

**Punjab Information and Communication Technology  
Corporation Limited**

**Expression of Interest  
for  
Provision Bulk SMS Push and Pull Services**



**Punjab Information & Communication Technology Corporation Ltd.**

5<sup>th</sup> Floor, Udyog Bhawan, Sector 17, Chandigarh

Land line: +91-172- 5256400, Fax - 91-172-5256406

Email: [itegov@punjabinfotech.gov.in](mailto:itegov@punjabinfotech.gov.in)

[www.punjabinfotech.gov.in](http://www.punjabinfotech.gov.in)

Tender No. : PICTC/ITeG/EOI/2011/01

Serial No. of Document : \_\_\_\_\_

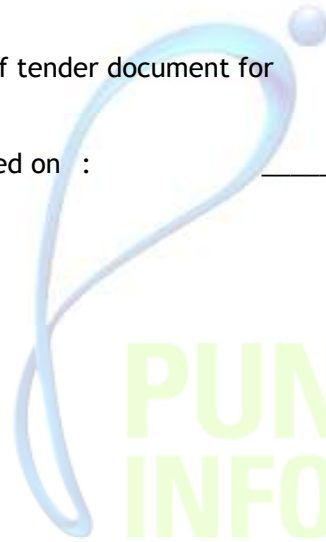
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Dated : \_\_\_\_\_

And payment of cost of tender document for

Tender document issued on : \_\_\_\_\_



**PUNJAB  
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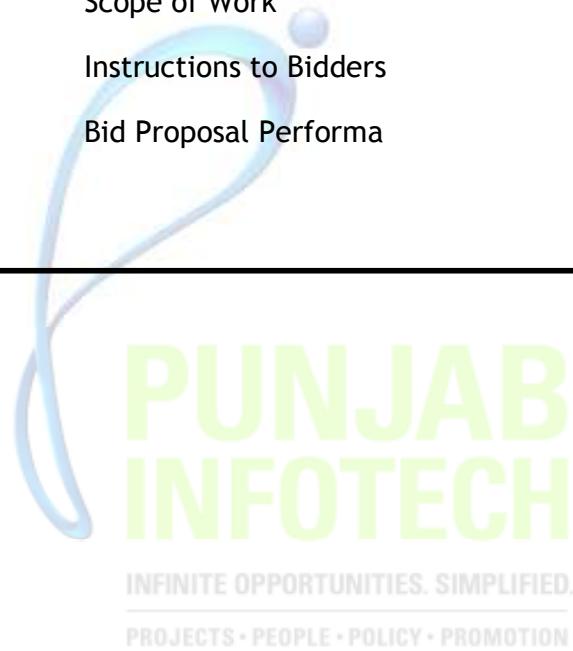
Authorized Signatory

IN/TENDER SUMMARY. SIMPLIFIED.  
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Tender No.	EMD (INR)	Tender Document Cost (INR)	Last Date & Time		Presentation by shortlisted parties (if required)
			Bid Submission	Bid Opening	
PICTC/ITeG/EOI/2011/01	Rs. 5,000/-	Rs. 1,000/-	07-12-2011 by 4 PM	08-12-2011 at 12 PM	12-12-2011 at 12 PM

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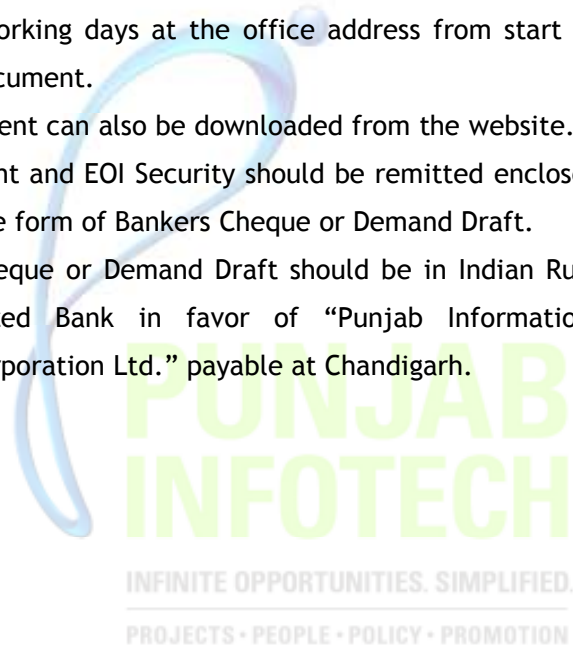
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## SECTION 1 Invitation for Proposal

### 1.1 Invitation

- a. Through this Expression of Interest (EOI), Punjab Infotech on behalf of Chief Electoral Officer, Punjab invites proposals for “Provision of Bulk SMS Push and Pull services” from reputed companies/agencies/organizations who have proven experience in providing similar services in different states across India.
- b. Submission of Tender by bidders shall be deemed to have been done after the careful study and examination of the Tender Document with understanding of its implications.
- c. Document can be availed by making non-refundable cash payment during working hours on all working days at the office address from start date till last date for issue of EOI document.
- d. The EOI document can also be downloaded from the website. In such case, the cost of EOI document and EOI Security should be remitted enclosed in Pre-qualification Proposal, in the form of Bankers Cheque or Demand Draft.
- e. All Bankers Cheque or Demand Draft should be in Indian Rupees and from any of the Nationalized Bank in favor of “Punjab Information & Communication Technology Corporation Ltd.” payable at Chandigarh.



## SECTION 2 Scope of Work

### 2.1 Introduction

Chief Electoral Officer (CEO), Punjab functions under the overall supervision and control of Election Commission of India. More information about CEO Punjab can be viewed at <http://ceopunjab.nic.in> . The current requirement of “Provision of Bulk SMS Push and Pull services” is for monitoring polling activity across approximately 20,000 polling stations in Punjab. Collation and dissemination of information will be through a software application developed by National Informatics Center (NIC), Punjab. All incoming SMS will have to be forwarded to NIC server for further processing.

### 2.2 Project Objectives

The key objectives of this facility are enunciated below:

- a. Facilitate Planning and conduct of elections in Punjab
- b. Coordination and training of officials/organizers
- c. Pass instructions through SMS to various groups of officials through bulk SMS transmission and receive replies as required in desired format
- d. Receive event data from polling stations
- e. Facilitate query and auto reply to nominated officials/ users
- f. Collate data and publish on as required basis

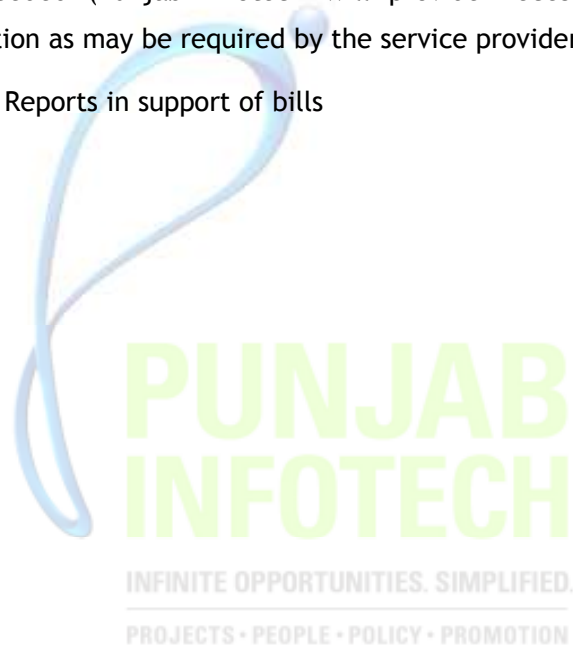
### 2.3 Scope of Project

Web based Bulk SMS push and pull services are required for monitoring election events across approximately 20,000 polling stations in Punjab. **The Service provider will be required to ensure that NIC application seamlessly integrates with their application and all outward/ inward SMS are delivered to desired mobile numbers/ API. The Service provider must propose the best solution for example; suggest what will work best: shared short code/shared long code or dedicated short code/dedicated long code for receiving SMS from booths etc.**

### 2.4 Functional Scope

Indicative Functional scope of bulk services push/ pull services to be provided are listed below:

- a. Push SMS service for reply message service (required details for SMS pushing API will be made available by Service Provider)
- b. Pull SMS for receiving SMS at application permitting CEO/DEO Punjab/ officials to PULL status of any assembly segment through SMS by sending SMS in pre specified format. (NIC will share their application URL/ API on which service provider will be required to forward all incoming queries. Service provider will share the desired format of pull API with NIC)
- c. SMS delivery on DND numbers is to be allowed with no regulatory restrictions what so ever, as this service will be exclusively used for elections.
- d. Service provider will obtain necessary approvals for providing the facility from TRAI, if needed (Punjab Infotech will provide necessary undertaking and documentation as may be required by the service provider).
- e. Provide MIS Reports in support of bills



## SECTION 3 Instructions to Bidders (ITB)

### 3.1 Definitions

Unless the context otherwise requires, the following terms whenever used in this EOI have the following meanings:

- a. **“Bidder”** means firm/company/organization who submits proposal in response to this EOI and Request for Proposal document.
- b. **“Committee”** means committee constituted for evaluation of Proposals.
- c. **“Company”** means the firm/company, selected through competitive tendering in pursuance of this EOI, for provision of SMS Gateway with unlimited SMS for Punjab Vidhan Sabha Elections.
- d. **“Contract”** means the Contract entered into by the parties for providing implementation services along with the entire documentation specified in the EOI.
- e. **“ITB”** means Instructions to Company, specified in Section 2 of EOI
- f. **“IFP”** means Invitation for Proposals, specified in Section 1 of EOI
- g. **“Last Three Financial Years”** means FY- 2008-09, 2009-10, 2010-11
- h. **“Proposals”** means proposal submitted by Company in response to the EOI issued by the Punjab Infotech for selection of Company.
- i. **“Services”** means the work to be performed by the Company pursuant to this EOI and to the contract to be signed by the parties in pursuance of any specific assignment awarded by the Punjab Infotech.
- j. **“SOW”** means Scope of Work for the Company, specified in Section 2 of EOI.
- k. **“Client”** means Chief Electoral Officer Punjab/ Punjab Infotech.

### 3.2 Conflict of Interest

The Company should provide professional, objective, and impartial advice and at all times hold the Client/Punjab Infotech's interests paramount, strictly avoid conflicts with other assignments/jobs or their own corporate interests and act without any consideration for future work. The Company shall not deploy former employees of the Punjab Infotech and other Government Departments of Punjab in any assignment under the EOI.

### 3.3 Validity of Proposals

- a. Proposals shall remain valid for a period of 90 (ninety) days from the date of opening of Proposal. Punjab Infotech reserves right to reject a proposal valid for a shorter period as non-responsive.
- b. In exceptional circumstances, Punjab Infotech may solicit the Company's consent to an extension of the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the Company should be unconditional. A Company may refuse the request without forfeiting the Earnest Money Deposit. A Company granting the request will not be permitted to modify its Proposal.

### 3.4 Right to accept or Reject Proposal(s)

Punjab Infotech reserves the right to annul the EOI process, or to accept or reject any or all the Proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Company(s) or any obligation to inform the affected Company(s) of the grounds for such decision.

### 3.5 Fraud and Corruption

It is required that the Company submitting Proposal and the Company selected through this EOI must observe the highest standards of ethics during the process of selection of Company and during the performance and execution of contract.

- a. For this purpose, definition of the terms are set forth as follows:
  - i. **"Corrupt practice"** means the offering, giving, receiving or soliciting of anything of value to influence the action of Punjab Infotech or its personnel in contract executions.
  - ii. **"Fraudulent practice"** means a misrepresentation of facts, in order to influence a selection process or the execution of a contract, and includes



collusive practice among Company (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive the Department of the benefits of free and open competition;

- iii. **“Unfair trade practice”** means supply of services different from what is ordered on, or change in the Scope of Work given in Section I, Para 1.2.3.
  - iv. **“Coercive practice”** means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of contract.
- b. Punjab Infotech will reject a proposal for award, if it determines that the Company recommended for award, has been determined to having been engaged in corrupt, fraudulent or unfair trade practices.
  - c. Punjab Infotech will declare an Company ineligible, either indefinitely or for a stated period of time, for awarding the contract, if it at any time determines that the Company has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing, the contract.

### **3.6 Clarifications and Amendments of EOI**

- a. During process of evaluation of the Proposals, Punjab Infotech may, at its discretion, ask Company for clarifications on their proposal. The Company is required to respond within the prescribed time frame.
- b. Punjab Infotech may for any reason, modify the EOI from time to time. The amendment(s) to the EOI would be clearly spelt out and the Company may be asked to amend their proposal due to such amendments.
- c. Bidders are advised to check Punjab Infotech website regularly for any Addendum/ Corrigendum/ Amendments related to Project.

### **3.7 Earnest Money Deposit (EMD)**

- a. The Company shall furnish, an EMD amounting to Rs. 5,000/- (Rupees Five Thousand only).EMD is required to protect Punjab Infotech against the risk of agency’s/company’s conduct, which would warrant the EMD forfeiture.
- b. The EMD shall be in Indian Rupees and shall be in the form of Bankers Cheque or Demand Draft. No interest will be payable by the Punjab Infotech, on the amount of the EMD.
- c. The EMD will be forfeited on account of one or more of the following reasons:

- i. Company withdraws its Proposal during the validity period as specified in the EOI.
  - ii. Company does not respond to requests for clarification of its Proposal.
  - iii. Company fails to provide required information during the evaluation process or is found to be non-responsive.
  - iv. In case of a successful Company, the said Company fails to sign the Agreement in time; or furnish Performance Bank Guarantee.
- d. Refund of EMD: The earnest money of unsuccessful Company shall be refunded on request by the Company after final award of contract.
- e. The EMD lying with Punjab Infotech in respect of other tender/ RFP/ Expression of Interest awaiting approval or rejected or on account of contracts being completed will not be adjusted towards EMD for this EOI. The EMD may however, be taken into consideration in case EOI/RFP is re-invited.
- f. The EMD of the successful Company participating in the RFP process will be released only after the Company signs the final agreement and furnishes the Performance Bank Guarantee (PBG). For other Company participating in the RFP process, the EMD will be refunded on final award of contract to the successful Company.

### 3.8 Process and Stages

#### STAGE - I: Short-listing based on Expression of Interest (EOI)

- a. **Submission of Proposal:** Company shall submit their proposals at the office address on or before given date for receipt of proposals. Every page of the document submitted by the Company must be duly signed by the authorized signatory of the firm / company along with the company seal.
- b. **Preliminary Scrutiny:** Preliminary scrutiny of the proposals for eligibility will be done to determine whether the Companies are qualifying the criteria specified in the document.
- c. **Presentation:** The eligible company, would be required to give a detailed presentation about their Proposal which should focus on past relevant experience, delivery, methodology for implementation of project, Proposed system architecture, technical features, approach methodology, work plan, quality management, Project Planning, Change Management, etc. The onus of demonstrating the firms' competence, capability and promise rests with the respective firm.

- d. **Short-listing:** Companies will be shortlisted by the evaluation committee on the basis of the demonstrated capability, competence & proposed solution etc., and will be intimated by Punjab Infotech.



**STAGE - II: Detailed Techno-Commercial Evaluation based on RFP issued to short listed companies**

RFP will be issued to short listed companies after EOI Stage (Stage - I). Detailed techno commercial evaluation of the responses to RFP will be carried on the criteria and terms listed in the RFP.

**3.9 Eligibility Criteria**

- a. This invitation is to submit Proposals for EOI is open to those Companies who meet the following pre-qualification criteria:
  - i. The Company must be an existing Company registered under the Companies Act, 1956.
  - ii. Consortium will not be entertained.
  - iii. Company should be in the field of Bulk SMS push and pull services.
  - iv. Company should have a minimum Annual Turnover of 10 Crores (or equivalent amount in any foreign currency, for which the exchange rate on the date of Pre-qualification opening would be considered) in each of the past 3 financial years from delivery of Bulk SMS push and pull services.
  - v. Company should have provided similar services to at least five customers of repute of which one must be a Central / State Government / PSU / Government agency in India.
  - vi. Company shall not be under declaration of ineligibility for corrupt or fraudulent practices.
- b. Punjab Infotech reserves the right to carry out the capability assessment of the Company and the Punjab Infotech's decision shall be final in this regard.
- c. The individual signing the tender or other document, in connection with the tender must certify as to whether he or she has signed as:
  - i. A "Sole Proprietor" of the firm or constituted attorney of such sole proprietor.
  - ii. A partner of the firm, if be partnership, in which case he must have authority to refer to arbitration, disputes concerning the business partnership, either by the virtue of partnership agreement or a power of attorney. In the alternative all the partners should sign the tender.
  - iii. Constituted attorney of the firm, if it is a company.

- d. Company failing to meet these criteria or not submitting requisite supporting proof as specified in Format I is liable to be rejected during pre-qualification evaluation.



## SECTION 4 Proposal Proforma

### Proposal Sheet

[Companies are required to submit the covering letter as given here on their letterhead]

Date:

Reference No. : PICTC/ITeG/EOI/2011/001

To

The Managing Director,  
Punjab Information & Communication Technology Corporation,  
Udyog Bhawan, Sector 17, Chandigarh.

**Subject: EOI for provision of Bulk SMS Pull and Push Services for Elections in Punjab**

Dear Sir,

- 1 We, the undersigned bidder, having read and examined in detail the specifications and all bidding in respect of Provision of Bulk SMS push and pull services for elections in Punjab, do hereby propose to provide the services as specified in the bidding document.
- 2 We have enclosed the following Demand drafts in the Pre Qualification bid envelope drawn in favour of Managing Director, Punjab Infotech payable at Chandigarh:
  - a. Requisite earnest money for Rs \_\_\_\_\_ /-(Rupees \_\_\_\_\_ only) DD No. \_\_\_\_\_ dated \_\_\_\_\_.
  - b. Cost of EOI document for Rs 1,000/- (Rupees One Thousand only) DD No. \_\_\_\_\_ dated \_\_\_\_\_.
- 3 We hereby also declare that we are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this tender. And we are not black listed by any Central / State Government / PSU in India.
- 4 Bid submitted by us is properly sealed and prepared so as to prevent any subsequent alteration and replacement.

We understand that you are not bound to accept the lowest or any bid you may receive.

Thanking you,

Yours faithfully,

Date:

(Signature)

Place:

Name, Designation, Business Address and Seal:

**Documents forming part of the bid:**

We have enclosed the following:

- a. Format I: Company Profile
- b. Format II: Prior experience
- c. Format III: Proposal

**FORMAT I: COMPANY PROFILE**

S. No	Particulars	Details	
1	Name of the Organization Address (Regd. Office) : email : Telephone No. & Fax: Website:		
2	Name of the contact person: Telephone: Email ID :		
3	Type of the Organization (PSU /Limited/Pvt Ltd. /Partnership/Any other)		
4	Chief of the Organization : email Id : Telephone:		
5	Registration details: Company Registration		
6	PAN No (enclose certificate):		
7	Activities of the Company: (List the activities)		
8	List of Central/State/PSUs/ government clients (with contact details like Address , contact , contact person, phone number and e-mail id) :		
9	Turnover of the Company for the last 3 years: (Enclose certificate from the Chartered Accountant).	Year 2008-09 2009-10 2010-11	Turnover
10	Total No. of Employees: Technical Staff Non Technical Staff		
11	CERTIFICATION CMM, ISO OR ANY OTHER	Please enclose copies of the certificates	

I hereby declare that the above information is true to best of my knowledge.

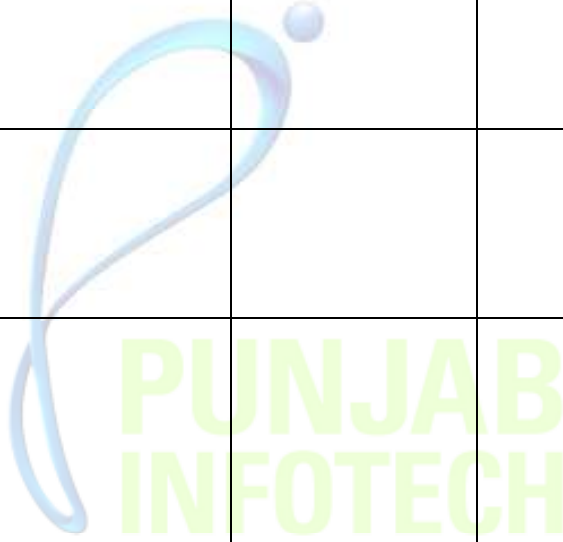
Date and Place:

(Signature of the Authorized Person)

**FORMAT II: PRIOR EXPERIENCE**

**(Using the format below, provide information in respect of major jobs of similar nature executed by the company. Proof of work executed for Central / State Govt. /PSU must also be attached)**

S. No	Details of client along with address, telephone and Fax number	Order Value(Rs. Lacs)	Job description



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Date and Place:

(Signature of the Authorized Person)  
Designation, Business Address and Seal



## FORMAT III: PROPOSAL

The organization should submit a brief **Proposal** in not more than 30 pages separately as per the format given below:

1. A brief description of the Company's organization and an outline of recent experience on assignment of similar nature.
2. Scope of the work and understanding of project
3. Proposed solution
  - a. Overview
  - b. Proposed system Architecture
  - c. Technical features including API etc
4. Approach and methodology
  - a. Approach
  - b. Methodology
  - c. Work plan
  - d. Quality Management
5. A Complete Project Management Methodology including the following:
  - a. Responsibilities of the Service provider
  - b. Project planning
  - c. Project Monitoring and Control
  - d. Change Management

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## CHECKLIST FOR DOCUMENTS TO BE SUBMITTED

Name of Company: \_\_\_\_\_

Sr. No.	Item	Documents Requires	Yes/No
1.	Details about the organization	Format I	
2	Certificate of registration under the Companies Act, 1956.	Certificate of Incorporation	
3	SEI-CMMi/ ISO certifications in the field of IT services and software development.	Copies of certifications	
4	Proof of minimum Annual Turnover of Rs. 10 Crores <i>Refer Clause 3.9 Para a Point iii</i>	Certified copies of last 3 years balance sheets and P&L statements	
5	Proof of execution of projects as defined in Eligibility Criteria <i>Refer Clause 3.9 Para a Point iv</i>	Project details and copies of work orders and Format - II	
6	Proof of manpower details <i>Refer Clause 3.9 Para a Point v</i>	Self attested certificate	
7.	Format for Proposal	Format - III	

(Signature of the Authorized Person)

Date and Place:

(Signature of the Authorized Person)  
Designation, Business Address and Seal