## Department of Consumer Affairs
## Government of India

**Subject:** Expression of Interest (EOI) for appointment of agency to design, develop, implement, and manage the AI-enabled single window interface across NCH Omni-channels with Operation and Maintenance for 3 years.

In sync with the growing consumer movement across the globe, the Department of Consumer Affairs stands committed to offering its citizens a robust, speedy and hassle-free grievance redressal mechanism. Further, in its resolve to leverage technology to bring the National Consumer Helpline at par with global benchmarks, the department envisions offering our consumers a seamless single-window AI-enabled multi-linguistic interface for grievance registration and redressal.

The AI-enhanced multilingual grievance registration system will be a comprehensive solution designed to improve the accessibility and efficiency of the consumer complaint registration process. The proposed system will enable National Consumer Helpline to streamline complaint handling, reduce manual intervention, alleviate the call center's workload, and offer a seamless user experience creating a more inclusive and effective grievance redressal system for consumers across the nation.

In this regard, **the Department of Consumer Affairs invites Expression of Interest (EOI) for the appointment of an agency to design, develop, implement, and manage the AI-enabled single window interface across NCH omni-channels with operation and maintenance for 3 years.**

The EOI documents containing the details of qualification criteria, submission requirements, brief objective, the scope of work, etc. are uploaded on the website https://consumeraffairs.nic.in. Further, the same is also published on Central Public Procurement Portal (CPPP) at www.eprocure.gov.in, GeM portal.

2.        Interested parties can download the EOI document from the website https://consumeraffairs.nic.in.

3.        Last date of submission of EOI is 18.08.2023

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# SCOPE OF WORK

## Introduction

Department of Consumer Affairs runs a National Consumer Helpline (NCH) program to create awareness, advice, and redress consumer grievances and act as a central registry for lodging consumer grievances. At present under the NCH, the complaints/ consumer grievances can be registered in English and Hindi using various channels namely- the INGRAM portal, via SMS, NCH App, UMANG APP, and WhatsApp communication as well. The department has an established call center that handles complaints in 17 languages. Here the call center agents translate the complaints into English language and register the same on the platform.

## Challenges

1. Currently, 50% of the grievances are registered using mobile apps, web portal and other channels while rest of the 50% are registered using the call center service through deployed 80 agents.
2. The department envisions using technology to reduce the long waiting queues and dependency on the call center agent by offering consumers a seamless AI-enabled interface for registering their grievances.

## Objective

To enable citizens to lodge their complaints and grievances using voice input in their respective local language and manage the complete process without any data entry and manual intervention.

There is a requirement for the implementation of a multilingual language gateway to translate the queries and responses in the regional languages along with voice support for raising complaints in the existing platforms and channels.

## Proposed Solution

The identified problem statement of enabling citizens to lodge their complaints and grievances using voice input in their respective local languages without any data entry or manual intervention will be solved using technology-based solutions like AI-based Speech Recognition and Translation Systems and multilingual Chat bot integration.

By incorporating AI-powered speech recognition, translation, and chatbot technologies, the system will enable citizens to lodge grievances in their local languages across various channels including the web, mobile, call centers, and WhatsApp.

## Key Features

This system will have the following key modules:

1. **AI-based Speech Recognition and Translation System**: An advanced AI-powered speech recognition system that can accurately transcribe voice inputs in different Indian languages. This system will be capable to convert the transcribed text into English. This will allow citizens to lodge complaints in their local languages using voice inputs, which will be automatically translated into the required language for processing.
2. **Multilingual Chatbot Integration**: A pre-built customizable multilingual chatbot may be integrated into the existing platforms and channels, such as the INGRAM portal, NCH App, UMANG APP, and WhatsApp mode. This chatbot will be able to understand and respond to user queries in different regional languages and provide support for raising complaints using voice inputs in these languages.
3. **Voice-Enabled IVR System**: We may add a provision of a voice-enabled Interactive Voice Response (IVR) system that supports multiple regional languages. This system will allow citizens/ callers to lodge complaints using their local language without needing to speak to a human agent for translation. The IVR system will be capable of capturing the complaint details and automatically registering them on the platform.

The key features will include the following:

1. **Multilingual Support**: The system will provide support for multiple regional languages, ensuring that citizens can lodge complaints and grievances in their preferred language.
2. **AI-based Speech Recognition**: The Automatic Speech Recognition (ASR) component will enable citizens to submit complaints using voice input, which is then converted into text for processing.
3. **AI-based Translation**: The Neural Machine Translation (NMT) component will translate user complaints between regional languages and English/Hindi, streamlining the grievance handling process.
4. **Multilingual Chatbot**: The AI-powered chatbot leverages Natural Language Processing (NLP) to understand and respond to citizen queries in multiple languages, enhancing the user experience across different channels.
5. **Voice-Enabled IVR System**: The Interactive Voice Response (IVR) system will allow citizens to register complaints in their local languages via voice input.
6. **Seamless Integration**: The solution will be capable of integrating with existing platforms and channels, such as the INGRAM portal, NCH App, UMANG APP, and WhatsApp mode, providing a unified user experience.
7. **Centralized Data Repository**: A centralized database will store and manage user complaints and grievances, integrating with the existing consumer grievance registry of the department for efficient processing and reporting.

8. **Scalability and Performance**: The system must be designed to handle the heavy volume of simultaneous users and requests, ensuring high availability and performance even during peak periods.

## System Architecture

A high-level system architecture including the following key components is envisaged:

1. **AI-based Speech Recognition and Translation Module**
   a. Automatic Speech Recognition (ASR) for converting voice inputs into text
   b. Neural Machine Translation (NMT) for translating text between regional languages and English/Hindi
   c. Integration with mobile, web, and call center channels
2. **Multilingual Chatbot**
   a. Natural Language Processing (NLP) for understanding and responding to user queries in multiple languages
   b. Integration with the INGRAM portal, NCH App, UMANG APP, and WhatsApp mode
3. **Voice-Enabled IVR System**
   a. Integration with call center infrastructure
   b. Call routing and management based on user language preferences
4. **Centralized Data Repository**
   a. Storage and management of user complaints and grievances
   b. Integration with existing consumer grievance registry
5. **Security and Compliance:** The system will need to be secure and compliant with all relevant regulations and laws to protect sensitive information.

Overall, this solution will benefit consumers and the department by reducing manual intervention, alleviating call center workload, and improving user experience.

## Benefits envisaged from the proposed solution:

1. **Improved Accessibility**: By supporting multiple regional languages, the system will ensure that citizens from diverse linguistic backgrounds can lodge complaints and grievances with ease. This eliminates language barriers and makes the grievance redressal process more inclusive.
2. **Enhanced User Experience**: The integration of AI-powered speech recognition, translation, and chat bot technologies streamlines the complaint registration process and will offer a seamless user experience across all channels, including web, mobile, call centers, and WhatsApp.
3. **Reduced Manual Intervention**: By automating the translation and complaint registration process, the system will reduce the need for

manual data entry and human intervention, leading to greater efficiency and accuracy in handling consumer grievances.

4. **Increased Call Center Efficiency**: The voice enabled IVR system allows users to lodge complaints in their local languages without the need for human agents to translate them, reducing the workload on call center agents and improving the overall service quality.

5. **Continuous Improvement**: The AI (Artificial Intelligence) components of the system can be trained and improved over time using citizen feedback and new data. This will ensure that the system remains accurate, efficient, and up to date, enabling it to better serve the needs of citizens from diverse linguistic backgrounds.

**Pre-Qualification checklist**

| Sl.No. | Pre-Qualification Criteria and Supporting Documents | Compliance (Yes / No) |
|---|---|---|
| A | The Bidder should be a company registered in India under the Companies Act, 2013 or a partnership firm registered under the Indian Partnership Act 1932, or LLP registered under LLP Act 2008 with the registered office in India for at least 7 years before the date of submission of Bid. | |
| | Documents: Copy of Certificate of Incorporation/ Registration as applicable | |
| B | The bidder should have a valid PAN and GST in India | |
| | Documents: Copy of PAN card and Goods & Service Tax Registration certificate | |
| | | |
| C | Minimum Average Annual Turnover of INR 5 Crore in last 3 financial years (2019-20, 2020-21, and 2021-22) The bidder should have a Positive Net worth for all 3 audited financial years (2019-20, 2020-21, and 2021-22) | |
| | Documents: CA Certificate and Audited copy of Financial Statement for 3 financial years (2019-20, 2020-21, and 2021-22) | |
| D | The Bidder should have Experience of Design & Development OR O&M of Large-Scale Websites / Portals / Mobile Applications owned by State / Central Government Institutions in the last 7 years: One Project of Minimum Value of INR 1.0 Cr OR Two Projects of Minimum Value of INR 75 Lakhs OR Three or More Projects of a Minimum Value of INR 50 Lakhs | |

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| | | |
|---|---|---|
| | Documents: For Completed Projects, Work Completion Certificate with Work Order / Contract Document to be submitted<br>For Ongoing Projects, only those projects whose Implementation is Completed with Ongoing O&M would be considered. Phase Completion Certificate with Work Order / Contract Document to be submitted | |
| E | Bidder should have minimum manpower of 25 resources on the payroll | |
| | Documents: Self Declaration to be submitted | |
| F | The bidder should not have been blacklisted by any Government departments. | |
| | The undertaking of Non-Blacklisting to be submitted on the company's letterhead | |

* As per the Department of Expenditure's Office Memorandum dated 20.09.2016 criteria of prior turnover and prior experience for all Startups is relaxed subject to their meeting of quality and technical specifications.

*Documentary proof is essential without which the proposal will be rejected. Technical and Financial valuation will be done only for the bidders satisfying the above criteria.*

## EOI Evaluation Criteria

Interested parties can download the EOI documents containing the details of qualification criteria, submission requirements, brief objectives, the scope of work, evaluation Criteria, etc. from the website https://consumeraffairs.nic.in

☐ **Quality and Cost-Based Selection**

The method employed for the final selection of the Service Provider and award of the contract will be QCBS i.e. Quality and Cost Based Selection method, which would ensure the quality of the solution as well as the cost-effectiveness of the same. Each bidder would be assigned a Technical Score (TS) and a Financial Score (FS) based on the technical and financial evaluation of the bid respectively. These scores would then be combined with pre-assigned weights and the bidders would be ranked as per this combined score. The bidder with the highest final composite score **shall** be declared as "Best Evaluated Bidder" and shall be entitled to the award of the contract.

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Please note that the EOI is not an offer and is issued with no commitment. DOCA reserves the right to withdraw EOI and or vary any part thereof at any stage. DOCA further reserves the right to disqualify any company, should it be so necessary at any stage.

**The last date for submission of EOI is 18.08.23**

**Clarification in this regard can be sought at the given email id: jasbir.tiwari13@nic.in**

Interested parties should submit an Expression of Interest in a sealed cover by 18.08.2023, (15 hours(EST) ) to Under Secretary (NCH), Room Number, 373-C, 3rd Floor. Krishi Bhawan, New Delhi.

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# FORMAT – 1

| S. No | Organizational Contact Details | |
|---|---|---|
| 1. | Name of Organization | |
| 2. | Main areas of business | |
| 3. | Type of Organization Firm/ Company/ partnership firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 | |
| 4. | Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof. | |
| 5. | Address of registered office with telephone no. & fax | |
| 6. | Address of offices in<br><br>i. National Capital Region of Delhi<br>ii. All other States/UTs | |
| 7. | Contact Person with telephone no. & e-mail ID | |

Enclose:-

1. Copy of Certificate of Incorporation.
2. Copy of Article of Association in respect of 3 above.
3. Undertaking in respect of 4 above.

Signature of the applicant
Full name of the applicant
Stamp & Date

## FORMAT – 2

| Experience in Related Fields | | | | |
|---|---|---|---|---|
| Overview of the past experience of the Organization in all aspects related to Brand Building related | | | | |
| S. No | Item | Number of Assignments during the last 5 years | Order Value of each assignment in Lakhs (Enclose a copy of each order) | Mention the name of Client/ Organization (Enclosed completion certificates) |
| 1. | Experience of assignments of similar nature | | | |
| 2. | Experience in carrying out similar assignments in Government | | | |
| 3. | Experience in carrying out Similar assignments in Public sector. | | | |
| | The decision of Evaluating Committee in ascertaining "similar nature" and "similar assignment" will be final.<br><br>Signature of the applicant<br>Full name of the applicant<br><br>Stamp & Date | | | |

**FORMAT – 3**

| | List of experts/consultants on payroll ( at least 3 ) | | | |
|---|---|---|---|---|
| S. No | Name | Designation | Qualification | Relevant Experience |
| 1. | | | | |
| 2. | | | | |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| 6. | | | | |

Signature of the applicant

Full name of the applicant

Stamp & Date

## FORMAT – 4

| Financial Strength of the Organization | | | | | |
|---|---|---|---|---|---|
| S. No | Financial Year | Whether profitable Yes/No | Annual net profit (in Crores) | Overall annual turnover (in Crores) | Annual turnover from only Consultancy services rendered in India (in Crores) |
| 1 | 2020-21 | | | | |
| 2 | 2021-22 | | | | |
| 3 | 2022-23 | | | | |
| Note: Please enclose the auditor's certificate in support of your claim. | | | | | |

Signature of the applicant

Full name of the applicant

Stamp & Date