



NEW TOWN KOLKATA DEVELOPMENT AUTHORITY

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

Memo No. **5686** /NKDA-14014/3/2020-IT SEC(NKDA)-NKDA

Dated: 10/11/2020

NOTICE INVITING QUOTATION (N.I.Q) NO: 15/NKDA/Admn of 2020

New Town Kolkata development Authority (NKDA), invites sealed bids from registered Companies/firms having experiences in SMS gateway service for "Annual Maintenance Contract (AMC) for existing SMS portal, Long Code Service with keyword and SMS Gateway service for New Town Kolkata Development Authority".

1. Important Dates:

Last date of Application	:	24/11/2020 up to 2:00 PM
Date of Opening of Technical and Financial bid	:	24/11/2020 at 03:00 PM

2. Scope of work

- a. Annual Maintenance Contract (AMC) of existing web portal for sending SMS request.
- b. Selected Bidder have to provide service of shared Long Code with primary keyword(s) and 6 sub keyword(s).
- c. The Keywords will be configured at Operator end based on NKDA requirement & reference.
- d. Data should be forwarded to the Application server of NKDA.
- e. Citizen will send an SMS for registration.
- f. Functions of existing Web portal:
 - o Multiple unique Users to access the portal
 - o User Dashboard.
 - Dashboard Option - Analytical report
 - Registration count for the month.
 - Un-subscription count of the month.
 - Total Active user.
 - SMS sends for the month.
 - Upload Mobile No.
 - User can upload mobile numbers through Excel upload to a group. If the mobile no is present in the database, the number will be overwritten.
 - Group Management-
 - o VLC Registered User Group: This group cannot be modified by admin. The subscribed & Un-subscribed user will be managed automatically. The Group will not show in-active users. Admin Can download the mobile nos. in a excel file.
 - o Custom Group: This can be managed by the admin. The admin can add/delete/manage the group. Admin Can download the mobile nos. in a excel file.
 - o Admin will map the group with user for sending SMS. User can view/select the group as per mapping. Unmapped group will be not visible to user.

- Send Message-
 - The user will have option to select the message type.
 - Promotional Message:
 - ✓ User can select a group to send the message or can select a individual nos.
 - ✓ The message will be sent through a gateway Numeric sender ID.
 - Transactional message:
 - ✓ User can select a group to send the message or can select a individual nos.
 - ✓ The message will be sent through NKDA sender ID.
 - ✓ User needs to send the template to the SMS gateway team for approval. Once the template is available. Admin can choose from the list of Template to send the desired message.
 - ✓ Tentative volume of Message will be 10 L (Approx.).
- Reports –
 - Citizen Report.
 - SMS send port.
 - Delivery report.
 - User wise SMS delivery report.
 - SMS sending report date range.

- g. SMS sending via mobile - Authorized number from NKDA or other offices / agencies will send a SMS to the ten-digit number mentioning the group name. Automated system will dispatch the SMS to the citizens group immediately.
- h. All data should be stored at the application server of NKDA. In case non-availability of application server, on that case SMS gateway will automatically select the mobile numbers of that particular group as per the last SMS issued by the gateway.
- i. Development to be done on open source product (preferably). In case of any license product, selected bidder has to provide the license by his own cost.
- j. NKDA will provide the application platform. NKDA installation and configuration to be done by the selected bidder.
- k. Monthly Backup of data to be made by selected agency.
- l. Necessary promotion in Social Media (Facebook, Twitter) is required to be made for 01 year regarding Long Code.

3. Instruction to Bidders

1. Registered Companies / firms having experience in software development are eligible to submit bid.
2. The tender documents can be downloaded from NKDA website (<http://www.nkdamar.org>).
3. The sealed bidding documents should be dropped in the Tender Box at NKDA office on or before the stipulated date and time. The technical bid and the financial bid must be sealed in separate envelopes super scribing "Technical Bid" and "Financial Bid" and both these two envelopes must be placed in a third envelope super scribing "Annual Maintenance Contract (AMC) for existing SMS portal, Long Code Service with keyword and SMS Gateway service for New Town Kolkata Development Authority". This third envelope should be sealed and delivered to the Administrative Officer- I, New Town Kolkata Development Authority, 03, Major Arterial Road, New Town Kolkata -700156.
4. Only enclosed formats as provided in original should be used. All sheets need to be submitted after affixing seal of the Company/firms and signature of the authorized signatory conveying acceptance of all terms and conditions of this tender.
5. The bidder shall quote the price of the complete project inclusive of **GST**.
6. The bidder should have registered office in Kolkata.
7. No price escalation will be allowed.
8. Terms of Delivery: The SMS services shall be enabled within 07 days of acceptance of the Work Order which includes integration with NKDA existing system.

9. Validity of the Bids: The quoted bid shall have the validity for a period of 180 days from the date of opening of tenders.

10. Corrigendum / Amendment to the NIQ will be affected if required.

11. Service termination:

If this Authority not satisfied by performance selected bidder then contract will be terminated by NKDA by issuing a notice prior to 07 (seven) days.

4. Minimum Eligibility Criteria:

- a) The bidder shall have an experience in similar type of work. The bidder shall submit a related document for the same.
- b) The bidder should have a valid trade license.
- c) The bidder should have register office in Kolkata.
- d) The bidders shall have to submit their audited financial statement / audited annual report.
- e) PAN / TAN.

5. Payment Terms:

Annual Maintenance of SMS web portal with digital campaign.	Payment will be made on quarterly basis.
Rental Charges for Long Code	Payment will be made on quarterly basis.
SMS Gateway Package	Payment will be made on half yearly basis with respect to the multiplication per Lakh SMS package.

6. Contact period: -

01 (One) year from the date of issue of Work Order.

7. NKDA reserves the right to accept or reject any offers without assigning any reason thereof, and to amend the terms and conditions at the time of the work.

8. Conditional bids will be treated as cancel.


Administrative Officer-I
New Town Kolkata Development Authority

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Dated: 10/11/2020

Copy forwarded to kind information of:

1. The Finance Officer, New Town Kolkata Development Authority
2. PA to Hon'ble Chairman, NKDA, for kind perusal of Hon'ble Chairman
3. PA to Chief Executive Officer, NKDA, for placing before him.
4. Office Notice Board.
5. Official website (www.nkdamar.org)


Administrative Officer- I
New Town Kolkata Development Authority

TECHNICAL BID DOCUMENT

Sl. No.	Particulars	
01.	Name of the Tenderer / Firm, Office Address, Telephone No., Fax No., Mobile No. E-mail (Please attach registration certificate of Firm)	Copies shall be enclosed
02.	Work order for similar type of work	Copies shall be enclosed
03.	Register Office in Kolkata	Copies shall be enclosed
03.	Audited financial statement / audited annual report	Copies shall be enclosed
04.	PAN / TAN	Copies shall be enclosed
05.	Trade License	Copies shall be enclosed
06.	All the bid document	Signature & Stamp Bid document

(Name and Signature of Tender
with stamp of the firm)

FINANCIAL BID COCUMENT

Sl. No.	Details of work	Rate (in Rs.)
01.	Annual Maintenance of SMS web portal	
02.	Rental Charges for Long Code	
03.	Rate contact per 01 Lakh SMS	
04.	Digital campaign of the Long Code for a period of 01 year.	

(Name and Signature of Tender
with stamp of the firm)