## Department of Consumer Affairs Govt. of India NCH Division

Krishi Bhawan, New Delhi Dated 24.11.2023

Subject: - Bid Query Clarification against the Bid Reference No. GEM/2023/B/4198854reg.

We would like to inform you that a pre-bid was held on 23.11.2023 to discuss the bid queries on the subject "Appointment of an agency to Design, Develop, Implement and Manage the Al-enabled single window interface across NCH Omni-channels with Operation and Maintenance for 3 years". In this regard, please find the clarification against your registered Queries in r/o RFP published on the GeM portal on 10.11.2023 on the above-mentioned subject.

(ABS Shalini) Deputy Secretary to the Govt. of India

> डॉ. ए.बी.एस. शालिमी/ Dr A.B.S. Shallti डप सचिव / Dauny Secretary उपनोक्ता नामले. सांध पर मार्ट परीक विराण मंत्रालय Ministry of Conserver and s. Food & P.D. अपनोक्ता मामले जिम्मेर का commer Afairs भारत अत्यक्तर Const of India करी गण्ड कर का experience of India

Clarification on "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 "

S. No.	RFP Page No.	RFP Clause No.	Clause Title	Queries/Clarification Sought	Justification by Bidder	Clarification on queries/Department Remark
1.	NA	NA	Consortium/JV	We request you to kindly allow JV or Consortium to participate in the bidding.	The assignment requires expertise of various experts (e.g., technology experts, designers, data analysts) to collaborate and deliver on the required scope	As Per RFP (No JV/ consortium is allowed)
2.	1	NA	GeM Bid Document Item Category in GeM: Hiring of Agency for IT Projects- Milestone basis	We request you to update the item category as Hiring of Consultants Milestones/Deliverable based/ Hiring of Consultants	Given the scope, various entities will need to come together as a consortium, hence request you to reclassify the category on GeM portal to allow more people to participate.	As per RFP
3.	28	6 (1) (2) & (3)	For Completed Projects, Work Completion Certificate / Work Order / Contract Document to be submitted	We have signed confidentiality agreements with our clients that limit our ability to disclose their names & the contracts / work orders with them. We shall be happy to disclose the same where we are legally permitted to; however, we request you to accept self- certification by MD instead of the work order, with a description of the client the nature of services performed for them, the duration of the project and the approximate contract value. We can additionally submit CA certificate to	Please note that this is a norm in many recent RFPs for central/ state Governments like a) Consultancy Services for Business Development Activities of BCPL b) SIPCOT's investment promotion and facilitation services for setting up a furniture hub c) Accelerating Investment in India RFP by Invest India d) Dairy sector strategy RFP by CII e)	The bidder shall submit relevant extract of work order/ other relevant document in his support in such rare case. It is further specified that this may be treated as an exception and will not be generally accepted for all projects.

				ensure authenticity of information over and above MD self-certificate.	Maritime India Vision RFP by Ministry of Shipping	
4.	28	6	Technical Bid Evaluation Criteria	We request you to kindly evaluate the consortium / JV partners as a whole for the entire evaluation criteria.	In line with the request for allowing consortium/ Joint Bidding by entities for this bid, the technical evaluation criteria to be applicable for the entire consortium.	No JV/ consortium is allowed (As Per RFP )
5.	28	6 (1)(2) (3)(7)	Technical Bid Evaluation Criteria: Experience of working with Government Institutions		Al is a promising technology and hence apart from government institutions, a lot of private institutions / PSUs are adopting the same. Therefore, we request you to include the work done for the Public Sector Undertakings/ Private Sector for this criteria.	Projects w.r.t. PSUs and quasi- judicial organizations will be considered.
6.	32	7.1 (A)	Deliverables	We request you to kindly sequence the deliverables.	The current set of deliverables require more than 90 days to launch, only off the shelf solutions can be provided within these 90 days. Additionally, the UAT & launch of each deliverable will require significant support & bandwidth from the teams at DoCA. Hence we request you to sequence the completion timeline for the deliverables	As Per RFP
7.	NA	NA	Technical Normalization	We propose that the normalization of technical score should be done. The best technical proposal with highest	normalization of technical	As Per RFP

				technical score (Tm) will be given a technical score (St) of 100 points. The technical scores (St) of the other Technical Proposals will be determined using the following formula: [St = 100 x T/Tm, in which St is the technical score, Tm is the highest technical score, and T is the technical score of bidder under consideration].	norm in public sector RFPs. a) Strategic initiatives as well as support for comprehensive restructuring plan by MoPNG b) Department of Commerce reorganization and export promotion support by MoCI c) Selection of Consultant for providing strategic advisory services by GeM d) Accelerating Investment in India by InvestIndia	
8. 7	7	2	A pre-built customizable multilingual chatbotmay be integrated into the existing platforms and channels, such as the INGRAM portal, NCH App, UMANG APP, and WhatsApp mode. This chat bot will be able to understand and respond to user queries in different	We assume that WhatsApp bot need to built and integrate as an additional channel.	We assume that WhatsApp bot need to built and integrate as an additional channel.	As Per RFP

			regional languages and provide support for raising complaints using voice inputs in these languages.			
9.	6	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.	stage and a separate BOQ will be	We assume that it is required in the later stage and a separate BOQ will be provided to bidders.	As Per RFP

			The IVR system will be capable of capturing the complaint details and automatically registering them on the platform.			
10.	7	1	Multilingual Support: The system will provide support for multiple regional languages, ensuring that citizens can lodge complaints and grievances in their preferred language.	Please suggest how many languages are required?	Please suggest how many languages are required?	Hindi and English along with prominent regional languages are required in the initial stage further at present grievances are received in 17 languages. Please check on departmental website.
11.	7	6	Seamless Integration: The solution will be capable of integrating with existing platforms and channels, such	We assume that whatsapp is part of the RFP	We assume that whatsapp is part of the RFP	As Per RFP

as the INGRAM portal, NCH App, UMANG APP, and the upcoming WhatsApp mode, providing a unified user experience.			
Integrated Solution Across Multiple Channels - Text (SMS/WhatsAp p/Email/We b Login and Form filling) and Voice (Phone and Web). With an intelligent mix of Text and Voice across multiple channels of communication the user journeys can be made very seamless and effortless.	We assume that department has its own sms/email engine and only integration is required.	We assume that department has its own sms/email engine and only integration is required.	Yes

13. 11	2	Users' information will not be required to be asked multiple times. And the alerts/reminder s/updates will be sent on real-time basis. Users can interact and ask supplementary information or provide updates. 2. The solution should be able to trigger outbound calls at scheduled times, carry on a complete humanized conversation (using Speech To Text, NLP and Text To Speech	p We assume that PRI/SIP, dialer to provided by the department.	Yes

			information and fill it in the database automatically.			
14.	11	9	The system should be able to handle Inbound Calls also and should be always be connected to the internal databases so that it is able to provide the latest Up- todate information to its users.	We assume the in-bound call flow to be provided by the department.	We assume the in-bound call flow to be provided by the department.	Yes
15.	18	Q	Ensure smooth knowledge transfer and handover to department's staff members/ System Integrator (as the case may be) and create supporting documents and	We assume that IP/Source Code of the solution will remain with the bidder.	We assume that IP/Source Code of the solution will remain with the bidder.	As Per RFP

			guidelines			
16.	23	1	Supporting documents as per Pre - Qualification Criteria	We have submitted it already at the time of EOI, please suggest if it is to be done again in bid submission	We have submitted it already at the time of EOI, please suggest if it is to be done again in bid submission	No
17.	28	3	Experience of handling Projects related to Grievance Redressal / Feedback System for Government Institutes in last 7 years.	Number - UDHYAMKR-02-0009903 and UdhyogAadhaar Memorandum Number - KR03E0033365. We request you to allow exemption from the turnover clause. Please refer #5 mentioned in the	We are a startup approved by Department of Industrial Policy and Promotion (DIPP) having number DIPP2457, our Udyam Registration Number - UDHYAM-KR-02- 0009903 and UdhyogAadhaar Memorandum Number - KR03E0033365, and have been recieving exemptions in the mentioned fees. Request you to consider giving exemption.	As Per RFP

				procurements subject to meeting quality and technical specifications -Further, Rule 173(i) has been incorporated in GFR, 2017 which provides for relaxation of conditions of prior turnover and prior experience for Startups, and Also, ref 173 (i): (https://www.startupindia.gov.in /content/dam/investindia/Templates/publi c/General% 20Financial%20Rules%20for%20G eM.pdf) Rule 173 (i) of the GFRs exempts the startup from Prior Experience and Prior Turnover requirements for DPIIT Recognized Startups.		
18.	29	4	Bidder should have following Certifications (CMMI Level 3 & above, ISO 9001:2000, ISO 27000) as on the date of Bid Submission. 1 certification = 5 Marks 2 certifications = 7.5 Marks All 3 certifications = 10 Marks	We have: CMMI Level 5 ISO 9001:2000 ISO 27001 We assume that these certificates sufice the requirements.	We have: CMMI Level 5 ISO 9001:2000 ISO 27001 We assume that these certificates sufice the requirements.	As Per RFP
19.	48	NA	BID PROPOSAL	We request you to add following component in Bid Proposal Sheet Call	We request you to add following component in Bid	As Per RFP

			SHEETS	rates per minutes charges for IVR Bot WhatsApp Charges: As per the update by meta after 1 Jun, 2023. WhatsApp charges are divided in 4 categories Authentication Promotion Utility Services If the SMS or email engine is of vendor. Then there should be per SMS/per email charges.	Proposal Sheet Call rates per minutes charges for IVR Bot WhatsApp Charges: As per the update by meta after 1 Jun, 2023. WhatsApp charges are divided in 4 categories Authentication Promotion Utility Services If the SMS or email engine is of vendor. Then there should be per SMS/per email charges.	
20.	NA	NA	General Query	How many total active users? Average Daily, monthly, peak?	How many total active users? Average Daily, monthly, peak?	You are requested to please visit department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in
21.	NA	NA	General Query	How many total active users on Website? Average Daily, monthly, peak active users?	How many total active users on Website? Average Daily, monthly, peak active users?	You are requested to please visit department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in
22.	NA	NA	General Query	Please share the expected chatbot chat messages. Average Daily, Monthly, peak?	Please share the expected chatbot chat messages. Average Daily, Monthly, peak?	You are requested to please visit department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in
23.	NA	NA	General Query	How many total active users on Mobile app, if any? Average Daily, monthly, peak active users?	How many total active users on Mobile app, if any? Average Daily, monthly, peak active users?	You are requested to please visit department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in

24.	NA	NA	General Query	How much is the current call volume, if any? Average Daily, monthly, peak?	How much is the current call volume, if any? Average Daily, monthly, peak?	You are requested to please visit department website https://consumeraffairs.nic.in &INGRAM Portal https://consumerhelpline.gov.in
25.	NA	NA	General Query	Please share the expected Whatsappbot chat messages. Average Daily, Monthly, peak, for the following type of Whatsapp messages. Marketing Authentication Services Utility	Please share the expected Whatsappbot chat messages. Average Daily, Monthly, peak, for the following type of Whatsapp messages. Marketing Authentication Services Utility	You are requested to please visit department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in
26.	RFP Pg. 28	Techni cal bid evaluat ion Criteria No. 2	Experience of executing Similar Projects having multiple users with AI enabled chat bots for Government Institutes. Up to 2 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks	We would request to kindly amend the clause as below: Bidder / Any member of consortium should have experience of executing Similar Projects having multiple users with AI enabled chat bots for Government Institutes. Up to 2 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks Document Submission: For Completed Projects, Work Completion Certificate / Work Order /	We request to allow consortium partner. Permitting consortium partners in bidding enhances competitiveness by diverse expertise, collaboration and promoting a more robust, comprehensive approach to project execution.	As Per RFP

				Contract Document to be submitted		
			Document Submission: For Completed Projects, Work Completion Certificate / Work Order / Contract Document to be submitted	Phase Completion Certificate with Work Order / Contract Document/ UAT to be		
			Phase Completion Certificate with Work Order / Contract Document/ UAT to be submitted			
27.	RFP Pg. 28	Techni cal bid evaluat ion Criteria No. 3	Experience of handling Projects related to Grievance Redressal / Feedback System for Government Institutes in	We would request to kindly amend the clause as below: Experience of handling Projects related to Grievance Redressal / Feedback System / Analytical Dashboard for Government Institutes in last 7 years	We would request to add analytical dashboard as dashboard used in business intelligence is analytical dashboards. Analysts use them to filter through massive data sets in order to spot trends, anticipate events, and assist businesses in making better decisions.	As Per RFP

last 7 years. Up to 3 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks	Up to 3 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks Document Submission: a. For Completed Projects, Work Completion Certificate / Work Order / Contract Document to be submitted	An analytical dashboard allows to see a general or detailed overview of company performance. This tool is used to help organizations quickly identify workplace statistics.	
Document Submission: a. For Completed Projects, Work Completion Certificate / Work Order / Contract Document to be submitted	b. Phase Completion Certificate / Self Certificate of completion with Work Order / Contract Document/ UAT to be submitted		
b. Phase Completion Certificate with Work Order			

		Techni	/ Contract Document/ UAT to be submitted		Teinen han implemented	
28.	RFP Pg. 29	Techni cal bid evaluat ion Criteria No. 5	Bidder should give 3 use cases how to make the helpline grievance redressal mechanism more efficient and consumer centric effective after having conducted base lining of issues across user journey, defined digital strategy & devised customizes digital solution using AI/ ML tools & along with two UX/UI interface design for NCH	We would request to kindly amend the clause as below: Bidder should give 3 use cases how to make the helpline grievance redressal mechanism / Analytical Dashboard more efficient and consumer centric effective after having conducted base lining of issues across user journey with maximum 100 cr + in any one of use case.	<ul> <li>Trigyn has implemented various eGovernance projects with highly recommended Analytical Dashboard such as CoWIN Project, winning over Covid-19) is the digital backbone of India's COVID-19 Vaccination Program and is used for planning , implementing, monitoring, and evaluation of National Covid-19 vaccination Programme in India.</li> <li>Features: <ul> <li>More than 220 crores vaccinations have been administered on Co-WIN.</li> <li>Co-WIN handles billion + visits a day</li> <li>with a recorded 3.1 crores visits in one day.</li> <li>Handled 13.7 million registrations with an 8 hours of opening up for 18 to 44</li> </ul> </li> </ul>	As Per RFP

			2.0 website.		years.	
			Document Submission: This shall be presented separately at the time technical presentation in Word/PPT format		By adding Analytical Dashboard will be more efficient tool to elaborate features of application.	
29.	9	A	RevampofCompletewebsite:Redesignkhosttheinformationand	Can we propose the cloud hosting with data residency in India	Need more information	As Per RFP. Data residency in India is a must.
30.	9	A	Revamp of Complete website: Refine	1. Do we need to upgrade the existing CMS solution or we can propose the new solution	Need more information	<ol> <li>As Per RFP</li> <li>You are requested to please visit</li> </ol>

			and upgrade the existing website CMS softwar	2. Which is the current CMS solution		thedepartmentwebsitehttps://consumeraffairs.nic.in&INGRAMPortalhttps://consumerhelpline.gov.in
31.	28	6	The Bidder should have Experience of Design & Development OR O&M of Large-Scale Websites / Portals / Mobile Application of minimum value of INR 50 Lakhs owned by Government Institution in last 7 years: Up to 2 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks	how the marks will be claculated for starup if they do not have the	Need more information on how marks are calculated for a startup if they do not have the experience	As Per RFP No exemption is available to startups at stage of technical evaluation.
32.	28	6	The Bidder should have Experience of Design &	Request you to changes this clause to: "The Bidder/Consortium partner should have Experience of Design & Development OR O&M of Large-Scale	We have worked on lot of government project including PSU Banks, Smart Cities and have implemented internal	As Per RFP However similar projects with PSUs and quasi-judicial authorities will

	Large-Scale Websites / Portals / Mobile	Websites / Portals / Mobile Application of minimum value of INR 50 Lakhs owned by Government Institution/ Large scale exterprises in last 7 years: Up to 2 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks"	service portals, however we have the partner entity which have implemented CMS and website for large scale enterprises hence request authorities to modify the clause.	be considered.
33. 28 6	Experience of executing Similar Projects having multiple users with AI enabled	The experience is exmpted for startups as per RFP. Could you please confirm how the marks will be claculated for starup if they do not have the experience?	Need more information on how marks are calculated for a startup if they do not have the experience	As Per RFP, exemption are available at EOI/ Pre-qualification stage. Further, technical evaluation will be conducted as per the criteria specified in RFP.

			More than 5 (>5) Projects = 10 marks			
34.	28	6	with AI enabled chat bots for Government Institutes. Up to 2 Projects = 5 marks Up to	having multiple users with AI enabled	We are participating with Yellow.ai and OEM is going to manage the implemetation. They have already implemented the AI solution for government departments. Hence request you to modify the clause.	As Per RFP
35.	28	6	Experience of handling Projects related to Grievance Redressal / Feedback System for Government Institutes in last 7 years. Up to 3 Projects = 5 marks Up to 5	We humbly request authorities to modify this clause to - Experience of bidder/OEM in handling Projects related to Grievance Redressal / Feedback System for Government Institutes in last 7 years. Up to 3 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks	We are participating with Yellow.ai and OEM is going to manage the implemetation. They have already implemented the Grievance Redressal / Feedback for government departments. Hence request you to modify the clause	As Per RFP

			Projects = 7.5 marks More than 5 (>5) Projects = 10 marks			
36.	28	6	Experience of handling Projects related to Grievance Redressal / Feedback System for Government Institutes in last 7 years. Up to 3 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks	We humbly request authorities to modify this clause to - Experience of bidder/OEM in handling Projects related to Grievance Redressal / Feedback System for Government Institutes in last 7 years. Up to 3 Projects = 5 marks Up to 5 Projects = 7.5 marks More than 5 (>5) Projects = 10 marks	Need more information on how marks are calculated for a startup if they do not have the experience	As Per RFP
37.	7	1	Key Features: 1. Al-based Speech Recognition and Translation System: This system will be capable to	Request you to remove this clause.	This is not aviable out of the box on the AI platforms. Custom product feature development is needed. For Min. information.	As Per RFP You are requested to please visit the department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in

			convert the transcribed text into English.			
38.	7	2	2. Multilingual Chat bot Integration:	Request you to remove this clause.	WhatsApp doesn't support voice inputs/output	Chatbot is also integrated at INGRAM Portal. Please visit the department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in
39.	7	3	3. Al-based Translation: The Neural Machine Translation (NMT) component will translate user complaints between regional languages and English/Hindi, streamlining the grievance handling process.	Request you to remove this clause.		As Per RFP
40.	8	1	System Architecture: 1. Al-based Speech Recognition and	Request you to remove this clause.	This is not aviable out of the box on the platform. Custom product feature development is needed. For Min. information.	As Per RFP You are requested to please visit the department website https://consumeraffairs.nic.in & INGRAM Portal

	Translation Module: b. Neural Machine Translation (NMT) for translating text between regional languages and English/ Hindi.	https://consumerhelpline.gov.in
41. 12 14	Features of an Integrated Voice and Text AI-Enabled Chatbot (SMS/WhatsAp p and Voice): 14. The Solution should have provisions for an Agent- Assist Mode where it can collect data and pass it on to the Human Agent or Eavesdrop on the Consumer- Agent Conversation and help the	As Per RFP You are requested to please visit the department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in

			Human Agent in faster search and resolution			
42.	34	1	8. Performance Requirements – Service Levels Agreement (SLAs): Availability of Services Platform on Web / Mobile)	Please change as below: >99.5%: no Penalty 97%-99.5%: 0.5% of Quarterly O&M Cost 95%-97%: 1% of Quarterly O&M Cost <95%: to be decided mutually		
43.	34	3	Ticket Resolution Time/Authoring Time	We don't provide resolution SLA as the timelines are decided on the basis of the level of severity & will be decided after mutal discussion on case to case basis. Further, we provide response SLA.	e r	
44.	35	6	Customer Centric KPI	We are not a PR agency or financial advisors, we are simply offering the chatbot for servicing your consumers, request you to please delete this clause.		
45.	35		Penalty The penalty (if any) would be deducted from the payment of subsequent month. No penalty willbe applicable in		f	

			the first quarter (take over period) period. The penalty will be cumulative i.e. will add up for each SLA missed. Maximum penalty shall be limited to 10% of the Quarterly Payment. Any delay/misses due to force majeure and beyond vendors control will not be attributed to vendor.		
46.	7	Point No., 1,2,3,	Key Features	1. What are the performance metrics (like response time, accuracy, etc.) that the chatbotis expected to meet? 2.What is the expected call volume that the IVR system should be able to handle? 3. Are there any specific security or privacy requirements for the IVR system, especially concerning the handling and storage of sensitive consumer complaint	As Per RFP You are requested to please visit the department website https://consumeraffairs.nic.in & INGRAM Portal https://consumerhelpline.gov.in

				data? 4. Is live agent assist required?	
47.	8	Point No., 1,2,3,4 & 5	System Architecture	Are these solutions required On- Prem or Cloud?	As Per RFP, cloud based with data residency in India (complaint to MeITY Guidelines)
48.	10	Point No., 1,2,3,4 ,5 & 1,1,2	B. Integrated Text and Voice Bot across all channels	1. Can you specify the primary user pain points or inefficiencies with the current complaint lodging process that you are aiming to address? 2. What specific advancements in NLP and voice technologies are you expecting to be utilized in the project?	As Per RFP
49.	12	Point No., 1- 12	Multilingual Conversational Bot in Text and Voice in the Web	1. Which regional languages are being considered in addition to Hindi and English?	Currently calls are received in 17 regional languages. Please visit Department website.
50.	13	Point No., i,ii,iii& iv	D. IVRS System	1. Can you provide more detail on the range of topics or types of queries the dialogue system should be able to handle? 2. Are there any specific	Please visit INGRAM Portal https://consumerhelpline.gov.in

examples of user interactions that the system should be particularly adept at managing? 3. Is the 3 to 5-second timeframe for the "Follow-Up" feature	
adjustable based on the complexity or nature of the query?	