



## **PRADHAN MANTRI JAN AUSHADHI YOJANA (PMJAY)**

### **TENDER for Toll Free Helpline**

**TENDER REFERENCE No: BPPI/Helpline-001/2016 Dated: 05/11/2016**

**BUREAU OF PHARMA PSUs OF INDIA**  
Invites Bids for operation of  
**Toll Free Helpline for Pradhan Mantri Jan Aushadhi Yojana**



## **BUREAU OF PHARMA PUBLIC SECTOR UNDERTAKINGS OF INDIA**

**(Set up under the Department of Pharmaceuticals, Govt. of India)**

**IDPL corporate office Complex, IDPL Complex, Old Delhi-Gurgaon Road, Dundahera, Gurgaon 122016**

**Telephone: 0124-4556752/4223074; Fax: 0124-2340370; Website: [janaushadhi.gov.in](http://janaushadhi.gov.in)**

## **BIDDING SCHEDULE**

Tender reference No.	<b>BPPI/Helpline-001/2016 Dt. 05/11/2016</b>
Date of availability of tender documents on website	<b>05.11.2016</b>
Last date and time for submission of Bid i.e. Bid Submission End Date and time	<b>28/11/2016 (Wednesday) up to 11.00AM</b>
Time and date of opening of Technical Bid	<b>28/11/2016(Monday) at 11:30 AM</b>
Place of opening of tender	Bureau of Pharma PSUs of India, IDPL corporate office Complex, Old Delhi-Gurgaon Road, Dundahera, Gurgaon- 122016 (Haryana)
Address for Communication	Bureau of PSUs of India, IDPL corporate office Complex, Old Delhi-Gurgaon Road, Dundahera, Gurgaon- 122016 (Haryana)
Cost of the Tender Document	<b>Free of cost</b>
Amount of EMD	Rs.20,000/- specified in Tender Document.
Contact details for clarification if any	1) Sh. Hitesh Bhaskar, Dy. Manager(IT) Tel: 0124-4556759 Email ID – dmit.janaushadhi@gov.in 2) Sh. Bharat Lal, Sr. Executive(Media&PR) Tel: 0124-4556760 Email ID – bharatlal.bppi@gmail.com

*The tender document can be downloaded free of cost the website of BPPI: [janaushadhi.gov.in](http://janaushadhi.gov.in)*

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## 1. **Invitation for Bid**

- 1.1 Bureau of Pharma PSUs of India (BPPI) invites sealed bid from eligible bidders for operation of Toll Free Helpline 1800-180-8080 for Jan Aushadhi.
- 1.2 Interested eligible bidders may obtain further information from the office Bureau of Pharma PSUs of India, IDPL Corporate Office, Old-Delhi Gurgaon Road, Dundahera, Gurgaon – 122016
- 1.3 Tender document may be downloaded from the BPPI website (hard copies of the tender document will not be provided).
- 1.4 The Bid details are as follows:

S.No.	Particulars	Description
1	Bid reference No. BPPI/Helpline-001/2016	Toll Free Helpline for Pradhan Mantri Jan Aushadhi Yojana
2	Date of availability of Bidding Document on BPPI website	05.11.2016
3	Last Date & Time for Submission of Bids	Upto 28.11.2016 at 11.00AM
4	Date & Time of opening of Bids	28.11.2016 at 11.30AM
5	Place of submission & opening of Bids	Bureau of Pharma PSUs of India(BPPI), IDPL Corporate Office, Old Delhi-Gurgaon Road, Dundahera, Gurgaon, Haryana-122016
6	Address for Communication	As above Sr. No. 5

- 1.5 BPPI reserves the right to accept or reject in part or full any or all the offers without assigning any reasons there for.

The CEO,  
Bureau of Pharma PSUs of India,  
IDPL Corporate Office, Old Delhi-Gurgaon Road,  
Dundahera, Gurgaon, Haryana-122016

## 2. **Introduction and Scope of services**

As part of the Technology upgrade for consumer awareness program of the Jan Aushadhi Scheme, BPPI wants to engage an operating agency for Jan Aushadhi National Helpline Toll free to cater to the masses. It would enable the public to have information about the scheme and Jan Aushadhi medicines on all working days from 9am to 9pm.

As the first step, the functional requirements for the Toll Free Helpline have been prepared. The Toll Free Helpline is expected to...

- Provide information about Jan Aushadhi scheme.
- Locate Jan Aushadhi Store - Provide store related information and location based on the user's location as provided by BPPI.
- Provide information about medicines available under Jan Aushadhi Scheme (JAS)
- Provide individual prices of medicines in the JAS and comparative price advantage available through BPPI mobile app information.
- Information about Generic medicines, whether they are same as branded medicines.
- Information about objectives of government, to open Jan Aushadhi Stores.
- Procedure to open Jan Aushadhi Stores and Terms for the same as provided by BPPI.
- Analytics like number of calls on Toll Free Helpline and MIS reports shall also be provided by the operating Agency.
- PRI lines 30 channel with one pilot number on which the toll free calls will be forwarded is to be provided by Operating agency.
- The Helpline should have IVR facility.
- The Helpline should have call recording facility to record all calls, which are processed.
- The helpline should have two Agents working from 9am to 9pm with back up provisions (i.e. total of 4 agents with back up for 12 hours support).
- The Helpline should have call waiting Facility for 20 callers with IVR announcement of waiting time.
- The helpline must be scalable in terms of 2 Agents currently with 2 back up agents to provide 9am to 9pm service and should be capable of providing the required number of additional agents, depending on the call load factor, as may required by BPPI.
- Helpline should also provide MIS of all calls with call flow, call load factor, categorize calls based on query by the caller and generate daily reports for BPPI for research and analysis.
- Helpline should submit a monthly report i.e. CDR of all calls with callers number, time, call duration to BPPI.
- The helpline should have two language options, Hindi and English.

### 3. Functional Requirements

#### General Requirements

S . No	Toll Free Helpline Requirements
1.	The Toll free Helpline shall be available on 1800-180-8080 forwarded to PRI pilot number, which shall be owned and paid by BPPI for toll free charges from all callers.
2.	The access to the helpline shall be on Toll free number 1800-180-8080 forwarded to PRI number with IVR. The PRI lines and IVR set up shall be ownership by the Operating agency with no additional cost to BPPI.
3.	<p>The Helpline should be able record all calls and shall provide MIS which include the following information, through specially created software capable of generating MIS and mailing the reports automatically on BPPI email IDs on daily basis:</p> <ol style="list-style-type: none"><li>1. Name of the caller.</li><li>2. Incoming callers land line or Mobile number.</li><li>3. Location i.e. City/State of the caller.</li><li>4. Information sought by the caller.</li><li>5. Information provided/disposed by the Agent.</li></ol>
4.	The call log of the all calls received, missed calls and duration of call shall be recorded and reported to BPPI on monthly basis, in digital format.
5.	The Helpline shall support multi-lingual interface (minimum Hindi and English) as per requirement of the caller.
6.	The Helpline shall be capable of progressively upgrading to cater to future needs.
7.	The Helpline shall have capability to provide information related to store location, medicine list, medicine comparison and information about the JAS with inputs from BPPI.

## 4. Eligibility of the Bidder

Only those bidders who fulfill the following criteria are eligible to respond to the bid document. Offers received from the bidders who do not fulfill all or any of the following eligibility criteria are liable to be rejected. The BPPI reserves the right to interpret the documents / proof of eligibility submitted by the bidders and may choose to accept / reject the proof of eligibility or may also call for further clarification with respect to any documents submitted by the bidder. The experience and expertise of the bidder, and Bidder's compliance with all these requirements must be substantiated with demonstration of operational capabilities to the BPPI team.

S. No.	Clause	Documents Required
1	The bidder should be registered firm/company in India.	Registration Certificate / Certificate of incorporation
2	The bidder should have expertise in operating high-performance Telephonic Helpline related to medicine / Healthcare information with minimum of 3 years work experience.	Supporting Documents to be attached (self declaration from authorized signatory)
3	Should have functional Helpline, which can be demonstrate to the team of BPPI.	
4	The bidder should not be blacklisted by any Central/State Govt. Depts./Public Sector Units / Financial Institutions in India.	The Bidder should submit a certificate from Authorized Signatory / Company Secretary / External Auditor to this effect.

## 5. Instructions to the Bidder

### 5.1 Submission of BID System Offer

Technical & Commercials bid must be submitted at the same time, giving full particulars in sealed envelopes at the BPPI's address given below, on or before time and date specified.

**The CEO,  
Bureau of Pharma PSUs of India,  
IDPL Corporate Office, Old Delhi-Gurgaon Road,  
Dundahera, Gurgaon, Haryana-122016**

### 5.2 Bid Security /EMD:

- EMD of Rs 20,000/-(Rupees Twenty Thousands only in the form of Bankers Cheque / Demand Draft from Nationalized Banks favoring "Bureau of Pharma Public Sector Undertakings of India", payable at Gurgaon/Delhi which is to be submitted with the bid. EMD in any other form like cheque/cash/postal order etc. will not be accepted.
- Unsuccessful Bidder's bid security will be discharged or returned after completion of the process.
- For successful Bidder EMD will be converted into Security Deposit.
- Without Bid security/ EMD, the bid shall be rejected.
- The bid security may be forfeited under the following conditions:
  - a) If the bidder withdraws its bid during the period of bid validity specified by the bidder on the bid form.
  - b) In case of the successful bidder, if the bidder fails:  
To sign the SLA

- 5.3 The sealed envelope should be complete in all respects and contain all information including (i) all documents required to meet the eligibility,  
(ii) Confirming all services & requirement of items,  
(iii) Price schedule

- 5.4 The sealed envelope must be super-scribed with the following information:

- Bid Reference and opening date and time
- Name of Bidder

- 5.5 Late tender bid shall not be considered at all.



- 5.6 The Price schedule should give the TCO (total cost of service excluding applicable taxes which shall be calculated as per the government norms on the time of billing). The Price schedule should be complete in all respects and contain all necessary information. C.O. which is incomplete is liable for rejection.
- 5.7 All pages must be numbered Page x of y (e.g. Page 12 of 30) and signed by (initials) the Authorized Signatory along with Company Seal.
- 5.8 All the documents submitted will become the property of the BPPI.

## **6. Terms and Conditions:**

Terms and conditions for bidders who participate in the offer for quotes are specified in the section called “Terms and Conditions of Contract (TCC)”. These terms and conditions will be binding on all the bidders. These terms and conditions will also form a part of the purchase order, to be issued to the successful bidder(s) on the outcome of the offer process.

### **6.1 Address of Communication:**

Offers should be addressed to the BPPI’s address given as above.

### **6.2 Documentation**

The following information should be furnished along with the technical offer by means of printed technical services as per checklist provided.

- Details of services provided.
- Details of service lines i.e. Pilot PRI number with service provider’s name.
- Total number Agents and back up.
- Functional Software(s), which are used for service lines and call management facilities.

### **6.3 Costs & Currency**

The cost must be indicated as firm and fixed Price in Indian Rupees only, including the following:

- (a) Cost of the services for helpline 2 seats for 12 hours on all working days, with minimum of 2 back up agents and other operational and support staff.
- (b) All taxes (including sales tax, service tax, VAT whichever is applicable), which will be reimbursed on actual basis against original document of payment.

**Note: The price offered in Indian Rupees and all applicable Government Taxes must be shown separately, which shall be paid by BPPI only as per applicable rules.**

## **6.4 Determination of L1 Bidder**

BPPI will open the bids on the stipulated day in the presence of authorized representatives of the bidders. L1 bidder will be selected on the basis of the TOTAL COST of Service as mentioned in Annexure -2 subject to meeting the eligibility requirement and other tender conditions.

## **7. Terms and Conditions of Contract (TCC)**

### **7.1 Payment Terms**

BPPI will make payments as follows:

- For Annual operation of helpline : Quarterly basis after completion of the quarter

### **7.2 Installation and Commissioning of Helpline**

BPPI reserves its right to conduct a POC / operations Test of the helpline.

If the bidder fails to implement within the stipulated period a LD of 1% of the order value shall be charged per week and maximum up to 10% of total order value.

If the bidder fails to operationize and make the helpline functional within the stipulated time schedule or by the date extended by BPPI, it will be a breach of contract. In such case, BPPI may foreclose the bank guarantee without any notice. In the event of BPPI agreeing to extend the date of operations at the request of bidder, it is a condition precedent that the validity of Bank guarantee shall be extended by further period as required by BPPI before the expiry of the original bank guarantee. Failure to do so will be treated as breach of contract. In such an event BPPI reserves its right to foreclose the bank guarantee.

### **7.3 Order Cancellation**

BPPI reserves its right to cancel the order in the event of one or more of the following situations, that are not occasioned due to reasons solely and directly attributable to the BPPI alone

- (i) Delay in implementation of services as specified in the requirement of this document beyond the specified period.
- (ii) Serious discrepancy in the quality of service expected during the implementation, rollout and subsequent maintenance process.
- (iii) In the case of any violation of the terms of the RFP, Contract, Secrecy or persistent default in complying with the terms of Service Agreement
- (iv) At any stage, any representation or particulars furnished by bidder are found to be incorrect or false
- (v) In case the bidder changes its constitution or amalgamates or merges with any other entity without the prior intimation to the BPPI or such change being unacceptable to the BPPI

(vi) In case any major shareholder or stakeholder is found to have been engaged in activities which are criminal in nature in his own country or any proceedings for declaring him as insolvent for winding up are pending or initiated.

The BPPI's decision on the matter will be final and binding on the bidder. However the BPPI shall provide a notice to the bidder in case of any breach/non-performance with cure period of 30 days to rectify to breach.

#### **7.4 Acceptance Tests**

At the discretion of BPPI, acceptance tests will be conducted by the bidder at the site in the presence of the officials of BPPI and/or its nominated consultants/committee. The tests will check for trouble-free operation. A joint Acceptance Test Plan may be planned at the start of the project. There shall not be any additional charges payable by BPPI for carrying out this acceptance test.

#### **7.5 Time Schedule**

- The preliminary testing of the proposed Services at a Vendor location is to be done within 3 weeks from the date of acceptance of the Purchase Order.
- Customizations will be done within a further period of 1 week, and the BPPI will carry out Acceptance Test thereafter as per the acceptance test criteria jointly formulated.

#### **7.6 Penalty**

For any delay in Start of Services, point wise as given in document, BPPI charge the penalty @ 1% of the order value per week or part thereof, subject to a maximum of 10% of the order value. Part of the week will be treated as full week for this purpose. BPPI reserves the right to recover these amounts by any mode such as adjusting from any payments to be made by the BPPI to the bidder. However, BPPI reserves the right to cancel the order over and above charging penalty.

#### **7.7 Publicity**

Any publicity by the bidder in which the name of BPPI is to be used should be done only with the explicit written permission of BPPI. The bidder should not disclose the technical / commercials offered to the BPPI and also the terms & conditions to any other third party without prior written permission of BPPI.

#### **7.8 Performance Security**

While awarding contract/Award, EMD shall be converted into Performance security deposit. The proceeds of the performance security shall be towards compensation for any loss resulting from the Bidder's failure to complete its obligations under the Contract. The performance security will be discharged by the BPPI and returned to the Bidder not later than 60 days following the date of completion of the Bidder's performance obligations.

#### **7.9 Jurisdiction**

In the event of any dispute arising out of the tender such dispute would subject to the jurisdiction of the Civil Court within the city of Delhi only.

## **Annexure – 1(Technical Requirement)**

The details of the software including the platform and the licensing requirements are to be furnished hereunder.

<b>S. No.</b>	<b>Particulars</b>	<b>Vendor's Response</b>
1	IVR Call Routing Diagram	
2.	Software / hardware used for Call routing	
3.	Telephony Platform used	
4.	The bidder may specify any other details which is not covered above for better understanding of the Call Center and its deployment thereof	

Place:

Name of Authorized Official

Date:

Signature of Authorized Official with Seal

## **Annexure – 2(Price Schedule)**

The final evaluation of the Commercial offers/price bid will be done through Total Cost of Ownership:

S. No.	Particulars	Offer Price (in Rs.)
1.	Per Seat Cost Inclusive of backup operator for 12 Hours per month	
2.	Additional cost (if Any) with Details per month	
<b>Total Cost (Monthly)</b>		

**Note: Prices should be excluding all taxes**

### **Annexure – 3 (Technical Deviation Statement)**

The following are the particulars of deviations from the Requirements of the tender specifications

<b>S. No.</b>	<b>Clause</b>	<b>Deviation</b>	<b>Remarks (including justification)</b>

The scope of work/technical requirements furnished in the bidding document shall prevail over those of any others document forming a part of our bid except only to the extent of deviations furnished in this statement.

Date:

Signature and seal of the Manufacturer/Bidder

Note: Where there is no deviation, the statement should be returned duly signed with an endorsement indicating “No Deviations”

## Annexure - 4 (Offer Cover Letter)

Date: \_\_\_\_\_ 2016  
Offer Reference No.: \_\_\_\_\_

To,  
The CEO,  
Bureau of Pharma PSUs of India,  
IDPL Corporate Office, Old Delhi – Gurgaon Road,  
Dundahera, Gurgaon-122016

Having examined the offer documents including all Annexure the receipt of which is hereby duly acknowledged, we, the undersigned, offer to supply and deliver \_\_\_\_\_ (Description of Toll Free Helpline Services) in conformity with the said offer documents in accordance with the Schedule of Prices indicated in the commercial offer/price Schedule and made part of this offer.

If our offer is accepted, we undertake to commence delivery as specified in this bid and to complete delivery, installation and commissioning of **Toll Free Helpline (1800-180-8080)** as specified in the Contract.

We agree to abide by this offer till 30 days from the date of offer opening and our offer shall remain binding upon us and may be accepted by the BPPI any time before the expiration of that period.

Until a formal contract is prepared and executed, this offer, together with the BPPI's written acceptance thereof and the BPPI's notification of award, shall constitute a binding contract between us.

We understand that the BPPI is neither bound to accept the lowest or any offer the BPPI may receive, nor to give any reasons for rejection. We further confirm that the offer is in conformity with the terms and conditions as mentioned in the RFP.

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 2016  
Signature: \_\_\_\_\_  
(In the Capacity of :) \_\_\_\_\_  
Duly authorized to sign the offer for and on behalf of \_\_\_\_\_

## Annexure – 5 (Details of the Bidder)

Details filled in this form must be accompanied by sufficient documentary evidence, in order to verify the correctness of the information.

S. No.	Item	Details
1.	Name of Company	
2.	Postal Address	
3.	Telephone number	
4.	Constitution of the Company	
5.	Name and designation of the person authorized to make commitments to the BPPI	
6.	Email Address	
7.	Year of commencement of Business & annual turnover for last three years	
8.	Service Tax number and details	
9.	PAN Number	

Date:

Signature of Authorized Official with Seal



**Annexure - 6 (Bidders Authorization letter)**  
**(On the letter head of the bidder)**

Date: \_\_\_\_\_ 2016

Tender Reference No.: \_\_\_\_\_

To,

The CEO,  
Bureau of Pharma PSUs of India,  
IDPL Corporate Office, Old Delhi – Gurgaon Road,  
Dundahera, Gurgaon-122016

We -----office at -----  
Hereby authorize Sri----- to attend the opening of bid. His signature is  
attested below.

Signature: \_\_\_\_\_  
(In the Capacity of :) \_\_\_\_\_  
Duly authorized to sign the offer for and on behalf of

\_\_\_\_\_

## **Annexure - 7 (Details of Track Record)**

(Note: The bidders may please specify their previous track record with related authenticated documents)

### **Annexure - 8 (Eligibility Compliance Table)**

This table must cover bidder's response to all the eligibility criteria:

<b>S. No.</b>	<b>Clause</b>	<b>Complied with</b>	
		Yes	No
1.	The bidder should be registered firm/company in India.		
2.	Should have proven expertise in Call Center in Pharma Field		
3.	The bidder should not be currently blacklisted by any Central/State Govt. depts./Public Sector Banks / Financial Institutions in India.		

Place:  
Date:

Signature of Authorized Official with Seal