Ama Krushi

Request for Proposal for Selection of Agency for Operation, Management and Maintenance of Odisha's Digital Mobile Based Extension Service - Ama Krushi

RFP No.: OCAC-SEGP-MISC-0015-2021-21037

Department of Agriculture and Farmers' Empowerment, Government of Odisha

ODISHA COMPUTER APPLICATION CENTRE

INSTRUCTION TO BIDDERS FOR ONLINE BID SUBMISSION

e-Nivida is the complete process of eTendering, from publishing of tenders online, inviting online bids, evaluation and award of contract using the system. You may keep a watch of the tenders floated under **https://enivida.odisha.gov.in**

Bidder Enrolment can be done using **"Bidder Enrollment".**

The instructions given below are meant to assist the bidders in registering on the e-Nivida Portal, and submitting their bid online on the portal as per uploaded bid.

More information useful for submitting online bids on the eNivida Portal may be obtained at: **https://enivida.odisha.gov.in**

GUIDELINES FOR REGISTRATION

1. Bidders are required to enrol themselves on the eNivida Portal **https://enivida.odisha.gov.in** or click on the link **"Bidder Enrollment"** available on the home page of e-tender Portal by paying the Registration fee of Rs.2,500/- + Applicable GST.

2. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.

3. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication with the bidders.

4. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate **(Only Class III Certificates with signing + encryption key usage)** issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.

5. Only valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.

6. Bidder then logs in to the site through the secured log-in by entering their user ID /password and the password of the DSC / e-Token.

7. The scanned copies of all original documents should be uploaded in pdf format on e-tender portal.

8. After completion of registration payment, bidders need to send their acknowledgement copy on our help desk mail id **odishaenivida@gmail.com**, for activation of the account.

SEARCHING FOR TENDER DOCUMENTS

1. There are various search options built in the e-tender Portal, to facilitate bidders to search active tenders by several parameters.

2. Once the bidders have selected the tenders they are interested in, then they can pay the Tender fee and processing fee (NOT REFUNDABLE) by net-banking / Debit / Credit card then you may download the required documents / tender schedules, Bid documents etc. Once you pay both fee tenders will be moved to the respective 'requested' Tab. This would enable the e- tender Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

PREPARATION OF BIDS

1. Bidder should take into account any corrigendum published on the tender document before submitting their bids.

2. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid.

3. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF formats. Bid Original documents may be scanned with 100 dpi with Colour option which helps in reducing size of the scanned document.

4. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, GST, Annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Documents" available to them to upload such documents.

5. These documents may be directly submitted from the "My Documents" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process. Already uploaded documents in this section will be displayed. Click "New" to upload new documents.

SUBMISSION OF BIDS

1. Bidder should log into the website well in advance for the submission of the bid so that it gets uploaded well in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

2. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document as a token of acceptance of the terms and conditions laid down by Department.

3. Bidder has to select the payment option as per the tender document to pay the tender fee / Tender Processing fee & EMD as applicable and enter details of the instrument.

4. In case of BG bidder should prepare the BG as per the instructions specified in the tender document. The BG in original should be posted/couriered/given in person to the concerned official before the Online Opening of Financial Bid. In case of non-receipt of

BG amount in original by the said time, the uploaded bid will be summarily rejected.

5. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BOQ file, open it and complete the yellow Coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BOQ file is found to be modified by the bidder, the bid will be rejected.

6. The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

7. The uploaded bid documents become readable only after the tender opening by the authorized bid openers.

8. Upon the successful and timely submission of bid click "Complete" (i.e. after Clicking "Submit" in the portal), the portal will give a successful Tender submission acknowledgement & a bid summary will be displayed with the unique id and date & time of submission of the bid with all other relevant details.

9. The tender summary has to be printed and kept as an acknowledgement of the submission of the tender. This acknowledgement may be used as an entry pass for any bid opening meetings.

For any clarification in using eNivida Portal:

1. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2. Any queries relating to the process of online bid submission or queries relating to e-tender Portal in general may be directed to the Helpdesk Support.

Please feel free to contact eNivida Helpdesk (as given below) for any query related to e-tendering.

Phone No. 011-49606060

Mail id: - odishaenivida@gmail.com

Table of Contents

Fact Sheet

This **Fact Sheet** comprising of important factual data on the tender is for quick reference of the bidder.

Clause Reference	Topic
Section 4.3.1	A pre-bid meeting will be held on 24.08.2021 at 11 AM through VC mode. **The link of VC shall be shared through the mail to the prospective bidders those have submitted the pre-bid queries.** Contact Person General Manager (Admin) Email : gm_ocac@ocac.in All the queries should be received on or before *23.08.2021 by 12 Noon* through email only to gm_ocac@ocac.in (with a copy to kalpana.biswal@odisha.gov.in) at the above mentioned address.
Section 4.4.2	RFP can be Downloaded from www.odisha.gov.in, https://enivida.odisha.gov.in/, https://agriodisha.nic.in or www.ocac.in. The bidders are required to submit the bid processing fee of **Rs. 22,400 (including 12% GST)** online in the eNivida portal thorugh payment gateway.
Section 4.4.3	The bidder is required to submit Bid Security Declaration as per the prescribed format.
Section 4.4.4	Bidders must submit response eNivida portal(https://enivida.odisha.gov.in/) **only.**
Section 4.5.2	The Proposal should be filled in by the Bidder in English language only. The bidder should quote price in Indian Rupees only. The offered price must be inclusive of taxes and duties.
Section 4.5.4	Proposals must be submitted on or before 13.09.2021 by 2 P.M. in the eNivida portal only
Section 4.6.2	Proposals/ Bids must remain valid for minimum period of 180 days from the date of opening of commercial bid.
Section 5	**Quality and Cost Based Selection i.e. QCBS (70:30)** method shall be used to select the Service Provider for this contract. The bidder is required to submit the bids General (Pre-qualification), Technical & Financial bid separately. Technical bid of those bidders who qualify in General Bid shall be opened. Financial bid of those bidders who qualify in Technical Bid shall be opened. **Consortium is not allowed.**
Section 7&8	This project includes deliverables relating to operation, management and maintenance of Ama Krushi Scheme for a period of 3 years. The tenure of the engagement may be extended based on the performance of the agency

	as per the recommendation of a committee constituted by OCAC & DAFE.
Section 10.2	The Service Provider must operationalize the Ama Krushi Program within **12 weeks** from the date of receiving the work order.

The Bid document may be purchased by any interested Bidder by paying the document fee of Rs. 22,400/- & Tender Processing fee of Rs. 5,900/- online on the eNivida portal through e-Payment Gateway, at any time before Tender Closing. The complete bid document has also been published on the website <u>www.ocac.in</u>, <u>www.odisha.gov.in</u>, <u>https://agriodisha.nic.in</u> & <u>https://enivida.odisha.gov.in</u> (Online Bid submitted on e-Nivida portal will only be treated as valid).

1   Request for Proposal

Sealed proposals are invited from interested bidders, having expertise in Information Communication and Technology (ICT) and management and operation of Call Centres/ Contact Centres with experience in working with government departments, for Operation, Management and Maintenance of Ama Krushi project for Government of Odisha. This invitation to bid is open to all bidders meeting the minimum eligibility criteria as mentioned in this RFP Document.

2   Structure of the RFP

This RFP document for Selection of agency for Operation, Management and Maintenance of Ama Krushi project of the Government of Odisha comprises the following.

a)   Instructions on the Bid process for the purpose of responding to this RFP broadly covers:

   i)   General instructions for bidding process

   ii) Bid evaluation process including the parameters for Pre-qualification, Technical Evaluation and Commercial Evaluation for determining bidder's suitability as the Service Provider

   iii) Commercial bid and other formats

b)   Functional and Technical Requirements of the project - the contents of the document broadly cover the following areas:

   i)   About the project and its objectives

   ii) Scope of work

   iii) Functional and Technical Requirements

   iv) Project Schedule

   v)   Service levels for the Agency

   vi) Timeline of Project implementation

The bidders are expected to examine all instructions, forms, terms, project requirements and other information in the RFP documents. Failure to furnish all information required as mentioned in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

3   Background Information

3.1   Basic Information

OCAC, the Technical Directorate of E&IT Department, Government of Odisha invites responses ("Tenders") to this Request for Proposal ("RFP") for Selection of agency for Operation, Management and Maintenance of Ama Krushi project of the Government of Odisha as described in this RFP, "Terms of Reference".

Proposals must be received not later than the time, date mentioned in the Fact Sheet. Proposals that are received late will not be considered in this bidding process.

OCAC will award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined in the RFP and accepted by the Tender Accepting Authority.

3.2 About E&IT Department

The Department of Electronics & Information Technology is the nodal department for Government of Odisha in the matters of IT, ITES and Communication. The department plays a vital role in formulating and implementing policy matters in Information Technology, ITES, Electronics and Telecom; promotion of Odisha as an ultimate ICT destination for investment and facilitating ICT industries; assisting other departments for effective e-Governance and capacity building; Promotion of ICT based education in the State.

Odisha Computer Application Centre (OCAC), the Technical Directorate of Electronics & Information Technology Department, Government of Odisha, has evolved through years as a centre of excellence in IT solutions and e-Governance. It has contributed significantly to the steady growth of IT in the state. It helps IT to reach the common citizen so as to narrow down the Digital Divide and widespread applications of IT in establishing a system where the citizens are receiving good governance in addition to ensuring speed of decisions from a transparent Government through an effective e-Governance System.

3.3 Project Profile

Ama Krushi is a low-cost, scalable, two-way digital extension project run by the Department of Agriculture & Farmers' Empowerment (DAFE). The mandate of the Department is the development of the agriculture and allied sector by harnessing latest technologies, supporting education and research, proper administration of its wings, timely sanction of the various state plan schemes / central sector & centrally sponsored schemes and monitoring their implementation.

Ama Krushi is a low-cost, scalable, two-way digital extension project run by the Department of Agriculture & Farmers' Empowerment (DAFE). This program has a two-fold goal of strengthening the State's extension machinery while improving farmer livelihoods. As part of this project, Ama Krushi already disseminates advisory services to over 13 lakh farmers across 20+ crops, livestock and fisheries (in collaboration with the Fisheries and Animal Resources Department). **Based on the success of the project, both the Department are keen to scale up this project to reach a target of 35 lakh farmers.** In addition to directly disseminating advisory to farmers via mobile phone, the project also disseminates advisory to extension workers and community resource persons, and also shares its advisory through community radio, district-level WhatsApp groups, among others.

The Ama Krushi service runs on a two-way technology platform: farmers receive weekly advisory messages targeted to their crop, location, land type etc. and they can also call into a short code number to ask questions, listen to messages or speak with an agent. The Ama Krushi project already has key ground personnel in place to implement the program.

The diagram provided below illustrates the Ama Krushi service interface.
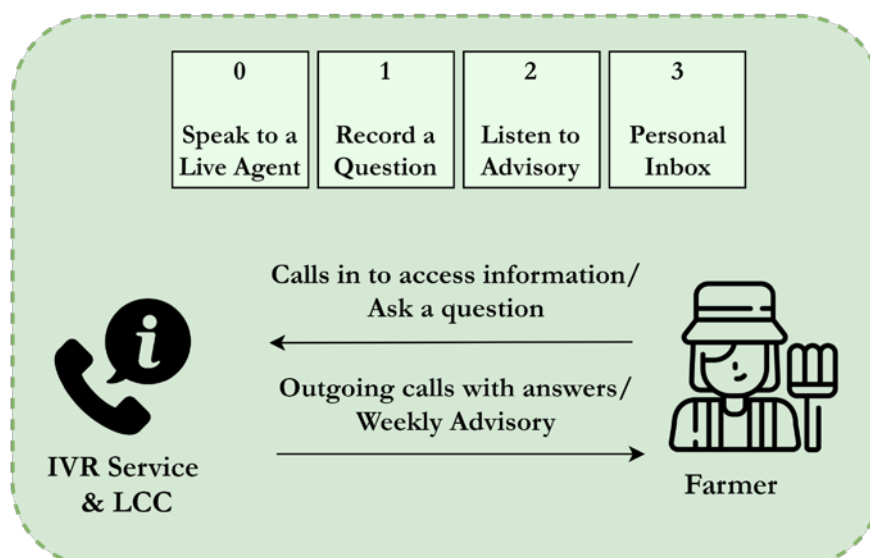
The Ama Krushi service has two key components:

a) **Inbound:** This is where a farmer calls in and can access any part of the IVR menu
   i) **Live Call Centre:** On pressing 0, a farmer is linked to a call centre agent who responds to live farmer queries or forwards the question to the content team to be answered via an outgoing call later.
   ii) **Record a Question:** On pressing 1, a farmer can directly record their question. This is forwarded to the content team and answered within 48 hours.
   iii) **Listen to Advisory:** On pressing 2, a farmer can listen to all previous weekly advisory messages that were sent over the last two weeks. The farmer can additionally navigate to the type of advisory they require -paddy, livestock, fisheries, or other crops.
   iv) **Personal Inbox:** On pressing 3, a farmer can access an inbox where all their previously asked questions and subsequent answers are stored.

b) **Outbound:** This constitutes the outgoing calls sent out to farmers, containing the following information:
   i) **Weekly advisory:** Advisory generated by the content team on livestock, fisheries, and crops on a weekly basis sent out to every registered farmer on the basis of their profile.
   ii) **Answers to Farmer Queries:** Customized responses to questions asked by farmers through the inbound service.

4   Instructions to the Bidders

4.1   General

a) While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may consult their own legal advisers with regard to this RFP.

b) All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by OCAC on the basis of this RFP.

c) No commitment of any kind, contractual or otherwise shall exist unless and until a formal written contract has been executed by or on behalf of the OCAC. Any notification of preferred bidder status by OCAC shall not give rise to any enforceable rights by the Bidder. OCAC may cancel this public bid process at any time prior to a formal written contract being executed by or on behalf of the OCAC.

d) This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.

4.2   Compliant Proposals/ Completeness of Response

a) Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.

b) Failure to comply with the requirements set out in this RFP may render the Proposal noncompliant and the Proposal may be rejected. Bidders must:

    i)   Include all documentation specified in this RFP;

    ii) Follow the format of this RFP and respond to each element in the order as set out in this RFP

    iii) Comply with all requirements as set out within this RFP.

4.3   Pre-Bid Meeting & Clarifications

4.3.1   Pre-bid Conference

a) OCAC shall hold a pre-bid meeting with the prospective bidders on 24.08.2021 at 11 AM through online mode.

b) The Bidders will have to ensure that their queries for Pre-Bid meeting should reach to General Manager (Admin) only by email (gm_ocac@ocac.in) with a copy to kalpana.biswal@odisha.gov.in on or before 23.08.2021 by 12 Noon.

c) The link of VC shall be shared through the mail to the prospective bidders those have submitted the pre-bid queries.

d) The queries should necessarily be submitted in the following format (Soft copy in MS Word or MS Excel file to be attached):

Sl #	RFP Document Reference(s) (Section & Page Number(s))	Content of RFP requiring Clarification(s)	Points of clarification

e) OCAC shall not be responsible for ensuring receipt of the bidders' queries. Any requests for clarifications post the indicated date and time may not be entertained by OCAC.

4.3.2 Responses to Pre-Bid Queries and Issue of Corrigendum

a) The Nodal Officer notified by the OCAC will endeavour to provide timely response to all queries. However, OCAC neither makes representation or warranty as to the completeness or accuracy of any response made in good faith, nor does OCAC undertake to answer all the queries that have been posed by the bidders. <u>OCAC also does not guarantee that the suggestion(s) made by any prospective bidder through pre-bid query or otherwise shall be accepted.</u>

b) At any time prior to the last date for receipt of bids, OCAC may, for any reason, whether on its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.

c) The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on www.odisha.gov.in and/or www.ocac.in and/or https://enivida.odisha.gov.in portal and/or https://agriodisha.nic.in .

d) Any such corrigendum shall be deemed to be incorporated into this RFP.

e) In order to provide prospective Bidders reasonable time for taking the corrigendum into account, OCAC may, at its discretion, extend the last date for the receipt of Proposals.

4.4 Key Requirements of the Bid

4.4.1 Right to Terminate the Process

a) OCAC may terminate the RFP process at any time and without assigning any reason thereof. OCAC makes no commitments, express or implied, that this process will result in a business transaction with anyone.

b) This RFP does not constitute an offer by OCAC. The bidder's participation in this process may result in OCAC selecting the bidder to engage towards execution of the contract.

4.4.2 RFP Document & Processing Fee

The RFP document can be downloaded from www.odisha.gov.in, https://enivida.odisha.gov.in, https://agriodisha.nic.in or www.ocac.in. The bidders are required to submit the Document Fee of **Rs. 22,400 (including GST of 12%)** & Tender Processing fee of Rs. 5,900/- online through eNivida portal. Proposals received without or with inadequate document and bid processing fee shall be rejected.

4.4.3 Bid Security Declaration

Considering the difficulties faced by the vendors and to facilitate competition in wake of slowdown of the economy due to Covid-19 pandemic, it is hereby decided as per

Finance Department notification no. 8943 dated 18/03/2021 that no provisions regarding Bid Security should be kept in the Bid Documents and only provision for "Bid Security Declaration" should be kept.

The bidder needs to submit the Bid Security Declaration in the specified format. If the bidders withdraw or modify their bids during period of validity, the participating bidder shall be suspended for a specific period as decided by the purchaser.

4.4.4 Submission of Proposals

a) The bidders should submit their responses as per the format given in this RFP in the following manner

   i) Response to Pre-Qualification Criterion - first cover

   ii) Technical Proposal - second cover

   iii) Commercial Proposal - third cover

b) The Response to Pre-Qualification criterion, Technical Proposal and Commercial Proposal (as mentioned in previous paragraph) should be submitted through online mode in e-Nivida Portal.

c) Please Note that Prices should not be indicated in the Pre-Qualification Proposal or Technical Proposal but should only be indicated in the Commercial Proposal.

a) All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.

b) The proposal/ bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initialled by the person (or persons) who sign(s) the proposals.

c) All pages of the bid shall be initialled and stamped by the authorized person or persons who sign the bid.

d) In case of any discrepancy observed by OCAC in the contents of the uploaded bid documents due to improper scanning or not in readable format or verification of authenticity of the scanned documents, OCAC may ask the bidder, for submission of hardcopy of such documents to OCAC.

4.4.5 Contents of the technical bid

The technical bid must contain the information as mentioned in the clause no 12.4 along with other details as mentioned in this RFP.

4.5   Preparation and Submission of Proposal

4.5.1   Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of proposal, in providing any additional information required by OCAC to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.

OCAC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

4.5.2   Language

The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the English translation shall govern.

4.5.3   Venue & Deadline for Submission of Proposals

Proposals, in its complete form in all respects as specified in the RFP, must be submitted in electronic mode through e-Nivida Portal https://enivida.odisha.gov.in/   by **13.09.2021, 2 P.M.**

4.5.4   Late Bids

a) Bidder needs to submit the bids in electronic mode only, hence the date & time of submission of bids will be in sync with the date & time of the server of the e-Nivida portal. Bidder need to plan well in advance to submit the bids in due time.

b) The bids submitted physically or by telex/ telegram/ fax/ e-mail etc. shall not be considered. No correspondence will be entertained on this matter.

c) OCAC shall not be responsible for non-submission/delay in submission of bids due to any technical glitches in the eNivida portal. It is the responsibility of the bidder to ensure submission of bid much prior to the deadline and report the issues (If any) in the help desk for resolution, so as to avoid last minute rush.

d) OCAC reserves the right to modify and amend any of the above-stipulated condition / criterion depending upon project priorities vis-à-vis urgent commitments.

4.6   Evaluation Process

a) OCAC will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders

b) The Proposal Evaluation Committee constituted by OCAC shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection of the bid.

c) The decision of the Proposal Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Committee.

d) The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals, if required. The bidders shall submit their clarification, if any, through eNivida portal.

e) Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

4.6.1 Tender Opening

The Proposals submitted up to 13.09.2021, 2 P.M will be opened on 13.09.2021 at 4 P.M in e-Nivida portal by Proposal Evaluation Committee. The representatives of the bidders, who to be present at the time of opening, shall submit their email request to gm_ocac@ocac.in with a copy to kalpana.biswal@odisha.gov.in enclosing the identity card or a letter of authority from the tendering firms to be identified as bona-fide for attending the opening of the proposal.

4.6.2 Tender Validity

The offer submitted by the bidders should be valid for minimum period of 180 days from the opening of commercial bid. However, validity of the price bid of selected bidder will be for entire contract period including extension period as mentioned in the RFP.

4.6.3 Tender Evaluation

a) Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive if Proposals:

    i) are not submitted as specified in the RFP document

    ii) received without the Letter of Authorization (Power of Attorney)

    iii) are found with suppression of details

    iv) with incomplete information, subjective, conditional offers and partial offers submitted

    v) submitted without the documents requested in the checklist

    vi) with lesser validity period

b) All responsive Bids will be considered for further processing as below:

OCAC will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by a committee according to the Evaluation process defined in this RFP document. The decision of the Committee will be final in this regard.

5 Criteria for Evaluation

1) Tenders for this contract will be assessed in accordance with QCBS - Quality & Cost Based Selection (70:30) i.e. the bidder who will secure the highest Composite Score in the Technical and Financial evaluation will be awarded the work.

2) All bids will first be evaluated on the basis of Prequalification Criteria. The Proposal Evaluation Committee will carry out a detailed evaluation of the proposals, for only those who qualify all Prequalification criteria, in order to determine whether the technical aspects are in accordance with the requirements set forth in the RFP Documents.

3) Evaluation Committee will examine and compare the technical aspect of the proposals on the basis of information provided by the bidder, taking into account the following factors:

   a) Overall completeness and compliance with the requirement

   b) Proposed solution, work-plan and methodology to demonstrate that the bidder will achieve the performance standards within the time frame described in RFP documents

   c) Any other relevant factors, if any, listed in RFP document or DAFE/OCAC deem necessary or prudent to take into consideration

In order to facilitate the technical proposal evaluation, the technical criteria laid down along with the assigned weights have been presented in subsequent sections. The marking scheme presented here is an indication of the relative importance of the evaluation criteria. Only bidders securing a minimum of eligible marks in the technical evaluation will be considered for further financial bid evaluation. Bids of Tenders which don't secure the minimum specified technical score will be considered technically non-responsive and hence debarred from being considered for financial evaluation.

5.1 Prequalification criteria

Keeping in view the complexity & volume of the work involved, following criteria are prescribed as pre-qualification criteria for the Bidder interested in undertaking the project. Consortium is not allowed. Technical Bids of only the successful pre-qualifiers will be opened for evaluation.

Sl#	Basis of evaluation	Documents Required
a)	The bidder should be a company registered under the Indian Companies Act 1956/2013 and should be in operation since last 10 years as on date of submission of bid.	Certificate of Incorporation GST Registration Certificate
b)	The bidder should have Average annual turnover of 40 Cr during last three financial years (i.e. 2020-21, 2019-20, 2018-19)	Extracts from the audited Profit & Loss Account and Statutory Auditor Certificate
c)	The bidder must have at least 300 employees in its payroll as on date of submission of bid.	Copy of the latest EPF combined challan cum return showing the number of Subscribers.
d)	The bidder should have minimum 3 years of Experience in Call Centre Operation in Govt. Sector/ PSUs	Copy of Work Order/ Contract
e)	The bidder should have valid certification on standardization and quality assurance such as any of ISO 9001, ISO/IEC 20000 (any series), ISO 27001(any series) and SEI CMMi Level 3 or above, valid up to the date of submission of the tender	Copy of valid certificates
f)	The bidder should have positive net worth in the last three financial years (2020-21, 2019-20, 2018-19)	Statutory Auditor Certificate
g)	The bidder shall be responsible for compliance of all laws, rules, regulations and ordinances applicable in respect of its employees (including but not limited to Minimum Wages	Self-declaration to be submitted in company letter head

Sl#	Basis of evaluation	Documents Required
	Act, Provident Fund laws, Workmen's Compensation Act, Labour Law etc)	
h)	The bidder shall not be under a declaration of ineligibility for corrupt or fraudulent practices nor should have been black listed by any Govt. or Govt. undertaking organization or PSU at the time of submission of the bid.	Self-declaration duly signed by authorized representative of Bidder
i)	The bidder must have executed/in the process of execution of similar nature project involving ICT, call centre management (with Interactive Voice Response systems, engaging with the rural population by periodically disseminating/exchanging information to/with them) & monitoring of entire operation for any Government Department / Government Agency / PSU in India during the last 5 years as on 31/03/2021 and value specified below - 1 project not less than ₹16 Cr. OR - 2 projects not less than ₹12 Cr. each OR - 3 projects not less than ₹8 Cr. each	Workorder / Contract and Copy of performance letter / progress report Project completion certificate
j)	Submission of Bid Processing Fees	As mentioned in the RFP
k)	Submission Bid Security Declaration	As per the format mentioned in clause no 12.6 of this RFP

5.2 Technical Evaluation

In order to facilitate the technical proposal evaluation, the technical criteria laid down along with the assigned weights have been presented in subsequent section. The marking scheme presented here is an indication of the relative importance of the evaluation criteria. Bidders securing a minimum of 70% marks in the technical evaluation will only be considered for further financial bid evaluation. Bids or Tenders which don't secure the minimum specified technical score will be considered technically non-responsive and hence debarred from being considered for financial evaluation.

Sl#	Technical Parameters	Max Score	Supporting Document
a)	A. The bidder should have its operational Call/Contact Centres available in India. • Centre with more than or equal to 200 full time employees - 10 marks • Centre with less than 200 but more than 100 full time employees– 7 marks. • Centre with 100 full time employees– 5 marks. B. Software Development Centre: 5 marks	15	– Details of the address and address proof. – Self-certified copy of the latest EPF combined challan cum return along with details of subscribers in the state of Odisha.
b)	Years of Experience in Call Centre Operation in Govt. Sector/ PSUs/ reputed Private Sector Companies. • =3 years:5 marks • > 3 years and < 5 years: 7 marks	10	Copy of Workorder / Contract and Copy of performance letter

Sl#	Technical Parameters	Max Score	Supporting Document
	• >= 5 years: 10 marks		/ progress report Project completion certificate
c)	The bidder should have previous experience in integration & development of software applications or web portal, of value not less than Rs. 20 Lakhs [5 marks will be awarded for each project]	10	Copy of Workorder / Contract and Copy of performance letter / progress report Project completion certificate
d)	The bidder should have following Quality certification • ISO 9001 – 3 Marks • ISO 20000 – 2 Marks • ISO 27001 – 2 Marks • CMMi Level 3 - 2 Marks • CMMi Level 5 - 3 Marks	10	Copy of valid certificates
e)	The bidder should have previous experience in successfully implementing similar nature of project involving ICT, call centre management (with Interactive Voice Response systems, engaging with the rural population by periodically disseminating/exchanging information to/with them) & monitoring of entire operation, of value not less than Rs. 20 Lakhs [5 marks will be awarded for each project]	15	Copy of Workorder / Contract and Copy of performance letter / progress report Project completion certificate
f)	Prior experience of the agency of working with any of the Department of Agriculture / Panchayati Raj / Rural Development / Fisheries and Animal Resources Department/ ST & SC Development/ Water Resource Department / Co-operation of any State/UT Government in India in the last 3 years, as on 31/03/2021. Minimum value of the project should be INR 50 lakhs. • Experience of working with any 1 of the listed departments - 3 marks • Experience of working with any 2 of the listed departments - 6 marks • Experience of working with more than 2 of the listed departments - 10 marks	10	Copy of Workorder / Contract and Copy of performance letter / progress report Project completion certificate
g)	Presentation on understanding of the scope, implementation approach, Plan for achievement of Farmer on boarding target capturing the major requirement of the project	30	Presentation

5.3 Technical Evaluation Formula

a) All the bidders who secure a Technical Score of 70% or more will be declared as technically qualified
b) The bidder with highest technical bid (H1) will be awarded 100% score
c) Technical scores of other than H1 bidders will be evaluated using the following formula
d) Technical Score of a Bidder =
     {(Technical Bid score of the Bidder / Technical Bid Score of H1) X 70} %
     (Adjusted up to two decimal places)
e) The Commercial bids of only the technically qualified Bidders will be opened for further processing.

5.4 Financial bid Evaluation Criteria

a) The Financial Bids of the technically qualified bidders (those have secured equal or more than 70% of mark in technical evaluation) will be opened on the prescribed date in the presence of bidders' representatives

b) The bid with lowest Financial (L1) i.e. "lowest price quoted" will be awarded 100% Score

c) Financial Scores for other than L1 Bidders will be evaluated using the following formula

   Financial Score of a Bidder=

        {(Financial Bid of L1/ Financial Bid of the Bidder) X 30}%
        (Adjusted up to two decimal Places)

d) Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.

e) The bid price will be inclusive of all taxes and levies and shall be in Indian Rupees.

f) Any conditional bid would be rejected

g) Errors & Rectification: Arithmetical errors will be rectified on the following basis: "If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail".

5.5 Combined evaluation of Technical and Financial Bids

a) The technical and financial scores secured by each bidder will be added to compute a composite Bid Score.

b) The Bidder securing Highest Composite Bid Score will be adjudicated with the Best Value Bidder for award of the project.

c) In the event the bid composite bid scores are 'tied', the bidder securing the highest technical score will be awarded the project or adopt any other method as decided by the Tendering Authority.

6   Appointment of Service Provider

6.1   Award Criteria

OCAC will award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined above.

6.2   Right to Accept Any Proposal & Reject Any / All Proposal(s)

OCAC reserves the right to accept or reject any proposal, and to annul the tendering process / Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for such action.

6.3   Purchaser's Procurement Rights

Without incurring any liability, whatsoever to the affected bidder or bidders, the Purchaser reserves the right to:

a) Amend, modify, or cancel this tender and to reject any or all proposals without assigning any reason.

b) Change any of the scheduled dates stated in this tender.

c) Reject proposals that fail to meet the tender requirements.

d) Exclude any of the module(s)

e) Remove any of the items at the time of placement of order.

f) Increase or decrease no. of resources supplied under this project.

g) Should the Purchaser be unsuccessful in negotiating a contract with the selected bidder, the Purchaser will begin contract negotiations with the next best value bidder in order to serve the best interest.

h) Make typographical correction or correct computational errors to proposals

i) Request bidders to clarify their proposal.

6.4   Notification of Award

Prior to the expiry of the validity period, OCAC will notify the successful bidder in writing or by fax or email (in shape of issuing Letter of Intent), that its proposal has been accepted. In case the tendering process / public procurement process has not been completed within the stipulated period, OCAC may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Bank Guarantee, OCAC will notify each unsuccessful bidder.

6.5   Contract Finalization and Award

OCAC shall reserve the right to negotiate with the bidder(s) whose proposal has been ranked best value bid on the basis of Technical and Commercial Evaluation to the proposed Project. On this basis the contract agreement would be finalized for award & signing.

6.6   Signing of Contract

After OCAC notifies the successful bidder that its proposal has been accepted, OCAC shall issue work order and a tripartite agreement shall be executed among OCAC, DAFE and the successful bidder taking into account the relevant clauses of RFP, pre-bid clarifications, Corrigenda, the proposal of the bidder in addition to other agreed clauses. Master Service Agreement (MSA) would be signed for entire project period & value.

6.7   Performance Guarantee

a) The selected bidder will submit a Performance Guarantee, within 15 days from the date of notification of award.

b) Performance Guarantee (PBG) would be 3% of the cost of the annual payout and the fresh PBG to be submitted each year.

c) Validity of each PBG should be 15 months.

d) The selected bidder shall be responsible for extending the validity date and claim period of the PBG as and when it is due on account of non-completion of the service during the work order period.

e) In case the selected bidder fails to submit PBG within the time stipulated, OCAC at its discretion may cancel the order placed on the selected bidder and/or initiate action as per Bid security declaration, after giving prior written notice to rectify the same.

f) OCAC shall invoke the PBG in case the selected bidder fails to discharge their contractual obligations during the period or OCAC incurs any damages due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

6.8   Failure to Agree with the Terms and Conditions of the RFP

Failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event OCAC may award the contract to the next best value bidder or call for new proposals from the interested bidders. In such a case, the OCAC shall invoke the PBG of the most responsive bidder and/or initiate action as per Bid security declaration.

7   Scope of Work

The Scope of Work includes operational oversight, technology usage and maintenance, data processing and decisions, administration and HR, partnership management, stakeholder reporting, and fund flow.

The agency shall be entirely responsible for managing and running the service and satisfying all functional expectations and performance levels described in the document. The agency shall be required to work with officials appointed by DAFE and FARD for program

operations and collaborate with the Current Operating Agency (COA) to report performance of the program for the first year post-handover. Further, the agency will be required to comply with research and data stipulations provided by the COA while they undertake their impact evaluation exercise.

The following are the responsibilities of agency:

- Working with appointed Ama Krushi officials from DAFE and FARD(Program Lead and Content Lead) for management of the Ama Krushi program.
- Maintaining a digital extension platform with an integrated 2 way automated IVR system. This platform is used to disseminate weekly outbound advisory in the form of voice messages, as well as to record and respond to inbound farmer queries.
- Maintaining the necessary infrastructure required to run the two-way agri-advisory service in Odisha,
- Managing a team of content experts who prepare and provide customized content for agriculture,livestock and fisheries disseminated via the digital extension platform, and answer all incoming farmer queries.
- Regularly onboarding farmers onto the service through farmer registration and activation to ensure the service reaches as many farmers as possible.
- Providing training, by a field team, to extension agents from the existing Odisha agri-extension machinery to conduct farm visits, understand farmer needs, and to train the farmers on how to best use the service.
- Overseeing content dissemination via Community Radio stations in Odisha carried out by the field team through close cooperation with CR representatives.
- Analyzing and aggregating various agricultural datasets available through DAFE and FARD for the expansion of service reach.
- Collecting and analyzing data on usage statistics to understand patterns and suggest improvements (such as better targeting of advisory) to improve farmer engagement.
- Working with existing partners, and collaborating with DAFE, FARD and other government organizations in the state that are working towards providing agricultural, livestock and fisheries advisory to continue to strengthen the service and expand farmer reach.
- Monitoring program performance and providing regular reports on the health of the service to all stakeholders.
- Managing and overseeing work streams, payrolls, and hiring for all Ama Krushi staff.
- Complying with stipulations set by the COA in accordance with the programme impact evaluation exercise (approved and currently underway).

Following are the detailed scope of work of the service provider to be undertaken during the contract period.

The agency will be expected to take over the workstream management of all of the teams mentioned above along with monitoring performance and delivery. The key operations performed by the Ama Krushi teams are elucidated below:

1. **Farmer Registration:**
   ● This includes the registration and activation of farmers onto the Ama Krushi platform via farmer profiling undertaken by our call centre team.

   ● The agency is required to oversee the process of farmer onboarding and may be asked to meet new farmer targets as set by DAFE and F&ARD**.** The targets shall be assigned by DAFE time to time based on the requirement of project. The indicative target of farmer onboarding is 35 Lakhs. The bidder needs to submit a phase wise plan for onboarding 35 Lakhs farmers.

2. **Weekly Advisory Content Generation and Dissemination:**
   ● All registered Ama Krushi farmers receive general advisory by customization groups (~ 34) on crops, livestock, and fisheries information customized by crop, land type, district, etc. This is designed by the content team (agriculture specialists, livestock, and fisheries experts) and sent to all farmers (currently 13 lakh but growing) on a weekly basis.
   ● The agency shall provide representation in review meetings and supervise this process of advisory dissemination.
   ● The agency shall enable scheme mapped outbound advisory to targeted beneficiaries for livestock and fisheries schemes in the DAFE and F&ARD department by generating scheme specific content for beneficiaries at different project stages.
   ● The agency shall scale up the IVRS feedback collection for livestock and fisheries schemes in the F&ARD department (currently enabled for 10 schemes but to be expected to increase to 30).

3. **Inbound Call Handling**
   ● There are roughly 50,000 calls (however this is expected to increase depending on the project scope expansion) made to the Ama Krushi IVR service each month (categorized as inbound calls) where farmers are able to access all parts of the IVR menu.

   ● The agency will oversee the volume of calls and ensure that farmers are able to both access the system and navigate to their desired option without facing any operational issues.

4. **Query Handling / Answering to farmers questions**

- Currently approximately 10-15% of inbound calls are farmer queries (through both the Live Call Centre - LCC - and recorded questions). This may change as farmer enrolment increases in the program.
- The agency will be expected to oversee the process of receiving and responding to all farmer queries; both live and recorded received through the IVR and any other mediums.

5. **Polling and Feedback**
   - The agency will be required to regularly monitor the service quality and content by conducting polling surveys with a subset of farmers.

   - Data and information from these surveys will be used to inform content generation and development along with gauging farmer satisfaction and experience.

6. **Communication via Farmer Channels**
   - Advisory to farmers and information to stakeholders (such as VAWs, AAOs, BVO/ADAs, LIs, BVOs, DAFE and F&ARD officials) is provided via other channels critical to information circulation.
   - The agency will be responsible for supporting dissemination of advisory on 30+ extension WhatsApp groups (and potentially higher as the program grows).

7. **Information dissemination and Advisories during Emergency situations**
   - Advisory to farmers and information dissemination during emergency scenarios adverse weather, disease outbreaks and natural diseases etc.

8. **Community Radio**
   - Ama Krushi, through its partnership with the Community Radio Association, Odisha (CRAO) currently broadcasts Ama Krushi content across 14 radio stations placed in different districts in Odisha.

   - The agency would need to support the dissemination of this content across these stations and more as the program continues to grow.

9. **Reporting and Communication**
   - The agency will provide weekly data reports on key program metrics to DAFE and F&ARD, participating in periodic review meetings to assess program progress, and supporting other requests from DAFE as aligned with AK.

   - The agency will be expected to work with the COA in sharing information for the Impact Evaluation Exercise that the COA will be executing to measure farmer outcomes of the programme until 2023.
   - The agency will also share program data with the COA for the post-handover service monitoring exercise for a period of one year after the handover (until 2022).

- The agency will continue to communicate with on-ground partners and other stakeholders for program reach.

7.1 Operational Oversight and Team Management

a) HR requirement

The agency will be expected to deploy a team to manage the core operations of Ama Krushi within the timelines provided in this RFP. **The estimated team structure to expand the service to 35 lakh farmers is given below.** All team members must comply with the minimum qualifications as specified against them **at Section 9.**

Operational Team	Operation
Call Centre Team (102 Members)	The call center team has two major components: a. Farmer Onboarding and Communication: • Profiling farmers to register them onto the service • Collecting farmer feedback • Providing remote training on the usage of the IVR service b. Live Call Centre: • Handling live queries from farmers
Field Team (7 Members)	• Responsible for driving AK awareness campaigns on the ground • Providing IVR training to farmers, elected government officials, and extension workers (VAWs/LIs etc)
Content Team (20 Members)	The content team comprises **Agriculture Specialists (12), Livestock (5), and Fisheries Experts (3)**. Their responsibilities include: • Curating advisory content provided to farmers based on relevant crops, livestock and fisheries • Customized answers to farmer queries
IT Team (4 Members)	• Responsible for the maintenance of servers required for AK • Office hardware/instrument maintenance
Admin Manager (1 individual)	• Coordinating all admin and HR functions

Management Team	Operation
Program Manager: Operations (2)	• Supervise Administrative functions and Human Resources(Field team & Call Centre team), implementation of programs, new work plans • Ensure profiling targets are being met and working with Call Centre managers to troubleshoot bottlenecks

	• Set, update and monitor field training targets together with the field manager • Support the expansion of existing programs and the realization of new opportunities, including design and execution of scoping activities and proposal development.
Program Manager: Monitoring (1)	• Supervise Systems Administrator, Data and Operations Associates • Supervise the implementation of one or more programs, including the development of work plans, tracking progress, designing and launching new services to farmers • Overseeing data collection and data cleaning • Overseeing the technology platform provided by the COA and ensuring all tech systems are up and running
Systems Administrator (2)	• Maintenance, configuration, and reliable operation of computer systems • Documentation and technical specifications to IT staff for planning and implementing upgrades to IT infrastructure • Responsible for capacity, storage planning, and database performance
Data and Operations Associates (3)	• Monitoring and analyzing usage of the advisory services • Identification of key indicators, quality assessment of the indicators • Project documentation and reports based on performance metrics • Hire, train, and supervise local staff

b) DAFE Personnel

The agency will work with the following two personnel provided by DAFE and F&ARD and will be required to report to them in accordance with their ambit of responsibilities:

   i)   **Program Lead**
         The program lead provided by DAFE will be responsible for overall program supervision and staff appointed by the agency (Program Managers in particular) would be required to report to them.

   ii)   **Content Lead**
         Two content lead, one each provided by DAFE and F&ARD will be responsible for overseeing administrative activities of the team of content

experts and will work in collaboration with the program managers and report to the content lead.

The indicative human resource structure of Ama Krushi program is given below :
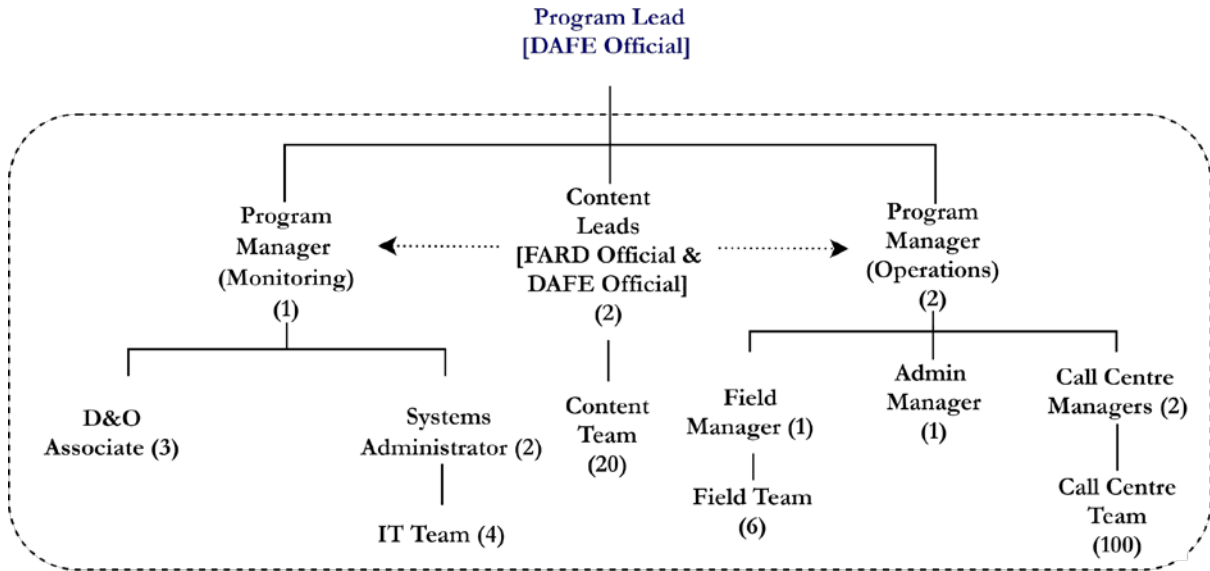
7.2 Technology Usage and Maintenance

Ama Krushi is reliant on technology for hosting the service, hosting and processing data associated with the service, and the interface used to conduct certain operations. The agency will take over, use, and continue to maintain all technology handed over.

a) **Hardware:**
The agency will use all existing hardware and will be responsible for its subsequent upkeep and maintenance. This includes the servers that host all program data, the desktop setups, network and power equipment, etc. The activities to be taken up are :
   i) Routine corrective and preventive maintenance services of the existing hardware system deployed under Ama Krushi project and its peripherals.
   ii) Software installation, un-installation/configuration, Virus removal, Antivirus software up gradation and integrity maintenance to make the system/ equipment/network fully functional.
   iii) Preventive maintenance for the whole hardware items shall be done on monthly basis which shall include external/internal cleaning of the system, running the diagnostics/utilities tool s to determine the existing or likelihood faults and their removal.

iv) Replacement of parts free of cost except some consumable items, the equipment parts replaced must be new and equivalent in performance to the existing parts.

v) Shifting and reinstallation of equipment, if necessary, will be executed by the agency without any additional cost. Repair and maintenance work should not violate or infringe upon any patent, copy right of any other person/entity and confidentiality of the information in the computer system shall be maintained.

vi) A health card should be maintained for all equipment's for each incident of malfunctioning, complain lodging and solving .

vii) A stock of various hardware spares/components shall be maintained to ensure issues to be resolved within time limit.

viii) Updation of Antivirus (As required)

ix) Report to Client for additional storage (if required)

b) Software:

The agency will continue to use and maintain IVR hosting, technology platforms, bespoke software and databases provided by the COA. The activities to be taken up are:

i) Fixing the bugs identified during the period

ii) Minor changes to the business process will be addressed except new table, database etc.

iii) Monitor application to ensure that the application does not suspend, hang etc. and ensure uptime.

iv) Ensure periodic backup and recovery of the Data

v) Modification / improvisation of existing MIS reports, if required.

vi) New software modules are not covered in this phase.

vii) Submit document on the performance of the application on a quarterly basis

c) Components Not Covered Under AMC

i) Non-operational machines.

ii) Ribbon cartridge, Tape cartridge, Ink cartridge and Toner cartridge.

iii) Plastic parts such as covers, switches, sprockets, platen knob of printers, PCU (Photo conductor unit) of MFP and Fuser maintenance kit of high-end laser printer.

iv) Damages caused due to force majeure like natural calamities, electrical surges, high voltages & lightening and damage caused by rodent.

v) Laptop battery.

vi) UPS battery

7.3 Procurement of New Hardware

The bidder shall notify in advance the requirement of new hardware, if any and suggest on the specifications to OCAC & DAFE in order to ensure continuity of the operation without any interruption. The appointed Committee of OCAC & DAFE shall examine the requirement & the specifications to initiate the procurement process.

7.4 Utility/Recurring Bill/TA/DA Payments

The agency is required to pay the bills towards electricity, internet, toll free rental charges, call centre agent licensing charges or any other such bills which are recurring in nature and supported by monthly/quarterly/yearly invoices of the service providers as approved by DAFE.

The agency needs to pay such bills before due date and submit the copy of the bills along with invoices quarterly to OCAC for necessary reimbursement based on actuals.

The manpower deployed by agencies is required visit different districts/blocks of the state as per requirement of the project. In such case, the TA/DA/Conveyance applicable for such visit shall be borne by the agency.

7.5 Security Audit

Service provider should carry out following activities in a regular interval relating to Security Audit of the solution without any additional cost.

a) Coordination with the Cert-in empanelled firm for security audit and obtain the safe-to-host certification.

b) Rectification of issues/ bugs suggested by auditor

c) Removal of vulnerabilities/security threats identified by auditor

d) Submit the report/testing documents including details of defects / bugs / errors found and corrective actions taken.

e) Carryout security audit before go-live of application and also periodic audit & certification as and when it is required.

7.6 SSL Certification

Service provider shall carry out SSL certification so that the solution will have the following functionalities.

a) Secure connection between Client and Server through Secure protocol HTTPS

b) Encryption of Data during transmission from server to browser and vice versa

c) Encryption key assigned to it by Certification Authority (CA) in form of a Certificate.

d) Encryption of call voice recording database

e) SSL Security in the application server

7.7 Data Processing and Monitoring

a) Data is critical to Ama Krushi operations and the agency will be required to work with Ama Krushi teams to monitor performance of the service using predetermined data extraction and processing functions made available.

b) There are primarily five types of farmer data that is collected; the agency will be responsible for the generation and monitoring of all the farmer data listed below:

Type of Farmer Data	Details
Farmer Listing Data	This contains raw farmer contact data i.e source data that is used to get in touch with them for profiling and registration.
Farmer Profiling Data	This includes details of all the farmers that are registered onto the Ama Krushi service bearing information necessary for customized content delivery
Farmer Activation Data	This contains the consolidated list of farmers that are currently active on the program.
Farmer Training Data	This contains data on all the registered farmers trained to use the service.
Farmer Usage Data	Data on farmer engagement with the service [Elucidated Below]
Outgoing	Data on advisory that was sent out to farmers and the subsequent engagement (pickup, listening, etc.)
Incoming	Data on all the farmers that called into the service and their engagement (menu navigation, option selection, duration of call, etc.)
Q&A	Data on all the questions recorded by farmers via the "Record a question" option on the IVR menu.
LCC	Data on all the queries answered and forwarded to the content team by the Live Call centre agents via the "Talk to a live agent" option on the IVR menu.
Farmer Polling Data	Data on farmers polled and service feedback

c) All of this data will be hosted and processed via the database and technology program.

d) The agency will make all decisions related to optimization of the service on the basis of available operational data.

e) Manpower to be deployed by the agency for data processing, analysis and reporting will comply with minimum qualifications mentioned in Section 9.

7.8 Administration and Human Resources

7.8.1 Staff Contracting and Payroll Management

a) The agency will be responsible for issuing employment/consulting contracts to their Ama Krushi staff.

b) The agency will be required to renew/terminate contracts as per the contract period and issue new contracts to any other personnel hired as part of the Ama Krushi teams.

c) The agency will be required to manage payrolls and disburse salaries/fees to all Ama Krushi staff.
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7.8.2 Vendor Management

a) The agency will be required to maintain and manage relationships with existing Ama Krushi vendors for all operational purposes along with forging new relationships based on program requirements.

b) The agency is expected to uphold all contractual obligations with existing vendors and facilitate transactions between DAFE and those vendors providing services central to Ama Krushi.

c) The agency will ensure and be responsible for the timely payment of vendor bills associated with running operations, including but not limited to airtime charges, server maintenance charges and network infrastructure. The agency, on a monthly basis, will submit the record of all such payments - including a copy of the bill and payment receipt - to DAFE for reimbursement.

7.8.3 Legal Compliance

The agency will ensure that all legal/statutory compliances and labor laws are followed during the project operations.

7.8.4 Hiring and Performance

a) The agency will be required to oversee the process of hiring personnel as part of Ama Krushi teams as additions/replacements.

b) The agency will be responsible for managing leave policies and absences of every Ama Krushi employee.

c) The agency will ensure robust employee record maintenance and performance evaluation

7.9 Partnerships and Collaboration

The agency is expected to honour all of Ama Krushi's partnerships with existing organizations and continue to collaborate for the growth of the service as per the specifications of the MoU.

7.9.1 PRADAN

a) The agency will continue to work towards the objectives of the partnership i.e strengthening the implementation of PRADAN's APC projects through the use of information and technology while expanding Ama Krushi's goal of working with and empowering women farmers in rural Odisha.

b) The agency will work with PRADAN to enhance the productivity and efficiency of women farmers on horticultural crop production in the tribal regions of highland Odisha, by providing accurate and impactful information on the production, and non-pesticide management practices.

c) The agency will also assist PRADAN in facilitating the practice of synchronized market-linked production of the identified crops and support existing PRADAN schemes and policies through raising awareness of programs and resources.

7.9.2 Community Radio Association, Odisha (CRAO)

a) The agency will continue Ama Krushi's association with CRAO and oversee the provision of AK content to 14 radio stations as per DAFE's directive.

b) The agency will continue to monitor the broadcasting of content across radio stations and ensure that they have everything that they require to successfully disseminate AK information.

7.10 Stakeholder Reporting

The agency will be required to commit to standard reporting protocols with Government stakeholders (as specified below). While some of these requirements have been formally charted out, the agency will also be expected to provide ad-hoc reports and information as per stated meeting agendas.

7.10.1 Project Advisory Committee (PAC)

a) **Reporting timeframe -** Quarterly/Yearly
b) DAFE chairs a Project Advisory Committee ("PAC"). This committee will provide a formal institutional mechanism for collaboration between the agency, DAFE and other relevant stakeholders during the implementation of the activities in connection with this MoU. As part of this, the agency will provide relevant program updates in several areas:
   a) Progress over the year
      i) Overall farmer reach described by geography and other demographic indicators
      ii) Engagement level among the registered farmers, as measured by; push call pick up rate, average duration of time spent on the service per farmer, number of questions asked in each month, number of questions answered, average rating of push and answer calls)
   b) Efforts taken to improve the service (new content areas, improvements in efficiency etc.)
   c) Financial performance as per budgets
   d) Progress on new partnerships, other relevant directives etc.

7.10.2 Crop Weather Watch Group (CWWG)

a) **Reporting timeframe -** Weekly or fortnightly depending on season.
b) This meeting is chaired by the Agriculture Production Commissioner and has membership from various stakeholders. It deals with issues affecting agriculture service delivery to farmers across the state (e.g. the availability of inputs, the registration to insurance and of course pending weather events).
c) Ama Krushi participates by sharing an analysis of its inbound call data for each reporting period. That is, how many calls came in, the topics farmers are asking about etc. The agency will be expected to continue reporting formalities.

7.10.3 5T - CM's vision.

a) **Reporting timeframe-** Quarterly

b) Ama Krushi as a digital extension service is an important component under the Chief Minister's 5T vision statement for public services in Odisha - i.e. Technology, Teamwork, Transparency, Time and Transformation. To monitor the progress under 5T, DAFE conducts a periodic monitoring of progress made under certain components. The COA will guide the agency in familiarizing with the process.

7.10.4 Content Review Committee (CRC)

a) **Reporting timeframe -** Weekly

b) The CRC is chaired by the dean of extension of the Odisha University of Agriculture & Technology (OUAT). It is composed of experts from OUAT, DAFE, F&ARD, Ama Krushi and other members. This committee deliberates the technical components of weekly content scripts as well as providing technical support on unique and challenging farmer queries. The COA will guide the agency in onboarding and understanding the CRC process.

7.10.5 Decision Support System (ADAPT dashboard reporting)

7.10.5.1 *DAFE*

a) **Reporting Timeframe -** Weekly

b) The ADAPT cell under DAFE is responsible for maintaining the department's decision support system, dashboard and it's unified farmer database. The Ama Krushi team shall provide weekly data reports through the ADAPT portal. This includes Key Performance Indicators like the number of farmers onboarded to Ama Krushi platform.

c) Additionally, ADAPT will also share parts of the farmer database with the COA to expand Ama Krushi services to these farmers. The agency will need to take over this expansion.

7.10.5.2 *F&ARD*

a) **Reporting Timeframe -** Weekly

b) The ADAPT cell under F&ARD is responsible for maintaining the department's decision support system, dashboard and it's unified farmer database. The Ama Krushi team shall provide weekly data reports through the ADAPT portal. This includes KPIs like the number of farmers onboarded to Ama Krushi platform.

c) Additionally, ADAPT will also share parts of the farmer database with the COA to expand Ama Krushi services to these farmers. The agency will need to take over this expansion.

7.11 Adherence and Confidentiality

a) The agency will be required to maintain and adhere to the highest standards of data ethics and confidentiality for all farmer data, while ensuring that its use is strictly restricted to the scope of the Ama Krushi program.

b) Farmer data sharing and migration must be done only in the interest of strengthening the Ama Krushi service in accordance with stringent data protection protocols set by the COA that will be provided to the agency.

7.12 Critical Collaboration with COA

a) Case Study and Program Health
   i. The COA will be creating a Whitepaper/Case Study at the end of the first full year of agency operation with the purpose of detailing handover success.
   ii. For this purpose, the agency will be required to closely collaborate with the COA for a period of 1 year from the formal handover.
   iii. This includes reporting program data via predesigned templates, allowing qualitative interviews with farmers and staff, and communication of any issues that may arise during this period.

b) Compliance with Impact Evaluation Protocols
   i. The COA is currently in the process of conducting an Impact Evaluation scheduled to end in 2023.
   ii. Blocks of Odisha have been identified for this exercise and are to be excluded from all Ama Krushi activity (onboarding, profiling, and advisory dissemination) and the agency is expected to comply by precluding all Ama Krushi activities in these areas.
   iii. The agency is also required to honour all in-system backups that have been put in place to prevent accidental district inclusion and must not override any protective measures.
   iv. The agency will give access to the Ama Krushi platform to the COA to send messages to ~10,000 farmers enrolled in the impact evaluation, and must comply with the directions of DAFE in this regard.

7.13 Future Program Handover

a) The agency shall submit systematic Exit Plan 6 months prior to the end of the contract and conduct a proper knowledge transfer process to handover operations and to ensure a smooth transition process. This plan should be discussed with OCAC & DAFE and finalized prior to its execution.

b) Provide support to DAFE technical team or another agency as identified at the time of exit. All knowledge transfer should be documented and recorded.

c) In case of termination, the Exit plan will be executed within the minimum period to transfer the knowledge till the next successor has been selected to operate the project without affecting its services.

7.14 Location of Deployment

The above resources will be deployed at Ama Krushi office, IMAGE campus, Bhubaneswar, Odisha, or any other office location within Bhubaneswar, as per the requirements of DAFE.

8 Technical and Functional Specifications

The Ama Krushi program is reliant on technology platforms and a set of processes for its operations since its inception. This section outlines the functional and technical specifications of the program along with resources provided to facilitate the handover.

8.1 Functional Specifications

a) The entire cycle of operations involved in the IVR process is elucidated below:
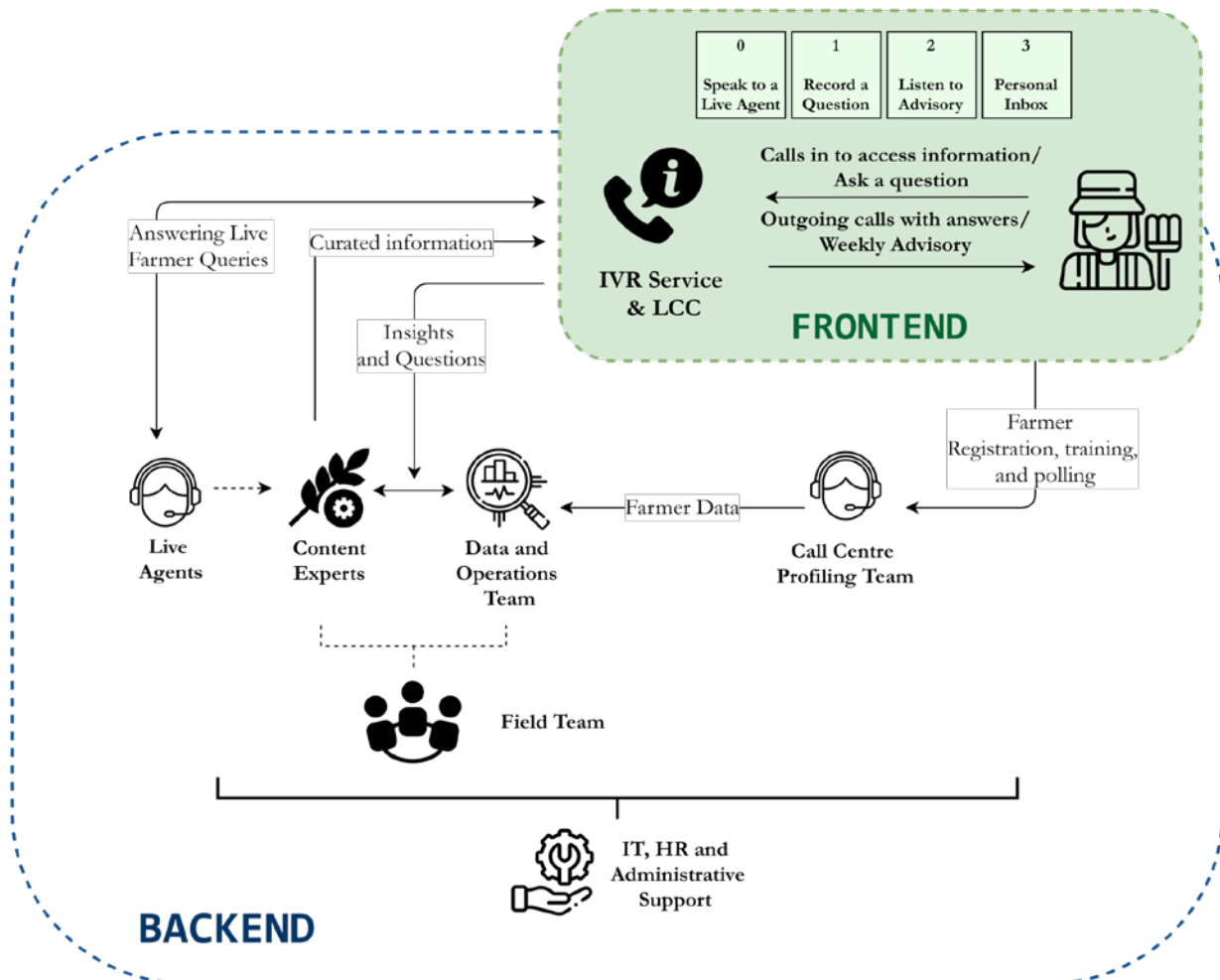
b) The functional components of the service are hosted via core technology platform(s) and database:

    i) Amakrushi.in
    ii) PADDY
    iii) Database

Each platform performs a specific function as elucidated below:

| Feature/Component	Details	User Platform
IVR System	The hosting of the two-way IVR system.	PADDY
Farmer Profiling	All of these activities can be performed via the Call Centre Portal, an interface that allows staff to log in, upload, conduct, and record survey data.	Amakrushi.in
Farmer Polling		
Farmer Training		
Other Farmer Surveys		
Live Call Centre Interface	Interface where live agents can record and track all calls taken and forwarded to the content team. All of this data is then subsequently linked to the helpdesk.	PADDY
Answering Farmer Queries	Done via a "Helpdesk" interface on which the content team can listen to farmer queries, tag questions, upload and push outgoing answer calls to farmers.	PADDY
Scheduling Advisory Calls	Interface where the content team can upload weekly advisory recordings and schedule these as outgoing calls to farmer groups.	Amakrushi.in & PADDY
Automated Registration	Allows farmers that possess smartphones to self-register on to the service via a webform hosted on the website.	Amakrushi.in
Dashboard	Provides a primary view of Ama Krushi data pulling from all data tables hosted on the Database to display key metrics for call centre productivity, usage data (i.e farmer engagement with the service), incoming call data, etc.	PADDY

8.2   Technology Specifications and Use Cases

8.2.1   Architecture

The following diagram captures the technological architecture finalized and in use for the Ama Krushi service
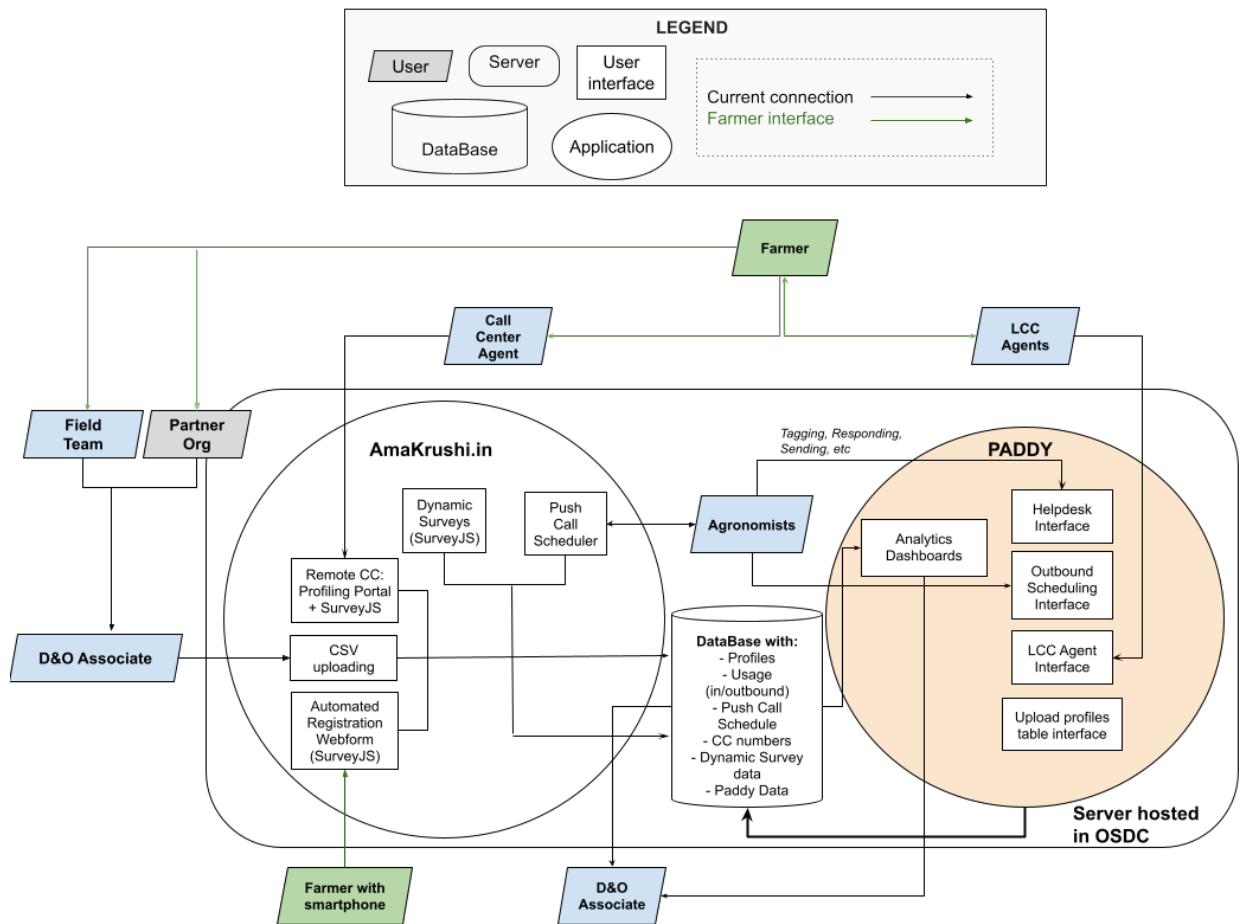
8.2.2 Software specifications

a) Applications

SL No.	Existing Applications	Technology and Architecture	Ownership
1	PAD Odisha DB	a) Postgres DB	Developed inhouse by COA.
2	PADDY (IVR software) *Includes LCC*	a) Flask b) Erlang c) Python	Developed inhouse by COA.
3	Ama Krushi System	a) Django i) Python ii) HTML iii) CSS iv) JavaScript	Developed inhouse by COA.
4	Dashboards	a) R Shiny	Developed inhouse

		b) SQL	by COA.
5	Call center profiling software - used for automated outbound calls	"Dialshree" Software	Software license is purchased from an external vendor. Details will be shared after agency selection.

Source code of the entire software stack will be shared with the agency. Agency can make necessary changes and upgrades on it's own. However COA will provide tech support at no cost for two months after the commencement of operation.

   b) Technology Components

#	Component	Application	Description
1	Docker	Containerization of applications	The various applications are deployed using Docker and co-exist as separate containers on the same system
2	PostgreSQL	Database Management	The entire Ama Krushi project database is maintained on this open-source application
3	PgAdmin	Database Management	Client for PostgreSQL that provides a UI for database management
4	Flask	Web framework (Python based)	The PADDY UI runs on this web framework
5	Django	Web framework (Python based)	The web application(under domain name Ama Krushi.in) which supports call center activities and push call scheduling runs on this web framework
6	Erlang	Programming language to build scalable systems	To build the core components of the in-house IVR system(PADDY)
7	R Shiny	Data visualisation and automated reports	To develop the comprehensive dashboard system which reports metrics on all essential project activities
8	Grafana	Data visualisation and automated alerts	To develop dashboards for system monitoring and sending alerts using the inbuilt alert manager
9	HTML, CSS	Frontend	Used in the django system for front-facing

			forms and other UI elements
	and JavaScript		

c) Database Details

#	Database	Schema	Description
1	od_ivr	Ama Krushi	Data generated by the django system which includes farmer profiles, call center productivity and pushcall data
		public	Data generated by the PADDY system
		derived	Combined data from different schemas either as tables or materialized views for the purposes of analysis and dashboarding
		lcc	Data generated by the Live Call Centre
2	odisha_location	public	Spatial data for GIS purposes

8.2.3 Hardware Specifications

#	Equipment	Use	Quantity	Warranty	Location
1	PowerEdge R6515 Rack Server	Stores IVR data, Connects SIP lines with IVR software, hosts amakrishi.in portal	1	NIL	OSDC
2	Lenovo Desktops V530S	Data collection (Profiling)	10	NIL	Ama Krushi Office
3	Desktops (Assembled)	Data collection (Profiling)	65	NIL	Ama Krushi Office
4	Micromax X772 mobiles	Telecalling for profiling	100	NIL	Ama Krushi Office
5	I ball Tablets (8 GB)	Content broadcasting and responding to farmers' questions: used by agronomists	5	NIL	Ama Krushi Office
6	Laptops (Lenovo Ipad 7th Gen)	Data collection (Profiling)	30	NIL	Ama Krushi Office

| 7 | Intel Xeon E5 2609 v4 Server | Stores the data for auto dialing profiling work and hosts dialshree Call center auto calling software | 1 | NIL | Ama Krushi Office |
| 8 | 32 port GSM Gateway | Auto dialing for profiling. Each gateway enables 32 SIMs. | 3 | NIL | Ama Krushi Office |

Note: Ama Krushi office is located in IMAGE campus.

8.3 Handover from COA

a) This includes all of the resources, systems, and mechanisms that will be put in place to ensure a seamless transition from the COA to the selected agency.

    i) <u>Documentation</u>
        The COA will provide ready documentation in the form of
- Standard Operating Procedures
- An Operations Manual
- Program Protocols
- Other miscellaneous resources responsible for providing in-depth insight on the workings of AK.

    ii) <u>Capacity Handover</u>
- The COA will also facilitate the handover of these functions through a planned "Capacity Handover" where members from the agency filling in positions identified will undergo training and induction to acquaint them with the operations and help furnish a deeper understanding of how things are run.
- This would include team-based orientations and shadowing.
- The COA will be available up until November 2021 for assistance with Ama Krushi operations.

9 Job Description of Management and operations team

9.1 Operations team:

Sl#	Resource	Requirement
1	**Field Manager**	**Education** ● Bachelor's degree and above. **Experience** ● Experience of managing small field teams. ● Previous experience of conducting farmer training is a plus. ● Previous experience of working in rural Odisha is a must. **Key Skills** ● Good networking and government liaising skills. ● Fluency in Odia **Responsibilities** ● Acting as government liaison to coordinate with all local government officers at the district, block and panchayat levels, including but not limited to arranging and conducting training sessions, capacity building activities, scheduling meetings with VAW and implementing other field-based interventions on behalf of Amakrushi. ● Be responsible for hiring, training and managing field associates and field staff, including monitoring and backcheck activities as well as developing field strategy plans ● Developing strategy, managing field plan, and monitoring farmer training to be conducted by the VAWs; providing on-ground support as required, identify innovative channels to increase VAW engagement; manage relationships with all local government offices to keep them apprised of progress in field activities. ● Liasoning with Research and Operation associates to execute different interventions in the field, and provide regular updates on field-based activities.

| 2 | **Call Center Manager** | **Education**
● Bachelor's degree.

Experience
● Minimum three years of experience of managing call center operations.
● Previous experience of managing teams of more than at least 10 staffs.
● Previous experience of working in rural Odisha is a must.

Key Skills
● Understanding of call center technology, issues and potential solutions
● Knowledge of agriculture is an added advantage
● Proficiency in English, Hindi and Odia language

Responsibilities

● Develop objectives for the call center's day-to-day activities
● Answering representative's questions, guiding them through difficult calls or issues
● Conduct effective resource planning to maximize the productivity of resources (people, technology etc.)
● Collect and analyze call-center statistics (calls tried, successful attempts, reasons for failure etc)
● Assume responsibility of budgeting and tracking expenses
● Hire, coach and provide training to personnel to maintain high customer service standards
● Monitor and improve ordering, telephone handling and other procedures
● Evaluate performance with key metrics (accuracy, call-waiting time etc.)
● Prepare reports for different departments or upper management. |
| 3 | **Agriculture specialists** | **Education**
● BSc. Agriculture with 4-5 years of experience in agriculture extension/research OR M.Sc. Agriculture (with Plant Pathology/entomology or Agronomy as main subject) or an equivalent degree |

Experience
- 2+ years of experience in Agriculture Extension/ Agri. Research or similar profile
- Experience of leading or working with ICT-enabled agricultural extension systems

Key Skills
- Familiarity with MS office, and basic knowledge of computers and software
- Proficiency in Odia.
- Proficiency in english will be a plus
- Willingness to travel to field locations

Responsibilities

- Compile most recent government recommended package of practices for all major crops of Odisha
- Moderation and management of agriculture information service system(s) used for the operations
- Implement field studies, farmer meetings, training, best crop production technologies, and seek out additional national & international expertise and inputs where needed
- Conduct needs assessment/collect feedback from farmers
- Manage Question & Answer helpline for farmers
- Design & develop training modules for the Amakrushi and government staff
- Hire, train and supervise agronomic staff as per the requirement
- Coordination and liaison with local partner organization (Department of agriculture, government of Odisha, KVKs, research organizations and other NGO partners) and ensure good relationships with national and international partners
- Tagging, transcriptions and translations of the content
- Regular reporting of progress and plans to Amakrushi management team
- Frequent field visit in the operational areas as and when required

4	**Livestock expert**	**Education**

Education

- Bachelor of Veterinary Science and Animal Husbandry (B.V.Sc & A.H). with 5 years of experience in dairy or Master in Veterinary Sciences (M.V.Sc) with 1-2 years of experience.

Experience

- 2+ years of experience working directly with smallholder production systems in India
- Practical experience drafting agricultural curricula and implementing training for extension agents and/or farmers.
- Experience in cattle clinical practice and a good understanding of cattle food requirements, disease management, and veterinary treatments with knowledge of the latest developments in veterinary science.
- Demonstrated expertise in dairy production, healthcare and management.

Key Skills

- Familiarity with MS office, and basic knowledge of computers and software
- Proficiency in Odia.
- Proficiency in english will be a plus
- Willingness to travel to field locations

Responsibilities

- Provide overall livestock and dairy expertise and information to the India team.
- Gather and compile scientific evidence on key livestock and dairy issues to better inform the design of digital agricultural advisory services in India with a focus in Odisha.
- Participate and coordinate field activities to inform the program design and implementation strategy.
- Support current projects that PAD undertakes in collaboration with government and other partners in India in content development, simplification, and customization.
- Plan and execute program activities, including identifying priorities, creating timelines, meeting with stakeholders, and monitoring project implementation.
- Manage the IVR system of livestock operated by PAD.
- Participate in a weekly Content Review Committee with members from the Department of Fisheries and Animal

		Resources Development, and scientists from OUAT to ensure that the messages are in line with the government's recommendations and appropriate for the local context. ● Support, train and manage junior livestock and dairy specialists.
5	**Fisheries expert**	**Education** ● Bachelor of Fisheries Science with 5 years of experience or Master of Fisheries Science with 1-2 years of experience. **Experience** ● Practical experience drafting advisory on fisheries for extension workers and/or farmers ● Demonstrated experience working directly with smallholder farmers ● Previous experience working with the government is preferred. **Key Skills** ● Familiarity with MS office - esp. MS Word and MS Excel, and basic knowledge of computers and software ● Proficiency in Odia ● Proficiency in English will be a plus ● Willingness to travel to field locations **Responsibilities** ● Provide overall expertise on designing advisory for fisheries farmers in Odisha ● Gather and compile scientific evidence on key fisheries issues to better inform the design of ● digital agricultural advisory services ● Participate and coordinate field activities to inform the program design and implementation ● strategy. ● Plan and execute program activities, including identifying priorities, creating timelines, meeting ● with stakeholders, and monitoring project implementation. ● Manage the IVR system for fisheries, including answering farmer queries

6	**Call center Operator**	**Education** ● 12th Pass, Graduate preferred **Experience** ● 1-3 years of experience in a call center environment **Key Skills** ● Proficient in MS-Excel ● Proficient in both Odia & Hindi ● Excellent data entry and typing skills ● Superior listening, verbal, and written communication skills **Responsibilities** ● Make calls to the given list of contacts and answer any incoming calls ● Do follow up calls where necessary ● Identify and escalate issues to supervisors ● Research required information using available resources ● Document all call information according to standard operating procedures ● Recognize, document, and alert the management team of trends in customer calls ● Complete call logs and reports ● Other duties as assigned

● Participate in a weekly Content Review Committee with members from the Department of
● Fisheries and Animal Resources Development, and scientists from OUAT to ensure that the
● messages are in line with the government's recommendations and appropriate for the local
● context.
● Support, train and manage junior fisheries specialists

7	Administration Manager	**Education** ● B. Com / M. Com / BBA / MBA **Experience** ● Minimum 1-2 years of work experience in administration / office management ● Prior experience of working with Budget and Payroll **Key Skills** ● Knowledge of office administrator responsibilities, system and procedures ● Knowledge of MS Office (Specially MS Excel and MS Word) ● Excellent written and verbal communication skills **Responsibilities** ● Maintaining office services by organizing processes and systems ● Managing vendors by maintaining database of vendors, collecting quotes for various supplies as and when needed ● Managing office assets ● Documenting and filing Purchase orders, Quotations and Invoices received by vendors ● Managing inventory of office stationery and other relevant supplies ● Maintaining office condition and arrange necessary repairs ● Ensuring all items are invoiced and paid on time ● Submitting and reconciling monthly expense reports ● Managing staff attendance and payroll

9.2   Management Team:

Sl#	Resource	Requirement
1	**Project Manager: Monitoring**	**Education** ● B.Sc. Economics/B.Tech/B.Sc. Statistics ● MSc. Economics/Public Policy (o) **Experience** ● At least four years of experience in the design and implementation of M&E systems ● Two years of managerial experience ● Experience managing diverse teams ● Experience working with data delivery and agricultural programs ● Expereince managing partnerships with government entities, donors, and NGOs ● Experience with large research projects (o) **Key Skills** ● Knowledge in either of the following :Python/Stata/R is preferable ● Strong writing and oral communication skills in English, with attention to detail and advanced writing and presentation skills. ● Fluency in Odia **Responsibilities** ● Directly Supervise Systems Administrator ● Directly Supervise the Data and Operations Associates ● Liaise with COA for M&E findings ● Assist in managing partner relations and working with external stakeholders for implementation ● Work with the Content Lead and GoO to identify expansion of AK to serve additional content areas based on impact opportunities ● Supervise the implementation of one or more programs, including the development of work plans, tracking progress, designing and launching new services to farmers ● Implementing M&E activities and managing focus group discussions and other data collection activities ● Overseeing data collection and data cleaning

			● Contribute to general management tasks important for the AK's functioning and success including but not limited to budgeting, hiring, and strategic planning. ● Support the expansion of existing programs and the realization of new opportunities, including design and execution of scoping activities and proposal development. ● Overseeing the technology platform provided by the COA and ensuring all tech systems are up and running
2	**Project Manager: Operations**		**Education** ● BBA/B.Tech/BSc. Statistics/ B.A.Economics ● MBA (o) **Experience** ● At least four years of experience in a multi-faceted role dealing with multiple projects and stakeholders ● Two years of managerial experience ● Experience managing diverse teams ● Experience working with data delivery and agricultural programs ● Experience managing partnerships with government entities, donors, and NGOs ● Experience with management consulting (o) **Key Skills** ● Strong writing and oral communication skills in English, with attention to detail and advanced writing and presentation skills. ● Fluency in odia **Responsibilities** ● Directly Supervise the Field Team ● Directly Supervise the Call Centre Team ● Directly Supervise Administrative functions and Human Resources ● Assist in managing partner relations and working with external stakeholders for implementation of field operations ● Ensure profiling targets are being met and working with Call Centre managers to troubleshoot bottlenecks ● Set, update and monitor field training targets together with the field manager ● Work with DAFE/FARD communications teams to maintain farmer awareness campaigns.

		• Supervise the implementation of one or more programs, including the development of work plans, tracking progress, designing and launching new services to farmers • Contribute to general management tasks important for AK's functioning and success including but not limited to budgeting, hiring, and strategic planning. • Support the expansion of existing programs and the realization of new opportunities, including design and execution of scoping activities and proposal development.
3	**Systems Administrator**	**Education** • B.Tech and/or M.Tech • System administration and IT certifications in Linux, Microsoft, or other network related fields are a plus (o) **Experience** • 3-5 years of database, network administration, or system administration experience • Experience with scripting and automation tools • A proven track record of developing and implementing IT strategy and plans **Key Skills** • Working knowledge of virtualization, VMWare, or equivalent • Strong knowledge of systems and networking software, hardware, and networking protocols • Strong knowledge of implementing and effectively developing helpdesk and IT operations best practices, including expert knowledge of security, storage, data protection, and disaster recovery protocols **Responsibilities** • Responsible for the maintenance, configuration, and reliable operation of computer systems, network servers, and virtualization • Installation of and upgrading computer components and software, manage virtual servers, and integration of automation processes • Troubleshooting hardware and software errors by running diagnostics, documenting problems and resolutions, prioritizing problems, and assessing impact of issues • Providing documentation and technical specifications to IT

			staff for planning and implementing upgrades to IT infrastructure ● Manage two technical supervisors who, with your direction, assist in keeping IT systems up and running ● Perform or delegate regular backup operations and implement appropriate processes for data protection, disaster recovery, and failover procedures ● Lead desktop and helpdesk support efforts, making sure all desktop applications, workstations, and related equipment problems are resolved in a timely manner with limited disruptions ● Responsible for capacity, storage planning, and database performance
4	**Data and Operations Associate**		**Education** ● B.Tech/BSc. Statistics/Bsc. Economics **Experience** ● 2-3 years of experience working with data centric projects, particularly with statistical analysis software ● Experience working with Government preferred ● 1-2 years' work experience running or managing projects in the development sector ● Ability to work under time pressure and solve problems in the field. **Key Skills** ● Data management skills ● SQL / PostgreSQL and Microsoft Excel ● Knowledge in any data management software (Eg. Python/R/Stata) is preferable ● Excellent management and organizational skills and attention to detail ● Excellent written and oral communication ● Fluency in Odia **Responsibilities** ● Monitoring and analyzing usage of the advisory services ● Supervising data management activities, cleaning and analysis of data

	• Report on the identification of key indicators, quality assessment of the indicators • Analyze and review the data to support COA M&E activities • Working with the programme manager to ensure that all projects and operations adhere to policies, protocols, and timelines • Develop and update project documentation regularly and prepare regular reports based on performance metrics • Hire, train, and supervise local staff

10 General

10.1 Agreement

This will be a tripartite agreement between DAFE, OCAC and the selected agency.

10.2 Timeline

Sl #	Milestone	Time Period
a)	Agreement Sign Off (Tripartite)	T
b)	Manpower Deployment	T + 30 days
c)	Training, Hand Over and Take Over Activities	T + 60 days
d)	Operationalization of Ama Krushi Project	T + 90 days
		T= Date of agreement sign off

10.3 Deliverable & Payment Term

Sl #	Milestone	Deliverable	Payment Term
a)	Payment of expenses towards manpower deployed	Submission of attendance report of employee duly certified by DAFE.	Quarterly based on invoice based on actual no. of manpower deployed
b)	Operation & Maintenance Cost of Software Items	Submission of Quarterly Performance Report	Equally Quarterly instalments
c)	Operation & Maintenance Cost of Hardware Items	Submission of Quarterly Performance Report	Equally Quarterly instalments
d)	Payment towards procurement of	Cyber Security Audit Report from Cert-In	To be paid as per amount quoted

	SSL and Cyber Security Audit	empanelled agency and SSL certificate purchase invoice and successful implementation of the same in the web application.	
e)	Payment towards recurring bills such as electricity, internet, toll free rental charges, call centre solution agent licensing charges (if any), airtime charges if any	Original bills with payment receipt duly certified by DAFE	As per actuals based on submission of bills and payment receipt.

10.4 Software Enhancement Services

a) Change requests beyond the scope of work will be incorporated in the application as software enhancement services after obtaining due approval from OCAC. Payments to such assignment will be as per the man month rate provided in financial bid format and same would be mutually agreed upon post discussion between the bidder and OCAC.

b) Payment for the Software Enhancement Services will be considered when such a requirement arises in the project.

c) The bidder has to quote man-month rate for this purpose initially, however, and payment will be made as per actual man month consumed after completion of work of respective enhancement.

The activities that will be treated as changes request is mentioned below:

1. Functional changes in the application
2. Development of new module/sub-module/Form/Report in the developed system
3. Changes in the workflow or core application framework
4. Additional resources in the project operation

The procedure for executing the change request is as follows:

– **Analysis:** Service Provider will analyse the changes suggested and submit an effort estimation/cost including timeline to OCAC

– **Approval:** OCAC & DAFE shall do the due diligence and provide approval on the effort and timeline suggested

– **Incorporation:** After receiving the approval, Service provider team will incorporate the changes in the application as per the quoted rate for software enhancement.

10.5 Others

a) The service provider is responsible to maintain documentation on the progress of the work and will have to update the same on regular basis.

b) Time is the essence of the Project and hence the service provider shall at all times maintain sufficient manpower, resources, and facilities, to provide the Services in a workman like manner on a timely basis. If required and to meet SLAs, the bidder shall maintain buffer resources to ensure that work is completed within defined time frame with no additional cost to OCAC.

c) The service provider shall ensure that security measures, policies and procedures implemented are adequate to protect and maintain the confidentiality of the Confidential Information. Service provider also agrees and acknowledges that it shall adhere to reasonable security practices over all sensitive personal information of the said project as prescribed by various rules under I.T. Act, 2000 (as amended from time time).

11 Service Level Metrics

Service provider shall agree to the following service level agreement (SLA) parameters while providing services to OCAC. These SLAs shall be tracked on a periodic basis and are envisaged to have penalty and/or liquidation damage clauses on non-adherence to any of them. Service Provider has to provide a SLA tool which will facilitate generating the following reports. The SLA parameters are divided into 2 (two) types: -

11.1 During implementation

In case of delay in implementation of the project as per the Delivery Schedule mentioned in the RFP, penalties shall be imposed as mentioned below:

a) In the event of delay in execution of work, specified in this Contract / furnishing of deliverables, the Service Provider shall be liable to a penalty @0.25% of the value of work order for the respective component/item, for every week of delay up to a maximum of 10%, after which OCAC shall be at liberty to take action against the Service Provider as deemed proper (such as cancellation of order, increase of penalty percentage etc).
b) For the purpose of this clause, part of a week shall be considered to be a full week.
c) Penalty will not be applicable if the delay is not attributable to the bidder. However, in such cases bidder has to communicate in writing the reason of delay. The decision of the Purchaser in this regard shall be final.

11.2 Post Implementation

11.2.1 Solution Uptime

The solution uptime shall be based on the overall performance of the hardware, application software, system software, where the uptime represents the percentage of time the system remains operational.

The uptime shall be calculated on basis of: Total uptime in minutes*100/ Total minutes of operations in a month.

Measurement Interval	Reporting Period	Target	Penalty
Daily	Monthly	>=99.5%	Nil
		>=98.7% but <99.5%	0.5% of Quarterly billed value
		>=97% but <98.7%	1.0% of Quarterly billed value
		>=95% but <97 %	2.0 % of Quarterly billed value
		<95 %	3.0% of Quarterly billed value

11.2.2 Reporting Procedures of SLA

The bidder's representative will prepare and distribute Service level performance reports in a mutually agreed format by the maximum seventh working day of the completion of each month. The reports will include "actual versus target" Service Level Performance, a variance analysis and discussion of appropriate issues or significant events. Performance reports will be distributed to Purchaser management personnel as directed by Purchaser.

11.2.3 Penalties

Maximum Penalty applicable for any quarter should not exceed 10% of the 'applicable fees' for the respective quarter. In case the calculated uncapped penalty is more that 20% for two consecutive quarters, the authority reserves right to increase the capping value (ceiling limit) of the penalty or take appropriate action against the service provider.

12   Formats for Submission of Proposal

12.1   Self-Declaration: Not Blacklisted

To   (Company letter head)
>   The General Manager (Admin)
>   Odisha Computer Application Centre
>   (Technical Directorate of I.T. Dep't, Govt. of Odisha)
>   N-1/7-D, Acharya Vihar P.O. - RRL, Bhubaneswar - 751013

Sub: **Request for proposal** for operation, management and maintenance of Ama Krushi project**, Government of Odisha –** *Self Declaration for not Blacklisted*

Sir

In response to the RFP No.: OCAC-SEGP-MISC-0015-2021-21037 for RFP titled "Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha", as an owner/ partner/ Director of (organisation name)_____ I/ We hereby declare that presently our Company/ firm is not under declaration of ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thanking you,

Signature
(Authorised Signatory)

Seal:
Date:
Place:
Name of the Bidder:

12.2   Bidder's Authorisation Certificate

To   (Company letter head)
   The General Manager (Admin)
   Odisha Computer Application Centre
   (Technical Directorate of I.T. Dep't, Govt. of Odisha)
   N-1/7-D, Acharya Vihar P.O. - RRL, Bhubaneswar - 751013

Sub: Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha **– *Bidder's Authorization Certificate***

Sir,

With reference to the RFP No.: OCAC-SEGP-MISC-0015-2021-21037, Ms./Mr. <Name>, <Designation> is hereby authorized to attend meetings & submit pre-qualification, technical & commercial information as may be required by you in the course of processing the above said Bid. S/he is also authorized to attend meetings & submit technical & commercial information as may be required by you in the course of processing above said application. Her/his contact mobile number is _____ and Email id is_____. For the purpose of validation, his/ her verified signatures are as under.

Thanking you,

Signature   Verified Signature by
(Authorised Signatory)   Director/CEO

Seal:
Date:
Place:
Name of the Bidder:

12.3   Acceptance of Terms & Conditions

To   (Company letter head)
    The General Manager (Admin)
    Odisha Computer Application Centre
    (Technical Directorate of I.T. Dep't, Govt. of Odisha)
    N-1/7-D, Acharya Vihar P.O. - RRL, Bhubaneswar - 751013

Sub: Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha**", –** *Acceptance of Terms & Conditions*

Sir,

I have carefully and thoroughly gone through the Terms & Conditions along with scope of work contained in the RFP Document [No. OCAC-SEGP-MISC-0015-2021-21037] regarding "Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha",".

I declare that all the provisions/clauses including scope of work of this RFP/Tender Document are acceptable to my company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Thanking you,

Signature
(Authorised Signatory)

Seal:
Date:
Place:
Name of the Bidder:

12.4   Technical Bid Cover Letter

To   (Company letter head)
The General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O. - RRL, Bhubaneswar - 751013

Sub: Request for proposal for operation, management and maintenance of Ama Krushi
project**,** Government of Odisha

Sir,

We, the undersigned, offer to provide solution to OCAC, for operation, management and maintenance of Ama Krushi project Government of Odisha", Odisha in response to the RFP No.: OCAC-SEGP-MISC-0015-2021-21037.

We are hereby submitting our Proposal, which includes the Pre-Qualification Bid, Technical bid and the Commercial Bid sealed in a separate envelope.

We hereby declare that all the information and statements made in this technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the implementation services related to the assignment not later than the date indicated in the RFP Document.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 180 days as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Thanking you,

Signature
(Authorised Signatory)

Seal:
Date:
Place:
Name of the Bidder:

12.4.1 Project Citation Format

Relevant IT / e-Gov Project Experience	
General Information	
Name of the project	
Client for which the project was executed	
Name and contact details of the client	
Date of award and date of completion	
Project Details	
Description of the project	
Scope of services	
Service levels being offered/ Quality of service (QOS)	
Technologies used	
Outcomes of the project	
Other Details	
Total cost of the project	
Total cost of the services provided by the respondent	
Duration of the project (no. of months, start date, completion date, current status)	
Other relevant Information	
Copy of Work Order	

12.4.2 Proposed Solution

Technical approach, methodology and work plan are key components of the Technical Proposal. The Approach and Methodology suggested is divided into the following sections:

a) Solution Proposed

b) Understanding of the project (how the solution proposed is relevant to the understanding)

c) AMC Plan (Hardware & Software)
d) Resource plan
e) Operation management plan with team structure
f) Plan for achieving target number of farmer onboarding under Ama Krushi platform.

Thanking you,

Signature
(Authorised Signatory)

Seal:
Date:
Place:
Name of the Bidder:

12.4.3 Proposed Work Plan

Sl #	Activity[1]	Weeks							
		1	2	3	4	5	6	7	n
a)									
b)									
c)									
d)									
e)									
f)									
g)									
h)									
i)									
j)									
k)									
l)									
m)									
n)									
o)									
p)									
q)									
r)									
s)									
t)									
u)									
v)									
w)									
x)									
y)									
z)									

1. Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as Purchaser approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately as per scope.

2. Duration of activities shall be indicated in the form of a bar chart.

12.4.4 Team Composition

Name of Staff with qualification and experience	Area of Expertise	Position Assigned	Task Assigned	Time committed for the engagement

12.4.5 Curriculum Vitae (CV) of Key Personnel Proposed

General Information	
Name of the person	
Current Designation / Job Title	
Current job responsibilities	
Proposed Role in the Project	
Proposed Responsibilities in the Project	
Academic Qualifications	
Degree	
Academic institution graduated from	
Year of graduation	
Specialization (if any)	
Key achievements and other relevant information (if any)	
Professional Certifications (if any)	
Total number of years of experience	
Number of years with the current company	
Summary of the Professional / Domain Experience	
Number of complete life cycle implementations carried out	
The names of customers (Please provide the relevant names)	
Past assignment details (For each assignment provides details regarding name of organizations worked for, designation, responsibilities, tenure).	
Prior Professional Experience	
Organizations worked for in the past	
Organization name	
Duration and dates of entry and exit	
Designation Location(s)	
Key responsibilities	
Prior Project Experience	
Project name	
Client	
Key project features in brief Location of the project	
Designation	
Role	
Responsibilities and activities	
Duration of the project	
Please provide only relevant projects.	
Proficient in languages	
Against each language listed indicate if speak/read/write	

12.5 Undertaking on Pricing of Items of Technical Response

To   (Company letter head)

The General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O. - RRL, Bhubaneswar - 751013

Sub: Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha *Undertaking on Pricing of Items of Technical Response*

Sir,

I/We do hereby undertake that Commercial Proposal submitted by us (against RFP No.: OCAC-SEGP-MISC-0015-2021-21037) is inclusive of all the components in the proposal and is inclusive of all the clarifications provided/may be provided by us on the proposal during the evaluation of the offer. We understand and agree that our Commercial Proposal is firm and final and that any clarifications sought by you and provided by us would not have any impact on the Commercial Proposal submitted by us.

Thanking you,

Signature
(Authorised Signatory)

Seal:
Date:
Place:
Name of the Bidder:

12.6 Bid Security Declaration

To,

The General Manager (Admn)
Odisha Computer Application Centre
Plot No. - N-1/7-D, Acharya Vihar
P.O.- RRL, Bhubaneswar - 751013
EPBX:0674-2567280/2567064/2567295 Fax: +91-0674-2567842

Sub: Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha *Bid Security Declaration.*

Whereas << name of the bidder >> (hereinafter called the Bidder) has submitted the bid for Submission of Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha # << RFP Number >> dated << insert date >> for << name of the assignment >>(hereinafter called "the Bid") to Odisha Computer Application Centre

Know all Men by these presents that we <<>> having our office at << Address >> (hereinafter called "the bidder") are hereby submitting the Bid Security Declaration letter to the << Nodal Agency >> (hereinafter called "the Purchaser") which binds our organization, its successors and assigns by these presents under the following obligations.

The conditions of this obligation are:

1. Fails to submit PBG.

2. Withdraws his participation from the bid during the period of validity of bid document; or

3. Modify the bid during period of bid validity.

We undertake to accept the suspension for a specific period as decided by the Purchaser due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

(Authorized Signatory of the Bidder)

Seal:

Date:

12.7 Financial Bid Letter

To   (Company letter head)

The General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O. - RRL, Bhubaneswar - 751013

Sub: Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha **– *Financial Bid Submission***

Sir,

We, the undersigned, offer to provide the service for operation, management and maintenance of Ama Krushi project**,** Government of Odisha", as per RFP No.: OCAC-SEGP-MISC-0015-2021-21037 and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of <<Amount in words and figures>> exclusive of taxes and duties.

1) PRICE AND VALIDITY

All the prices mentioned in our Tender are in accordance with the terms as specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of 3 years from the date of opening of the Bid.

We hereby confirm that our prices includes all applicable taxes and duties.

We understand that the actual payment would be made as per the existing tax rates during the time of payment.

2) UNIT RATES

We have indicated in the relevant forms enclosed, the unit rates for the purpose of on account of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.

3) TENDER PRICING

We further confirm that the prices stated in our bid are in accordance with your clauses in RFP/Tender document.

4) QUALIFYING DATA

We confirm having submitted the information as required by you in your RFP. In case you require any other further information/ documentary proof in this regard before/during evaluation of our Tender, we agree to furnish the same in time to your satisfaction.

5) BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the <Refer Section No. 7>. The prices are indicated in the Commercial Bid attached with our Tender as part of the Tender. In case there is substantial difference between the component wise price approved by OCAC and the price quoted by the bidder, OCAC will have the rights to ask the bidder to realign their cost without impacting the total bid price. We hereby agree to submit our offer accordingly.

6) PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in the clause 6.7 of this RFP document.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

We understand you are not bound to accept any Proposal you receive.

We hereby declare that our Tender is made in good faith, without collusion or fraud and the information contained in the Tender is true and correct to the best of our knowledge and belief.

We understand that our Tender is binding on us and that you are not bound to accept a Tender you receive.

Thanking you,

Signature
(Authorised Signatory)

Seal:
Date:
Place:
Name of the Bidder:

12.7.1 Financial Bid

12.7.1.1 Manpower Cost

Sl No	Type of Manpower	Number of Resource	Unit Cost/ Month (A)	GST (B)	Total Unit Cost/Month C=A+B	Number of Months (D)	Grand Total E=C x D
1	Call Centre Manager	2				36	
2	Call Centre Executives	100				36	
3	Field Manager	1				36	
4	Field Team Operation	6				36	
5	Content Team-Agronomist	12				36	
6	Content Team-Livestock	5				36	
7	Content Team-Fisheries	3				36	
8	IT Team	4				36	
9	Admin Manager	1				36	
10	Management Team-Program Manager Operation	2				36	
11	Management Team-Program Manager Monitoring	1				36	
12	Management Team-System Administrator	2				36	
13	Management Team-Data and Operations Associates	3				36	
Total Manpower Deployment Cost							
In Words ( )							

The agency will be responsible for managing the entire payroll as per statutory requirement and applicable rules and regulation and should adhere to minimum wages rate of the state.

Note : The payment will be made based on the actual manpower deployed at the centre.

12.7.1.2 Operation & Maintenance of hardware & software

Sl No	Type	Cost/ First Year	Cost/ Second Year	Cost/ Third Year	Total Cost for 3 Years	GST	Grand Total Cost
1	Software Applications as per Scope of Work						
2	Hardware Items as per Scope of Work						
Total Maintenance Cost							
In Words ()							

12.7.1.3 *Cost towards Security Audit and SSL Certificate*

Sl No	Items	Unit Cost	GST	Total Cost
1	Cyber Security Audit of the software application from Cert-In empanelled agency			
2	SSL -Green Bar certificate of validity 3 Years			
Total Cost				
In Words ()				

12.7.1.4 *Price discovery items-For Software Enhancement Services*

SL#	Description	Cost per Man month	Required Man month	GST	Total Cost for 20 man months
1	Cost of Software enhancement service with 20 man months rate		20		
Total Cost					
In Words ()					

N.B. *20 man months are provisioned for software enhancement services and the bidder can raise invoice under this head as per actual, as approved by OCAC & DAFE. Extra work on number of days in actual shall be paid proportionately.*

12.7.1.5 *Total Cost Summary*

Sl #	Item/Description	Total cost in ₹
a)	Manpower Cost	
b)	Operation & Maintenance Cost for Hardware & Software	
c)	Cyber Security Audit & SSL Certificate Cost	
d)	Cost of Software enhancement	
e)	Other Expenditure if any (Please specify)	
Net Total		
In Words ()		

Above cost is inclusive of all taxes & duties.

Thanking you,

Signature
(Authorised Signatory)
Seal:
Date:
Place:
Name of the Bidder:

12.8   Performance Security

To

The General Manager (Admin)
Odisha Computer Application Centre
(Technical Directorate of I.T. Dep't, Govt. of Odisha)
N-1/7-D, Acharya Vihar P.O. - RRL, Bhubaneswar - 751013

Sub: Request for proposal for operation, management and maintenance of Ama Krushi project**,** Government of Odisha**", -** *RFP No.: OCAC-SEGP-MISC-0015-2021-21037.*

Whereas, <<name of the supplier and address>> (hereinafter called "the bidder") has undertaken, in pursuance of contract no. OCAC-SEGP-MISC-0015-2021-21037 Dtd. 17.08.2021 to provide services for Selection of Software firm for operation, management and maintenance of Ama Krushi project**,** Government of Odisha", (hereinafter called "the beneficiary")

And whereas it has been stipulated by in the agreement that the bidder shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the agreement;

And whereas we, <Name of Bank> a banking company incorporated and having its head /registered office at <Address of Registered Office> and having one of its office at <Address of Local Office> have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of <<Cost of Service>> in (words) and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the agreement and without cavil or argument, any sum or sums within the limits of <<Cost of Service>> (in Words) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the agreement to be performed there under or of any of the agreement documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification. This Guarantee shall be valid until <<<insert date>>

Notwithstanding anything contrary contained in any law for the time being in force or banking practice, this guarantee shall not be assignable or transferable by the beneficiary i.e OCAC. Notice or invocation by any person such as assignee, transferee or agent of beneficiary shall not be entertained by the Bank.

NOTHWITHSTANDING ANYTHING CONTAINED HEREIN:

i) Our liability under this bank guarantee shall not exceed <<amount>> (Amt. in words).

ii) This bank guarantee shall be valid up to <<insert date>>.

iii) It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <<insert date>> failing which our liability under the guarantee will automatically cease.

(Authorized Signatory of the Bank)

Seal:
Date: