

Reference No. QCI/PPID/0821/057

Request for Proposal

**Artificial Intelligence (AI) Voice Calling for Citizen and ULB Staff
Validation Survey**



QUALITY COUNCIL OF INDIA

2nd Floor, Institution of Engineers Building
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Tender Notice

1. Quality Council of India invites proposals for “Hiring of for ITES Vendor to involve in AI Voice/Bot Calling for citizen and ULB Staff Validation Surveys under Swachh Survekshan”
2. The content of this RFP enlists the requirements of the Quality Council of India. It includes the Bidding Terms which details out all that may be needed by the potential bidders to understand the financial terms and bidding process and explain the contractual terms that the Quality Council of India wish to specify at this stage.
3. The Documents to be submitted:

Form 1	Covering letter with the Proposal in response to RFP Notice
Form 2	Relevant Project Experience
Form 3	Details of the responding organization
Annexure- A	Technical Proposal Format
Annexure – B	Financial Proposal Format

4. The Technical and Financial Bids may be submitted at the following address on or before September 06, 2021 by 3 PM via post to:

Deputy Director (Accounts), Quality Council of India (QCI), Indian Council for Child Welfare, 2nd Floor, 4, Pandit Deen Dayal Upadhyaya Marg, Mata Sundari Railway Colony, New Delhi, India-110002

Tender Summary

S. No.	Particulars	Details
1	Project Scope	Hiring of for ITES Vendor to involve in AI Voice/Bot Calling for citizen and ULB Staff Validation Surveys under Swachh Survekshan
2	Project Duration	30 Days (from the date of award of work)
3	Proposal Selection	2 Bid System
4	Earnest Money Deposit	N/A
6	Last Date of Submission of Bid	September 06, 2021 3 PM
7	Presentation Round	To be notified via e-mail

Introduction

Quality Council of India (QCI):

The Quality Council of India (QCI) is a pioneering experiment of the Government of India in setting up organizations in partnership with the Indian industry.

The mandate of QCI is to lead nationwide quality movement in India by involving all stakeholders for emphasis on adherence to quality standards in all spheres of activities primarily for promoting and protecting interests of the nation and its citizens.

To achieve this, QCI is playing a pivotal role in propagating, adoption and adherence to quality standards in all important spheres of activities including education, healthcare, environment protection, governance, social sectors, infrastructure sector and such other areas of organized activities that have significant bearing in improving the quality of life and well-being of the citizens of India.

Background:

As a prelude to encouraging cities to improve urban sanitation, Minister of Housing and Urban Affairs (MoHUA) has conducting 'Swachh Survekshan' from 2016. MoHUA now proposes to conduct the Quarterly Assessment under Swachh Survekshan League under Swachh Bharat Mission-Urban (SBM-U).

The objective of the survey is to ensure sustainability of initiatives taken towards garbage free and open defecation free cities, provide credible outcomes which would be validated by third party certification, institutionalize existing systems through online processes and create awareness amongst all sections of society about the importance of working together towards making towns and cities more habitable and sustainable. Keeping in mind the Ministry's efforts towards ensuring sustainability of the sanitation value chain, the 'Swachh Survekshan 2022 League indicators focus on parameters pertaining to waste processing capacities, unprocessed/ processed waste going to the landfill, remediation of dumpsites, wastewater treatment and reuse along with faecal sludge management have been given special focus in this survey.

Quality Council of India is looking for ITES Vendor to involve in AI Voice/Bot Calling for citizen and ULB Staff under Swachh Survekshan.

Scope of Work

As a prelude to encouraging cities to improve urban sanitation, Minister of Housing and Urban Affairs (MoHUA) has conducting 'Swachh Survekshan' from 2016. MoHUA now proposes to conduct the Quarterly Assessment under Swachh Survekshan League- Swachh Bharat Mission-Urban (SBM-U).

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1. **AI Based Calling** to conduct Citizen and ULB Staff Validation surveys from approximately 4320 ULBs across India. The number of complete responses* to be collected are as per the population of the ULB, details can be seen in the tables below:

Citizen calling

Population	No of Samples	No of ULBs	Total
<25K	50	2390	119500
25-50K	50	987	49350
50K-1L	60	521	31260
1-3L	80	284	22720
3-10L	100	90	9000
>10L	120	48	5760
		4320	237590

ULB Staff calling

Population	No of Samples	No of ULBs	Total
<25K	50	1377	68850
25-50K	50	585	29250
50K-1L	60	348	20880
1-3L	80	216	17280
3-10L	100	74	7400

>10L	120	40	4800
		2640	148460

A total of 386,050 complete responses needs to be collected from the three surveys combined together, from the MIS provided by QCI.

**If the citizen survey has 6 questions, then six responses together shall constitute one completed response.*

The responses to be collected would be as per the following Matrix:

Type of Survey	Number of Introductory Questions	Number of Survey Questions
a. Citizen	4	6
b. ULB Staff	1	2

****All the questions will be Objective type***

2. Various activities required are as follows:
 - a. The responses need to be collected digitally preferably on a portal with functionality of a live dashboard. CRM software integration: A software which maintain records of all the responses received on against the outbound calls made to collect data based on survey questions.
 - b. The survey questions shared by QCI in English to be translated by the call centre in the local vernacular language as per the respective state of the ULB.
 - c. Daily excel dump of the detailed question wise /caller wise record to be shared at the end of the day.
 - d. All calls need to be recorded and tagged with a unique number for the complete record to be generated.
 - e. The call recordings shall be exchanged with QCI by uploading them on a cloud server. The responsibility for the purchase/creation of the cloud server/FSTP shall rest with the call centre.
 - f. The call centre shall also be responsible for maintaining a secure backup of all the call recordings, till the completion of 1 year from the date of completion of the project.

3. **A Daily Report to be sent to QCI** which will contain logs of all the activities.

4. Tentative No. of calls and scope requirements

S. No.	Scope	Units
a.	Approx. AI Based completed Calls to be made in 20 days for citizen calling	2,37,690
c.	Approx. AI Based completed Calls to be made in 15 days for ULB staff calling	1,48,460
d.	Estimated Time/Call (Outbound)	3-4 Minutes

The Scope of Work would include

- Implementation of an AI Voice Calling System that is integrated with the calling infrastructure
- AI Voice Calling System must call citizen, ULB staff and conduct a survey for each.
- Voice Bot 1 to ask the citizen Introduction plus Validatory Questions and its corresponding responses to be captured.
- Voice Bot 2 to ask the ULB Staff Introduction plus Validatory Questions and its corresponding responses to be captured
- Voice Bot 3 to ask the sanitary workers Introduction plus Validatory Questions and its corresponding responses to be captured
- Outbound Survey Bot Calls to customers and collect feedback
- Minimum number of completed surveys to be captured for this project:100000
- Outbound AI bot calls to be done in 6 languages {Hindi, Kannada, Telugu, Tamil, Marathi and English}
- Duration of Calling: 3-4 Minutes

Requirements:

Following solution components will be required to cater the requirements.

1. Voice Conversational BOT with following capabilities:
 - a. Automatic Speech Recognition (ASR) capability
 - b. Natural Language Processing (NLP) and logic
 - c. Text to Speech (TTS) capability
2. Voice Call Flow with following capabilities
 - a. Self Service Automation
 - b. Process Flow

S. No	Scope of Delivery	Scope Ownership		Remarks
	Capabilities	QCI	Vendor	
1	ASR capability		Yes	Voice Conversational BOT
2	NLP and BOT logic		Yes	Voice Conversational BOT
3	TTS capability		Yes	Voice Conversational BOT

4	Data Exchange	Yes	Yes	Voice Call Flow
5	Process Document	Yes	Yes	Voice Call Flow
6	Call script	Yes		Vendor will start the implementation post script sign off from QCI

3. Voice Conversational BOT

A. Implementation & Configuration:

1. Support Hindi, Kannada, Telugu, Tamil, Marathi and English Language
2. Bot to be built as per the agreed and signed off scripts

B. Deployment & Infrastructure

1. Call Lines, dialling software, AI Engine will be managed at the vendor's end
2. Data exchange will happen on SFTP or through Secure APIs

Other Terms and Conditions:

1. The applicant should have technically qualified and well experienced strong in-house IT base.
2. The applicant must be a legal entity registered anywhere in India.
3. The applicant must have a valid GST Registration Certificate in India
4. The applicant must have the ability to coordinate with QCI professionals in conceptualizing and getting the desired inputs.
5. The applicant must not sub-contract the work to other agencies.

Pre-qualification Criteria

S. No	Requirement	Documents
1	The Agency should be a registered legal entity (Partnership/Company/Society) with minimum 3 years of existence on the day of the submission of bid.	<ul style="list-style-type: none"> • Certificate of Incorporation / Registration • PAN Card • GST Registration Certificate
2	The turnover of the agency for each financial year 2018-19, 2019-20 and 2020-21 should be at least Rs. 1 Crore	Profit and Loss Statement ,Balance Sheets or documents (audited or unaudited) certified by CA

3	The agency must have an experience of at least 2 years in AI Calling (BOT), and must have completed at least four projects worth Rs.10 lakhs each	Copies of the work orders/sanction order of Social Media activities
4	The Agency should not have been black listed by Central or State Governments & PSUs	Self-Declaration

EVALUATION OF BIDS

The Bidders shall be short listed after the evaluation of their Technical Bids. Final selection will be done Quality Cost Based Selection basis (QCBS) among technically qualified bidders. 70% weightage will be given to technical scores and 30% weightage will be given to financial score.

Financial Score = (Project-Cost of "L1")/(Project-Cost of Vendor)*100

The "Final Score" of each qualifying Vendor will be calculated as indicated below.

Final Score = 0.7 X (Technical Score) + 0.3 X (Commercial Score)

Evaluation shall be done by a committee constituted for evaluation by the QCI based on the below given criteria (but not limited to):

- a) Understanding of Scope of Work
- b) Proposed AI System Structure
- c) Infrastructure Capability
- d) Turnaround time
- e) Demonstration of the system

PRESENTATION

As a part of Evaluation of proposals submitted by the applicants, QCI reserves the right to seek further information or a presentation from the Organizations for evaluation purposes. QCI may call for such information/presentation at a short notice.

AMENDMENTS TO RFP

At any time prior to the last date for receipt of applications, QCI may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, QCI may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP.

REJECTION OF APPLICATION

The application is liable to be rejected if:

- a) Not in prescribed forms and not containing all required details.
- b) Not properly sealed and signed as per requirements.
- c) Received after the expiry of due date and time.
- d) Missing of any supporting document(s) with the Proposal.

DISCLAIMER

- a) The QCI shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
- b) The QCI reserves the right
 - i. To reject any/all applications without assigning any reasons thereof.
 - ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the QCI without assigning any reasons thereof.
 - iii. To include any other item in the Scope of work at any time after consultation with applicants or otherwise

NO SUBLETTING ASSIGNMENT

There must be no further subcontracting without prior written consent of QCI.

MAINTENANCE OF CONFIDENTIALITY

The agency must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any and confidential information in its possession and to prevent unauthorized access thereto or use thereof. The agency must not, without the prior written consent of QCI, disclose any confidential information of QCI or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, QCI may impose such conditions as it thinks fit, and the agency must comply with these conditions. Confidentiality clause shall survive for a longer period of one year after the termination of contract or contract expiry period.

SUBMISSION OF TECHNICAL BID:

The technical bid should contain the following details:

- Understanding of Scope of Work
- Proposed System Architecture for the Project
- Infrastructure Requirements

- Details of past experience in similar work
- Any other detail that the bidder may like to provide

SUBMISSION OF FINANCIAL BID:

Particulars	Cost (excluding taxes)
Cost of Completed Call (Per Call)	

SUBMISSION DETAILS

Interested parties may send the technical and financial bid in two separately sealed envelopes inside a larger sealed envelope super- "Hiring of for ITES Vendor to involve in AI Voice/Bot Calling for citizen, ULB Staff, and Sanitation workers Validation Surveys under Swachh Survekshan", 2nd Floor, Indian Council for Child Welfare Building, 4 Deen Dayal Upadhyay Marg, New Delhi 110002 latest by September 06, 2021, 5 PM. For further queries, you may please contact the below-mentioned persons:

For technical queries: Procurement Team email id: procurement@qcin.org

Documents Submission

The following set of documents needs to be submitted to qualify for the evaluation process. These documents are:

- i.** All the necessary documents mentioned in the pre- qualification criteria
- ii.** Form 1: Covering letter with the Proposal in response to RFP Notice
- iii.** Form 2: Relevant Project Experience
- iv.** Form 3: Details of the responding organization
- v.** Annexure A: Technical Proposal in the provided format
- vi.** Annexure B: Financial Proposal in the provided format

Interested parties may send the technical and financial bid in two separately sealed envelopes inside a larger sealed envelope super-scribing "Proposal for Call Centre Services for Sanitary Worker Validation Survey" to Quality Council of India, 2nd Floor, Indian Council for Child Welfare Building, 4 Deen Dayal Upadhyay Marg, New Delhi 110002 latest by September 06, 2021, 5 PM.

For further queries, you may please contact the below:

For any other queries: Procurement Team

email id: procurement@qcin.org

Form 1: Covering letter with the Proposal in response to RFP Notice

(To be submitted on the Letterhead of the responding firm)

{Place}

{Date}

To,

Deputy Director (Accounts),
Quality Council of India,
Indian Council for Child Welfare, 2nd Floor,
4, Pandit Deen Dayal Upadhyaya Marg,
New Delhi-110002, India.

Subject: Submission of proposal in response to the RFP for Call Centre Services for Sanitary Worker Validation Survey

Dear Sir,

1. Having examined the RFP document, we, the undersigned, herewith submit our proposal in response to your RFP dated <dd/mm/yy> for <RFP NAME>
2. We attach our technical response and our financial quotation, the technical response and the financial response in a separate sealed cover as required by the RFP both of which together constitutes our proposal, in full conformity with the said RFP.
3. We undertake, if our proposal is accepted, to adhere to assign a team dedicate to this project.
4. We have read the provisions of RFP and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
5. We undertake, if our proposal is accepted, to adhere to the scope of engagement or such modified plan as may subsequently be mutually agreed between us and QCI or its appointed representatives.
6. We agree to unconditionally accept all the terms and conditions set out in the RFP document and also agree to abide by this Proposal response for a maximum period of TWO MONTHS from the date fixed for Proposal opening and it shall remain binding upon us with full force and virtue, until within this period a formal contract is prepared and executed, this Proposal response, together with your written acceptance thereof in your notification of award, shall constitute a binding contract between us and QCI.
7. We affirm 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 through this proposal is true, accurate, and complete.
8. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the QCI as to any material fact. We agree that QCI is not bound to

accept the lowest or any Proposal response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ service specified in the Proposal response without assigning any reason whatsoever.

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 as well as such other documents, which may be required in this connection.

Dated this Day of 2021

(Signature) (In the capacity of)

Duly authorized to sign the Proposal Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of Vendor

Form 2: Relevant Project Experience

S. No.	Name of the Project/ Engagement	Client name	Duration (Period)	Value

Form 3: Details of responding organization

Section No.	Sr. No.	Particular	Detail
I	COMPANY PROFILE:		
	1.	Name of the Organization * (As appearing on PAN Card)	
	2.	Registered Office Address *	
	3.	Address for Billing Office & Address *	
		Name of Contact Person *	
		Contact No. *	
		Mobile No.	
		E mail ID *	
	4.	Name of Contact Person (Finance & Accounts) *	
		Contact no.	
		Mobile no.	
		E mail ID *	

II		STATUTORY DETAILS:	
	1.	GST Details: -	
		Whether Registered Assessee (Yes or No)	
		If Yes: -	
		GSTIN Number # *	
		Type of Assessee	
	2.	MSME	
		Whether Registered under MSME (Yes or No) *	
		If Yes: -	
		MSME Registration No. and validity date # *	
	3.	Permanent Income Tax No. (PAN) # *	
	4.	<u>NATURE OF ENTITY:</u> * PROPRIETOR/PARTNERSHIP/ LPP/ PRIVATE LIMITED /PUBLIC LIMITED/GOVERNMENT	
	5.	WHETHER FUNCTIONING IN A SPECIAL ECONOMIC ZONE. (SEZ) (YES/ No) *	

III	BANK DETAILS: -
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		Name of Bank	
		Address of Bank	
		Bank Account No.	
		IFSC Code	
		SWIFT CODE (If party's billing address is outside India)	

Declaration by Director/ Partner:

I/We declare that the information furnished above are correct to the best of my/our knowledge / belief. I/We undertake to inform you of any change in above particulars at the earliest.

Date:

Place:

Signature

Name & Designation

Annexure A: Technical Proposal Format

Technical Proposal

The Technical proposal should contain the following information:

- Understanding of Scope of Work
- Proposed System Architecture for the Project
- Infrastructure Requirements
- Details of past experience in similar work
- Any other detail that the bidder may like to provide

(On the letter head)

Annexure B: Financial Proposal Format

(To be submitted by the Vendor as per the format given below in a separate sealed cover)

The financial bid has to be submitted in the following format:

S. No	Heads	Cost
1.	Cost for Completed Outbound Call (Per Call)	

Please mention the following in preparing your bid:

- Dated this [date / month / year]
- Authorized Signatory (in full and initials)
- Name and title of signatory
- Duly authorized to sign this proposal for and on behalf of [Name of Vendor]
- Name of Firm
- Address