder. 	<ul style="list-style-type: none"> The audited Balance Sheet and Profit & Loss Statements for the period to be submitted.
3	<p>The Bidder(s) should be registered as a Telemarketer as per TRAI guidelines.</p>	<ul style="list-style-type: none"> Certified copy of registrations a registered telemarketer as per TRAI guidelines.
4	<p>The Bidder (Lead Bidder in case of a Consortium) should be in this line of activity and the solution offered should be currently running in at least five clients (of which one should be a Government client) in India for the past 2 years.</p>	<ul style="list-style-type: none"> Five work orders (dated on or before 25-Feb-2020) and proof that the work is continuing as of 25-Feb-2022. This proof can be the most recently issued extension order/ work order.
5	<p>The Bidder (Lead Bidder in case of a Consortium) should have direct tie- up/ arrangements with a minimum of three telecom service providers/ operators for within India services and a minimum one for international operation.</p>	<ul style="list-style-type: none"> Copies of Agreements/ Certification with the telecom operators with which it has direct connectivity. Undertaking to be provided by Bidder to renew agreement up to the validity of the rate contract.
6	<p>The Bidder (Lead Bidder in case of a Consortium) should have the capability of sending at least 50 lakh Transactional SMS per day and at least 2 crore Promotional messages per day.</p>	<ul style="list-style-type: none"> Bidder(s) to submit at least (previous month's) invoice paid by respective institutions. Invoices raised should mention the type and number of SMS sent in one day. Work Order to be submitted.
7	<p>Bidder(s) should have the capability of sending at least 10 lakh Whatsapp Messages in one day.</p>	<ul style="list-style-type: none"> Bidder(s) to submit one invoice from one client showing that the Bidder was able to send 10 lac Whatsapp messages in one day.
8	<p>The Bidder should be able to allocate a minimum throughput of 1,000 SMS/sec to SS.</p>	<ul style="list-style-type: none"> Certificates to this effect from the telecom operator[s] should be submitted with whom the Bidder has the tie-up to deliver SMS Alerts AND Undertaking to be provided for at least minimum throughput 1,000 SMS/ sec to SS Office for delivery of SMS.

Sl.	Pre-Qualification (PQ) Criteria	Supporting Docs
9	All members should have not been blacklisted at any time by the Government/ Government agency/ Banks/ Financial Institutions in India.	<ul style="list-style-type: none"> • Self-declaration on the respective letter heads to be provided.
<ul style="list-style-type: none"> • The Bidders must comply with all the above-mentioned criteria. • Non-compliance with any of the criteria will be liable for the rejection of the bid. • Photocopies of relevant documents/ certificates should be submitted as detailed in the "supporting documents required" column as proof in support of their eligibility in terms of the above minimum eligibility criteria. 		

CORRIGENDUM # 3: FORM PRE-QUAL 1

In light of the changes made to the pre – Qual form above, the Pre-Qual Compliance Sheet Format is also modified. Bidders shall use this revised format only.

Sl.	Pre-Qualification (PQ) Criteria	Supporting Docs	Proof Submitted	Pg. No.	Complied (Yes/ No)
1	The bidder should be registered as a company/ LLP in India as per Company Act/ LLP Act.	The Certificate of Incorporation issued by the RoC/ MCA to be submitted.			
2	The Bidder(s) should have a minimum average turnover of at least Rs. 50 Lakh (audited) in the previous three financial years (FY 18-19, FY 19- 20, FY 20-21). In case the Bidder is bidding as a Consortium, this clause shall apply to the Lead Bidder.	The Audited Balance Sheet and Profit & Loss Statement for the period.	FY18-19		
			FY19-20		
			FY20-21		
3	The Bidder(s) should be registered as a Tele-marketer as per TRAI guidelines.	Certified copy of registrations a registered telemarketer as per TRAI guidelines.			
4	The Bidder (Lead Bidder in case of a Consortium) should be in this line of activity and the solution offered should be currently running in at least five clients (of which one should be a Government client) in India for the past 2 years.	<ul style="list-style-type: none"> Five work orders (dated on or before 25-Feb-2020) and proof that the work is continuing as on 25-Feb-2022. This proof can be the most recently issued extension order/ work order. 	1		
			2		
			3		
			4		
			5		
5	The Bidder (Lead Bidder in case of a Consortium) should have direct tie-up/ arrangements with a minimum of three	Copies of Agreements/ Certification with the telecom operators with which it has direct connectivity. Undertaking to	Op1		
			Op2		

Sl.	Pre-Qualification (PQ) Criteria	Supporting Docs	Proof Submitted	Pg. No.	Complied (Yes/ No)
	telecom service providers/ operators for within India services and a minimum one for international operation.	be provided by Bidder to renew agreement up to the validity of the rate contract.	Op3		
6	The Bidder (Lead Bidder in case of a Consortium) should have the capability of sending at least 50 lakh Transactional SMS per day and at least 2 crore Promotional messages per day.	<ul style="list-style-type: none"> • Bidder(s) to submit at least (previous month's) invoice paid by respective institutions. • Invoices raised should mention the type and number of SMS sent in one day. • Work Order to be submitted. 	For 50 lac SMS – Work order and invoice		
			For 2 Cr SMS – Work order and invoice		
7	Bidder should have capability of sending at least 10 lac Whatsapp Messages in one month.	Bidder to submit one invoice from one client showing that the bidder was able to send 10 lac Whatsapp messages in one month.			
8	The Bidder should be able to allocate a minimum throughput 1,000 SMS/ sec to SS office.	<p>Certificates to this effect from the telecom operator[s] should be submitted with whom the bidder has the tie up to deliver SMS Alerts.</p> <p>AND</p> <p>Undertaking to be provided for at least minimum throughput 1,000 SMS/ sec to SS Office for delivery of SMS.</p>			
9	All members should have not been black listed at any time by the Government / Government agency / Banks / Financial Institutions in India.	Undertaking to be provided on the letter heads of the respective Bidders.			

CORRIGENDUM #4: FORM TECH – 3

Bidders shall submit their Technical bids using this template only. Bidders who submit their bids using the Form Tech 3 provided in the RfP will not be considered as responsive and their Technical Bids will not be evaluated.

The proof of relevant work experience may include – Work Order/ Engagement Letter/ Contract Agreement / Master Service Agreement and Client Satisfactory Work certificate / Completion Certificate from the client. The supporting documents furnished by the firm as proof of experience should clearly cover the key aspects (contract value, start/end date/ scope, etc.,) as per the prescribed evaluation criteria.

1. **Financial Strength:** Audited Annual Turnover certified by Statutory Auditor to be attached.

Turnover in FY 18-19	Rs.	Pg. No. of proof:
Turnover in FY 19-20	Rs.	Pg. No. of proof:
Turnover in FY 20-21	Rs.	Pg. No. of proof:

2. **Tenure:** How many years has the bidder been providing Bulk SMS services (bulk shall mean more than 5 Crore messages per year). Tick (in the middle column) any one of the three options provided.

No. of years	Tick any one option	Name of Client	Enter the year of work commencement	Proof of Work Orders (Pg. No.)
< 1 year			Should be before Feb 26, 2021:	
1 to 3 years			Should be before Feb 26, 2020:	
> 3 years			Should be before Feb 26, 2019:	

3. **Relevant Experience:** Over the last 5 years, the firm should have provided bulk SMS services (more than 5 Crore messages per annum) to other organisations.

Note: First the projects of one firm can be provided and then the projects of the second consortium partner can be provided.

Sl.	Name of Firm	Name of Client	Year of commencement	Nature of Service provided			Client Name and Contact No.	Whether with Edu. Dept. (Yes/ No)	Whether with GoTN (Yes/ No)	Proof of Work Orders (Pg. No.)
				SMS	Whatsapp	Voice				
1										
2										
3										
.....										
39										

4. No. of clients the bidder has been **servicing continuously for at least 3 years**, and continues to service on the date of publication of this tender. For this Clause, Whatsapp services provided for at least ONE year and SMS services provided for at least 3 years will be considered.

Note: First the projects of one firm can be provided and then the projects of the second consortium partner can be provided.

Sl.	Name of Bidder	Name of Client	Nature of Service (SMS/ Whatsapp/ Both)	Year of Commencement	Whether continuing to provide service as on Feb 26, 2022 (Yes/ No)	Client Reference Name	Client Reference Mobile Number

Scores will be given based on the number of clients listed in the table above. The Authority may contact the references provided to validate the information provided.

5. **Single point of contact** in the Bidder's firm for trouble shooting and grievance redressal (CV to be attached)

Name of Project Manager	Phone No.	Email Id	Name of Client handled in past 5 years (One row per client)	CV Page Number – with details of all clients handled, and client reference
				<i>(For this, the Bidder shall uniquely number each project in the CV of the Project Manager and provide at least 5 lines of information on the nature of work carried out by the Project Manager on the said project).</i>

Firm's Name:

Authorized Signature:

CORRIGENDUM #5: FORM FIN – 2

Note 1: Bidders shall submit their financial bids using this template only. Bidders who submit their bids using the Form Fin 2 provided in the RfP will not be considered as responsive and their Financial Bids may not be evaluated (even if they are technically qualified).

Note 2: In case of any changes in rates during the course of the assignment (e.g. if the SS Code is approved for SMS), the ensuing discounts (e.g. up to 5 paise) will be passed on to SS.

Note 3: All rates quoted should be exclusive of GST.

Note 4: In case of variation in the method in which rates are provided across bidders, Samagra Shiksha reserves the right to use a common yardstick to evaluate the bidders. The decision of Samagra Shiksha shall be final in this regard.

TABLE #0: ONE TIME CHARGES

Sl.	Cost Head	One time setup charges (INR)
1	Virtual mobile number (50 Nos)	
2	Push SMS	
3	Pull SMS	
4	Whatsapp	
5	OBD Services	
6	URL Shortening	
7	TOTAL (A)	A=

TABLE #1: VIRTUAL MOBILE NUMBER

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
1	Rental	Rental/ Month (Rs.)						
		Free value for the monthly rental						
2	Any other costs to be incurred (please specify in additional rows)							
3	TOTAL (B)							

TABLE #2: PUSH SMS (10 Crore SMS per annum)

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
1	Rental	Rental/ Month (Rs.)						
		Free SMS for above Rental (Nos)						
2	Usage Charge / SMS							

	(Rs.)							
3	TOTAL (C)							

TABLE #3: PULL SMS (1 Crore SMS per annum)

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
1	Rental	Rental/ Month (Rs.)						
		Free SMS for above Rental (Nos)						
2	Usage Charge / SMS (Rs.)							
3	TOTAL (D)							

TABLE #4: WHATSAPP (4 Crore Whatsapp per annum)

Note: Cost of User initiates sessions and Samagra Shiksha initiated sessions are not being included and will be as per rates of Whatsapp. The costs incurred by the Bidder on this account will be paid on a monthly basis on actuals.

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
1.	Rental (Rs.)	Rental/ Month (Rs.):						
2.	Service Charge (if any such charge is charged by the Bidder over and above the Whatsapp fixed costs)							
3	TOTAL (E)							

TABLE #5: OBD SERVICES

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
1	Rental (Rs.)	Rental/ Month (Rs.):						
		Free units for the above Rental:						
2	Usage Charge per unit beyond free value	Provide details of 'unit'						
3	Any other costs to be incurred (please specify in additional rows)							
4	TOTAL (F)							

TABLE #6: URL SHORTENING SERVICES (For up to 100 URLs per month)

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
1	Rental (Rs.)	Rental/ Month (Rs.):						
		Free URLs for the above Rental:						
2	Any other costs to be incurred (please specify in additional rows)							
3	TOTAL (G)							

TABLE #7: GRAND TOTAL

Table No.	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
0						
1						
2						
3						
4						
5						
6						
SUB TOTALS						
GRAND TOTAL (This figure should reflect in FORM FIN 1) →						

TABLE #8: ANY OTHER SERVICE (NON EVALUATED)

- In case the bidder has any other service that they would like to offer that may be of relevant to Samagra Shiksha, the Bidder can quote for the same on a per unit cost basis. The Bidder shall provide the quote in a table of their format, however a per-unit rate, one time costs, monthly rentals and the break up of the rate over 5 years shall need to be specified.
- In case additional plans of existing service providers also are available, the same may also be included as Annexures to the Financial Bid of the Bidder.
- TABLE #9: PLATFORM CUSTOMISATION CHARGES (NON EVALUATED PARAMETERS)** These charges will be payable if SS requires the bidder to undertake developments/ customisations on the existing platforms provided by the Bidder to suit the requirements of SS. SS is in parallel also procuring similar services through other bidders and the rates quoted by the Telemarketer shall be comparable with the existing rates of SS, failing which SS shall negotiate these rates with the Telemarketer.

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
1	Senior Developer	10+ years' experience						
2	Middle Level Developer	~5 years' experience						
3	Junior Developer	1-2 years' experience						

Sl.	Cost	Details	Total in Rs. In Year 1	Total in Rs. In Year 2	Total in Rs. In Year 3	Total in Rs. In Year 4	Total in Rs. In Year 5	TOTAL for 5 Years (Rs.)
4	TOTAL (H)							

Firm's Name:

Authorized Signature:

Selection of firms for providing SMS/ Whatsapp/ Voice Services under Samagra Shiksha

RfP No:116/C1/SMS/EMIS/2022

Date of pre-bid meeting: 29.03.2022

Note: Suitable changes as a consequence of these pre-bid responses are provided in the Corrigendum uploaded along with this Pre-Bid response. Please use the forms/ formats as per the Corrigendum for your submissions.

Sl.	Page No.	Existing Clause	Clarification/ Proposed Change	Response
1	46	The Bidder should create, maintain and update dynamically the database of phone numbers of all the stakeholders that are defined by the Authority. The database must be easy to use and facilitate the Bidder in efficiently undertaking SMS services to the respective stakeholders as part of the RFP. The Bidder should be linked to the EMIS system database of the Authority and draw on the information through APIs.	Please elaborate on this, is this regarding managing your database at Airtel end?	The contact details of the parents/ other recipients of SMS will be on Samagra Shiksha servers. The list of numbers to which SMS/ Whatsapp is to be sent, will be shared with the Bidder through APIs. Post sending of SMS, the bidders will make the MIS of sent/ un-sent messages available to Samagra Shiksha through APIs.
2	46	Establishment of Bi-directional SMS facilities (push/pull) capable of delivering and receiving SMS from all the telecom service providers of the state with auto-responding features.	As per the DOT mandate, bi-directional SMS flow is not allowed in the enterprise SMS flow. PUSH and PULL services are considered separate services.	Bi-directional messaging to be done using long code/ VMN.
3	47	Bidder should provide API compatible with Java, Angular JSP, PHP and HTML5 platforms. Provide details of other compatible platforms also. Bidders should share the API integration source code.	Readily available APIs is CURL/ JSON and XML. May you please confirm or bring some clarity on Source Code sharing?	The phrase in Bold is modified to: Bidders should share the API integration document.
4	47	Bidder should provide onsite/ offline support for integration till the Systems go into production. Cost.	Please elaborate on this, since the integration is over the cloud. Why is on-site support required?	Bidders will provide on-site support to Samagra Shiksha for training, integration of APIs etc.

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5	48	Bidder should provide details on type of messages (Text, MMS, Voice, etc.) that can be sent using LongCodes.	SMS, Voice is available on Longcode but MMS is not available.	Clause modified to: Bidder should provide details on type of messages (SMS, Voice) that can be sent using LongCodes.
6	48	There should be facility to Create, Store and Retrieve predefined message template using both API and Client interface.	Need clarity here as the Push request is generated directly by the customer, where is the need to create, store and retrieve?	There should be a facility by which the Client can compose the messages, and push the messages, including through pre-defined templates. There should be a facility to create templates for TRAI Approval. Also, easy way to be provided to identify the approved templates while sending messages through Client Interface/ API.
7	48	Instant composing and sending of messages must be available.	Post DLT this is not allowed, only DLT registered templates could be used.	<ul style="list-style-type: none"> • For SMS, DLT registered templates will be used. • For Voice, instant composing and sending of Voice messages must be available.
8	48	Solution should provide Unicode message sending.	This functionality is there but the message origination should be from the customer end, no translation will happen at the Airtel end.	Messages generated will be in Unicode format if required. It is not expected that translation will take place at the Bidders' end.
9	49	There should be a provision to send both Static and Dynamic messages. In dynamic messages, the composition will be done once and message content will vary for every sender.	This should be in accordance with DLT.	Agreed.
10	52	The Bidder has to activate all the services after integrating with existing Online Portals as per the requirement of the RFP within 2 weeks from the date of signing of the contract. If the Bidder fails to comply this requirement, penalty will be imposed at the rate 1.0% of total value of work order per week of the delay subject to a	Requesting if we can make it 4 weeks?	Agreed.

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		maximum of 10.0 % of the value of work order. If the unapproved delay is beyond 30 days, the Authority has the right to issue the termination notice.		
11	54	<ul style="list-style-type: none"> - Priority 1 delivered to mobile handset after 15 seconds - No payment; - Priority 2 SMS delivered to mobile handset after 15 minutes - No payment; - Priority 1 Voice delivered to mobile handset after 15 seconds - No payment; - Priority 2 Voice delivered to mobile handset after 20 minutes 	Need clarity, if during the SLA timelines the customer is not available, shall we discard that request or go beyond SLA for delivery as we would not be getting any payment post delivering the message also.	<p>In computing the adherence to the SLAs, the following delivery failure cases shall be excluded:</p> <ul style="list-style-type: none"> - Mobile switched off/ air-plane mode/ out of range/ inbox full/ international roaming/ number blacklisted. - Customer does not pick up the call.
12	53	Bidder shall provide unlimited free Session Messages or Response to customer-initiated Queries, Requests, or Complaints through WhatsApp Business Account if such responses are within 24 hours of receipt of such SS Office from customers.	FB has changed its pricing and per user-initiated conversation costs Rs. 29 paisa+ taxes. Hence cannot be free.	Payments for Whatsapp messages shall be on actuals as per the pricing policy of Whatsapp.
13	53	Bidder should provide Frontend SDK for Inbox [Software Development KIT].	Need more details on this.	Bidder should provide required software for use at the user end to facilitate sending/ receiving of messages/ voice etc.
14	58	No. of clients the Bidder has been servicing continuously for at least 3 years, and continues to service on the date of publication of this tender. The nature of service should be for both SMS and Whatsapp services.	<p>Request Dept. to revise the clause as below:</p> <p>"No. of clients the Bidder has been servicing continuously for at least 3 years, and continues to service on the date of publication of this tender. The nature of service should be for SMS OR Whatsapp services."</p>	No. of clients the Bidder has been servicing continuously for at least 3 years, and continues to service on the date of publication of this tender. Services shall mean SMS services for 3 years and Whatsapp services for 1 year.

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15	46	The Bidder should create, maintain and update dynamically the database of phone numbers of all the stakeholders that are defined by the Authority. The database must be easy to use and facilitate the Bidder in efficiently undertaking SMS services to the respective stakeholders as part of the RFP. The Bidder should be linked to the EMIS system database of the Authority and draw on the information through APIs.	MIS will be kept for 90days. We can share the details over API/ SFTP so that govt can save this data in the EMIS system.	The contact details of the parents/ other recipients of SMS will be on Samagra Shiksha servers. The list of numbers to which SMS/ Whatsapp is to be sent, will be shared with the Bidder through APIs. Post sending of SMS, the bidders will make the MIS of sent/ un-sent messages available to Samagra Shiksha through APIs.
16	47	The Bidder should cover the facilities like Push Service and Pull SMS using short/long code / VMN and WhatsApp API solution. The approximate volume predicted is as follows:	Push SMS using a long code and Pull SMS using a short code is not feasible. Bifurcation of Push and Pull SMS quantity not mentioned.	The Bidder should cover the facilities like Push Service using SMS and Pull service using long code/ VMN and WhatsApp API solution.
17	47	The SMS solution provided by the Bidder should handle the following message types: 1. Text, 2. Voice, 3. Bilingual.	Need clarity on Message Type 'Voice'.	The solutions provided by the Bidder should handle the following message types: 1. Text message through SMS (in Tamil & English). 2. Voice messages through OBD. 3. Whatsapp messages (Text/ Document/ Audio/ Video).
18	47	Bidder should provide an API which can connect to the following Databases namely Oracle, My SQL, MS SQL.	We share API to SS to create/modify campaigns and this API is connected to our database. I think its our decision to use which database and hence I don't feel any relevance on this point.	The SS database is in MySQL. The APIs provided should connect with this database.

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19	47	The BIDDER must provide the support to port the API on a SS Office Cloud application server and to handshake with the existing online application. It should be linked to the existing database of the SS Office and draw on the information through APIs	We can provide API documentation and Govt's tech team need to do the integration.	Accepted. Necessary facilitation support will need to be provided by the Bidder.
20	47	Bidder should provide onsite/ offline support for integration till the Systems go into production. Cost.	Onsite support (Training) to SS officers in single location can be done.	In HO such support will be needed. The rate can be quoted by the bidder on a man-month (26 days) basis. For proportionate additional/ reduced workload, the payment will be pro-rated.
21	47	Provide complete details on the administration and user functionality of the SMS user module. There should be a facility to create administrator's user ids. More than one administrator user IDs might be required.	Hierarchy/ User roles to be defined (Scope to be frozen).	Normally all messages/ calls will originate centrally. However, the bidder may note that there are likely to be the following levels: Admin (Master), HoD, District, Taluk levels of users. The functionalities, delegation, performance MIS etc. will be discussed with the bidder to whom the project is awarded. Future customisations of user levels will be defined based on need.
22	48	SS Office proposes to provide access to the SMS interface across the state in School Education and hence Bidders who provide non browser interface should provide software details along with compatible platforms. Such Bidders in addition should provide unlimited perpetual license without any additional expenses.	We provide only browser-based solution.	No change.

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23	48	Bidder will provide three virtual mobile numbers (VMN) (or) Long Codes to SS Office without any cost. Virtual number once activated for the purchaser, will be property of SS Office. In case of expiry of contract or termination of the contract due to any reason, the long code numbers provided to SS Office shall be the property of SS Office and should not be assigned to any other third party. SS Office should have the right to use these numbers post expiry of the contract period also.	Long code SMS (Incoming SMS) charges to be mentioned even if numbers are of Zero rental. After expiry and still long codes running in our platform then rentals should be applicable (VI to take a decision).	For the three virtual numbers – the monthly rental charges can be included in the financial template. The numbers will be portable by SS.
24	48	There should not be any constraint in sending messages using the API/ SMS Client using long code numbers.	Sending SMS using long code is not feasible.	Accepted.
25	48	Bidder should provide details on type of messages (Text, MMS, Voice, etc.) that can be sent using Long Codes.	Only text/ Unicode messages.	Clause modified to: Bidder should provide details on type of messages (SMS, Voice) that can be sent using Long Codes.
26	48	Solution architecture should be such that distributed message composing should be available with message sending either centralized or decentralized. Example: Message will be composed by authorized users and routing to the SMS gateway should be through SS Office or the respective sites directly.	Need clarity: If web users create SMS campaigns in the web portal, it will get saved in the Database. What we can do is such campaigns can be pushed once the SS office gives approval in the web portal itself.	The web solution provided should allow for multiple levels of users. Each level of user should be able to create and push SMS once approved by the HO.

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27	48	The solution should allow sending of a message to address using the inherent address book database of the SMS application (or) external database (or) files (*.txt, *.csv,*.xls,*.sxw,*.odp) (or) as a user input of the mobile numbers; in other words, bulk upload facility in the above formats should be available.	.sxw, .odp not supported.	Accepted.
28	49	In case a client gets a list of numbers from its sources, according to TRAI, SMS can be sent only if they are service/ transactional in nature. Any UCC (unsolicited commercial content) cannot be sent. Thus, the Bidder should have the facility of online filtering of the DND numbers.	DND filtering doesn't come under our scope as it is purely pertaining to the DLT team.	If the SMS is a transactional, no DND provisions shall apply. If the SMS is a promotional SMS, then DND provisions shall apply. As per DLT regulations, DND scrubbing to be carried out.
29	49	SS Office requires the following minimum message priority setting namely with message delivery TAT indicated against them. a) OTP & Transactional – less than 15 seconds (High Priority message) b) Promotional & Others– less than 20 minutes (Low priority message) All outgoing messages (SMS) from the application are to be delivered to the mobile subscriber within the time Specified.	Whatever the SMS type is, we can mention required/ available TPS only. SS team to confirm the max OTP SMS which will happen in a second at any point in time. Similarly for Transactional and Promotional.	<ul style="list-style-type: none"> • Bulk sending of SMS through Client Software/ API will be done batch wise. Each batch may contain 15,000 to 20,000 SMS. • The total time for sending the SMSs shall be the time taken to send all messages in the batch. <p>The revises TAT shall be as mentioned below. The TAT shall be computed from the Delivery Reports that the Bidders shall be required to submit on a monthly basis (or at any other time as required by Samagra Shiksha):</p> <ul style="list-style-type: none"> • SMS is not delivered due to any technical fault/ failure on the part of the Bidder - No payment

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				<ul style="list-style-type: none"> • Priority 1 SMS delivered to mobile handset after 30 seconds - No payment • Priority 2 SMS delivered to mobile handset after 30 minutes - No payment • Priority 1 Voice delivered to mobile handset after 30 seconds - No payment • Priority 2 Voice delivered to mobile handset after 30 minutes - No payment • Priority 3 Whatsapp Message delivered to mobile handset after 30 Seconds - No payment • SMS' failed/ undelivered/ delivery report not received/ duplicate Messages – No payment
30	49	The Bidder must be able to provide different sender IDs which will be mapped.	SS need to provide us DLT registered Sender Ids.	The bidder will support SS in SS's handling all DLT regulations.
31	51	The Bidder should provide the archives of all the messages sent to their gateway with the delivery status in a CD/ DVD/FTP/SFTP on monthly basis.	SFTP/API (SFTP option can be provided subject to VI security clearance).	Clause modified to: The Bidder should provide the archives of all the messages sent to their gateway with the delivery status via APIs.
32	51	The Bidder should have a direct SMSC connection with all major operators i.e., Airtel, Vi, Tata, BSNL and Reliance.	Does it mean our application connects to different SMSC's or VI POI connectivity? In our case application is connecting to only VI SMSC and it has POI towards every operator SMSC.	The Bidder should have direct SMSC connection with all major operators i.e., Airtel, Vi, Tata, BSNL and Reliance (Not applicable, in case bidder is Direct Operator).
33	52	The Bidder has to activate all the services after integrating with existing Online Portals as per the requirement	Min 4-5 weeks required.	Modified to "4 weeks".

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		of the RFP within 2 weeks from the date of signing of the contract.		
34	52	The confirmation of whitelisting of DLT templates at the vendor's end must be received within 24 hrs of the request submission.	This is not our scope and has to be managed by SS officials.	Accepted. However, bidder may be required to provide necessary support to SS.
35	52	Bidder must provide a solution to integrate PULL SMS Service to SS Office Online application for receiving SMS from all the telecom service providers.	We can push incoming SMS to SS API.	Bidder must provide an API solution to integrate PULL SMS Service to SS Office's Online application for receiving SMS from all the telecom service providers.
36	52	Bidder must be able to create and schedule voice campaigns which should be able to be scheduled at particular time slots. Multiple language support must be present for the same.	OBD campaigns delivery TAT and Conditions to be specified.	SLA of 90% for voice shall be required. This means that 90% of the voice calls will need to be completed within the timelines specified in Qn. 29.
37	52	DND scrubbing must be mandatorily done for such campaigns as per TRAI guidelines.	For promotional campaigns, govt should take 1400 series number.	No change. Only transactional OBD will be sent. No promotional content will be shared.
38	52	IVR (Interactive Voice Response) to capture user's inputs based on a number dialed by the user and multiple languages (Tamil & English) options must be available.	Need scope of IVR.	IVR (Interactive Voice Response) to capture user's inputs based on a Longcode/ VMN dialed by the user and multiple language (Tamil & English) options must be available.

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39	53	Bidder should provide solutions for short URL service; and will need to provide necessary facilitation to integrate with the On-line Application of SS Office to send a URL through SMS/ WhatsApp.	Need clarity.	As per RFP.
40	53	Bidder should provide a WhatsApp API (Official) to send WhatsApp notifications/messages/templates to registered / non-registered users of web applications and other APIs.	Option required before sending Whatsapp API and push message restriction also mentioned. https://developers.facebook.com/docs/whatsapp/api/rate-limits/	Subject to policies specified by Whatsapp.
41	53	WA API should be able to provide a framework capable of sending messages in various media formats like image, pdf, video, emojis, stickers etc. allowed by WhatsApp and the file size limit should be as per the permissible limit by WhatsApp.	Video link [hosted]needs to be deployed by the Client.	Video link will only be provided to Bidder. Hosting to be done by SS.
42	53	Bidder shall provide unlimited free Session Messages or Response to customer-initiated Queries, Requests, or Complaints through Whatsapp Business Account if such responses are within 24 hours of receipt of such SS Office from customers.	Due to the new Whatsapp commercial policy, session messages will be chargeable https://developers.facebook.com/docs/whatsapp/pricing/	Pricing will be on actuals as per charges of Whatsapp.
43	53	Bidder must be a Business Service Provider or Integrated Software Vendor (ISV) of WhatsApp. In case of ISV they should submit an agreement with the Business Service Provider of WhatsApp.	No query specified.	No change.

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44	24	Termination for Convenience - The Authority, by a written notice of at least 30 days sent to the selected Bidder, may terminate the Contract, in whole or in part, at any time for its convenience. The Notice of termination shall specify that termination is for convenience, the extent to which performance of the selected Bidder under the Contract is terminated, and the date upon which such termination becomes effective. In such a case, the Authority will pay for all the pending invoices as well as the work done till that date by the Consultant.	Requesting to remove this clause or add exit charges for the rest of the contract period as commercials are competitive and exit before the contract period will lead to loss to Service Provider.	No change.
45	28	Bidder should have direct tie-up/arrangements with a minimum of three telecom service providers/operators for within India services and a minimum one for international operation.	We are TSP only hence just for confirmation this clause will not be applicable for us, we can submit a UASL license copy if required, please confirm if any other document is required for this.	Bidder(s) should have direct tie- up/ arrangement with a minimum of three telecom service providers/ operators for within India services and a minimum one for international operation (Not applicable in case bidder is Direct Operator).
46	28	The Bidder should have experience in providing gateway services for the last three years.	We are TSP only hence just for confirmation this clause will not be applicable for us, we can submit a UASL license copy if required, please confirm if any other document is required for this.	The Bidder(s) should have experience in utilizing SMS gateway services of leading Service providers for the last three years. - A copy of Service level Agreement/ MOU with SMS Gateway Providers dated on or before 25-Feb-2019 is to be submitted.

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47	30	The Bidder should be a registered telemarketer as per TRAI guidelines or have the arrangement to deliver SMS services through any registered telemarketer.	We are TSP only hence just for confirmation this clause will not be applicable for us, we can submit a UASL license copy if required, please confirm if any other document is required for this.	The Bidder(s) should be a registered Telemarketer as per TRAI guidelines to deliver SMS/ Voice services.
48	28	Bidder should have the capability of sending at least 50 lakh Transactional SMS per day and at least 2 crore Promotional messages per day.	We are TSP only hence just for confirmation this clause will not be applicable for us, we can submit a UASL license copy if required, please confirm if any other document is required for this.	Any one of Bidder(s) should have the capability of sending at least 50 lakh Transactional SMS per day and at least 2 crore Promotional messages per day.
49	28	Bidder should have the capability of sending at least 50 lakh Whatsapp Messages in one day.	This will be as per Whatsapp policy/capacity provided please refer to links below https://developers.facebook.com/docs/whatsapp/api/rate-limits/	Accepted. Any one of the Bidder(s) should have the capability of sending at least 10 lakh Whatsapp Messages in one day. The Bidder shall submit an invoice from a single client showing that the Bidder was able to send 10 lac Whatsapp messages in one day.
50	28	The Bidder should be able to allocate a minimum throughput of 10,000 SMS/sec to SS.	Request you to please confirm if this capacity ask is for this particular project or confirmation for TSP's overall capacity.	The Bidder should be able to initiate 1000 SMS/ second and 1000 SMS/ second for delivery. For this a letter of undertaking from the Service Provider should be attached.
51	28	The Bidder should be a registered telemarketer as per TRAI guidelines or have the arrangement to deliver SMS services through any registered telemarketer.	We are TSP only hence just for confirmation this clause will not be applicable for us, we can submit a UASL license copy if required, please confirm if any other document is required for this.	The Bidder(s) should be a registered Service Provider / Telemarketer as per TRAI guidelines to deliver SMS/ Voice services.
52	44	Cost Head	For each service, please below elements <ul style="list-style-type: none"> • One Time Cost • Monthly Rental • Free Call Value for the above monthly rental 	Please see revised Form Fin 2.

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			<ul style="list-style-type: none"> Usage Charge (Per SMS / Per Minute / Per Session) beyond free calls 	
53	44	Cost Head	<p>For SMS, please add separate line items for PUSH and PULL SMS along with the below items:</p> <ul style="list-style-type: none"> One Time Charge Rental Usage Charge / SMS Free Value (SMS) 	Please see revised Form Fin 2.
54	44	Cost Head	<p>For OBD below pricing elements to be there</p> <ul style="list-style-type: none"> One-time Charge Rental Usage Charge Free Call Value 	Please see revised Form Fin 2.
55	44	Cost Head	<p>For Whatsapp, as per their pricing policy below items to be incorporated for Whatsapp:</p> <ul style="list-style-type: none"> Rental User-Initiated Sessions Business Initiated Sessions One Time Charge 	Please see revised Form Fin 2.
56	28	Cost Head	No of VMNs required.	Up to 50 VMNs required.
57	54	E.1. Service Level Expectations & E.2. Penalties	These services are provided as Best Effort Basis, hence requesting to remove the SLA Clauses & Penalties.	Please refer to the SLAs as provided in response to Qn. No. 29.
58	16	18.1 From the time the Proposals are opened to the time the contract is awarded, the Bidder should not contact the Authority on any matter related to its Proposal. Information relating to the evaluation of Proposals and award	The Confidentiality provision stated herein should also enable the protection of the Bidder's information since that aspect is completely been left out. The clauses stated herein purely gives and seeks protection from Bidder of Authority information being shared under the Proposal.	Accepted.

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		<p>recommendations shall not be disclosed to the Bidders who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the contract award information.</p> <p>18.2 Any attempt by Bidders or anyone on behalf of the Bidder to influence improperly the Authority in the evaluation of the Proposals or Contract award decisions may result in the rejection of the relevant Proposal. Such Bidders may be subject to the application of the prevailing Authority's sanctions/ penal procedures.</p> <p>18.3 Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if any Bidder wishes to contact the Authority on any matter related to the selection process, it should do so only in writing.</p>	<p>Since Bidder would be sharing pricing and network diagram with the Authority, they should be treated confidential and not shared with any other persons, as they are secret and not information made available in public.</p> <p>Any wrongful disclosure of information shared by the Bidder would cause loss and put the bidder in a disadvantageous position.</p>	
59	24	<p>Termination for Convenience - The Authority, by a written notice of at least 30 days sent to the selected Bidder, may terminate the Contract, in whole or in part, at any time for its convenience. The Notice of termination shall specify that termination is for convenience, the extent to which performance of the selected Bidder under the Contract is</p>	<p>The right of termination for convenience would basically put the Bidder at a loss since they are deployed all necessary resources required towards the provision of Service to the Authority. Thus, arbitrary termination without a valid reason such as breach or lack of performance etc. can be considered as a valid reason for termination due to lack of proper receipt of Service. Also, it would need to be considered that for provisioning of this Service the bidder would be engaging other services from</p>	No change.

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		terminated, and the date upon which such termination becomes effective. In such a case, the Authority will pay for all the pending invoices as well as the work done till that date by the Consultant.	third-party contractors, wherein we do not have such arbitrary termination.	
60	25	<p>34.5 Termination by Consultant - The Consultant may, by not less than three (03) month written notice to the Authority, such notice to be given after the occurrence of any of the events, terminate this Agreement if:</p> <ul style="list-style-type: none"> • The Authority is in material breach of its obligations under this Agreement and has not remedied the same within forty-five (45) days (or such longer period as the Consultant may have subsequently agreed in writing) following the receipt by the Authority of the Consultant's notice specifying such breach. • As the result of Force Majeure, the Consultant is unable to perform a material portion of the Services for not less than sixty (60) days. • The Authority fails to comply with any final decision reached as a result of arbitration. 	In the earlier clause, the termination right given to Authority is just one month's written notice for breach, whereas on a similar ground the right to terminate is 3 months for the Consultant/Bidder. We request the clause be made equal so as to ensure equity in the parties' position.	The termination shall be with three months' notice by the Bidder and by Samagra Shiksha.

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61	33	The Bidder should have experience in providing gateway services for the last three years.	To clarify whether the bidder should have its own gateway services or through a vendor, can the bidder provide gateway services? If vendor gateway service is acceptable, what type of document is to be attached?	The Bidder(s) should have experience in utilizing SMS gateway services of leading Service providers for the last three years. - A copy of Service level Agreement/ MOU with SMS Gateway Providers dated on or before 25-Feb-2019 is to be submitted.
62	34	Bidder should have direct tie-up / arrangements with minimum three telecom service providers / operators for within India services and minimum of one for international operation.	As we are a software company, we don't have a direct tie-up with a telecom service operator. Can the bidder have MoU or undertaking letter with the telecom service provider vendor?	Bidder should be a registered Tele-Marketer with a license from TRAI. MoUs with telecom service providers can be submitted.
63	34	The Bidder should have capability to send alerts from at least two geographical locations ensuring business continuity.	Can we submit address proof of 2 SMS providing vendors?	This clause is deleted. The prescribed TATs will apply.
64	34	Bidder should have the capability of sending at least 50 lakh Transactional SMS per day and at least 2 Crore Promotional messages per day.	Do we need an invoice or other completion letter or performance letter can be attached?	Invoice to be submitted.
65	34	Bidder should have the capability of sending at least 50 lakh Whatsapp Messages in one month.	Do we need an invoice or other completion letter or performance letter can be attached?	Invoice to be submitted.
66	35	The Bidder should be able to allocate a minimum throughput of 10,000 SMS / sec to SS.	Requesting to submit undertaking letter from Service provider Vendor.	The Bidder should be able to initiate 1,000 SMS/ second and 1000 SMS/ second for delivery. For this a letter of undertaking from the Service Provider should be attached.
67	39	Tenure: How many years has the Bidder been providing Bulk SMS services (bulk shall mean more than 5 crore messages per year). Tick (in the middle column) any one of the three options provided.	Can we submit multiple work orders collectively to get 5 cr messages per year?	Yes.

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68	39	Relevant Experience: Over the last 5 years, the firm should have provided bulk SMS services (more than 5 crore messages per annum) to other organisations.	To clarify whether to provide each organization 5 crores or collectively 5 crores?	Collectively, the firm should have provided bulk SMS services of at least 5 Crore messages, in the past 5 years.
69	44	Summary of costs	Cost Head - Quantity and Period haven't been mentioned. Virtual Mobile Number mentioned N/A. Should we quote excluding GST?	Please see revised Form Fin 2.
70	47-53	Functional & Technical requirements: <ul style="list-style-type: none"> MIS Logging/ Hardware Software/ IVRS set up 	Does the Bidder need to provide mentioned set-up? If yes, can the Bidder quote additional cost for such services?	No hardware is expected to be provided by the Bidders. However, necessary web-based software to carry out the scope of work as per the RfP shall need to be provided.
71			We are experts in voice-based communication and we have the licence from DoT for the same. We have been servicing 3000+ Schools for over 15 years. Can we partner with our SMS/ WhatsApp provider and submit the tender as a single entity front-ended by us. We are currently servicing more than 2000 schools across India.	<ul style="list-style-type: none"> A consortium of up to 2 bidders is permitted. The bidders shall be Tele Marketers with a registered Telemarketer license issued by TRAI. Suitable license proof to be provided to prove that the bidder has a Tele-Marketer license.
72			What is the volume of the database for the given tender?	While the volume is difficult to predict at this point, there are 1.2 crore students, 5 lakh staff and 58,000 schools. Weekly SMS are sent to parents whose children are absent and marks cards are sent presently.
73	8	Conflict among projects: A Bidder (including its Experts) shall not be hired for any assignment that, by its nature, may conflict with another assignment of the Bidder for the same or another Client.	Does this mean that we cannot serve any other private school or provide any other voice-based solution to anybody else, if the tender is awarded to us?	No.

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74	34	Bidder should have the capability of sending at least 50 lakh Transactional SMS per day and at least 2 Crore Promotional messages per day.	Our partners are capable of sending 50 Lakhs Transactional SMS and 2 crores promotional SMS per day. Will that suffice?	Yes.
75	40	No. of clients the Bidder has been servicing continuously for at least 3 years and continues to service on the date of publication of this tender. The nature of service should be for both SMS and WhatsApp services.	Whatsapp services per se are being used only very recently. How can anybody have provided the services in the past 3 years with such a huge volume?	Modified to: No. of clients to whom the Bidder has continuously provided: <ul style="list-style-type: none"> • SMS services for the past 3 consecutive years AND • Whatsapp services for at least the past 1 year.
76	44	Virtual Mobile numbers VIRTUAL MOBILE NUMBER RENTAL (12 Months)	What is the need for this?	The purpose of this bid is to do a price discovery for various services offered by the Bidders. Therefore, the relevance/ need of the services will be defined in due course.
77	48	The Bidder's system/solution should support virtual mobile numbers (for incoming SMS) of all Major Service Providers-like Airtel, Vi, TATA, Reliance JIO or BSNL/MNTL etc.	Incoming SMS will come from where? Who will send it? What will be the volume?	Modified to: The Bidder's system/ solution should support virtual mobile number (for IVRS) that can link with all major service providers - like Airtel, Vi, TATA, Reliance JIO or BSNL/ MNTL.
78	52	If a Mobile user so decides he should be able to be redirect to the call centre from the IVRS menu. The call centre will be separately maintained by SSOoffice.	Need more clarity on this.	If a mobile user is calling a particular call centre number, he should be re-directed through an IVRS menu to the Call Centre (CC). CC to be maintained by Samagra Shiksha.
79	54	The SMS sent by the SS Office has to be delivered within the stipulated timelines. Penalties will be levied for failure to comply with the timeframes for delivery of the SMS as follows	These timelines will be based on the volume at the given point in time. It will be practically impossible for any provider to adhere to these timelines. Need more clarity on this.	Please refer to the response to Qn. 29.

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		<p>Priority 1 delivered to mobile handset after 15 seconds – No Payment</p> <p>Priority 2 SMS delivered to mobile handset after 15 minutes -No Payment</p> <p>Priority 1 Voice delivered to mobile handset after 15 seconds – No Payment</p> <p>Priority 2 Voice delivered to mobile handset after 20 minutes – No Payment</p> <p>Priority 3 WhatsApp Message delivered to mobile handset after 30 Seconds – No Payment</p>		
80	58		<p>We don't see a point that has any weightage for the following:</p> <p>1.Voice communication Solution: It would be great and helpful if you add that in the criteria as well as we see the only weightage is given for SMS.</p> <p>2.Additional weightage for organisations that have been servicing the school community in a communication solution might also be helpful to give meaningful service to your idea of improving the involvement of parents and making them inclusive of the system and your efforts to get this rolled out.</p>	Please refer to the Corrigendum #1.
81			<p>In connection with participating in the bidding process as a consortium, we would like to know the following.</p> <p>How do we fill up the form where it asks for the name of the bidder and the further fields? Is it possible for us to have a call with someone on filling up the tender form to clarify all our queries?</p>	For each member of the consortium a separate form shall be filled. Bidder is requested to identify clearly the lead bidder.

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82			With reference to the suggestion sought for Virtual Mobile numbers for the incoming SMS/ The IVR call being redirected to the Call centre, we can provide a very effective and beautiful solution which we would disclose in the sealed tender as we believe that this is our unique solution thought through and would not like to disclose here due to privacy issues.	Bidders are encouraged to provide such solutions.
83			To get clarity on whether a Private Limited company can participate in this tender or only a government organization company can participate in this tender.	Private companies are strongly encouraged to participate.
84	53	Bidder should be able to initiate Outbound dialling for campaigns and also to capture inputs for the same.	Please clear, what information should be captured?	The phone numbers to be dialed out will be provided to the bidder through APIs, along with the recorded voice messages.
85	34	Bidder should have the capability of sending at least 50 lakh WhatsApp Messages in one month.	Request for amending this qualification criterion with 30 Lakh WhatsApp Message in place of 50 Lakhs.	Accepted. Any one of the Bidder(s) should have the capability of sending at least 10 lakh Whatsapp Messages in one day. The Bidder shall submit an invoice from a single client showing that the Bidder was able to send 10 lac Whatsapp messages in one day.
86			Requesting for the waiver of the EMD and PBG requirements for Startups and MSMEs.	Agreed for waiver of EMD only. There is no provision for waiver of PBG. For waiver, the Udyam Certificate will need to be submitted.
87			Request for confirmation that we can bid as a consortium.	Accepted. Maximum of 2 entities permitted – Both of which shall be registered Tele-Marketers and will hold a valid license from TRAI.
88	44	Table: Summary of Costs: Whatsapp message price.	WhatsApp is a third-party solution and we have a dependency on pricing regarding that, presently we will give the best rates with current financials but if in future any changes in the pricing done by WhatsApp then how we are going to handle it and who is going to bare those charges?	Agreed. Rates will be as modified by Whatsapp from time to time.

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89	47	Note: The volume is indicative and can vary based on the actual requirement of SMS to be sent every month. The High and Low priority of SMS will be detailed by the Authority to the successful Bidder.	We will be going to give the rates according to the bulk quantity mentioned in the RFP documents so just wanted to know the maximum % of the variation in the total quantity of messages per year so that accordingly we can plan, also please confirm the situation where deviation in the total number of the message will be done higher than the % you are going to confirm.	Please refer to the revised financial template.
90		Request to you kindly share your sender ID to check whether the sender ID is exempted or not OR please confirm from your side that your Sender ID is exempted or not.	-	The Sender Id is not exempt. The Bidder shall support Samagra Shiksha in obtaining the exemption. Once exempted, the benefits that accrue to the Bidder (price reduction of up to 5 paise) shall be passed on to Samagra Shiksha.