

Request for Proposal

Appointment of Information Help
Desk Service Provider for PFRDA

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DISCLAIMER

1. This document is being published in order to enable the applicants/bidders to make an offer for selection to set-up and operate an Information Help Desk for the National Pension System and Atal Pension Yojna on behalf of the Pension Fund Regulatory and Development Authority (PFRDA).
2. This document does not constitute nor should it be interpreted as an offer or invitation for the selection described herein.
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5. Accordingly, interested recipients should carry out an independent assessment and analysis of the requirements and of the information, facts and observations contained herein.
6. PFRDA makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations on any claim the potential Bidder may make in case of failure to understand the requirement and respond to the RFP Document. PFRDA may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this RFP Document.
7. This document has not been filed, registered or approved in any jurisdiction. Recipients of this document should inform themselves and observe any applicable legal requirements.

8. This document constitutes no form of commitment on the part of PFRDA.
9. Furthermore, this document confers neither the right nor an expectation on any party to participate in the proposed selection of an NPS Information Help Desk.
10. When any proposal is submitted pursuant to this RFP, it shall be presumed by PFRDA that the bidder has fully ascertained and ensured about its eligibility to render services of Information Help Desk for NPS/APY, in the event of the same being selected ultimately to act as such, under the respective governing laws and regulatory regimen and that there is no statutory or regulatory prohibition or impediment to acting as such and suffers no disability in law or otherwise to act as such.
11. The appointment of a service provider to set up and operate the NPS/APY Information Help Desk shall not create a principal-agent relationship between PFRDA and the service provider.

1. Introduction

1.1 The Central Government had introduced National Pension System (NPS) mandatorily for its new recruits wef 01 January 2004 and subsequently majority of the State Governments adopted NPS for their employees. NPS is based on a unique individual pension account viz. Permanent Retirement Account Number (PRAN) allotted to individual subscribers. In this system, a subscriber periodically accretes savings into his/her Individual Pension Account (either solely or jointly with the employer) while he/she is working and utilizes the accumulated corpus at retirement to procure a pension for the rest of his/her life.

1.2 NPS is also offered on a voluntary basis to all citizens of India under the Unorganized Sector (UoS) Model and Corporate Model. To cater to the weaker and economically disadvantaged sections of society with their limited investment potential, PFRDA launched NPS-Lite with the Swavalamban benefit extended by the Government of India. Later, in June 2015, the Government of India had given the mandate to PFRDA to administer "Atal Pension Yojana (APY)" through Banks, Dept. of Post and Regional Rural Banks.

1.3 Pension Fund Regulatory and Development Authority (PFRDA) was initially established as an interim regulator for NPS vide Government of India notification dated 10th October 2003 and subsequently with the passage of the PFRDA Act 2013 and its notification on 1st February 2014, PFRDA has been established as the statutory Authority to promote old age income security by establishing, developing and regulating pension funds, to protect the interest of the subscribers to the schemes of pensions funds and for matters connected therewith or incidental thereto. PFRDA has been entrusted with the responsibility to regulate, promote and ensure orderly growth of the NPS and pension schemes to which the PFRDA Act applies and to protect the interests of subscribers of such systems and schemes.

1.4 PFRDA intends to invite proposals/bids from professional call-centre operators to set up and operate an Information Help Desk for NPS & APY, in close co-ordination/consultations with PFRDA, to (i) help/assist prospective or existing subscribers of NPS/APY with their queries regarding scheme features, process/procedures for enrollment/operations/exit etc (ii) disseminate information on old age income security, retirement planning, pension etc. (iii) obtain feedback or understanding the expectations of the system etc. (iv) obtain feedback from subscribers/participants attending the various awareness sessions conducted by the PFRDA's empanelled training agency or by retirement planners or in cases wherein such sessions conducted by the PFRDA officials themselves. (v) informing the existing subscribers of persistent contributions regarding their NPS/APY account (vi) any other outbound calling assignment given by PFRDA (vii) calling for gathering participants for training sessions (viii) generation of leads for NPS/APY enrollments and transmitting the same to distribution channel or intermediaries in the NPS architecture. Entities interested in set-up and operating the NPS/APY Information Help Desk are invited to submit their proposals/bids in the form of (i) a Technical Proposal and (ii) a Commercial Proposal. PFRDA does not intend to set up the infrastructure for the Information Help Desk but intends to hire the existing infrastructure of Bidders including Tele-Calling Executives on a lease basis from their existing call centers. Proposals received in response to this RFP will be evaluated in terms of the conditions laid out herein and the Information Help Desk Service Provider which is thus selected will be required to provide professional, objective, and impartial service at all times, hold the PFRDA interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.

2. Pre-Qualification / Minimum Eligibility Criteria

The Bidder/Applicant must fulfil the below-mentioned minimum eligibility criteria as of the date of submission of bid and should submit supporting documents as prescribed below along with the proposal.

Sl	Criteria	Supporting Documents
1	The bidder shall be a registered company in India under the Companies Act or a Registered Partnership under the Partnership Act, 1932 or a Limited Liability	Certificate of Incorporation/Registration or Registered Partnership Deed and PAN card,

	Partnership under Limited Liability Partnership Act, 2008. Proposals from consortiums would not be entertained for this purpose.	as may be applicable, considering the nature of the legal status of the bidder.
2	The bidder should have been in the business of providing Business Process Outsourcing/Call Center/Contact Center/ITeS-related services for the past 5 years. The bidder should hold a valid license of the above-mentioned business in India and should have provided inbound call centre services for the past 5 years	OSP Registration Certificate issued by DoT. MoA/Work (for the relevant years) orders indicating years of experience and nature of activity/services provided.
3	The bidder should be operating a call center process for atleast 02 Financial Institution and for atleast 01 Govt. organization (Govt. Departments /Central, State PSUs/PSBs /Autonomous Bodies) during the last 3 years as on the date of submission of bid. The assignment should be for at least 1 year for each of the Financial Institution and Govt. organization.	Work orders and/or Agreement copy for the relevant years
4	The bidder shall have net profits in at least three out of the previous five financial years (FY 2018-19 to 2022-23).	CA certified statements and Audited/Certified financial statements and annual Reports for (FY 2018-19 to 2022-23).
5	The average turnover from call centre-related business shall not be less than Rs 50 crores in the last three financial years (FY 2020-21 to 2022-23)	CA certificate mentioning turnover from call centre activities for each of the last 03 Financial Years (FY 2020-21 to 2022-23) should be submitted
6	The bidder shall have a positive net worth as of 31 st March 2023.	Balance sheet for FY 2022-23 along with CA certificate for net worth as of 31 st March 2023.
7	The bidder shall have at least 200 inbound call centre seats at a single location in India	Documentary proof/ valid project agreement
8	The bidder should be capable of providing call centre services in multiple Indian languages and currently serving clients in at least five or more languages in the past one year viz. Hindi, English and any 03 regional languages.	Documentary proof/ project agreement illustrating multilingual services being provided.
9	The bidder should have filed income tax returns for the last three financial years. The bidder should have a valid registration for GST and other statutory requirements in the relevant field.	Copy of ITR for the last 3 FYs along with valid registrations for GST and other statutory requirements in the relevant field.
10	The Bidder should have a call centre situated in Delhi NCR.	Address proof like Telephone, electricity bill, property tax receipt etc.
11	The Bidder should have a Disaster Recovery Policy and Business Continuity Plan.	Copy of approved DR/BCP policy along with proof of DR site arrangements

2.1 Even though the Bidder may meet the above pre-qualification/ minimum eligibility criteria, they are subject to be disqualified at any stage, including post award of contract, in case of following circumstances/ conditions:

- (i) The Bidder has made any false representation including in the application, forms, statements and attachments submitted in proof of the pre-

- qualification/ minimum eligibility criteria requirements.
- (ii) The Bidder has a record of poor performance such as abandoning of any allotted project, inability to complete any allotted project, delay in completion of any allotted project etc.
 - (iii) The Bidder has been blacklisted by any Government organizations or its contract with any organization has been terminated for breach of contract.
 - (iv) The bidder shall not be registered with PFRDA as an intermediary under NPS architecture.
 - (v) The bidder should not have defaulted in any bank/institutions' loans in the past/ payment of statutory dues or liabilities.

2.2 An undertaking to this effect is required from the Bidder. If at a later stage it is found that the Bidder has wrongly certified the undertaking/documents, the bidder shall be liable for action under the applicable laws besides termination of the contract.

3. Scope of Work

The idea of having an information help desk is not to operate a toll-free number for disseminating information on NPS/APY but it is envisaged that this facility will facilitate generation of leads for NPS/APY enrollments and transmitting the same to distribution channel or intermediaries in the NPS architecture as required from time to time. Moreover, PFRDA does not intend to set-up the infrastructure for the Information Help Desk but intends to hire/utilize the existing infrastructure of Bidders including Tele-Calling Executives on lease basis from their existing call centers

3.1 Information Help Desk Principles

The Information Help Desk for NPS /APY should be set-up, operated and managed on the following principles

Accessibility – Easily accessible to all stakeholder of PFRDA through multiple channels

Service Quality – Timely response and delivery of accurate information

Scalability – Capacity to scale up or down as per requirements

Cost effective – Minimal costs and improvement in productivity

3.2 Languages Support:

The Information Help Desk should provide support (interactions with callers) in multiple Indian languages and should be able to effectively provide accurate information to the recipients in the language in which the call is being received. The Call Centre-Service Provider shall engage the desired number of qualified call executives conversant with Hindi/English and other regional languages viz. Tamil, Telugu, Bengali, Malayalam, Kannada, Marathi, Gujarati, Assamese and Odia.

3.3 Channels Support:

The Information Help Desk should support the following channels of communication to all stakeholders through:

In-Bound Channels Supports

- (i) Voice (Telephone)
- (ii) Email
- (iii) SMS

Out-Bound Channels supported

- (i) Voice (Telephone)
- (ii) Email
- (iii) SMS

Outbound services include calling prospective and existing subscribers providing information about schemes, and processes, answering emails and sending SMS/emails to subscribers about scheme details, processes, forms, location details of PoP/PoP-SP etc. Also, it would include calling to subscribers/participants requesting them to attend the various NPS/APY awareness sessions which are being organized by the PFRDA's empanelled training agency or the PFRDA's officials. Post completion of such sessions, the call centre would be required to call these subscribers/participants to obtain their feedback. Further, the call centre would perform the activities of calling to the subscribers who are non-persistent towards adding subsequent contributions to their NPS/APY account or any other outbound calling assignment given from time to time.

The database available with the existing Information Help Desk, database provided by PFRDA or on its behalf by other intermediaries shall be utilized for making outbound calls and sending SMSs/emails. The Service Provider would also route calls to intermediary's registered with PFRDA viz. PoP, CRA, Trustee Bank, Pension Funds, Annuity Service Providers etc. as per subscriber/caller needs.

3.4 Days of Operation

The Information Help Desk shall be operational for

- (i) 7 days a week (including Sunday)
- (ii) All public holidays (except National Holidays on 26th January, 15th August & 2nd October and mandatory holidays declared by the Government (viz. election etc.)

3.5 Hours of Operation

The NPS Information Help Desk shall be operational from 9.30 AM to 5.30 PM on each day of operation. PFRDA reserves the right to request an increase in hours of operation based on the volume of calls at a later stage in consultation with the NPS Information Help Desk Service Provider. This may be scaled up to a 24x7 support at a future date depending on volume and /or other parameters. PFRDA would provide the Service Provider with a 2-month notice period to allow the Service Provider to scale up its

operations to support extended hours of operation.

3.6 Toll-Free Numbers

The NPS Information Help Desk is envisaged to be accessible to subscribers, citizens and stakeholders through toll-free numbers owned by PFRDA and through SMS and Email. The charges for toll-free numbers will be borne/paid by PFRDA.

3.7 Managed Services

The Service Provider shall be required to set up, operate and maintain the Information Help Desks, including Call Executives/ Supervisor (Project Manager), at Service Provider owned/rented premises who are trained & empowered to handle queries/ complaints of callers/ stakeholders and provide resolutions to their utmost satisfaction based on information available and inputs received from PFRDA. This will also include obtaining callers/subscribers feedback about Information Help Desk services and also making outbound calls on subjects as advised by PFRDA from time to time.

3.8 Common Customer Relationship Management (CRM) Platform

The Service Provider shall provide their own multi-channel CRM platform for storing, tracking, managing and reporting callers/subscriber queries and complaints.

All queries/calls/SMS/email received and outbound calls made at the Information Help Desk will have to be recorded in the CRM application and stored for future reference and audit.

All the data collected and stored by the Service Provider while undertaking the functions of the Information Help Desk will be the property of PFRDA.

3.9 Generate and Submit Reports to PFRDA

The Service Provider will develop a system-based Lead Management System for the generation, tabulation and communication of prospective business leads and following up for the outcome of the leads

The Service Provider would be required to generate reports from the data collected on the basis of the calls/queries received through relevant system and software applications. The Service Provider would design report templates which would be approved by PFRDA. The daily, weekly, monthly, and quarterly MIS reports shall include the following but not limited to: report on deliverables, calls handled, average duration of calls, min. & max duration of calls, number of instances the operator found busy, calls abandoned due to breakdown, call made/referred to other intermediaries etc

3.10 Manpower requirements

The Service Provider should provide a minimum of 20 executives to handle the functions/ activities at the start of the project with a provision to scale up the number of executives at short notice as per the following matrix.

Additional Scaling up Matrix		
% Level of Scaling	No. of Agents	Expected Time Frame
Upto 100%	20	4 Weeks
Upto 50%	10	3 Weeks
Upto 25%	5	2 Weeks

The Service Provider shall provide the minimum capacity to handle 160-man hours on all working days. The minimum capacity to handle calls per day should be 1600 calls at an average handling time of 6 minutes per call.

The Executives should be at least graduates and with not less than 1 year of work experience in call centre environment and should be fluent in English and Hindi or other Indian regional languages as required in table at S.No. 2 above (Sl.#8). Executives should have basic computer knowledge of operations, spreadsheets and documenting software like Microsoft Word etc. Prior experience in handling calls for any government setup and basic knowledge of finance will be preferable.

The Service Provider will designate an experienced Project Manager and an experienced Information Help Desk Supervisor who should have at least 3 years of work experience in a call centre environment, should be at least a graduate and have led a team of Call Executives. The Project Manager will act as the single point of contact for PFRDA, be responsible for the day-to-day operations, Service Level Agreement compliance, sending reports to PFRDA, update his team about developments in NPS/APY, ensuring service quality of the team, replying to emails received within 48 hours etc.

3.11 Knowledge Management

The Service Provider shall assist PFRDA in setting up a framework and associated processes, and workflows for handling common types of queries.

The Service Provider shall build a FAQ database/knowledge bank and step-by-step query resolution workflow based on commonly asked queries/feedback.

The Service Provider will be required to provide and update the Knowledge Base & and FAQ Database regularly in consultation with PFRDA.

The service provider will develop training methodology including training material in English, Hindi and other Indian languages for imparting knowledge to the Executives in consultation with PFRDA.

3.12 Performance Management

The Service Provider shall propose process improvement initiatives on a quarterly basis

to improve productivity, capacity utilization, up-scaling /downscaling, efficiency and quality of service. These initiatives shall be jointly discussed with PFRDA and implemented by the Service Provider

3.13 Process Requirements

The procedure envisaged for handling queries/calls at the Information Help Desk is given below:

- 3.13.1 The Information Help Desk would receive the queries of citizens through toll-free number/SMS/Email. PFRDA shall bear the call charges of the toll-free numbers and the outgoing telephone numbers, for making outbound calls or to route calls to other stakeholders/intermediaries of the NPS like the CRA call center. The system should have the capability of Call Holding and Call Routing facilities and the Executives would also be required to call the prospects/callers/subscribers to provide information on NPS/APY.
- 3.13.2 The Executives with the prescribed minimum academic qualification who have been informed and trained in all aspects of NPS/APY shall attend these calls. This will be the Level 1 support (L1 support) interface between the citizens and the Information Help Desk. The Executive would respond to the queries in the best possible manner referring to the pre-formulated standardized answer framed in consultation with PFRDA. The Executives should be aware of all details of NPS/APY and they answer the queries to the satisfaction of the caller.
- 3.13.3 The Executives of the Service Provider shall record the personal particulars like name, address, gender, contact details, emails, queries, the status of the calls, type/ subject of the query, etc. in a suitable format as approved by PFRDA. The Executive shall issue the docket number for each call for future reference, respond/answer the query so received and the information provided including the query asked shall be recorded in a database. MIS reports and information shall also be sent to PFRDA/Intermediaries on a regular basis at predefined intervals. Identification of prospective subscribers based on interaction with the executive will have to be undertaken and such data with contact details will be forwarded to the PoPs/Intermediaries to make direct contact with them for opening of NPS/APY accounts. The Service Provider shall devise a method to forward the list of the prospective subscribers on a regular basis through mail to all the NPS Trust/PoP/PoP-SP/PFs of a particular location from where the calls of the prospective subscribers have been received. The Service provider shall not use the record/data for furtherance of any of its commercial interests, nor shall it share such record/data with any third party, without the prior approval of PFRDA. The record/data shall at all times be the exclusive property of PFRDA and the service provider shall hold the same in trust for PFRDA and treat the data as confidential. In the event of violation of confidentiality by the

service provider or its employees, the service provider shall be held liable and accountable.

- 3.13.4 The Executives would also be required to refer to some relevant websites maintained by Central/ State Government agencies/PFRDA as well as other popular and reliable websites to answer some of the queries like market information and other related queries etc. from the citizens. The Executive must therefore have online access to these sites over the Internet.
- 3.13.5 PFRDA will provide regular information on the latest developments and organize training sessions for knowledge transfers as and when deemed necessary for the Executives and the Service Provider should ensure that the Executives have updated information about NPS/APY at any point of time.
- 3.13.6 In case, the Executive (Level 1 Support) is not able to answer or provide a resolution to a query, he/ she shall refer the caller in a conference call to the designated expert for Level 2 support. Simultaneously, the information given by the NPS/APY experts shall also be recorded in the MIS Database
- 3.13.7 The expenditure incurred for carrying out the conference call will be reimbursed by PFRDA to the successful bidder on a quarterly actual basis.
- 3.13.8 The Expert at Level 2 Support shall answer/respond to the calls escalated by the Executive (Level 1 Support) to the best of his ability and understanding of NPS/APY. In case, Experts at Level 2 Support are not able to answer the Call then the Call will remain pending. Such pending/unresolved queries will be compiled by the Information Help Desk and sent to the designated PFRDA official or that of the authorized intermediary in print/ e-mail format for Level 3 support.
- 3.13.9 The Service Provider shall send an SMS/Email to the Caller informing about the query and the resolution provided and/or information on the location of PoP/NPS Trust/Intermediary to be contacted by the caller and/or other details sought by the caller. The database available with the existing Information Help Desk, database provided by PFRDA or on its behalf by other intermediaries shall be utilized for sending SMS/email. The SMS/Email sent to the Caller should contain an option to submit feedback by the caller and such feedback/responses should be captured in the Information Help Desk database.
- 3.13.10 A dedicated e-mail ID is to be created for handling routine queries of prospective as well as existing subscribers. Standard reply, offer document, forms etc. to be sent to the prospective subscriber mail ID within 48 hours.

3.14 Operational Requirements

- 3.14.1 There would be a distinctly separate unit/ enclosure for the Information Help Desk in the general Call Center of the Service Provider.
- 3.14.2 The Service provider is expected to train call executives on products,

- processes, policies and soft skills to handle all call requests and any additional related or similar requests as communicated by PFRDA within the agreed terms of the Service Level Agreement (SLA).
- 3.14.3 The Service Provider shall have sufficient numbers of incoming lines with a facility to install an additional 20 lines.
 - 3.14.4 Service Provider must provide 15 days' exhaustive training before deployment of executives on the floor. The training period will not count for billing purposes.
 - 3.14.5 The incoming telephone lines will be routed through the EPABX system in the Information Help Desk in order to allow the handling telephone lines from more than one telecom operator. The system will also have the capability of Call Holding and Call Routing facilities (skill/language/time) at the option of PFRDA. It is the responsibility of the Service Provider to coordinate with the Telecom Service Provider (s) of the toll-free numbers for call routing in their switches/ exchanges.
 - 3.14.6 The Service Provider would be responsible for Installation, and shifting of existing Information Help Desk telephone connections, both for incoming and outgoing lines and for settling day-to-day issues related to breakdowns, disconnections etc. with the telephone companies. The Service Provider would bear the cost of registration charges, installation charges and security deposits, if any, for the telephone connections in the Information Help Desk. Any disputes with the Telecom Operator would be handled by the Information Help Desk Service Provider.
 - 3.14.7 The Service Provider shall have the mechanism in place to ensure that no unauthorized calls are made from the outgoing lines of the Information Help Desk and the telephone charges of the Information Help Desk would reasonably commensurate with the number of calls recorded in the Information Help Desk MIS. Call charges for any unauthorized calls which cannot be justified satisfactorily by the Service Provider would not be reimbursed by PFRDA.
 - 3.14.8 In case the Service Provider intends to change the location of the Information Help Desk, it shall be required to give one-month prior notice to PFRDA and also obtain prior approval of PFRDA. The call centre activities should not be hampered/disrupted on account of the shifting.
 - 3.14.9 The Service Provider shall have the capability to logically partition the switching system to avoid interference with other sets of users.
 - 3.14.10 The Information Help Desk system shall have an Automatic Call Distribution feature based on Idleness, and capacity utilization of each Executive and Automated call reference number generation and call recording.
 - 3.14.11 The Service Provider shall prepare the duty roster, attendance record and downtime logbook for each month for the Information Help Desk and shall send the certified copies to PFRDA at the end of each quarter.
 - 3.14.12 The Service Provider shall send telephone bills, along with a statement showing the comparison of the actual telephone bills versus the recorded call details to PFRDA for reimbursement of the telephone expenses incurred.
 - 3.14.13 PFRDA expects that the executives/supervisors (Project Manager) once assigned to the Information Help Desk will continue for the entire period of engagement. PFRDA reserves the right to ask for the replacement of any individual without assigning any reason, with a suitable relief. The terms of engagement of the call centre staff or any other staff appointed by the service provider for manning the information help desk shall be its sole responsibility and such staff shall have no relationship with PFRDA of any nature.

3.14.14 The Service Provider would be responsible for providing at its cost all latest and upto-date infrastructure elements for providing the Information Help Desk services - Premises, Executives, IVRS, Switch/PBX, Automated Call Distributor, Computer Telephony Integration, Call Logger, Reporting System, Software Licenses, IVRS licenses, Supervisor Licenses, PRI lines for Inbound, PRI line for Outbound, workstations with an Internet connection, switches, Media Gateway, CRM Software, CRM and Database server, LAN, noise cancellation headset, PCs, SMS server, etc viz. manpower, hardware and software associated for operationalizing the Information Help Desk.

4. Deliverables and Service Level Requirements

4.1 The deliverables for this RFP/Assignment will be as follows:

Project Planning Phase

- A detailed project plan and schedule
- Solution Architectures viz., Technical and Functional Architecture
- Service Level assessment tools for SLA compliance assessments
- Information Help Desk Operating Manual
- Information Help Desk Report Templates

Implementation Phase

- Test run
- Operationalization – Go live
- Weekly Project Progress Reports

Operating Phase

- MIS Reports
- SLA Compliance Reports

The Deliverables of each phase as mentioned above will be subjected to testing/approval and on satisfactory results and compliances, sign-off will be given for individual deliverables by PFRDA. Project delivery will be deemed completed only after this process. The following table gives the implementation schedule of the project:

4.2 The Schedule for implementation of the Project is tabulated below: -

SI	Milestones	Time of Completion
1	Notification of award of the contract and acceptance	T
2	Solution Design*	T+5 days
3	Solution Design Sign-off	T+7 days
4	Facility Development*	T+10 days
5	Testing & PFRDA Certification/Approval	T+14 days
6	Training of Executive/Staff on Information Help Desk Operations	T+15 days

7	Test run of Information Desk	T+17 days
8	Information Desk GO LIVE*	T+20 days

T, as referred above, is the date of EITHER the 'award of contract' notification issued by PFRDA to the selected Service Provider OR the signing of the contract between the selected Service Provider and PFRDA OR the meeting conducted by PFRDA to kick-off the project; whichever is earlier.

* For each day of delay in achieving the milestones (indicated as * in the above table), PFRDA shall be entitled for a compensation of Rs 1000 (one thousand rupees). If the final Go-Live is delayed beyond 2 weeks, or any particular milestone is delayed beyond one week, then PFRDA may subject the contract for termination and will also reserve the right to invoke the entire contract amount deposited in the form of Performance Bank Guarantee or such other action as deemed fit.

4.3 Information Help Desk Service – Performance objective

The Service Provider will set up, operate and manage the Information Help Desk based on the following objectives:

Citizen Perspective:

- Time taken to pick up the call
- Quality of Response
- Time taken to respond to the query on call/SMS or email

System Perspective:

- Availability of the system
- Response time of the system

PFRDA Perspective:

- Quality of Service
- Efficiency
- Availability
- Scalability
- Timeliness of Response
- Accuracy
- Quality of Reports

These performance requirements would be strictly imposed upon the Service Provider and PFRDA would monitor/review the performances on a quarterly basis. During the contract period, it is envisaged that there would be changes in the SLA parameters, in terms of addition, alteration or deletion of certain parameters, based on the mutual consent of both the parties i.e. the PFRDA and the Service Provider

The SLA with the Service Provider would specify a baseline service level. The baseline would form the minimum expected level of the service from the Service Provider. The payment to the Service Provider quarterly would be linked to compliance with the SLA metrics as laid down in the table below. The table also specifies the limits and metrics for lower / higher performance and breach levels

4.4 Information Help Desk Service Level Requirements & Measurements

SI	Parameter	Baseline Metrics	Score	Lower Performance	Score	Breach	Score	Method of Measurement
1	No of calls answered	Calls answered > 95%	15	92%< Calls answered <95%	12	Calls <92%	0	Call logs will be scanned to note the count of Unattended calls.
2	Average Handling Time (AHT)	AHT min <5	10	5 min< AHT <6 min	8	AHT >6 min	0	ACD Report
3	Capacity Utilization	Utilization > 84 calls	10	72< Utilization <84	8	Utilization <72	0	Call audits, ACD Report, Attendance Register/Roster
4	Information availability	Information availability = 100%	5	100%> Information availability >90%	3	Information availability <90%	0	Information availability of Knowledge Portal and Sample call audits
5	System Uptime (no. of times in a month)	System Uptime > 99.99%	10	99.99%< System Uptime % <98.5%	9	System Uptime % <98.5%	0	System report log/
6	System failure	No. of times of failure =0	10	No. of times of failure <= 1	9	No. of times of failure >1	0	System report log/
7	Attendance of call executives	Attendance = 100%	10	95%< Attendance <100%	8	Attendance <95%	0	Attendance Register/Roster
8	Submission Of reports on time	Reports = 100%	10	90%< Reports <100%	8	Reports <90%	0	Email log
9	Customer Satisfaction	Customer Satisfaction Score > 95%	20	90%< Customer Satisfaction Score <95%	15	Customer Satisfaction Score <90%	0	Customer Satisfaction Report fetched from CRM
	Total Score		100		80		0	

Capacity Utilization Calculation Formula

$$= \frac{(\text{Total Inbound Calls Answered} + \text{Total Outbound Calls}^*)}{\text{Average Attendance for Month} \times \text{No. of Days of Operations}}$$

* Total Outbound Calls would include

- i. Outbound Calls to Abandoned Calls & Successful Call Re-Attempts
- ii. Outbound Calls to SMS and successful Call Re-Attempts.
- iii. Any Special Calls as desired by PFRDA viz. calls to Frozen Accounts, Feedback to Newslettercalls, Migration calls to subscribers, APY Zero balance/Persistency calls, Swavalamban zero balance calls, etc.

For the calculation of Capacity utilization, the following calls would be excluded from the outbound call counts: -

- Outbound calls that went unanswered and/or were calls placed on non-existing numbers.

4.5 Compensation for Non-compliance to the Service Level Requirements

PFRDA will be entitled for a compensation of Rs. 5,000 if the total Service Level Score is less than or equal to 80 in any month. If the performance is less than or equal to 80 for three months in a row or PFRDA has sought compensation from the Service Provider three months in a row, then PFRDA may take necessary steps to terminate the contract on the basis of non-performance in the subsequent month of non-performance.

PFRDA may assign the audit of the performance of the service provider to any of its authorized representatives and the Information Helpdesk service provider shall fully cooperate in and facilitate such audit.

5 RFP Process: Terms and Conditions

5.1 Content of RFP Documents

- a) The RFP document should be read in conjunction with any Addendum/Corrigendum issued in accordance with section 5.8 (Amendment of RFP documents) of this RFP document and proceedings of Pre-Bid meeting issued in accordance with section 5.4 (Pre- Bid meeting)
- b) The bidder is expected to examine all instructions, forms, terms, requirements and other information in this RFP documents. Failure to furnish all information required by the RFP or submission of a proposal not substantially responsive to the RFP in every aspect would be at the bidder's risk and may result in rejection of its proposal.

5.2 Non- Refundable Application Fee

- a) The bidder shall be required to deposit a non-refundable application fee of Rs. 10,000/- (Plus GST) remitted directly in the account of PFRDA, the details of which are as mentioned below:
(Bank Account No:159901000000855
IFSC Code: IOBA0001599

Bank: Indian Overseas bank

Beneficiary Name: Pension Fund Regulatory & Development Authority) from any nationalized or scheduled commercial bank. A copy of the statement or the receipt depicting the transaction should be sent along with the bid/proposal in a separate sealed envelope.

- b) Bid/Proposal not accompanied by requisite non-refundable application fee shall not be entertained and summarily rejected.

5.3 Earnest Money Deposit (EMD) - Bid Security Amount

- a) Bidder will have to provide an EMD/Bid security of Rs.50,000/- (Rupees Fifty thousand only) by way of electronic payment through NEFT/RTGS in the account of PFRDA, the details of which are as mentioned below:

(Bank Account No:159901000000855

IFSC Code: IOBA0001599

Bank: Indian Overseas bank

Beneficiary Name: Pension Fund Regulatory & Development Authority) from any nationalized or scheduled commercial bank. A copy of the statement or the receipt depicting the transaction should be sent along with the bid/proposal in a separate sealed envelope.

- b) In the event of non-submission of the EMD/bid-security money of Rs. 50,000/-, the bid/proposal will be summarily rejected.
- c) No interest will be payable on the EMD/Bid Security amount.
- d) The EMD/bid security amount will be forfeited if upon being declared successful the Bidder refuses to accept the work order or having accepted the work order, fails to carry out its obligations mentioned therein.
- e) The EMD/Bid Security amount will be refunded to the unsuccessful bidders only after completion of the entire RFP process.
- f) The EMD/Bid security amount of the successful bidder would be refunded upon submission of Performance Bank Guarantee (PBG).

5.4 Pre-Bid Meeting

- a) A prospective bidder requiring any clarification on the RFP document may notify PFRDA in writing at the address indicated in this RFP. The format for the same is prescribed at **Annexure III**. The same shall also be mailed to nitin.hansda@pfrda.org.in and sachin.joneja@pfrda.org.in (MS Word format). All queries and clarifications should reach PFRDA latest by the date and time as specified in section 5.16 of this RFP. Any queries received after the indicated date and time will not be entertained.
- b) The bidders' authorized representatives are invited to attend the Pre-bid meeting at their own cost, which would take place at the venue mentioned below and time as

stipulated in this RFP. The maximum number of authorized representatives for each bidder shall not be more than two.

Venue:

PFRDA

4th Floor, Chatrapati Shivaji Bhawan,

B/14A, Qutab Institutional Area,

New Delhi-110016

- c) PFRDA would provide clarifications to the bidders in the pre-bid meeting only. PFRDA will prepare and send responses/clarifications to the queries in a consolidated manner and the same will be hosted on the websites of PFRDA www.pfrda.org.in. PFRDA will not entertain or respond to bidders' queries after the pre-bid meeting.

5.5 Submission of Proposal

- a) Interested bidders may respond to the RFP and submit their bid/proposal comprising of:-

Envelope I: Non-refundable application fee and earnest money deposit in sealed cover super scribing on the right-hand side top of the cover as "Non-refundable Application Fee" & "Earnest Money Deposit" as per sections 5.2 and 5.3 of the RFP.

Envelope II: Technical Proposal, including a softcopy in a pen drive: In a sealed cover super scribing on the right-hand side top of the cover as "Technical Proposal" as per **Annexure –IV & V**.

Envelope III: Commercial Proposal, in a sealed cover super scribing on the right-hand side top of the cover as "Commercial Proposal" as per **Annexure – VI & VII**.

- b) The bidder shall submit a sealed cover consisting of a non-refundable application fee, earnest money deposit, one (1) hard copy of the Technical Proposal, a softcopy of the technical proposal on a pen drive and the Commercial Proposal.
- c) The name of the project, the bidder's name and address, email ID and the name of the primary and secondary contact person should be provided on the right-hand side of the main sealed proposal/envelope.
- d) There should be an index at the beginning of the proposal detailing the summary of all information contained in the proposal and all the pages of the proposal should be serially numbered. All pages of the Technical and Commercial Proposals are to be authenticated by the authorized signatory.

- e) The currency of the proposal and payments shall be in Indian Rupees only. All proposals and correspondence and documents shall be written in English language only.
- f) All eligibility conditions as stipulated under section 2 of the RFP shall have to be strictly satisfied on the date of submission of bids and not at a later date.
- g) The original proposal (Technical Proposal and Commercial Proposal) 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 authenticated by the persons or persons who sign(s) the proposals.
- h) No modification/ correction in quotations will be entertained once the commercial bid/proposal is submitted. Bidders are advised to exercise adequate care in quoting the prices/fees. In case of a discrepancy between the amounts mentioned in figures and in words, the amount in words shall govern.
- i) The Technical Proposal should not include the commercial/financial bid under any circumstances; otherwise, it would be summarily rejected. The Commercial Bid shall not include any conditions attached to it and any such conditional commercial proposal shall be rejected summarily.
- j) PFRDA will not accept delivery of proposals by fax or email. Proposals received in such a manner shall be treated as defective/invalid and rejected.
- k) The bidder is responsible for all costs incurred in connection with participation in this RFP process, including but not limited to, costs incurred in the conduct of informative and other diligence activities, participation in meetings, presentation, preparation of proposal and in providing additional information required by PFRDA. This RFP does not commit PFRDA to award a contract or to engage in negotiations.
- l) The costs of preparing the proposal are not reimbursable and PFRDA is not bound to accept any of the proposals submitted.
- m) All proposals and accompanying documents received within the stipulated time will become the property of PFRDA and will not be returned. The hard copy version will be considered as the official proposal.

5.6 Address and Dateline for Proposal Submission

- a) Proposals should reach PFRDA at the following address not beyond the time limit as specified in section 5.16 of the RFP:

The General Manager
Pension Fund Regulatory and Development Authority (PFRDA),
B-14/A, Chhatrapati Shivaji Bhawan, Qutab Institutional Area, Katwaria Sarai,
New Delhi- 110016

- b) In case the proposal is submitted by hand, bidders' representative(s) shall sign a register evidencing their attendance.
- c) Bids received after the stipulated date and time or is incomplete, or not in the prescribed format or unaccompanied by fees or EMD shall be summarily rejected.
- d) PFRDA will not accept delivery of proposals by fax or email. Proposals received in such a manner shall be treated as defective/invalid and rejected.

5.7 Late Bids

Any proposal received by PFRDA after the deadline for submission of proposal prescribed in Section 5.16 this RFP shall be summarily rejected and will not be processed further.

5.8 Amendments to the RFP

At any time prior to the deadline for submission of proposals, PFRDA may modify/amend or vary, for any reason deemed necessary, the RFP by an amendment notified on PFRDA website or in writing or by fax or email to all the bidders and such amendment shall be binding on them.

5.9 PFRDA's Right to Terminate the RFP

PFRDA may terminate the RFP process at any time and without assigning any reason. PFRDA makes no commitment, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by PFRDA. The bidder's participation in this process may result in PFRDA selecting the bidder to engage in further discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by PFRDA to execute a contract or to continue negotiations. PFRDA may terminate negotiations or cancel or annul the RFP process at any stage prior to signing of the contract with the successful bidder, without assigning any reason.

5.10 Modification, Substitution and Withdrawal of Proposal

No proposal can be withdrawn in the interval between the deadline for submission of proposals and the expiration of the validity period as specified in section 5.11 of this RFP. However, bidder is allowed to withdraw the bid documents till deadline for submission of proposals as specified under section 5.16 of this RFP. Once the bid documents are submitted, modifications and substitutions in the bid documents shall not be allowed.

5.11 Period of Validity of Proposals

- a) The proposals shall be valid for a period of 120 days from the date of opening of the technical proposals. A proposal valid for a shorter period may be rejected as non-responsive.
- b) In exceptional circumstances, at its discretion, PFRDA may solicit the bidder's consent for an extension of the validity period. The request and responses shall be made in writing.

5.12 Proposal Opening

- a) Total transparency will be observed while opening of proposals. Sealed envelopes of the bids will be opened at the date and time as specified in section 5.16 of this RFP in the presence of authorized representatives of the bidders who wish to attend the event. The maximum number of authorized representatives for each bidder will not be more than two. The bidder's representative(s) shall sign a register evidencing their attendance. PFRDA reserves the right at all times to postpone or cancel a scheduled RFP opening. The venue for the opening of proposals is as mentioned under section 5.4 of the RFP.
- b) Commercial bids of the technically qualified bidders will be opened and only the representatives of the bidders, who have been declared as technically qualified, will be allowed to attend the opening of commercial bid/proposal.

6. Evaluation of Bid/Proposal

- a) Proposals will be examined by an Evaluation cum Selection Committee constituted by PFRDA or its designated representative(s). PFRDA, or such other authority designated by PFRDA, as the case may be, is also referred to herein as the 'Committee'. The evaluation of proposals (technical and commercial) will be undertaken as per the following stages.
 - i) The first stage of evaluation would involve examination of the technical proposal by the evaluation cum selection committee of each of the bidder(s) against the pre qualification/ minimum eligibility criteria set out under section 2 of this RFP.
 - ii) Bidders who fulfill the minimum eligibility criteria will be invited to make presentations on their Technical Proposal at a date/time to be specified and conveyed by PFRDA and scores will be assigned by the Committee for the technical proposal and presentations made by the bidder.
- b) In the process of examination, evaluation and comparison of the proposal, PFRDA may, at its discretion, ask bidder(s) for clarification of its proposal which the bidder

will be obliged to furnish in writing failing which its bid is not liable to be evaluated. The bidder(s) are expected to respond/provide the information/clarifications within the stipulated time. Failure to provide the information may lead to disqualification of the bidder.

- c) The Technical Proposal, which includes a presentation, will be evaluated by the Committee on the basis of the following criteria. (Also, this is to be noted that the technical proposal of only those Bidders will be evaluated which would be fulfilling the minimum eligibility criteria as laid down under Section 2. Pre-Qualification / Minimum Eligibility Criteria of this document)

SI	Criteria	Maximum Score	Score Parameter
A	Past Experience in related areas	50	
1	Number of years of experience as an entity providing Business Process Outsourcing/ Call Center/Contact Center/ITeS related services in India as on the date of application	10	5 yrs ≤ 7 yrs: 5 Above 7 yrs ≤ 10 yrs: 7 Above 10 yrs: 10
2	Average turnover from domestic call centre related business during last 3 financial years	10	Rs 50crs ≤ Rs. 75crs :5 Above Rs 75crs ≤ Rs 100 crs: 7 Above Rs. 100 crs: 10
3	Call center-related services provided to financial institutions during the last 3 years as on the date of submission of bid. The assignment should be for at least 1 year for each of the Financial Institution.	5	2 ≤ 3 clients: 1 Above 3 ≤ 5 clients: 3 Above 5 clients: 5
4	Call center related services provided to Government Client - Govt. Departments /Central, State PSUs/PSBs /Autonomous Bodies during the last 3 years as on the date of submission of bid. The assignment should be for at least 1 year for each of the Institution.	5	1 ≤ 2 clients: 1 Above 2 ≤ 5 clients: 3 Above 5 clients: 5
5	Number of call centre seats in a single location in India	10	200 and up to 300: 5 between 301 – 700 (including end points): 7 Above 700: 10

6	Call centre services provided in Hindi, English and other regional languages.	10	5 languages: 2 Between 6-10 languages (including end points): 5 Above 10 languages: 10
B:	Approach and Methodology	35	
7	Security Level Implemented	10	Physical Security (biometrics/card access/CCTV/guards): 2.5 Network Security (firewalls/access controls/data integrity/ independent certifications): 2.5 Data Security (policy and independent certifications): 2.5 Industry Security Certifications: 2.5
8	Quality framework/methodology adopted	5	Quality scorecards/ Client satisfaction scoring method - 2 Certifications - Six sigma/ ISO 9000/ISO9001/ISO 27001/ BS7799/ COPC-2000 - 3
9	Knowledge Management	5	Board Approved policy and process: 5
10	Understanding of the Project of PFRDA – Presentation by Bidder	15	Presentations by Bidder to the Committee
C	Profile of key team members	15	
11	Experience of executives proposed (related to call center services)	5	1 yr ≤ 2 yrs experience: 2 Above 2 yrs ≤ 3: 3 Above 3 yrs: 5
12	Qualification of (a) Supervisor and (b) Project Manager	2 each for Supervisor and Project Manager	Minimum Graduate: 2 Post Graduate: Additional 1 Industry Specific Certifications: Additional 2
13	Experience of (a) Supervisor (related to call center services) and (b) Project Manager	3 each for Supervisor and Project Manager	3 yrs ≤ 5 yrs experience: 2 Above 5 yrs ≤ 7: 3 Above 7 yrs: 5
Grand Total (A+B+C)		100	

d) The Bidder(s) scoring 70 marks or more in the Technical Evaluation (i.e. 70 out of 100), will be shortlisted for opening of their commercial bid.

- e) Commercial Bids of the shortlisted technically qualified Bidders will be opened in the presence of Bidders authorized representatives on a date /time specified under section 5.16 of the RFP.

6.1 Evaluation Criteria and Identification of Best Evaluated Bid

- a) The Commercial bid/proposal of only those bidders (technically qualified) who had scored a minimum of 70 marks on the Technical Proposal would be opened. The final selection will be done on a composite evaluation of the technical score and commercial score of the technically qualified bidders. The composite evaluation criteria will be the Quality cum Cost Based System (QCBS) where the Technical Bid will get a weightage of 50% and the Commercial/Financial Bid will get a weightage of 50%. The methodology of QCBS calculation is as under: -

Description of variables used:

ST is the Total Technical Score for each Bid

F is the Commercial Bid Price quoted in the Bid under consideration

FL is the value of the lowest Qualifying Commercial Bid Price

Commercial Bid Score (SF) for each Bid shall be computed as: $SF = 100 \times (FL/F)$

Total Score (T) for each Bid shall be computed as: $T = (0.5 \times ST) + (0.5 \times SF)$

- b) The Bid/Proposal, that obtains the highest Total Score (T) value, will be rated as the Best Value Bid.

6.2 Finalization and notification of award

If PFRDA is unable to finalize the agreement with the bidder ranked 1st, PFRDA may proceed to the next ranked bidder (2nd), and so on until a contract is awarded. The contract will be awarded to the bidder whose proposal conforms to the RFP and is, in the opinion of PFRDA, the most advantageous and provides the best value to the project and other technical factors considered. PFRDA reserves the right to call for a re-bid if, in its opinion, the bids received are not reasonable. The opinion of PFRDA shall be final in this regard. Evaluation will be based on the proposals submitted and any additional information requested by PFRDA. Prior to the expiry of the validity period, PFRDA shall notify the successful bidder in writing that its proposal has been accepted.

7. Key Activities and Dates

The key activities and dates for the purpose of this RFP are given in the table below:

Key Bidding Activities

SI	Key Activities	Date*
1.	Issuance of Request for Proposal (RFP)	27 January 2024
2.	Last date of receiving queries from bidders	6 February 2024
3.	Pre-Bid Meeting	8 February 2024 15:00hrs
4.	Last date and time for submission of proposals	19 February 2024 15:00 hrs
5.	Technical Proposal opening	19 February 2024 15:30 hrs
6.	Presentation by the bidder	4 March 2024
7.	Commercial Proposal opening	7 March 2024
8.	Contract finalization and Award	After approval of the competent authority

* PFRDA reserves the right to change any date/time mentioned in the schedule above under intimation to all concerned.

8. General Terms and Conditions

8.1 Contract Period

PFRDA may award the Contract to the successful bidder for a period of 3 years from the date of signing of the contract, which may be extended at the instance of PFRDA for another period of two years at its sole discretion on the same terms and conditions.

8.2 PFRDA's Right to Accept or Reject Any or All Proposals

PFRDA reserves the right to accept or reject any proposal, and to annul the RFP/bidding process and to reject all proposals at any time prior to the award or signing of the contract, without being under any obligation to assign any reasons and without thereby incurring any financial or other liability to the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for PFRDA's action.

8.3 Acceptance of Offer

Once PFRDA notifies the successful bidder that its proposal has been accepted, the successful Bidder shall be required to accept the offer, furnish the required Performance Guarantee and enter into a contract with PFRDA within 21 (twenty-one) days from the date of receipt of notification of award of the contract, upon the terms and conditions mentioned therein and based on this RFP.

8.4 Submission of Performance Guarantee (PG)

a) The value of the Performance Guarantee will be to 5% of the total Contract Value.

- b) The successful bidder shall at its own expense deposit with PFRDA, within 21 (twenty-one) days of the date of notice of award of the contract or prior to the signing of the contract whichever is earlier, an unconditional and irrevocable Performance Guarantee (PG) in the form of a Performance Bank Guarantee or a Fixed Deposit Receipt pledged to PFRDA, from a scheduled commercial bank acceptable to PFRDA, payable on demand, for the due performance and fulfilment of the contract by the bidder.
- c) The Performance Guarantee should remain valid for a period of 180 days beyond the completion of the period of the contract or beyond 180 days of any extended period of the contract.
- d) All incidental charges and expenses whatsoever such as premium; commission etc. with respect to the Performance Guarantee shall be borne by the bidder.
- e) In the event of the bidder being unable to service the contract for whatever reason, or breaches the terms and conditions of the contract/RFP, PFRDA shall be entitled to invoke the PG. Notwithstanding and without prejudice to any rights whatsoever of PFRDA under the contract, the proceeds of the PG shall be payable to PFRDA as compensation for the bidder's failure to perform/comply with its obligations under the contract. PFRDA shall notify the bidder in writing of the exercise of its right to receive such amount within 14 days, indicating the contractual obligation(s) for which the bidder is in default.
- f) Before invoking the PG, the Bidder may be given an opportunity to represent before PFRDA. The decision of PFRDA on the representation given by the bidder shall be final and binding.
- g) Where the contract is renewed/ extended by PFRDA, as the case may be, the Bidder shall submit a fresh/extended PG to the satisfaction of PFRDA.
- h) PFRDA shall be entitled to affect recoveries from the Performance Guarantee submitted by the bidder on account of inadvertence, error, collusion, misconstruction or misstatement on the part of the Bidder.

8.5 Failure to agree with the Terms & Conditions of the RFP

Failure of the successful bidder to agree with the Terms and conditions of the RFP and the contract shall constitute sufficient grounds for the termination of the contract, in which event, PFRDA may award the contract to the next best value bidder or call for new proposals and forfeit the EMD.

8.6 Terms of Payment to the Selected Information Helpdesk Service Provider

- a) Advance payment will not be considered.
- b) The charges quoted in the commercial proposal by the successful bidder would be settled/paid by PFRDA on a monthly basis based on fulfilment of SLA parameters after the successful operationalization of the NPS/APY Information Helpdesk. However, this time frame is indicative and would be finalized mutually between PFRDA and the

successful bidder

- c) PFRDA would make payment of the telephone bills (actual amount) directly or reimburse the same to the Information Helpdesk service provider without any extra service charges or adjustment charges.
- d) Payment will be made through electronic transfer of funds to the bank account of the Information Helpdesk Service Provider in Indian Rupees. The Information Helpdesk Service Provider shall submit the invoices to be paid by the PFRDA and invoices and corresponding receipts of the telephone lines already paid (for the purpose of reimbursement), complete in all respects, along with the desired reports at the end of each month/quarter, for necessary settlement.
- e) Goods and Services Tax shall be paid as applicable and as per actuals.

8.7 Payment of Compensation for Non-compliance to the Service-Level Requirements

PFRDA will be entitled for a compensation of Rs. 5,000 if the total Service Level Score is less than or equal to 80 in any month. If the performance is less than or equal to 80 for three months in a row or PFRDA has sought compensation on the Information Helpdesk Service Provider three months in a row, then PFRDA may take necessary steps to terminate the contract on the basis of non-performance in the subsequent month of non-performance. For the purpose of this clause, PFRDA may assign the performance audit of the service provider to an authorized representative or any registered intermediary under the National Pension System and the service provider shall fully cooperate in and facilitate such audit. In case of any complaint received at PFRDA against the call centre in respect of operational deficiencies observed in any of the above service level deliverables, an inquiry/ audit of the call centre operations leading to such complaint shall be carried out in the manner as described by PFRDA, and PFRDA would be entitled to compensation not exceeding Rs.5000/- per each complaint depending on the outcome of the audit/ inquiry of such complaint, notwithstanding the above, upon establishment of such complaint that there exist operational deficiencies, PFRDA may take such action/ remedies as is available under the agreement.

8.8 Termination of contract

PFRDA may terminate the Contract with the Information Helpdesk Service Provider in case of the occurrence of any of the events specified below:

- i. If the Information Helpdesk Service Provider becomes insolvent or goes into compulsory liquidation.
- ii. If the Information Helpdesk Service Provider, in the opinion of PFRDA, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- iii. If the Information Helpdesk Service Provider submits/submits to PFRDA a false statement which has a material effect on the rights, obligations or interests of PFRDA.

- iv. If the Information Helpdesk Service Provider places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to PFRDA.
- v. If the Information Helpdesk Service Provider fails to provide the quality services as envisaged in the RFP or violates any of the clauses of the contract or SLA parameters. Reasons for the same would be recorded in writing. In such an occurrence PFRDA shall give a written advance notice of 30 days before terminating the Contract of the Information Helpdesk.
- vi. By giving 60 days advance notice without assigning any reason.
- vii. Any other reason as may be mentioned in the contract.

8.9 Sub-Contract Clause

The Information Helpdesk shall neither assign nor transfer, entirely or in part, the obligation derived here from in favour of any third party.

8.10 Exit Management

In the event of the expiry of the contract term or termination of the contract as mentioned in clause 6.8 of the RFP, the Information Helpdesk Service Provider would transfer/share all documents, report formats and other data necessary for the seamless transfer of process to new Service Provider or as directed by PFRDA.

8.11 Rights over the Work Products/Deliverables & Confidentiality

The ownership of all the data, and information generated during the course of this engagement in terms of the RFP and under the contract between the parties shall vest with PFRDA and no part of this data/information would be used in any manner by the Information Helpdesk Service Provider for any other purpose/use. Further all documents submitted by the bidder along with bid and during the presentation shall be the exclusive property of PFRDA which shall not be returned back to the bidder. The Information Helpdesk Service Provider shall maintain utmost confidentiality and shall not disclose/part with any deliverables created for the purpose of this agreement/ information received by it from PFRDA to any third party either for commercial or for any other purpose and shall maintain strict confidentiality with respect to such information, as may be specified in the contract with PFRDA, failing which it shall be held liable.

8.12 Governing Laws/ Jurisdiction Arbitration

Any matter relating to the appointment of Information Helpdesk Service Provider or the procedure for the appointment of the Information Helpdesk Service Provider shall be governed by the Laws of Union of India. The dispute relating to such appointments shall be subject to the exclusive jurisdiction of the Courts at New Delhi (with exclusion of all other Courts) which shall have the jurisdiction to decide or adjudicate on any matter or dispute which may arise.

9 Role of PFRDA with respect to Information Helpdesk.

PFRDA will own and have exclusive rights including all intellectual property rights over all data and information generated from operations of the Information Helpdesk.

PFRDA will reimburse telephone bills in the name of PFRDA (Toll-free numbers) and reimburse all expenses incurred by the Service Provider towards telephone expenses in the name of the Service Provider which has been used for the Information Helpdesk after the Service Provider provides PFRDA with the bills in original along with all call logs at the Information Helpdesk.

PFRDA will arrange for all materials and information for the Service Provider which will be required by the Executives at the Information Helpdesk to provide NPS-related information to the citizens. Such materials will include both hard copies and soft copies.

PFRDA will arrange for training on NPS/APY for the Executives and the Supervisor (Project Manager) at the request of the Service Provider if required.

PFRDA will provide its feedback on the Information Help Desk MIS & reports, and the operation of the Information Helpdesk from time to time.

PFRDA will decide upon the L2 support process in consultation with the successful bidder and the same may be changed by PFRDA at its discretion. All changes will be informed to the Service Provider as and when it is decided.

10 Statutory Compliances:

The service provider, in the process of providing the services, must comply with all the statutory/regulatory requirements. Following is an indicative (not exhaustive) list of such compliances required.

- Compliance of TRAI Regulations
- DND compliance
- Compliance of Labour laws
- Compliance of taxation laws
- Compliance relating to software licenses
- Compliance of Govt. & Local bodies rules
- Compliance of any other laws that may be or may become applicable during the currency of the contract

Annexure I: Bid Letter Form
(On the letterhead of the bidder)

Date

To,

General Manager,
Pension Fund Regulatory and Development Authority
(PFRDA) B-14/A, Chhatrapati Shivaji Bhawan,
Qutab Institutional Area, Katwaria
Sarai, New Delhi- 110016

Dear Sir,

Ref: Request for proposal for Information Helpdesk

Having examined the RFP documents, the receipt of which is hereby duly acknowledged, I/we, the undersigned, offer to provide the services outlined in the RFP for NPS/APY Information Help Desk as required by PFRDA. We meet the eligibility requirements and agree to provide such services as set out in the RFP documents. We attach hereto our response to the RFP document, which constitutes our proposal for being considered for the assignment.

I/We undertake, if our proposal is accepted, to adhere to the stipulations put forward in the RFP or such adjusted plan as may subsequently be mutually agreed between us and PFRDA.

I/We agree and provide unconditional acceptance of all the terms and conditions set out in the RFP documents. We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered or to be delivered to PFRDA is true, accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead PFRDA as to any material fact. It is hereby confirmed that I/we are entitled to act on behalf of our corporation/company/firm/organization and empowered to sign this document, which may be required in this connection.

I/We further understand that the finalized prices will be frozen for a period of three year from the date of entrustment of assignment and that PFRDA may at its discretion ask the Information Helpdesk service provider to alter the plan/arrangements as per the requirement of PFRDA from time to time.

I/We shall observe confidentiality of all the information passed on to us in course of the tendering/bidding process and shall not use the information for any other purpose than the current tender.

I/We also understand that PFRDA is not bound to accept the offer either in part or in full. If PFRDA rejects the offer in full or in part PFRDA may do so without assigning any reasons therefore.

Dated this Day of 2024.

Authorized Signature [In full and initials] (in the capacity of)
Duly authorized to sign the RFP Response for and behalf of: (Name of the Company) (Seal/Stamp of bidder)

Address for Correspondence

Annexure II: No Deviation Certificate
(on the letter head of the bidder)

Date:

To

General Manager (Media),
Pension Fund Regulatory and Development Authority
(PFRDA) B-14/A, Chhatrapati Shivaji Bhawan,
Qutab Institutional Area, Katwaria
Sarai, New Delhi- 110016

Dear Sir,

I/We understand that any deviation/exception in any form in our bid against the RFP dated may result in the rejection of our bid. I/We, therefore, certify that we do not have any exception/deviation of the RFP clauses anywhere in the bid and we agree that if any deviation is mentioned or noticed, our bid may be rejected.

Yours faithfully,

(Signature of Authorized
Signatory) Name:
Designation:
Company Seal:

Note: This “No Deviation Certificate” should be written on the letter head of the bidder duly signed and stamped with date by a person competent and having authorised power to bind the bidder.

Annexure III: Pre-Bid Query Format

SI	Section & Page No.	Clause Requiring Clarification	Clarification Requested/Sought

Annexure IV: Technical Proposal Letter
(on the letterhead of the bidder)

TECHNICAL PROPOSAL SUBMISSION LETTER

[Location, Date] From:
(Name of the Bidder)

To

General Manager,
Pension Fund Regulatory and Development Authority
(PFRDA) B-14/A, Chhatrapati Shivaji Bhawan,
Qutab Institutional Area, Katwaria
Sarai, New Delhi- 110016

Subject: Appointment of Information Helpdesk for PFRDA

Sir,

I/We, the undersigned, offer to undertake the assignment of Information Helpdesk for PFRDA, in accordance with your RFP Document dated

I/We hereby submit my/our Technical Proposal for the same.

I/We understand that PFRDA is not bound to accept the proposal received in response to this RFP dated

Yours Sincerely,

Signature:
Name of
Bidder:
Address:

Annexure V: Format of Technical Proposal**FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL
(Proposal must be indexed and each page numbered)****A. General Information**

<u>Sl</u> -	<u>Particulars</u>	<u>Details</u>	<u>Supporting Document Submitted</u>	<u>Page no. of Proposal</u>
1.	Name of Bidder			
2.	Full Address			
3.	Contact Details (Tel. No./ Fax/E-mail)			
4.	Date of Establishment of Entity (enclose evidence)			
5.	Organization Type (Details & enclose Certificate)			
6.	Details of certificate issued by Dept. of Telecom for call center related activities (OSP)			
7.	GST Registration Details (bidder)			

B. Eligibility Criteria

<u>Sl</u>	<u>Particulars</u>	<u>Details</u>	<u>Supporting Document Submitted</u>	<u>Page no. of Proposal</u>
1	Number of years of experience in business of providing Business Process Outsourcing/Call Center/Contact Center/ITeS-related services			
2	Valid license of abovementioned business in India			
3	Clients handled presently for call center related activities Minimum 01 Govt Client and Minimum 02 Financial Sector Clients			
4	List of present clients (enclose details)			
5	Successful call centre-related projects handled for other Clients in the financial sector			
6	Average annual turnover details from call center-related business for the last three financial years (FY 2020-21 to 2022-23 (enclose evidence)			
7	Net profit details for the last five financial years (FY 2018-19 to 2022-23). (enclosed evidence)			
8	Net worth details as on 31st March 2023.			
9	Details – Office in NCR (enclose evidence)			

<u>SI</u>	<u>Particulars</u>	<u>Details</u>	<u>Supporting Document Submitted</u>	<u>Page no. of Proposal</u>
10	Details of center/location having maximum number of seats for in-bound call center in India (minimum 200 seats)			
11	Experience of providing call center services in multiple Indian languages and currently serving clients for the same (Minimum English, Hindi and any 03 regional languages)			
12	Approved Policy/Plan - Business Continuity Plan (BCP) and Disaster Recovery (DR) (enclosed test reports)			
13	Details of security level implemented (Physical Security, Network Security, Data Security, Industry Security Certifications)			
14	Service Quality Certifications held by the Bidder			
15	Documents related to Quality scorecards/ Client satisfaction scoring method			
16	Details of Knowledge management policy/ process implemented by the bidder			
17	Details of advanced usage of telephony technology and its technical features			
18	Credentials / Qualifications/Accolades			
19	Details of specialist partners/affiliates/associates, if any			
20	CV of designated Project Manager (enclose CV)			
21	CV of Information Helpdesk Supervisor to be deployed (enclose CV)			
22	CV of Information Helpdesk executives to be deployed (enclose CV)			
23	Any other relevant information			

C. Documents to be submitted as Enclosures

<u>SI</u>	<u>Particulars</u>	<u>Details</u>	<u>Supporting Document Submitted</u>	<u>Page no. of Proposal</u>
1.	Document(s) in support of number of years of experience in call center related activities in financial sector			

<u>Sl</u>	<u>Particulars</u>	<u>Details</u>	<u>Supporting Document Submitted</u>	<u>Page no. of Proposal</u>
2.	Photo copy of GST Registration certificate and certificates of other statutory requirements in the relevant field.			
3.	Photo copy of PAN Card and copy of income tax return for last 3 FYs.			
4.	Details of Earnest Money Deposit (EMD)/ Bid Security remitted			
5.	An undertaking on the letterhead of the bidder and duly signed by the authorized person that the bidder will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document or any other work assigned by PFRDA and at the cost submitted by the bidder in the financial proposal (the cost is not to be indicated in the undertaking).			
6.	Details of Non-refundable application fee of Rs. 10000/- as mentioned in section 4.2 of RFP			
7.	Pendrive & Hard copy of the technical presentation (to be enclosed in a separate sealed envelope)			

Annexure VI: Financial Proposal Letter
(on the letterhead of the bidder)

COMMERCIAL PROPOSAL SUBMISSION LETTER

[Location, Date] From:

(Name of the Bidder)

To:
General Manager,
Pension Fund Regulatory and Development Authority
(PFRDA) B-14/A, Chatrapati Shivaji Bhawan, Qutab
Institutional Area, Katwaria Sarai,
New Delhi- 110016

Subject: Appointment of Information Helpdesk for PFRDA

Sir,

I/We, the undersigned, offer to undertake the assignment of Information Helpdesk for PFRDA, in accordance with the RFP document dated The attached Commercial Bid is for the sum of Rs ----- (Rupees _____) [Total Amount for three years, in words and figures]. This amount is exclusive of applicable taxes, which will be claimed as applicable and as per actuals.

The Commercial Bid shall be binding upon us, upto the completion of the period of engagement/contract as specified in the RFP document dated

I/We understand that PFRDA is not bound to accept any proposal received in response of the RFP dated

Yours

Sincerely,

Signature:
Name of Bidder:
Address:

Date:

Annexure VII: Format of Financial Proposal

FORMAT FOR SUBMISSION OF FINANCIAL PROPOSAL

Commercial Bid for providing Information Helpdesk services to PFRDA

SI	Particulars	Unit Charge per month	Manpower Requirement	Total Charges per month
1	Information Help Desk - Executive		20	
2	Information Help Desk - Supervisor		01	
3	Project Manager		01	
Bid Value per month (total)				

Bid Value per year (Total charges per month X 12 months) = Rs(amount in words.....)

Total Bid Value for tenure of engagement (Total charges per year X 03 years) = Rs (amount in words)

- * Applicable GST would be charged for separately and should not be quoted in the above quote.
- * The commercials quoted should be unconditional.

Important Instruction for the Bidder:

1. The bidder shall indicate the prices in Indian Rupees only.
2. Bids shall remain valid for a period of 120 days, from the date of opening of technical proposal.
3. The monthly rate for the service to be provided from 9.30 AM to 5.30 PM per Call Centre Executive/ Information Help Desk Supervisor and Project Manager basis will include all infrastructure related expenses of the Service provider (including the cost of registration charges, installation charges and initial deposits for telephone connections of the information desk) and the consolidated monthly remuneration as well as all associated expenses like shift allowance, conveyance, any statutory expenses like employer's contribution towards PF & ESI etc. towards hiring of the Executives & Supervisor by the Information Help Desk Service provider. The monthly rate will also include the 'shift factor' required for provisioning of weekly off days and leaves of the Call Centre Executive/ Information Help Desk Supervisor and Project Manager as the Information Help Desk will operate on 8x7 basis for 365 days (except National Holidays and mandatory holiday (viz. election day) as mentioned in clause 3.4 of the RFP.
4. Bidders are required to give total cost as well.
5. Unit and total prices of services including infrastructure offered should be quoted with breakup of all taxes and duties, and all other cost incidental thereto.
6. Prices quoted by the bidder shall be fixed for tenure of the contract. Bids submitted with adjustable price quotations will be rejected.

Authorised Signature
Name: -----

Place :-----
Date:-----

Annexure VIII: Declaration cum Certificate

(On letter head of the bidder duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that there are no overdue of the entity to any organization and our entity has not been backlisted by any Central/State Government/Public Sector Undertakings/Banks/IBA/any other Corporates/any regulatory authority.

Further, this is to certify that our entity does not have any legal, civil, criminal, taxation and other cases pending against the Company that may have an impact affecting or compromising the delivery of services required.

Date:

(AUTHORISED SIGNATORY)

NAME:

DESIGNATION

:

Annexure IX: Curriculum Vitae Format

CURRICULUM VITAE (CV) – Project Manager (designate) and PROPOSED Supervisor & Executives

1. Proposed Position:

2. Name of entity [Insert name of firm proposing the staff]:

3. Name of Staff [Insert full name]:

4. Date of Birth:

Nationality:

5. Education [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:

6. Membership of Professional Associations:

7. Other Training [Indicate significant training since obtaining degrees under point#5]

8. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

9. Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving details for each employment viz. dates of employment (from-to), name of employing organization, positions held, job responsibilities.

10. Detailed Tasks Assigned in call center related activities

11. Work Undertaken that Best Illustrates capability to Handle Tasks Assigned

a) List all tasks to be performed under this assignment

b) Among the assignments in which the staffs have been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point#10.]

(i) Name of assignment or project:

(ii) Year:

(iii) Location:

(iv) Client:

(v) Main project features:

(vi) Positions held:

(vii) Activities performed:

Date:

Signature