



Government of Kerala

REQUEST FOR PROPOSAL

FOR

**Setting up Managed Mobile Service Delivery Platform and implementation
of Pilot Value Added Services & Preparation of
mobile -Government Strategy for Kerala**



Kerala State IT Mission (KSITM)

Government of Kerala

June 2009

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GENERAL NOTICE

Kerala State IT Mission (KSITM) invites Mobile Value Added Service (M-VAS) Providers who are based in India with a good track record on rolling out Mobile Services for Telecom Operators and other companies are invited to submit their proposal for setting up Mobile Service Delivery Platform and development of m-services, under a Managed Services Model.

M-VAS Companies in India with a minimum of two years experience and a minimum of 100 lacs turnover in the financial year 2008-2009 are eligible to participate in the RFP. The M- VAS companies should also comply with prevalent Telecom Policies in force including the National Do Not Call (NDNC) Registry setup by Department of Telecom and Telecom Regulatory Authority of India.

The objective of this project is to leverage the strengths of mobile penetration in the State of Kerala using the concept of “always-on” connection for the delivery of citizen services involving the major

stakeholders – government on one side and citizens and business on the other and based on self sustainable model.

KSITM intends to implement the following components as a part of the project.

1. Establishing Common Mobile Service Delivery Platforms and Managing the infrastructure (facility Management)
2. Implementation of pilot m-services and development of Mobile Governance Strategy for Kerala

1 Section 1: Invitation for Proposals

1. The purpose of this project is to select a Mobile Value Added Service Provider to undertake the setting up of Managed Mobile Service Delivery Platform, implementation of pilot projects for implementation of mobile government services in Kerala and to manage the infrastructure to leverage mobile technologies to increase information quality, improve overall efficiency and effectiveness in the Government processes. The project work shall cover preparation of functional requirement specifications for the pilot services, and implementation of pilot services. The Mobile Value Added Service Provider shall be responsible for the implementation of the entire project and managing the infrastructure in a managed services mode. The agency will be responsible for identifying new services and departments for the State Wide roll out of m-Gov services and should come out with a Mobile Governance strategy for Kerala
2. The State of Kerala has always been in the forefront in the endeavor to reach out to its citizens and the business community in a comprehensive manner and the State has aptly realized the potential of e-Governance in the same context. A number of initiatives such as Akshaya, Friends etc., have been taken up in this regard and the National e-Governance Plan (NeGP) provides the perfect platform for the State to take its functioning to the next higher level of Governance.
3. As per NeGP guidelines, the e-Governance Road map (eGRM) for the State was prepared in December 2005, which talked about the e-Government Vision, Strategy and Blueprint for implementation of e-Governance initiatives in the State. The e-Governance framework is planned to include Back-ends (databases of the different government agencies, service providers, state governments etc.), Middle ware and the Front-end delivery channels (home

PCs, mobile phones, kiosks, integrated citizen service centers etc) for citizens and businesses. The Middle ware comprises of communication and security infrastructure, gateways and integrated services facilitating integration of inter-departmental services. 21 priority departments have been identified as Mission Mode Projects (MMPs) having predominating effect on the functioning of the Government and maximum Citizen Interface.

4. As per the Kerala State IT Policy 2007 guidelines, the use of Open Source Technologies is to be used to the maximum possible extent in State Government Projects.(Source: Kerala IT Policy Section 6.7). The Kerala IT Policy further states that Small and Medium Enterprises will be encouraged to take up Value Added Services (Source: Kerala IT Policy Section 7.5).
5. Considering the strengths of Kerala as one of the leading state in India on mobile penetration with a tele-density of over 48% as against a National Teledensity of 32% (Source: TRAI 2009), Government of Kerala (GoK) is planning to utilize the strengths of mobile penetration using the concept of “always-on” connection for delivery of citizen services. In this regard, GoK is planning to prepare a road map to implement m-Gov services using all wireless devices (mobile phones, handhelds, PDAs, wearable PCs, pagers, etc.) to all involved stakeholders – Government on one side and citizens and business on the other based on self sustainable model.
6. Various State Government Departments are already using Mobile Services from various Mobile Value Added Service Providers. Creation of a common Mobile Service Delivery Platform will enable to roll out more services at a lower Total Cost of Operations for the benefit of the general public. The Common Mobile Infrastructure will be the basis on which the services proposed will be tested, hosted and maintained.
7. Telecom being a Regulated Environment under the Telecom Regulatory Authority of India and Department of Telecommunications and a system which requires Lawful Interception capabilities, it is desirable to run the project under a **Managed Services Mode**.

8. The Dynamism of the Sector requires Corporate, Regulatory, Industry Experience, Technology and Benchmarks along with Innovation that would form the basis of evaluation for Mobile Value Added Service Providers to take up the Project for KSITM.
9. A business Model has to evolve at the end of the pilot undertaken for self sustaining solutions that would not strain the State exchequer.
10. Kerala State IT Mission (KSITM), the nodal agency of Kerala is proposed to implement 20-30 m-Governance services in multiple departments as a pilot and would like to roll it out across the departments and the state. Tentative list of departments and m-services identified for pilot implementation of m-governance are as follows, the list may be enhanced during the course of implementation if mutually acceptable and without cost escalation.

1. KPSC:

a. Examination details: A candidate may send the bar code number, which is available on the application form and can get the details of the various stages of the selection process. The information at each stage will be as follows:

- i. Application Received
- ii. Application being processed
- iii. Examination Date
- iv. Date and Venue of Examination
- v. Valuation in Progress
- vi. Result of the Examination
- vii. Date of Interview and Venue
- viii. Rank list Processing
- ix. Result of Interview and Rank

2. KSRTC:

- a. Schedule of Long Distance Buses: As a reply to a SMS from citizen a list of long distance buses can be given. The detailed schedule can then be given for a selected bus
- b. Contact Telephone numbers of important stations

3. Transport (MVD):

- a. Status of an application on sending the Number available on the Acknowledgment Form

b. Details such as the 'Tax paid up to', 'Insurance paid up to', Engine number, Chassis Number etc can be given as reply of a SMS sending the registration number of the vehicle. This service will be very useful for a person who wants to buy a second hand car.

c. Information regarding availability of a fancy number can be provided as a reply to a SMS sending the number required.

4. KSEB:

a. Billing information of HT & EHT consumers: Billing of HT & EHT consumers are done centrally at Thiruvananthapuram. The bill amount and the due date can be send by SMS to all those who register for this service. There are 2025 HT/EHT consumers and KSEB expect that many of these consumers will avail this service.

5. KSFDC:

a. Cinema Ticket booking: Online ticket booking is being introduced for three theaters in Thiruvananthapuram and two theaters in Kozhikode. Mobile ticket booking can also be introduced in these theaters.

6. University of Kerala:

a. Mark list: Detailed mark list of all the restructured Graduate courses, B Tech and Semester based PG courses can be provided as a reply to the SMS sending the Registration number.

7. KWA:

a. Complaint Monitoring: When a complaint is registered at the KWA call center a token number is generated and given to the caller. He can later query the position of the complaint through SMS based on the token number.

b. Feed back on complaints: A citizen can be informed when the complaint is attended and completed through a SMS.

8. Entrance Examination:

a. Result: The result and marks of entrance examination can be informed if the Registration No is sent as a SMS

b. Allotment: The allotment details (College and Course) can be informed as a reply of the SMS sending the register number

9. Kerala Police

- a. Retrieve details of vehicles by sending an SMS carrying the vehicle number,
- b. Complaint Registration by sms: Complaints regarding fraudulent practices by auto/taxi drivers or other grievances can be informed to the police department by sending an SMS

10. Kerala Tourism Development Corporation (KTDC)

- a. Mobile Information Platform can be configured for all major tourist destinations in Kerala. Allowing people to send sms regarding a location and receive all relevant information for the same as return SMS.
- b. Route information, regarding how to get to a particular location, distance between to places, alternate methods of transport etc can also be sent as response to an enquiry

11. I & PRD

- a. Opinion Polls: People can vote/express opinion by conducting sms polls with respect to new government regulations etc...
- b. People can make enquiries regarding government press releases, statistical data etc
- c. Send messages to Media regarding press briefings of CM and Ministers
- d. People can listen to Speeches Press briefings through mobile
- e. Bluetooth Kiosks to deliver News and Events section of Kerala Portal to the citizens mobile, when the kiosk is used or on entering the Secretariat office.

12. Kerala Financial Corporation (KFC)

- a. People can enquire about current financial packages of KFC
- b. Existing customers can enquire about status of their loans, pending amounts etc...

- Whenever any payment is made, a receipt in the form of an SMS will be sent to the customer's phone.

13. Kerala Forest Department

- a. SMS to registered citizens about timber auction etc

14. Department of Tourism

- a. Bluetooth Kiosks with Touch Screen facility to be deployed at International Airports and Prominent offices for giving Information about Kerala Tourist Spots via Bluetooth to Tourists, with credit card swipe machines for effecting payment for using such facilities.

15. Department of Civil Supplies

- a. Using Advanced Mobile Enterprise Digital Assistants to pilot a Ration Tracking and Inventory Management System.
- b. Complaints and grievance readdressal system

16. Department of Fisheries

- a. Details regarding Vessel Registration
- b. Fisheries related information push

17. Revenue Department leveraging Post Offices/ as Common Service Centers (CSC)

- a. Introduce an Interactive Voice Response System where citizen can dial a number and the Postman will come and collect the bill for Land Tax.
- b. This in future can be extended to Electricity, Water etc

18. District Collector – Trivandrum

- a. Using Mobile Phones with Camera to report Incidents to Chief Ministers Office, Police Control Room and Create a Digital Data Base.

19. Department of Agriculture

- a. Providing Subscription based Alert Services for Prices to farmers
- b. Providing regional Weather Forecast to farmers

20. Common SMS Portal for All Departments

- a. Using SMS as and Internal Communication Tool to reduce Operational Costs and Increase Efficiency for Intra Departmental and Inter Departmental Communications
- b. Sudden Information like cancellation of meetings, change in schedule, requesting of additional information etc can be done using SMS saving cost on Telephone, Time and Paper Costs

21. Department of Lotteries (Pull and Push)

- 1. To get the results of the currently drawn Lottery

This lists are only indicative, there will be at least 20-30 services that would be considered under the pilot and more services will be added during statewide roll out.

- 11. The duration of the entire project is expected to be **8 months** .

- 12. The Mobile Value Added Service Providers are expected to submit Technical and Commercial bids in **separate covers**.

The detailed scope of work and deliverables are detailed in section IV;

- 13. The RFP includes the following documents:

Section I - Invitation for Proposals (IFP)

Section II - Instruction to Mobile Value Added Service Providers

Section III - General Conditions of Contract (GCC)

Section IV - Scope of Work (SOW)

Section V – Technical and Commercial Proposals with formats

14. KSITM reserves the right to reject any or all the proposals in whole or part without assigning any reasons thereof.
15. The project will have a Project Monitoring and Coordination Group [PMCG] formally constituted for the purpose by competent Authority.

This group will review periodically the progress of this action.

16. Time, Date and Place

For Submission of Proposals: 2 pm on 01.07.2009

For opening of Proposals : 2.30 pm on 01.07.2009

17. Contact Address for Communication

The Director

Kerala State IT Mission

ICT Campus, Vellayambalam

Thiruvananthapuram, Kerala-695 033

INDIA

Telephone : 0471-2725646

Fax :0471-2314284

e-mail: director@keralaitmission.org

2 Section II: Instructions to Mobile Value Added Service Providers

2.1 Definitions

Unless the context otherwise requires, the following terms whenever used in this RFP and Contract have the following meanings:

- **“Applicable Law”** means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time.

- **“Proposals”** means proposal submitted by Mobile Value Added Service Provider in response to the RFP issued by KSITM.
- **‘Client’** means Kerala State IT Mission.
- **“Committee”** means committee constituted by KSITM for evaluation of Technical and Commercial Proposals submitted by the Mobile Value Added Service Provider.
- **“Contract Price”** means the price payable to the Mobile Value Added Service Provider under the Contract for the complete and proper performance of its contractual obligations.
- **“Mobile Value Added Service Provider”** means any private or public firm legally registered in India and engaged in providing Value Added Services on Mobile for Telecom Operators and Other Companies
- **“Contract”** means the Contract signed by the parties (KSITM & Mobile Value Added Service Provider) along with the entire documentation specified in the RFP.
- **“Day”** means Calendar day
- **“Effective date”** means the date on which the contract comes into force and effect.
- **“GCC”** means General Conditions of Contract, specified in Section III of RFP
- **“IFP”** means Invitation for Proposals, specified in Section I of RFP
- **“Personnel”** means professional and support staff provided by the Mobile Value Added Service Provider
- **“SOW”** means Scope of Work for the Mobile Value Added Service Providers, specified in Section IV of RFP
- **“Services”** means the work to be performed by the Mobile Value Added Service Providers pursuant to the contract to be signed by the parties in pursuance of any specific assignment awarded to them by KSITM.
- **“Third Party”** means any person or entity other than the KSITM and the Mobile Value Added Service Provider.

OTHERS

SRS- Software Requirement Specification.

MMP- Mission Mode Project

SLA- Service Level Agreement

RFP – Request for Proposal

FRS- Functional Requirement Studies

OPEs- Other Payroll Expenses

Service – The proposed mobile solutions service being described

REST – Representational State Transfer

ACL – Access Control Lists

UCN – Unique Customer Number

SMSC – Short Message Service Center

Vendor – Any mobile solutions vendor that provides SMS, USSD, bluetooth or voice-based solutions.

“MUST” – When this terminology is used, the vendor must implement it in their backend to pass the acceptance test.

“MAY” – When this terminology is used, the vendor may implement it as an additional feature, but it is not required to pass the acceptance test.

2.2 General Instructions

Purchase of RFP documents

Bidders can download the RFP document from the KSITM website <http://www.itmission.kerala.gov.in>

Bidders downloading the document from the website **must furnish the document fee of Rs1000/-** (Non Refundable) along with the eligibility bid in the form of DD as mentioned above. This DD shall be separate from that of the DD for EMD.

Information for Proposal Submission

The applicant shall comply with the following requirements during preparation of the proposal :

Language of the proposal : Bidders are required to furnish all information and documents, as called for in this document, in English language and in the prescribed formats.

All proposals shall be addressed to :

The Director

Kerala State IT Mission

ICT Campus,Vellayambalam

Thiruvananthapuram-695 033

Kerala

Signing of the proposal : The proposal shall be typed and duly signed by the vendor, or by his duly authorized person holding power of attorney for signing the proposal document. Each page of the proposal shall be duly initialed by the authorized signatory.

Errors or Omissions : Submissions containing alterations or erasures may be excluded from consideration. Any alteration made shall be initialed by the vendor. In case of any discrepancy, error or omission in the proposal/response submitted and if the applicant wishes to lodge a correction or provide additional information the same is to be submitted in writing prior to the RFP closing date and time. Applicants are not permitted to modify, substitute or withdraw proposals after its submission.

Packaging and Identification : Each proposal submitted by the bidder shall have **three parts**.

1. General Bid – This Bid shall contain all the required documents to prove the **eligibility** along with an EMD (Earnest Money Deposit) of Rs. **1,00,000/-** in the form of a DD drawn in favor of “Director - Kerala State IT Mission”, payable at Thiruvananthapuram and the DD for document fee. Bidder shall submit 2 copies of this bid (one original + 1 copy) in different envelopes, clearly marking “Original Bid” on one copy and “Copy of Bid” on the remaining copy. Each envelope should be sealed and labelled “ Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala – General Bid (Eligibility Claim)”. Original and copy of the Gen Bids shall be sealed in a covering envelope super scribed with “ Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala – **General Bid (Eligibility Claim)** and EMD/Bid security”. The covering envelope shall include the DDs for EMD and document fee along with the copies of eligibility claims.

2. Technical Bid – This bid shall contain the technical proposal in the format as mentioned below. Bidder shall submit 2 copies of this bid (one original + 1 copy) in two different envelopes, clearly marking “Original Bid” on one copy and “Copy of Bid” on the copy. Each envelope should be sealed and labeled “Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala –Technical bid”. All the envelopes shall be sealed in a covering envelope super scribed with “ Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala – **Technical Bid**”.

3. Commercial bid – This bid shall contain the commercial bid in the format as mentioned in section XIX below along with the Quotation form as prescribed in Form XIV and XV. Bidder shall submit 2 copies of this bid (one original + 1 copy) in two different envelopes, clearly marking “Original Bid” on one copy and “Copy of Bid” on the copy. Each envelope should be sealed and labeled “ Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala –Commercial bid”. All envelopes shall be sealed in a covering envelope super scribed with “Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala – Commercial Bid”.

4. Bidders shall also **submit a soft copy of the proposal in each of the three parts as mentioned above in the form of a CD**. Each part shall be saved in separate folders which shall be labeled as “General Bid”, “Technical Bid” and “Commercial Bid” respectively. The CD shall be labeled “ Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala.” Along with the name of the Bidder.

5. All the above **3 bids and the CD** along with the covering letter shall be sealed in a final covering envelope which shall be labeled “Proposal for Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala ” and addressed to

The Director,
Kerala State IT Mission,
ICT Campus, Vellayambalam, Thiruvananthapuram – 695 033, Kerala.
director@keralaitmission.org

6. These envelopes shall be sealed by signing across all joints and pasting good quality transparent adhesive tape on top of such joints along with signatures. If the envelopes are not sealed as mentioned above, and marked as required, KSITM will assume no responsibility for the Bid's misplacement or premature opening.

7. Proposals received by facsimile/ Telex/ Telegrams/ Email shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated received prior to the closing time and date of the proposals shall be taken as valid.

8. Cost of Bidding: The bidder shall bear all costs associated with the preparation and submission of bids and KSITM will in no case be responsible or liable for these costs, whether or not the bid is finally accepted.

9. Non Transferable bids: The RFP document is not transferable. Only the party who has purchased this RFP document shall be entitled to submit their quote and proposals.

10 Clarification on RFP document: KSITM shall make best efforts to respond to any clarifications on the RFP document. Such requests can be made in writing, or through e-mail. The response /clarification shall to the extent possible be made in writing to the Email id mentioned in the document. KSITM shall not be responsible for any delay including but not limited to any postal delays.

11. Amendment of RFP Document: At any time before the deadline for submission of bids, KSITM may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by amending, modifying and/or supplementing the same. All prospective Bidders who have received this RFP Document shall be notified of any amendments in writing by e-mail and / or post, and all such amendments shall be binding on them without any further act or deed on KSITM's part. In the event of any amendment, KSITM reserves the right to extend the deadline for the submission of the bids, in order to allow prospective Bidders reasonable time in which to take the amendment into account while preparing their bids.

12 PROPOSAL FORMAT

The bidder is expected to examine all the instructions, guidelines, terms and conditions and formats in the RFP. Failure to furnish all the necessary information as required by the RFP on submission of a proposal not substantially responsive to all the aspects of the RFP shall be at bidders own risk and may be liable for rejection.

The proposal as mentioned shall be submitted in three parts. Each part shall include the following information:

12.1 GENERAL BID: This bid shall contain the following documents

Attested copies of Audited financial statements

Attested copies of Service Tax Registration, PF and PAN no. registration along with Registration certificate

Attested copies of documents to prove the Telecom Regulatory compliance

Attested copies of Testimonials from clients to prove the vendors experience
Any other relevant documents to support the proposal

12.2 TECHNICAL BID: (Vendors are requested to go through Section V detailing the preparation of Technical Proposals) Technical approach, methodology and work plan are key components of the Technical Proposal. Applicants shall present their Technical Proposal containing: Understanding of Project scope: This section shall contain a clear and concise understanding of project requirements along with activities to be performed and deliverables to be provided based on the scope of work. Technical Approach and Methodology: In this part applicants should explain their understanding of the objectives of the assignment, approach to the assignment, methodologies for carrying out activities and obtaining the expected outputs, and the degree of detail of such output. Applicant should highlight the problems being addressed and their importance and explain the adoption of technical approach for its redressal. Applicants should also explain the proposed methodologies and highlight the compatibility of those methodologies to the proposed approach and the needs of the project. Applicant shall also include the Risk management and Quality assurance plans.

Work Plan: In this part the applicant should propose the main activities of the assignment, their content and duration, phasing and interrelations, meetings, milestones (including interim approvals by the Client), and delivery dates of the reports/ documents. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the Scope of Work and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule. Milestones, Deliverables, Meetings and presentations shall be clearly mentioned.

Organization and staffing: In this part the applicant should propose the structure and composition of team. The main disciplines of the assignment, the key expert/ firm responsible, and proposed technical and support staff may be provided. In case of a consortium, applicant shall also explain the roles and responsibilities of the partner firms/Mobile service providers/OEM and the solution that they will implement and the arrangements made thereof.

Approach for Pilot implementation: Detailed approach for carrying out the pilot implementation along with the support and maintenance during the contract.

Detailed specifications: Applicants shall also give specifications of hardware/software to be procured as part of the project. Applicants must also attach an attested copy of the Brochures from the OEM, for each equipment that they would be providing as a part of the assignment. Company profile: Details of the Point of Contact along with brief work profile of the vendor in executing similar projects. Applicants may include relevant case studies and attested copies of completion certificates from clients in support of the experience.

Comments, if any, on the TOR to improve performance in carrying out the project. Innovativeness shall be appreciated, including workable suggestions that could improve the quality/ effectiveness of the assignment. In this regard, unless the applicant states otherwise, it shall be assumed by KSITM that work (time and effort) required to implement any such improvements, are included in the inputs shown in the project plan.

12.3 COMMERCIAL PROPOSAL: Applicants must submit the Commercial bid form in the prescribed format, the absence of which the proposals will be rejected. Applicants shall clearly mention unit rates and total amount for each solution component. Any discrepancy between words and figures noted against each item of the RFP and between unit rates and total amount, the decision of KSITM will be final and binding on the proposals. Total of each item and the grand total shall be clearly written. Clerical and arithmetic mistakes may result in rejection of tenders. Prices quoted by the Bidder shall be fixed and no variation will be allowed under any circumstances during the entire period of the project. No open-ended Bid shall be entertained and the same is liable to be rejected straight away. **Price quoted shall be inclusive of all taxes and duties. All prices should be quoted in Indian Rupees (INR).**

13. CONFIDENTIALITY

Information relating to the examination, clarification and comparison of the Proposals shall not be disclosed to any Bidder/third party or any other persons not officially concerned with such process. The undue use by any applicant of confidential information related to the process may result in rejection of its Proposal. Except with the prior written consent of KSITM, the applicant and the personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Contract. Neither party will disclose to any third party without the prior written consent of the other party any confidential information which is received from the other party for the purposes of providing or receiving Services which if disclosed in tangible form is marked confidential or if disclosed otherwise is confirmed in writing as being confidential or if disclosed in tangible form or otherwise, is manifestly confidential. Each party will take measures to protect the confidential information of the other party that, in the aggregate are no less protective than those measures it uses to protect the confidentiality of its own comparable confidential information, and in any event, not less than a reasonable degree of protection. Both parties agree that any confidential information received from the other party shall only be used for the purposes of providing or receiving Services under this Contract or any other contract between the parties.

All documents submitted in response to this document become the property of KSITM on submission. KSITM can use the submitted responses for all purposes relating to the evaluation of responses and the conduct of any further stages in this staged tender process, including a best and final offer in the RFP stage.

14. OTHER INFORMATION

Enquiries: Any query or further details regarding the project requirements, concerned departments, key personnel, dates and any other Information can be addressed to:

Contact person: Director – KSITM

Telephone: 0471 – 272 6881/ 272 5646/ 231 4307

Fax: 0471 – 231 4284

Email: director@keralaitmission.org

15. Contact address:

Kerala State IT Mission,
Vellayambalam,
Thiruvananthapuram – 695 033, Kerala
Website: <http://www.itmission.kerala.gov.in>

2.3 Introduction

The Clause aims to provide guidelines/instructions to Mobile Value Added Service Providers, to be used while submitting the Proposals. These are generic in nature, but Mobile Value Added Service Providers are required to abide by them during the currency of the Project.

2.3.1 Conflict of Interest

KSITM requires that Mobile Value Added Service Provider must provide professional, objective, and impartial advice and at all times hold the interests paramount, strictly avoid conflicts with other assignments/jobs or their own corporate interests and act without any consideration for future work. In case the bidders (Mobile Value Added Service Providers) have any subsisting interest, either by themselves or through their partners, that is likely to conflict the work specified in the Scope of Work, they shall declare such interests as part of their proposal.

2.3.2 Validity of Proposals

Technical and Commercial Proposals shall remain **valid for a period of 60 (sixty) days** after the date of Proposal opening prescribed in RFP. A Proposal valid for shorter period may be rejected as non-responsive. KSITM may seek the Mobile Value Added Service Providers' consent to an extension of Proposal validity (but without the modification in Proposals).

2.3.3 Right to accept Proposal

KSITM reserves the right to accept or reject any Proposal, and to annul the Proposal process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Mobile Value Added Service Provider(s) or any obligation to inform the affected Mobile Value Added Service Provider(s) of the grounds for such decision.

2.3.4 Fraud and Corruption

KSITM requires that Mobile Value Added Service Provider selected through this RFP must observe the highest standards of ethics during the performance and execution of such contract. In pursuance of this policy, KSITM:

(a) Defines, for the purposes of this provision, the terms set forth as follows:

- i. **"Corrupt practice"** means the offering, giving, receiving or soliciting of any thing of value to influence the action of KSITM or any personnel of Mobile Value Added Service Provider(s) in contract execution.
 - ii. **"Fraudulent practice"** means a mis-presentation of facts, in order to influence a procurement process or the execution of a contract, to KSITM, and includes collusive practice among Mobile Value Added Service Providers (prior to or after Proposal submission) designed to establish bids at artificially high or non-competitive levels and to deprive KSITM of the benefits of free and open competition;
 - iii. **"Unfair trade practices"** means supply of services different from what is ordered on, or change in the Scope of Work which was given by the KSITM in Section IV.
 - iv. **"Coercive practices"** means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution of contract.
- b) Will reject a proposal for award, if it determines that the Mobile Value Added Service Provider recommended for award engaged in corrupt, fraudulent or unfair trade practices.
- c) Will declare a firm ineligible, either indefinitely or for a stated period of time, for awarding the contract, if it at any time determines that the firm has engaged in corrupt ,fraudulent and unfair trade practice in competing for, or in executing, the contract.

2.4 Clarifications and amendments of RFP document

2.4.1 RFP Clarifications

During Technical and Commercial evaluation of the Proposals, KSITM may, at its discretion, ask Mobile Value Added Service Providers for clarifications on their proposal.

2.4.2 Amendments in RFP

At any time prior to deadline for submission of proposal, KSITM may for any reason, modify the RFP. The prospective Mobile Value Added Service Providers having received the RFP shall be notified of the amendments through e-mail/website and such amendments shall be binding on them.

2.5 Process for selection of Vendor

All evaluation will be carried out by KSITM as detailed below:

KSITM will prepare a list of firms based on the compliance to all the terms and conditions of the tender. The tenders who do not conform to the tender conditions and tenders from firms without adequate capabilities as per tender requirements shall be straight away rejected, without specifying any reason. All eligible tenders will be considered for further evaluation. The decision of KSITM will be final in this regard.

2.5.1 Evaluation of Technical bids

The technical proposals will be opened on the mentioned date in this RFP. The Technical Bid will be examined by the evaluation committee on the basis of responsiveness to the scope of work, applying the evaluation criteria and points system specified.

- 1. Proposal Presentations: The committee will invite the eligible bidders to make a presentation to KSITM at a suitable date, time and location determined by the KSITM. The purpose of such presentations would be to allow the bidders to present their proposed approach to the committee and the key points in their proposals.*
- 2. The proposal review committee may undertake oral clarifications with the bidders. The primary function of clarifications in the evaluation process is to clarify ambiguities and uncertainties arising out of the evaluation of the bid documents. Oral clarifications provide the opportunity for the committee to state its requirements clearly and for the bidder to*

more clearly state its proposal. The committee may seek inputs from their professional, technical faculties in the evaluation process.

3. *Depending on the evaluation methodology mentioned in points (a) and (b), each Technical Bid will be assigned a technical score (TS) out of a maximum of 100 points.*
4. The bidders, who score a **Technical score of more than 75**, will qualify for the evaluation in the commercial bid.

Evaluation criteria and disqualification will be as per clause 2.5.

2.5.2 Evaluation of Commercial bids

- a. The Commercial Bids of the technically qualified bidders will be evaluated as per the evaluation criteria mentioned below
- b. The prices should be all inclusive of Taxes
- c. All the taxes and other levies indicated in the Price Bid will be taken for the Price Bid evaluation.
- d. The Total Value of the Price bid shall be arrived based on the total value quoted by the bidder.
- e. The list of Bidder will be ranked in ascending order (i.e.) Bidder quoted the lowest price (L1) will be ranked first and so on.
- f. The Technically qualified bidder who has quoted the Lowest Price will be called in for executing the work.
- g. Negotiations with the Successful Bidder: - KSITM reserve the right to negotiate with the Successful Bidder.
- h. As per the evaluation criteria specified above in this Tender Document, selection of the Successful Bidder will be made and such Bidder may be called for negotiations for improvement of Terms of Reference and Scope of Work and Commercial term

2.6 Evaluation of Technical Bids

2.6.1 Evaluation Criteria

The technical evaluation score shall be based on the assessment of the following Criteria:

S.No	Eligibility Criteria	Weightage
1	Experience in Mobile Value Added Service (VAS) Sector in India	35
1.a	Min. Two Years Experience in providing Value Added Services in India	15
1.a.1	Should have deployed Operator Grade SMSC in at least one Telecom Operator in India	
1.a.2	Should have experience of setting up, commercializing and managing SMS Short Code with at least three Telecom Operators directly in India.	
1.a.3	Should have experience of setting up, commercializing and managing Voice Short Code and IVR servers with at least One Telecom Operator directly in India.	
1.a.4	Should have experience of setting up, commercializing and managing USSD servers with at least One Telecom Operators directly in India	15
1.b	Min. 100 Lac Turn Over from VAS Provisioned in financial Year 2008-2009	5
1.c	Experience of Providing Mobile VAS to State Governments By way of Short Code Services (Push and Pull)	10
1.d	Registered Office in Kerala	5
2	Project Team – Onsite and Offsite	10
	Team Members On Site and Offsite - Deployed	10
3	Regulatory Clearances to Provide MVAS Solutions	10
3.a	Registered Telemarketer with Department of Telecom with login id for National Do Not Call Registration which has been valid for at least six months	10
4	Open Source Usage of Mobile Technology for Telecom Carrier Grade Services	10
5	Compulsory Technology Benchmarks	20
5.a	SMS – Handled Over 200Million SMS per month	5
5.b	Voice – Handled Over 2.5 Million Voice Calls per month	5
5.c	Bluetooth – Over 25 Bluetooth Installations in India	5
5.d	MMS/GPRS/3G – Carrier Grade and Proven MMS Platforms deployed in at least two Telecom Operators in India	5
6	Recognitions/ Meritorious Achievements	5
7	Presentation for the Technical Committee	10
Total		100

2.6.2 Disqualifications:

KSITM may at its sole discretion and at any time during the evaluation of Proposal, disqualify any Mobile Value Added Service Providers, if the Mobile Value Added Service Providers have:

1. Submitted the Proposal documents after the response deadline;
2. Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements;
3. Submitted a proposal that is not accompanied by required documentation or is non-responsive;
4. Failed to provide clarifications related thereto, when sought;
5. Submitted more than one Proposal;
6. Declared ineligible by the Government of India and, or Govt. of Kerala for corrupt and fraudulent practices or blacklisted.
7. Submitted a proposal with price adjustment/variation provision.

2.7 Request for Proposal

The Mobile Value Added Service Provider is expected to examine all the instructions, guidelines, terms and conditions and formats in the RFP. Failure to furnish all the necessary information as required by the RFP or submission of a proposal not substantially responsive to all the aspects of the RFP shall be at Mobile Value Added Service Provider's own risk and may be liable for rejection.

2.8 Preparation of Proposal

The Mobile Value Added Service Providers' shall comply with the following requirements during preparation of the Proposal:

- a) The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
- b) The Proposal shall be signed by the Mobile Value Added Service Providers or duly authorized person(s) to bind the Mobile Value Added Service Providers to the contract. The

latter authorization shall be indicated by written power of attorney and shall accompany the Proposal.

- c) In addition to the identification, the covering letter (Form 1) shall indicate the name and address of the Mobile Value Added Service Provider to enable the proposal to be returned in the case it is declared late pursuant, and for matching purposes.
- d) Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposals shall be taken as valid.
- e) Mobile Value Added Service Providers are not permitted to modify, substitute, or withdraw Proposals after its submission
- f) The Mobile Value Added Service Provider shall prepare the technical proposal in hard copy along with a soft copy and sealed in a separate cover, super scribed with 'Technical bid, Tender No, due date, etc'. Similarly Commercial Proposal in hard copy along with a soft copy and sealed in a separate cover , super scribed with 'Commercial bid, Tender No, Due date, etc' shall be prepared. Both the covers containing technical proposal and Commercial proposal should be kept in another cover and super scribed with, Tender No, Due date, etc 'and sealed before submitting to KSITM.

2.9 Submission, Receipts and Opening of Proposals

The Mobile Value Added Service Providers shall submit the Technical proposal (in soft copy and hard copy), Covering letter in Form I and sealed Commercial Proposal (in hard and soft copy) During the course of evaluation of Proposal, as well as during the currency of contract, the Evaluation Committee has the right to carry out a due diligence in a fashion relevant to understand the facts.

2.9.1 Deadline for submission of Proposals

Proposals from Mobile Value Added Service Providers, complete in all respects must be received by KSITM at the address specified in Section 1.

Last Date for Submission of Proposal: before 01.07.2009

Deadline for submission: 01.07.2009 (2.00 p.m)

List of documents to be submitted as part of Proposal

2.9.2 Proposal Form

- i. Covering letter in Form 1.

2.9.3 Technical Proposal

Form II – Form XVIII

1. Mobile Value Added Service Provider's Organization Details
2. Duly Attested Turn over Certificate
3. Certificate of Registration or Certificate of Incorporation, AoA and MoA
4. Experience of Working with Kerala Government Departments or Agencies
5. Resumes of Key Personnel
6. Self Certification of NDNC Registration and Unique Login ID
7. Technology and Platform Details of SMS,MMS,Voice,USSD and Bluetooth
8. Telecom Operators and Clients where SMS and MMS Platforms are deployed
9. Telecom Operators and Clients where SMS and Voice Servers are deployed
10. No and Locations of Bluetooth Deployments
11. Theatres and Location where Online/Mobile Movie booking has been implemented
12. Specify Usage of Open Source Technologies in these solutions
13. Description of Approach, Methodology for performing the assignment
14. Work Schedule
15. Team Composition and Task Assigned
16. SLA Matrix for implementation and SLA's for Hardware and Service Up times
17. Innovative Work, Awards and Recognitions
18. Any other Details

2.9.4 Commercial Proposal

- i. Form XIX Financial Form

- ii. Any other supporting information and documents that are relevant to the Commercial Proposal

2.9.5 Submission of Proposal by Mobile Value Added Service Providers

Mobile Value Added Service Providers shall submit responses (referred to as 'Proposal' herein) in prescribed manner (Clause 8 of Section II) to the contact person mentioned in Section 1. Late submission of proposal would not be entertained in any case.

2.9.6 Proposal Opening

Proposals will be opened in the presence of the Mobile Value Added Service Providers or their authorized representative who chooses to be present, at the address indicated in Section I. Preliminary scrutiny will be done at the tender opening as per clause 2.9.1 and proposal not confirming will be rejected.

2.10 Evaluation criteria and evaluation of Proposals

KSITM will form a Committee to evaluate the Proposals submitted by Mobile Value Added Service Providers for a detailed scrutiny. During evaluation of Proposals, KSITM may, at its discretion, ask the Mobile Value Added Service Providers for clarification of their Proposals. The process for evaluation of Proposals is as given below-

2.10.1 Preliminary Scrutiny:

Preliminary scrutiny of the Proposals for eligibility will be done to determine whether the proposals are complete, whether the documents have been properly signed, and whether the Proposals are generally in order. Proposals not conforming to such preliminary requirements will be prima facie rejected.

2.10.2 Technical Evaluation:

Technical Proposals would be opened only for those Mobile Value Added Service Providers, who are qualified during the Preliminary scrutiny of Proposals, specified in 2.9.1 above.

If a Technical Proposal is determined as not substantially responsive, KSITM will reject it. Technical proposals conforming to eligibility criteria will be taken up for detailed technical evaluation. The eligible bidders will be asked to Technical presentation for the technical committee members.

2.10.3 Technically qualified Mobile Value Added Service Providers:

All the Mobile Value Added Service Providers who secure a **Technical Score of 75% or more (equal to 75 or more)** as per evaluation criteria in 2.5 will be declared as technically qualified under this project.

2.10.4 Evaluation of Commercial Proposal:

Commercial Proposal would be opened and evaluated only in respect of the technically qualified Mobile Value Added Service Providers.

The method of selection is that the Commercial bids of all the technically qualified bidders will be opened and the Technically qualified bidder who has quoted the Lowest Price will be called in for executing the work.

2.11 Award of Contract

On acceptance of Proposal for awarding the contract, KSITM will notify the successful Mobile Value Added Service Providers in writing that their proposal has been accepted. KSITM and successful Mobile Value Added Service Provider will work out the Contract Agreement at the time of signing of Contract. After signing of the Contract Agreement, no variation in or modification of the term of the Contract shall be made except by written amendment signed by the parties.

The agreement with successful bidders will be initially for a period of **three years** extendable by another one year on mutual agreement.

2.12 Performance Bank Guarantee & Liquidated Damages (LD)

A Performance Bank Guarantee (PBG) amounting to 5% of the contract value has to be furnished by the successful Mobile Value Added Service Provider within 2 weeks of entrustment of the project assignment by KSITM. The PBG format shall be communicated to the successful Mobile Value

Added Service Provider, at the time of entrustment of the assignment by KSITM. The mobilization advance payment of **20%** will be released against the PBG.

The Mobile Value Added Service Provider shall submit time lined schedule for the activities they intended to do to fulfill their assignment. Penalty will be charged @ Rs.500/- per day for delay of each activity. However the committee will evaluate and the overall performance and completion of the assignments in total and based on the evaluation recommend for the fine amount which will be deducted, from any of the payment due to the Mobile Value Added Service Provider.

2.13 Confidentiality

Information relating to the examination, clarification and comparison of the Proposals shall not be disclosed to any Mobile Value Added Service Providers or any other persons not officially concerned with such process. The undue use by any Mobile Value Added Service Providers of confidential information related to the process may result in rejection of its Proposal. Except with the prior written consent of the KSITM, the Mobile Value Added Service Provider and the personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Contract.

Neither party will disclose to any third party without the prior written consent of the other party any confidential information which is received from the other party for the purposes of providing or receiving Services which if disclosed in tangible form is market confidential or if disclosed otherwise is confirmed in writing as being confidential or if disclosed in tangible form or otherwise, is manifestly confidential. Each party will take measures to project the confidential information of the other party that, in the aggregate are no less protective than those measures it uses to protect the confidentiality of its own comparable confidential information, and in any event, not less than a reasonable degree of protection. Both parties agree that any confidential information received from the other party shall only be used for the purposes of providing or receiving Services under this Contract or any other contract between the parties.

The Mobile Value Added Service Provider shall not, without KSITM prior written consent, disclose the commercial terms of this work order to any person other than a person employed by the Mobile Value Added Service Provider in the performance of the work order.

The clause on Confidentiality shall be valid for a further period of one year from the date of expiry or termination of the assignment, whichever is earlier.

3 Section III: General Conditions of Contract

3.1 Relationship between the Parties

Nothing mentioned herein shall be constructed as relationship of master and servant or of principal and agent as between the 'KSITM' and 'the Mobile Value Added Service Provider'. The Mobile Value Added Service Provider subject to this contract has complete charge of personnel and Sub-Mobile Value Added Service Provider, if any, performing the services under this Project from time to time. The Mobile Value Added Service Providers shall be fully responsible for the services performed by them or on their behalf hereunder.

3.2 Standards of Performance

The Mobile Value Added Service Provider shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Mobile Value Added Service Provider shall always act in respect of any matter relating to this contract as faithful advisor to KSITM. The Mobile Value Added Service Provider shall always support and safeguard the legitimate interests of KSITM, in any dealings with the third party. The Mobile Value Added Service Provider shall abide by all the provisions/Acts/Rules etc. of Information Technology prevalent in the country. The Mobile Value Added Service Provider shall conform to the standards laid down in RFP in totality.

3.3 Delivery and Documents

The Mobile Value Added Service Provider shall submit all the deliverables as per clause 4.5 on due date as per the delivery schedule. The Mobile Value Added Service Provider shall not without the KSITM prior written consent disclose the Contract, drawings, specifications, plan, pattern, samples to any person other than an entity employed by KSITM for the performance of the Contract. In case of termination of the Contract, the entire document used by Mobile Value Added Service Provider in the execution of project shall become property of KSITM.

3.4 Intellectual Property Rights

No services covered under the Contract shall be sold or disposed by the Mobile Value Added Service Provider in violation of any right whatsoever of third party, and in particular, but without prejudice to the generality of the foregoing, of any patent right, trademark or similar right, or any charge mortgage or lien. The Mobile Value Added Service Provider shall indemnify the KSITM from all actions, costs, claims, demands, expenses and liabilities, whatsoever, resulting from any actual or alleged infringement as aforesaid and at the expenses of the Mobile Value Added Service Provider, KSITM shall be defended in the defense of any proceedings which may be brought in that connection.

Being a Government work and a work for hire, the end product of the work assignment carried out by the Mobile Value Added Service Provider, in any form, will be the sole and exclusive property of the Client and will be credited only to the Client without any reference to the Consultant. All IPR rights are reserved with the Client and will be vested solely with the Client. **All source codes used and generated, documentation used and generated thereof will be the sole property of the Client which will have the sole and liberty and privilege to use the information and deliverables provided by the Mobile Value Added Service Provider, in connection with the m-governance project in any appropriate manner as deemed fit, for the purpose of furtherance of the proposed and existing Government initiatives by deploying it any where in the State of Kerala.** The client will be true and original owner and author of the work and its derivatives with the exclusive and absolute Intellectual Property Right over the whole content and in

piecemeal with all its cognate expressions and variations thereto. The Consultant shall not stake any claim directly or indirectly over any work related to this project.

3.5 Governing Language

The Contract shall be written in English Language. English version of the Contract shall govern its interpretation. All correspondences and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English Language.

3.6 Assignment

The Mobile Value Added Service Provider shall not assign the project to any other agency, in whole or in part, to perform its obligation under the Contract, without the KSITM's prior written consent.

3.7 Payment Schedule

The Mobile Value Added Service Provider will be paid fee as a percentage of the contract value as per the schedule given below:

S.No	Description	Payment
1	Mobilization Advance	<20%>
2	Establishing Common Mobile Service Delivery Platforms (SDP's)	15%
3	Implementation of 10 services	20%
4	Implementation of all 20 services – or more services as directed by KSITM	15%
5	Final Acceptance by KSITM (as per User Acceptance test)	20%
6	Statewide roll out plan and submission of M-Gov Strategy	10%
	Total	100%

3.8 Guideline for Revenue Sharing Model / Self Sustaining Model

The Bidder may provide the service to the citizens free of cost by way of revenue generated from advertisements or by levying minimal user charges and shall share back with Government of Kerala

a percentage of the revenues generated by the m-Government services offered by Government of Kerala. The Revenue Share percentage suggested will be an outcome of the Pilot and should be a part of the Strategy Road Map as part of the Deliverables.

3.9 Suspension

KSITM may, by written notice to Mobile Value Added Service Provider, suspend all payments to the Mobile Value Added Service Provider hereunder if the Mobile Value Added Service Provider fails to perform any of its obligations under this Contract including the carrying out of the services, provided that such notice of suspension

- a) Shall specify the nature of failure.
- b) Shall request the Mobile Value Added Service Provider to remedy such failure within a period not exceeding thirty (30) days after receipt by the Mobile Value Added Service Provider of such notice of failure.

3.10 Termination

Under this Contract, KSITM may, by written notice terminate the Mobile Value Added Service Provider in the following ways

1. Termination for Default for failing to perform obligations under the Contract or if the quality is not up to the specification or in the event of non adherence to time schedule.
2. Termination for Convenience in whole or in part thereof, at any time. KSITM reserves the right to select:
 - x. To have any portion completed at the work order and /or the Work Order terms and prices; and /or
 - xi. To cancel the remainder and pay to the agency an agreed amount for partially completed Services.
3. Termination for Insolvency if the Mobile Value Added Service Provider becomes bankrupt or otherwise insolvent.

3.11 Taxes and Duties

The commercial proposal shall be **inclusive of all taxes and duties**.

3.12 Legal Jurisdiction

The Secretary, IT Department will be the arbitrator for this RFP. In case of a dispute, the decision of the arbitrator will be final and binding on both parties. All legal disputes between the parties shall be subject to the jurisdiction of the Courts in Thiruvananthapuram.

3.13 Notice

Any notice, request or consent required or permitted to be given or made pursuant to this contract shall be in writing. Any such notice, request or consent shall be deemed to have been given or made when delivered in person to an authorized representative of the party to whom the communication is addressed, or when sent to such party at the address mentioned in the Contract Agreement.

3.14 Liabilities

1. Either party will accept liability without limit. For death or personal injury caused to the order party by its negligence or the negligence of its employees acting in the course of their employment;
 - BB Any other liability which by law either party cannot exclude.
 - ~~BBB~~ This does not in any way confer greater rights than what either party would otherwise have at law

3.15 Progress of the Project

The Mobile Value Added Service Provider would be required to intimate the progress of the project to KSITM in a frequency and manner prescribed in consultation with the Mobile Value Added Service Provider after the award of Contract, within the detailed Scope of Work as per clause 4.4.

3.16 NDA-Confidentiality and Privacy

The successful vendor shall sign an agreement with KSITM for ensuring confidentiality of user information and to protect the privacy of the users, during the Post Go-live period.

3.17 Miscellaneous

1. In the event the Mobile Value Added Service Provider's Company or the concerned Division of the company is taken over / bought over by another company, all the obligations under the agreement with KSITM, should be passed on the compliance by the new company new Division in the negotiation for their transfer.

4 Section IV: Scope of Work

4.1 Background

With the development of information communication technologies (ICTs) and the demand for better, more efficient, and more effective government, governments have pursued e-government initiatives to offer more information and online services to citizens, government agencies, businesses, and others. Most of the e-Government efforts are limiting to the web based internet applications using desktop PCs.

In recent times, there has been excitement about the mobility and its notion of "anytime, anywhere" access to people and information can play vital role in e-government initiatives. This use and development of mobile and wireless technologies is reaching a critical mass and are witnessing an explosion in the use of wireless Internet applications, including Internet-ready mobile phones and

Personal Digital Assistants (PDAs). Citizens and employees are becoming comfortable using these technologies in their daily life for communications through voice based calls and messaging by SMS, downloading ring tones and screen savers and listening to MP3 songs for entertainment, checking emails using GPRS, and storing contact details etc. In some of the developed countries, mobile value added services like mobile TV, video conferencing, mobile payments using WAP portals/SMS/SMS email, and embedded credit card for credit transactions etc., are prominently used. But in developing countries, in most cases this usage is focused on voice based calls and SMS based services for entertainment related activities only.

To the reality of today, these mobile and wireless technologies have also been demonstrated in various Government sectors such as verification of voting information by citizens in Malaysia; Energy alerts, lottery results, traffic updates and articles from Governor's press room in California State Government; m-Parking, m-transport ticketing, and m-Teacher for Estonian citizens; Use of mobile TVs, house and gate controllers using smart phones in S.Korea & Japan, Anti-pollution reporting mechanisms by citizen in Philippines; Informing about traffic accidents, vehicle breakdown and traffic jams by citizens in India. The use of mobility based services by government in delivery of services to the citizens and business any time any where is creating new direction: m-Government (Mobile Government).

The growth in mobile penetration, adoption of mobile services by citizens & employees and paying more share in their earnings, and Government's interest to reach to the citizens at all times is creating the need for developing mobile based applications leading to m-government. This paradigm shift is raising several interesting questions. Will m-government replace the e-government activities or be a sub set of e-Gov?

The inevitability for adoption of m-government services depends on the implementation methodology of respective governments and hence there is need for governments to prepare clear strategies to tap the potential of mobility immediately and implement citizen driven models.

As per the National e-Governance Plan (NeGP), Government of Kerala has identified 21 Mission Mode Project (MMP) Departments to implement various e-Governance initiatives. Accordingly,

Detailed Project Reports for most of the MMP Departments are prepared and ready to implement e-Gov projects. GoK has already initiated implementation of several initiatives in line with the above e-governance framework:

- Infrastructure development (SWAN, State Data Center)
- MMP (DPRs of majority of MMP has already been completed)
- Delivery Channels (Akshaya and Friends)

While GoK, is enthused by the success of the these initiatives, there is still a scope for improvement of citizen service as these delivery channels have certain dependencies such as

- Citizen has to visit center for availing any service
- Service centers work during stipulated time of the day (no 24 X 7 service)
- Citizens expectations are increasing in terms of service delivery

In this context, GoK has started exploring other avenue to improve its delivery mechanisms and m-Governance is one such channel it intends to adopt on a pilot basis to assess the feasibility of providing citizen services using mobile technology. Hence, there is need for GoK to prepare the overall m-government strategy for the State and to implement services on pilot basis with roll out after impact assessment through study.

Kerala State IT Mission (KSITM) is intending to set up m-Governance Services in identified departments on pilot basis. There would be around 20 services to be rolled out across these departments through the deployment of a Common Mobile Service Infrastructure for the State.

4.2 Objectives of the Project

The aim of the **m-Government** is to create a Mobile Service Delivery Platform which would form the basis of running pilot services for Government of Kerala. The use of mobile technology is envisioned to increase information quality, improve overall efficiency and effectiveness in the Government processes with convenience in operations.

The broad objectives of the project include:

- Provide services on a “Any Time Any Where” basis
- Streamline the processes to automate the information access by citizens
- Assess and develop a framework for legal, Regulatory & Security issues related to providing services on mobile platform
- Develop a self sustainable model for roll-out of other services

4.3 Benefits of the Project

The following benefits are envisaged from successful implementation of this project:

- Dissemination of information to a larger number of people (mobile access) at a short time
- Reduction of average service processing time and cost for services
- Reduction in number of public complaints
- Increased transparency in the delivery system
- Releasing for bandwidth for public servants to focus on processing the information.
- Increased Value Added Services and Information Services on Mobile

4.4 Detailed Scope of work

The scope of work covers implementation of mobile government services in Kerala using mobile technologies to increase information quality, improve overall efficiency and effectiveness in the Government processes. The work shall cover preparation of functional requirement specifications for the pilot services, and after approval from KSITM, propose a solution for implementing those functional requirements and managing the infrastructure setup. The Mobile Value Added Service Provider shall be responsible for the programme management and implementation (development of appropriate programs) of the entire project as well as identification of services and dept for the State Wide roll out of m-Gov services (and the program management for roll out implementation of the project.), with due consideration of the feedback and experiences gained in implementation of the Pilot Services.

The MVASP should undertake the following,

- Identifying the mobile application/service for each department other than those mentioned in the RFP, approval from KSITM.
- System Study on how the existing backend database of those departments will be integrated with the proposed system and the integrations will have to be done by the vendor regarding the services that will be offered to end users .
- Establishing the common infrastructure and managing it
- Development of the Pilot applications/portal interfaces etc based on the Study
- Pilot services to be demonstrated to Closed Group of Users for Functional Testing and ready for launch with the approval of department head and KSITM
- Pilot Launch of Service by vendor
- Impact analysis and State wide roll out Plan

The following is the detailed scope of work under these two phases and the project period is for 8 months:

A. Establishing Common Mobile Service Delivery Platforms – (vendors to specify time frame)

The envisaged Integrated Mobile Service Delivery Platforms (SDP) would encompass the following Hardware and Software Components (as per KSITM's assessment 2 Months)

SI	Item	Nos	Details/Specifications	Comments
1.	Unique SMS Short Code	1	Pan India Connectivity	6 or 7 digits
2.	Unique Long Codes	20	SIM Hosting by M-VASP	
3.	Online Bulk SMS Platform	1	a.100 Unique Accounts b. Sub Account Feature c.100 Sender ID's d. Domain Name e.100,00SMS per account	Customized Online Platform hosted under a unique domain would be required.
4.	Dedicated Bulk SMS Server	2	Hosting by M-VASP	Including Backup Server
5.	Dedicated Shortcode Server	2	Hosting by M-VASP	Including Backup Server
6.	Dedicated Longcode Server	2	Hosting by M-VASP	Including Backup Server
7.	Bluetooth Kiosk	1	Class A Bluetooth Dongle Dual Screen Monitors One Touch Screen Credit Card Reader Cash Acceptor Thermal Printer	Service, Installation and Maintenance at Major Airports and Important offices to be included in Project Costs (per site cost)

8.	Dedicated IVR Server	2	60 Simultaneous Call/Sec Hosting By M-VASP	Including Backup Server
9.	Dedicated Out Bound Server	2	60 Simultaneous Call/Sec 100,000 Calls in Account Hosting By M-VASP	Including backup Server Cost of acquisition and provisioning to be borne by M-VASP
10.	Dedicated USSD Server	2	Hosting By M-VASP	Including backup Server Cost of acquisition and provisioning to be borne by M-VASP
11.	Online & Mobile Cinema/Guest House Reservation Platform	1	Online Payment Facility Ability to choose Seats	Hosting to be provided By M-VASP
12.	CRM for Short Code	1	Online CRM Tool Secure Login/Pass Day/Month Wise Reports Search Features	Hosting By M-VASP
13.	Infrastructure for a common platform for District Adminstration	2 2	For MMS Services for District Collector For Information Collection from Public Distribution	The Recurring Cost of MMS/GPRS to be worked out by M-VASP and Network Operator
14.	Managed Service Delivery Platform Services		Managed Services for establishing, hosting and maintenance of the Software and Hardware Platforms that are components of the SDP. Interaction with Mobile Operators when ever required for leveraging Network Infrastructure.	
15.	Any other items (Hardware / Software)		To be added by the vendor	To be added by the vendor

B. Program Management and roll out of Services -(vendors to specify time frame) [as per KSITM's assessment 6 Months]

1. The program management for implementation of pilot 20 services by co-coordinating with respective departments
2. Support in User Acceptance Testing
3. Study the impact assessment of the pilot implementation

4. Define methodologies for improvement of service delivery
5. Identify new services for roll out for implementation
6. Identify the services for seamless scale up
7. Define a Project Reporting process including the following:
 - a. Project managers of respective departments and IT Department through a bi-weekly meeting to define the items for inclusion on the bi-weekly status report;
 - b. Project managers to submit bi-weekly status reports;
 - c. Reviewing and feedback of the bi-weekly status reports with KSITM
 - d. Compilation of a series of individual project manager bi-weekly status reports into an integrated report detailing key project information to senior managers; and
 - e. Creation of a monthly project view of the progress and current status of service delivery.
 - f. Monitoring quality adherence as per RFP
 - g. Adherence to time frame and agreed bid price
8. Organize workshops/ sessions with key users of departments during post go-live stage
9. Handle the change management issues (both user proposed as well as regulatory)
10. Prepare the Project Documents for future reference, with special reference to critical elements
11. Prepare actions plans for suggested improvements (if any for future)
12. Preparation of State wide roll out plan and M-GOV Strategy – draft policy guidelines security etc
13. SLA Matrices for pre and post implementation (to be Reviewed and approved by KSITM)
14. SLAs for Server/Service and Network availability, vendor to propose (to be Reviewed and approved by KSITM)

4.5 Deliverables

- i. **Setting up and managing an Integrated Mobile Service Delivery Platform (SDP) as a backbone for rolling out Pilot Services as envisioned and outlined .**
- ii. **Rolling out of Pilot Services in a Phased Manner**
 - a. SMS Push based Services
 - b. SMS Short Code based Services
 - c. Bluetooth Based Services

- d. MMS Based Services
- e. USSD Based Services
- f. IVR Based Services

iii. Project Management Reporting:

- a. Bi-weekly status reports
- b. Project Documents for future reference
- c. Standard Operating Procedures
- d. User Acceptance Testing

iv. Pilot Implementation Impact Assessment Report

v. Facility management

vi. Change management and User Training for Platforms

vii. State wide roll out plan and M-Gov Strategy Document

4.6 User Acceptance Testing

This shall be based on a mutually agreeable Acceptance Test Procedure prepared by the vendor and Reviewed and approved by KSITM. I feel it is too early to tell the details now. ATP can be prepared only after submission of Requirement Specifications by vendor for approval by KSITM. **Vendors are advised to provide adequate scalability projections in their Proposal.**

5 Section V: Technical Proposal - Formats

5.1 Proposal Form: Covering Letter Form I

The Mobile Value Added Service Providers are required to submit the covering letter in the Form I. This form should be on the letterhead of the Mobile Value Added Service Provider submitting the proposal.

FORM I: Covering letter (On Mobile Value Added Service Provider's Letterhead)

Date:

To:

Director,
Kerala State IT Mission,
ICT Campus, Vellayambalam,
Thiruvananthapuram, Kerala – 695 033,
India.

Dear Sir,

Sub: Proposal for Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services for Preparation of M-Gov Strategy in Kerala.

1. Having examined the Bidding Documents, the receipt of which is hereby acknowledged, we, the undersigned, offer to take up project Mobile Value Added Services for m-Governance in two phases including setting up of a Managed Mobile Service Delivery Platforms (SDP), implementation of pilot services and Statewide roll out strategy and management of the infrastructure, in full conformity with the said Bidding Documents.

2. We undertake, if our bid is accepted, to commence work on this Project and to roll out Mobile Value Added Services as Pilot Projects in m-Governance within the respective times stated in the Bidding Documents.

3. We declare that we have studied Bid document and are making this proposal with a stipulation that you shall award us Contracts for Mobile Value Added Services for m-Governance Services as per the requirements mentioned under Scope of Work (SoW) and other services specified in the Bid Documents.

4. We have read the provisions of bid and confirm that these are acceptable to us.

5. We further declare that additional conditions, variations, deviations, if any, found in the proposal shall not be given effect to.

6. We undertake, if our bid is accepted, to commence the work on this Project immediately upon your Notification of Award to us, and to achieve Completion within the time stated in the Bidding Documents.

7. If our bid is accepted, we undertake to provide a Performance Security in the form and amounts, and within the times specified in the Bidding Documents.

8. We agree to abide by this bid, consists of this letter, the Price Schedules, Attachments through to this Bid Form, for a period of bid validity from the date fixed for submission of bids as stipulated in the Bidding Documents, and it shall remain binding upon us and may be accepted by you at anytime before the expiration of that period.

9. Until the formal final Contract is prepared and executed between us, this bid, together with your written acceptance of the bid and your notification of award, shall constitute a binding contract between us.

Authorized Signatory:

Name and title of signatory:

5.2 Technical Proposal (Form II – XVIII)

The Technical proposal submitted by the Mobile Value Added Service Provider should include the following in the formats specified in this section:

1. Mobile Value Added Service Provider's Organization Details
2. Duly Attested Turn over Certificate by CA/ Company Auditor
3. Certificate of Registration or Certificate of Incorporation, AoA and MoA
4. Experience of Working with Kerala Government Departments or Agencies
5. Resumes of Key Personnel
6. Self Certification of NDNC Registration and Unique Login ID
7. Technology and Platform Details of SMS/MMS/Voice and Bluetooth
8. Telecom Operators and Clients where SMS and MMS Platforms are deployed
9. Telecom Operators and Clients where SMS and Voice Servers are deployed
10. No and Locations of Bluetooth Deployments
11. No of USSD services deployed
12. Theatres and Location where Online Movie Ticket has been implemented
13. Specify Usage of Open Source Technologies in these solutions
14. Description of Approach, Methodology for performing the assignment
15. Work Schedule (resource deployment)
16. Team Composition and Task Assigned
17. Awards/ Recognitions (if any)
18. Any other Details

Form II: Mobile Value Added Service Provider's Organization Details

Name of the applicant company		
Status of the Company	Private/Public/Partnership	
Name of the Key Person		
Address		
Village		
Taluk		
District		
PIN Code		
State		
STD Code		Phone No: Mobile No:
Fax No.		Website:
	Email:	
Nearest Railway Station		Distance in Km:
Nearest Airport		Distance in Km:
Years of Experience in MVAS		Confirming to Eligibility Criteria: Yes / No

A1 Address in full including PIN code:

(a) Registered Office with telephone Nos./fax/e-mail:

(b) Administrative office with telephone Nos. / fax/e / mail:

Form III: Duly Attested Turn over Certificate

Please attach the duly attested turnover certificate given by the Company's auditor/CA/CS
(specifying the turnover in the field listed under the eligibility conditions)

The turnover of the Company should be **Rs One crore** in one of the following areas or any combination thereof:

- ☐ Telecom Applications or
- ☐ IT applications or
- ☐ Content provisioning or
- ☐ Content development or
- ☐ Content applications development

Form IV: Certificate of Registration or Certificate of Incorporation, AoA and MoA

Please specify if the company is Registered in Kerala or not.

Form V: Experience of Working with Government Departments or Agencies

Sl	Department/ Agency	Nature of Service	Duration	Comments

- a. Please specify if any new service(s) has currently been proposed or not.**
- b. If Yes, Please give details**

Form VI: Resumes of Key Personnel

S.No		
1	Proposed Position [only one candidate shall be nominated for each position]	
2	Name of Firm [Insert name of firm proposing the staff]	
3	Name of Staff [Insert full name]	
4	Date of Birth	
5	Education [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and year of obtainment]	
6	Brief Professional Experience	
7	Membership of Professional Associations	
8	Languages	

Form VII: Self Certification of NDNC Registration and Unique Login ID

DECLARATION

(To be signed by the applicant

Or

It's authorized agent)

This is to certify that _____ is a registered Telemarketer with
the Department of Telecommunication and the National Do Not Call Registry since the date
of _____. The unique login id that is allotted is _____

APPLICANT/ AUTHORISED SIGNATORY

With seal

Date:

Place:

Form VIII: Technology and Platform Details of SMS/MMS/USSD/Voice/Bluetooth

Technical Details: (Must be elaborated)

- Technology platforms and services with technical specifications
- Source of Technology
- Whether indigenous /imported technology
- Product or Platform Advantages
- Technical Details of Bluetooth Kiosk
- Details of Movie Ticketing Platform and Online Payment Systems implemented
- Details of USSD services deployed
- Mobile Billing details etc.

Form IX: Telecom Operators and Clients where SMS, MMS, USSD Platforms are deployed

SI	Service Delivery Platform (SMS)	Operator	Circles	Agreement Date

SI	Service Delivery Platform (MMS)	Operator	Circles	Agreement Date

SI	Service Delivery Platform (USSD)	Operator	Circles	Agreement Date

Form X: Telecom Operators and Clients where SMS and Voice Servers are deployed

SI	SMS Servers	Operator	Circles	Traffic Volume

SI	Voice Servers	Operator	Circles	Traffic Volume

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*** Please mention traffic volume handled till date in Total to confirm with the Benchmark Eligibility Criteria**

Form XI: No and Locations of Bluetooth Deployments

Sl	Location

Form XII: Specifics of where Online/Mobile Movie Ticket has been implemented

Sl	Theatre	Location	Average Volume

- Please mention the total approximate online tickets transacted on the platform

Form XIII: Specify Usage of Open Source Technologies in these solutions

- Specify if Open Source Technologies are deployed in the SDP Solutions.
- If Yes, Please give details.

Form XIV: Description of Approach, Methodology for performing the assignment

Technical Approach and Methodology: In this part Mobile Value Added Service Providers should explain their understanding of the objectives of the assignment, approach to the assignment, methodologies for carrying out activities and obtaining the expected outputs, and the degree of detail of such output. Mobile Value Added Service Providers should highlight the problems being addressed and their importance and explain the adoption of technical approach for its redressal. Mobile Value Added Service Providers should also explain the proposed methodologies and

highlight the compatibility of those methodologies to the proposed approach and the needs of the project.

Form XV: Work Schedule

Work Plan: In this part the Mobile Value Added Service Providers should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the Scope of Work and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here

SL	Activity	Duration	Start Time	End Time

- Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as Client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.
- Duration of activities shall be indicated in the form of a bar chart.

Form XVI: Team Composition and Task Assigned

Organization and Staffing: In this part the Mobile Value Added Service Providers should propose the structure and composition of your team. The main disciplines of the assignment, the key expert responsible, and proposed technical and support staff may be /provided.

1. Professional Qualifications and Certifications				
Name of Staff	Firm/Company	Area of Expertise	Position Assigned	Task Assigned

2. Support Staff				
Name of Staff	Firm/Company	Area of Expertise	Position Assigned	Task Assigned

Note: Mobile Value Added Service Provider is required to specify whether the above stated staffing arrangement is full time or part time.

Form XVII: Innovative Work, Awards and Recognitions

Please mention the Innovative Work and Awards Received during the last three years.

Form XVIII: Any other Details

5.3 Commercial Proposal (Form XIX)

RFP for Setting up Managed Mobile Service Delivery Platform and Pilot Value Added Services and Preparation of m-Gov Strategy for Kerala

S.No	Particulars	Fees (INR)
1	a) Setting up Managed Mobile Service Delivery Platform and Fee for Implementation of m-Government services (refer detailed scope as per section IV of this RFP)	
	Hardware	
	Software Development	
	Support and Services for Managing the infrastructure	
	Miscellaneous Expense(specify each)	
	c) Service taxes	
	Total (total of Sl. No. 1a to 1c)	

Note:

- 1) The entire amount in financial format should be mentioned in Figures and words both. In case of any contradiction in words and figures, during the evaluation of the proposals, the amount in **words** would be taken into consideration.

Signature.....

In the capacity of.....

Duly authorized to sign Proposal for

And on behalf of.....

Date.....

Place.....