Institutional Strengthening of Gram Panchayats **(ISGP)** Project
Panchayats & Rural Development Department
Government of West Bengal

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Institutional Strengthening of Gram Panchayats (ISGP) Project
Credit No. (4758-IN)

Hiring of Services for Setting up and maintenance of Helpline on GPMS in Panchayats & Rural Development Department (2nd Call)

[Package No. WB/ISGP/C/012(R-6)]

Request for Expression of Interest

The Panchayats and Rural Development Department, Govt. of West Bengal, has received a credit equivalent to US$ 200 million from the International Development Association (IDA) towards the cost of the Institutional Strengthening of Gram Panchayats Project (ISGPP) in West Bengal, and it intends to apply part of the proceeds of this credit to payments under the contract for **"Hiring of Services for Setting up and maintenance of Helpline on GPMS in Panchayats & Rural Development Department (2nd Call)"**.

1. **The ISGP Project now invites eligible Call Centre operating firms / IT firms to indicate their interest in providing the said Services. The firm is expected to:**

i. The "Firm" would have to provide the outsourced manpower and the technical solutions required for running the Helpline/ Call Centre.

ii. There will be a toll free helpline number to handle voice activated queries/complaints/problems and provides answers to Frequently Asked Questions (FAQ) and feedbacks received and it's follow-up. The Call Centre should be capable of receiving queries/ complaints of all descriptions from the citizens/ employees/ Government functionaries over telephone/ SMS/internet.

iii. Incoming calls to the Helpline would be toll free. The complainant may call from a Mobile phone or land line alike. Caller Identification System facilities should be provided for registering the number of the caller in the software. each and every validated query/ complaint should be registered in the application software.

iv. Information on the action taken on each query/ complaint would thereafter have to be incorporated in the application software and an MIS report will be in real time. The entire MIS report will be available in a password restricted domain Different MIS

reports on the problems resolved and remaining unresolved will also have to be generated as specified by PRD Department.

v. The Call Centre / Helpline would remain functional from 8.00 AM to 8.00 PM from Monday to Saturday and excluding Govt. holidays. But the operators will be physically deputed from 10 AM to 6 PM only on working days. In the times beyond office hour, recorded solution will be provided and further queries will be recorded for resolution on the next working day.

vi. One Helpdesk Operator would have to be deployed. The PRD Deptt. will also provide one trained personnel with the helpline operator of the agency.

vii. The Helpdesk Operators deployed for running the GPMS Helpline should be capable of handling the incoming calls in a suave and composed manner, escalate the problem at the appropriate level for redress and revert to the complainant with the solution/ action taken report within 24 working hours..

viii. The Helpdesk Operators should have ability to converse fluently in Bengali/ English and Hindi Languages.

ix. The Helpdesk Operators deployed by the Agency should preferably have experience of having run similar Helpdesk/ Call Centres in the recent past.

x. If fresh operators are deployed, the Agency would have to ensure that they are provided proper training and grooming before actual deployment.

xi. Payment of wages and other service benefits admissible to the Helpdesk Operator, including grant of weekly and compensatory holidays, subscription to Social Security schemes etc. would be governed by the extant orders of the Labour Department of the Government of West Bengal and will be responsibility of the Agency.

xii. The telephone line of the Helpdesk should be linked/mapped with a pre-defined number for which tie-up with BSNL will be provided. Hunting facility would have to be inbuilt so that at any point of time, an incoming call can land on one of the free lines. The configuration of the number would have to be such that it is easy to remember.

xiii. It will have to be ensured that the same telephone number is displayed as Caller Line Identification (CLI) in respect of all outgoing calls originating from any of the terminals of the Helpdesk to facilitate easy recognition by the PRDD Officials. The 12x7 Helpline is proposed to be made operational with 2 (Two) Terminals initially

and the system may then be augmented from time to time depending on the actual volume of calls handled.

xiv. Installation and Rental Charges in respect of the telephone line and the terminals used for the 12x7 Helpline including other hardware requirement will be filled up by the ISGP Project. The actual call charges, charges against toll-free facility for operation of the Helpline/ Call Centre, and proportionate share of taxes etc. would be borne by the Agency but to be treated as reimbursable as a component of the periodic bills raised by the Agency for offering the services. Details of the Telephone Service Provider's Plan, the call log showing the complaint number against each call would have to be submitted along with the claims for reimbursement.

xv. A dedicated server/ web space of appropriate configuration will be provided by the P&RD Deptt. for installation of the Software to be used for processing the Queries/Complaints received at the Helpline. Each Helpdesk Officer will have to be provided with a Thin Client/ PC/ Laptop by the agency, linked to the server. High Speed Internet Connectivity shall be provided by the agency as per requirement.

xvi. The agency should develop a software having features for voice recording of all complaints/ requests pertaining to GPMS trouble shooting (both accounting and citizen centric service delivery window) received through the Helpline, and action taken in each case, in consultation with the Department, preferably using open source database software, and modify it to suit the requirements of the Department as and when required.

xvii. Cost of developing the Software for management of the Helpline or purchase of the Call Resource Manager (CRM) Software, as the case may be, is to be factored in the Overhead Cost, and in case CRM is used, the license of the Software is to be purchased by the Agency on behalf of the PRD Department.

xviii. In cases where the Software is proposed to be developed by the Agency solely for the purpose of PRD Department, the source code and updated database of the software so developed will have to be handed over to the Department on expiry of the contract, and Knowledge Transfer incidental to such handover will also be arranged by the Agency during the last 3 months of the contract. If the application software has been procured by the Agency, then the installer, Database installation guidelines, procedure to modify the software, the agreement with the producer of the software for maintenance contract is to be handed over to the P&RD Department 3 months before

the expiry of contract in case of normal closure or within 1 month from the date of notice of termination of contract in case of pre-mature termination of contract.

xix. The software should be developed in a manner so as to facilitate integration of the Helpline with the official website of the Department at www.wbprd.gov.inand wbprdgpms.org in due course.

xx. The website developed for the 12x7 GPMS Helpline should be security compliant inconsonance with the Information Technology Act 2000 and have a robust access-control technology and authorization policy, with inbuilt security features. Third Party Security Audit of the developed Web Portal will have to be arranged through any recognized Agency like STQC .

2. **The firm primarily must have:**

   The eligibility criteria for interested reputed organizations are as follows:
   i. **Technical:** Minimum 3 (Three) years' experience of establishment and management of large Public/private Corporate Call centres and Database driven helpline Management.
   ii. **Financial:** Minimum annual turnover of Rs.2.00 crore per year per year during each of the last 3 (Three) financial years and having experience in the field of Call Centres and/or engaged in IT Services. Similar work experience with Government Agencies/Public Sector Undertakings and/or in-house capability to manage the Helpline and call centres will be an added advantage.

3. **Financial Details and company profile:**

Full particulars of the constitution, ownership, organizational structure and main activities of the prospective vendors, including details such as:-

Sl No.	Description	Enclosures (Yes/No)	Annexure No.
01	Name of the firm /Organisation and its registered office		
02	Address for the correspondence		
03	Status/Constitution of organization		
04	Registration under Companies Act		
05	At least 3 Years' Experience in Establishment and Management of Information Technology Enabled Services (ITES) and Business Process Out Sourcing (BPO)/Call Centres Services and Solutions for Govt. and corporate clients		
06	Valid ESIC Certificate		
07	Service Tax Registration		
08	Permanent Account Number (PAN)		
09	Currently running setup of Call Centre / Help line for Govt. / Corporate Clients		
10	Details of major assignments undertaken of a similar nature, during the last 3 (Three) years.		

4. The firm will be selected in accordance with the CQS (Selection Based on the Consultants' Qualifications) procedure set out in the World Bank's *Guidelines: Selection and Employment of Consultants by Bank Borrower, January 2011 available at www.worldbank.org/procure*.

5. The selected vendor should provide operational and maintenance support for 12 months initially which may be extended up-to project period based on the performance.

6. Interested firms may obtain further information at the address given below from 10.30 –17.00 hours from Monday to Friday.

7. Expression of Interest (along with information indicating qualification to perform the Services) super scribed "Hiring of Services for Setting up and maintenance of Helpline on GPMS in Panchayats & Rural Development Department (2nd Call)" must reach the following address not later than **03 July, 2014 (5.00 PM)**.

Project Manager ISGP Project and
Joint Secretary to the Government of West Bengal
Panchayats & Rural Development Department.
Millennium City IT Park, Tower - II, 3rd Floor (Unit D), DN - 62, Sector – V,
Salt Lake, Kolkata-700 091.

8. The EoIs are to be submitted in Hard copy only.

Sd/-
Project Manager ISGP Project and
Joint Secretary to the Government of West Bengal
Panchayats & Rural Development Department