ODISHA GRAMYA BANK
Information Technology Department
Head Office, Gandamunda, P.O. Khandagiri, Bhubaneswar-30
Request for Close Bid Quotation – SUPPLY, INSTALLATION AND MAINTENANCE OF SMS ALERT AND MISSED CALL ALERT SYSTEM.

To,

All the eligible service providers.

Sub: Odisha Gramya Bank invites tenders from well-reputed vendors for Supply, Install and maintenance of SMS and missed call alert system based on the requirements, specifications, terms and conditions laid down in this Request for Qutation document.

Section 1 - Bid Schedule and Address for Bid Submission

S. No	Description of Information/ Requirement	Information / Requirement
1.	Tender Reference Number	OGB/ITD/SMS/009/2019-20
2.	Date of Issue of Advertisement	7th Nov, 2019
3.	Bid Submission Mode.	Through e-Procurement process
4.	Last Date and Time for submission of bids along with supporting documents through the above	25-11-2019 on or before 18:00 hours at the Bank's Information Technology Department, Head Office, Bhubaneswar. (Should be submitted to the contact officials in person).
5.	Date, time and venue for opening the Technical and commercial bid	26-11- 2019 at 12:00 hours at the Bank's Head office
6.	Contact officials for any clarification.	Mr. B. K PATRA – General Manager IT Mr. S. K. Basa – Sr. Manager IT 0674-2353045 Mr. Asit Khandai - Manager-IT 0674-2353023
7.	Address for Communication / Submission of Bids	The General Manager, Information Technology Dept, Odisha Gramya Bank, Head Office, AT- Gandamunda, P.O. – Khandagiri, Bhubaneswar – 751030.
8.	e-Mail address	itd@odishabank.in gm.itd@odishabank.in

Note:

1. Bids will be opened in the presence of the Bidders' representatives who choose to attend.
2. Schedule date and time of opening of Bids may vary as per exigency.
3. All the bidders need to submit EMD of amount Rs 2, 00,000.00 with validity of 6 month with a claim period of 180 days. Bank shall be returning the EMD of the selected bidder on submission of Performance Bank Guarantee.

OBJECTIVE OF THE RFQ (REQUEST FOR QUOTATION):

Odisha Gramya Bank desires to select service provider as SMS aggregator with 24x7 availability and other correlated services as a part of customer service. The Bank proposes to procure a robust, reliable and feature-rich solution to deliver outgoing and incoming Messages to its customer's mobile phone on real time basis and also send promotional messages, alerts etc. Against the above backdrop, OGB invites Request for Quotation (RFQ) from the prospective bidders having proven past experience and competence in the field of providing SMS Services to offer complete solution for sending outgoing Domestic, incoming SMS, Missed call Alert service, Notifications etc. using secure authentication system as per the technical/ functional specification given in this RFQ document.

Section 2 - Scope of Work

2.1 Scope of work:
Bank wishes to select an aggregator(s)/ vendor(s) who can handle SMS (using short/ long code/ VMN), E mail, IVR / Push , Pull , App Notification, Web Based Notification with delivery standard as per the SLA proposed and is able to conform to the technical specification mentioned in this proposal. The bank proposes to avail the following services:

- ❖ SMS Alert for all type transactions as per the requirement of the Bank.
- ❖ SMS including voice (optional)
- ❖ PUSH and PULL services/notifications.
- ❖ Bulk email service.
- ❖ Missed call services like Missed call balance enquiry, Mini Statement, Aadhar Seeding, Debit Card Hot-listing, Car Loan, Home Loan etc.
- ❖ Approval of templates from Telecom Regulatory Authority of India (TRAI) whenever any adhoc promotional/ alert messages are to be sent, same need to be available through Dash Board.
- ❖ Capability to send approximately 10 lakh messages per day.
- ❖ Transactional/ promotional Email.
- ❖ IVR facility for Card Hot listing, Balance enquiry, Balance enquiry, OTP & Promotional messages as per the requirement of the Bank.
- ❖ App and Web Based Notification
- ❖ Services for both domestic and international users.
- ❖ Capability of sending multi lingual / regional SMS messages.
- ❖ Front end/ dash Board for generating/ viewing SMS /E-mail logs for a range of dates (daily/weekly/ monthly/ yearly), scheduling of bulk SMS with an option of edit/delete. Live monitoring of SMS logs need to be available.
- ❖ The successful bidder should provide the backup of all the SMS logs in the form of DVD or on monthly basis along with the invoice, as per the format provided by the Bank. The selected bidder should store the backup data of the entire contract period. On completion of the contract period, the selected bidder should hand-over the backup data of the entire contract period to the Bank and Bank on receiving the same will issue a letter to the bidder to submit a confirmation letter to Bank confirming deletion of the entire backup data from their system. In this regard, the bidder must submit a certificate of authentication for deletion of records stored as backup with them during the entire contract period.
- ❖ The indicative, estimated volume is as under:

CATEGORY	MINIMUM VOLUME
SMS	
App Notification and Web based Notification	
Emails	

The above is indicative only the actual figure may vary. It should not be treated for any reference.

SMS SERVICES

The Bank intends the solution provider to integrate with different SMS delivery points/ application of the bank. The SMS Services should cover the facilities like Push service and Pull service using short/ long code/ VMN. Our expected delivery standards are furnished below:

TABLE

PRIORITY	SMS CATEGORY	DELIVERY TIME
HIGH	OTP (one time password), Financial transaction SMS	Within 10 Seconds
MEDIUM	Bulk SMS (Informational), Scheduled SMS (Informational)	Within 15 minutes (Time between publish time and delivery time)
LOW	Bulk SMS (Promotional), Scheduled SMS (Promotional)	Within 30 minutes (Time between publish time and delivery time)

- ❖ The selected bidder should have capabilities to send SMS to all GSM, CDMA handsets and to all telecom operators operating in INDIA and abroad without any exception. The bidder should provide dedicated services for HIGH priority SMS sent to the Bank's customers.
- ❖ The selected bidder should be capable to integrate their application / system as per bank's existing architecture. Bank is presently providing the pre-formatted SMSs for onward transmission to its customers.
- ❖ The selected bidder should not reveal / share the contact numbers of the customers of our bank with any outside party / agencies.
- ❖ The selected bidder shall be responsible for delivery of real time SMS alerts on 24*7*365 basis as per the requirement of the Bank.
- ❖ The selected bidder shall be responsible for providing after sales support and service on 24*7 * 365 basis for resolution of complaints related to individual/Bulk SMS.
- ❖ For enabling PULL SMS facility, the bidder will be required to provide long codes, short codes and Virtual Mobile Numbers (VMN) for missed call facility as per requirement for the use of the bank without any cost, for receiving incoming SMSs in predefined formats from its customers. Further the bidder should also have the option of utilizing the existing VMN number provided by the bank.
- ❖ The code (long code/short code/VMN) allotted to the Bank should be easily memorable and accessible to the bank customers, both domestic and international, through all the telecom operators across the globe on 24*7*365 basis.
- ❖ The codes once allocated to bank for accessing Pull Service (long code/short code/VMN) will be the property of the bank. In case of expiry of contract or termination of the contract due to any reason, the bidder has to surrender these codes to the Bank.
- ❖ The bidder has to ensure SMS message whose contents exceeds 160 characters should be delivered as a single message on receiver's handset, unless there is dependency on the same on the receiver's mobile handset.
- ❖ The bidder should have tie up/ arrangement with telecom service providers to send SMS to domestic/ international customers as per the time norms specified above. In case the services of the telecom service provider found not satisfactory by the bank, the bidder shall make the

arrangements to change the telecom service provider at the instance of the bank within 1 month without any additional cost to the bank

❖ The bidder should have solution to provide SMS in iso standard. So, that the application should be able to provide SMS in Odia, English , Hindi or any other language a needed by the Bank from time to time.

❖ The services provided by the service provider should be handset and Telco agnostic.

❖ The bidder should offer a retry mechanism for messages that cannot be delivered.

❖ Delivery of the SMS alerts should be ensured to all National/International locations without any exception.

❖ The bidder should use their own —SMS Gateway Services to deliver the messages to the SMSCs directly. The bidder must have its own Level II/Tier II DC and DR located in India for providing SMS gateway services. The bidder should have DR capability to send SMS from at least two different seismic zones in two different geographical locations for ensuring business continuity.

❖ The initial contract period will be 2 (two) years with provision of further extension by another 1 (one) year, with the same terms and conditions subject to satisfactory performance. The bank shall review the performance every year. There will be no price escalation during the contract period. However any downward revision in IUC charges, Government Levies etc. the same will be passed on to the bank on proportionate basis.

❖ For providing all the services as specified above, the offered solution should seamlessly integrate with the CBS existing Finacle Version (7.0.18 and higher), applications apart from CBS, ATM Switch and other Alternate Deliver Channels like m-Banking, e-Banking, UPI, wallet etc. solutions deployed in the bank from time to time. The integration cost wherever applicable should be borne by the bidder.

❖ Considering the changing business conditions and the size and variety of requirements, the successful bid has to comply all the regulatory requirements without any extra cost to the Bank.

❖ The client gateway should be deployed at the Data Centre (DC) and Disaster recovery (DR) sites of the bank including test setup. The bidder should be able to support with the change in the location of DC and/or DR for any business purposes.

❖ The bidder should be able to provide a robust campaign manager to integrate interactive mobile marketing campaigns on short codes or extended codes or Voice based.

❖ The bidder should have its in house platform setup for SMS, Email, voice services etc. without any dependency on third party,

❖ The bidder has to route all the messages sent by the bank as Transaction Messages without necessitating the scrubbing against customer preference register (NCPR) introduced by TRAI unless specified otherwise.

❖ The solution should be capable of sending messages in SMPP (short message peer to peer protocol) and/or HTTPS-API with/without XML support to the bank with multiple accounts and it should be the primary channel for communication.

❖ The API should support encryption-decryption for the entire API parameters supporting 3DES/AES algorithm.

❖ The bidders system/ solution should handle URL based communication both secured (https) and normal (http) based communication and message should be delivered to the specified port, if the port is provided in the URL.

❖ Facility should be there to send encrypted SMS texts from bank to vendor server and vendor must be able to decrypt the SMS text and send to customer.

❖ The solution must support csv/excel/text file uploads using HTTP POST call mechanism.

❖ Delivery reports shall be sent using the SMPP or HTTPS-API in prescribed format as required by the bank. The solution offered should provide secured encrypted connection for delivering

of outgoing/incoming alerts with guaranteed delivery. Delivery reports should be readily available through FTP/SFTP mode also.

❖ Dynamic (Numeric as well as Alphanumeric) Sender IDs should be supported for the Domestic as well as international SMS.

❖ Sender ID allotted should be unique for our bank and same should not be used by any other entity across the globe. Bidder must submit declaration confirming the same.

❖ The SMS/Email/IVR/App and web Based Notification services should be scalable to meet the requirements of the bank for the next 2 years from the date of placing purchase order, considering a similar growth on year-on-year basis.

❖ The bidder should have the facility to assign priorities to different types of SMS alerts being sent by the bank and deliver the alerts as per the priorities defined by the bank.

❖ The solution should be capable of checking and blocking duplicate/multiple SMS/email/IVR delivery to customers.

❖ The bidder is required to provide protection against the following threats:
  o Man in Middle attack
  o Reply attack
  o Message disclosure
  o Spamming
  o Denial of service attack
  o SMS phone crashes
  o SMS viruses
  o SMS Phishing
  o Any other cyber threat applicable to the SMS service.

❖ The selected bidder should provide the interface of their software with bank's core banking solution or middleware. The bidder also should support integration of the middleware with any new application of the bank as and when required without any cost to the bank.

❖ All the services as specified above and its related systems should conform to the requirements of the amended IT Act 2000 and other laws statutes of the Govt. Of India.

❖ The bidder should have 24X7 support office in India as well one office / representative at our DC or DR location to provide onsite support immediately on call.

❖ The selected bidder should have proper test infrastructure with the capability to end to end testing of all the integrations with all the bank applications.

❖ The selected bidder has to maintain the complete data with regard to SMS/email/IVR/voice calls for the entire contract period. Bidder should retrieve and provide the required data to bank within 12 hours of receiving the request in this regard from the bank.

❖ Do Not Disturb (DND) compliance will be the responsibility of the selected bidder/service provider. Bank will not enter into any contract with any telecom, carrier or service provider. The selected bidder shall be the single point of contract for the bank.

❖ The selected bidder should provide an online portal with the following capabilities:
  o The portal should provide access to the entire log from the day of inception at any given point of time.
  o The portal should be available to the bank users 24X7X365
  o The portal should have user management facility and should have different levels of access for different categories of users.
  o The online portal should have capability of masking the SMS contents when shown to a certain set of users
  o The portal should provide filters based on (but not limited to) range of dates, mobile numbers, service type, content, mail IDs etc. as applicable to each type of the service provided

      ○ The portal should be able to generate automated SLA compliance report
- ❖ The bank shall have the discretion to audit the successful bidder's infrastructure setup and flow for verifying the authenticity of the data with respect to the real time automatic delivery reports and other related reports before and during the contract period.

BULK EMAIL SERVICE & SOLUTION

- ❖ The bank intends to send periodical bulk emails (both informational and promotional), with or without file attachments to its customers.
- ❖ A typical email comprises of text content in the body of email and may or may not have one or more file attachments that could be PDF, XLS etc.
- ❖ The mail sent to individuals shall require personalization like dear/ Mr./Mrs./ Ms.' The email service shall be compatible with any rule/event /action based mailing and for this purpose it shall integrate with various business applications of the bank.
- ❖ The proposed solution shall include all the necessary software / licenses provided that should be genuine.
- ❖ The service provide (Aggregator/ Bidder) shall provide the following:
  - ○ Periodical broadcast reports like email delivery/ success/ failure status reports/statistics report to the bank for every batch of emails sent, on completion of the assignments from time to time.
  - ○ The service provider should ensure that emails sent to applicants should not get classified as junk mails or spam mail by leading email service providers like Gmail, Yahoo, Hotmail etc.
  - ○ Providing 24 X7X365 support either through onsite or off site support services.
- ❖ The application/portal provided by the selected bidder should be capable enough to handle promotional and transactional email broadcasting simultaneously.
- ❖ There should be a facility to pause/resume an on-going activity to initiate another urgent activity.
- ❖ Technical and maintenance support of all the software including the up-gradation of software, application of patches, and data backup shall be the responsibility of the selected bidder without incurring any additional cost to the bank. If required, then bank may ask for data back up before the purging of data. The periodic purging of data should take place after due confirmation from the bank.
- ❖ The selected bidder will be responsible for the notification of new versions/ releases of all the provided software, if any, including the environmental and support software/database and supervise their implementation.
- ❖ The selected bidder shall also provide licensed software for all the software services, whether developed by it or acquired from others and conducting required training to designated bank's technical and end user personnel to enable them to operate/run the software application/ portal and perform administration of the total system.
- ❖ Undertake immediate bug fixing actions in the event of software failure causing an interruption to the services.
- ❖ Web hooks- Get real time notification based on the occurrence of the activity/event.
  - ○ Drop, open, Clicks, bounce, spam, unsubscribe etc.
  - ○ Help plan subsequent actions immediately.
  - ○ Download historical email logs (available for last 3 months)
  - ○ Know the journey from generation to final action on our e mail.
  - ○ Helpful in storage of critical action or non-action information shared with recipients.
- ❖ The selected bidder/ service provider should have redundant infrastructure to ensure 99.50% uptime.

AUTOMATED IVR CALL SERVICE

❖ The bank intends to use the automated outbound IVR voice call service for delivery of OTPs through voice calls (where OTP SMS delivery fails)

❖ The IVR voice calls shall be initiated to the customers, if the OTP delivery confirmation is not received within 30 seconds of sending the message.

❖ IVR should also perform the following functions:
  o Transactional OTP shall be delivered to customers through IVR voice calls within the prescribed time in cases where delivery of the same via SMS fails.
  o Promotional/informational messages shall be delivered to customers through IVR voice calls as and when required by the bank.
  o It will be integrated with the call centre.
  o IVR services may be integrated with other applications like card hotlisting, blocking of user – id, suspension of accounts etc.

❖ The system shall be capable of delivering the messages in ISO messaging standard.

❖ System must include flexible message recoding that allows the bank to update messages as and when required on upcoming events or programs.

❖ The system must provide standard reports specifying detailed information on calls. The selected bidder will also customize reports and provide email notification on status of individual accounts if necessary. Users must have the ability to access standard reports from a remote PC.

❖ The selected bidder shall provide application(s) software, installation thereof, patch management, maintenance of application(s) software.

❖ The selected bidder should be capable to integrate technological correlated services like Social Media integration, Google notification etc.

❖ The selected bidder should be capable to integrate App Notification and Web / Browser based Notification with the Bank's app and website.

❖ The selected bidder should be capable of sending voice messages or email messages in case of failure in sending SMS message, without any additional charges or set up cost.

Note: AUTOMATED IVR CALL SERVICE, Bulk Email Service and App/Web Notification service are optional. Bank may anytime during the contract period take the service from the selected vendor as per the selected L1 price based on the price quotation in the Annexure- F.

2.2 Single Point of Contact
The selected Bidder shall appoint a single point of contact, with whom OGB will deal with, for any activity pertaining to the requirements of this PROPOSAL.

2.3 Transition Period
The bidder shall be responsible for planning and execution of transition smoothly. The bidder should plan and complete the transition stage within four weeks from the date of start of services and move ahead to stabilization stage quickly. However, the Bank will take up for support from the existing service provider support for enabling the above.

Section 3 - Terms and Conditions

3.1 Notification of Award / Purchase Order
Bank will be selecting the L1 bidder based on the commercial Bid submitted in the format of Annexure-F. After selection of the L1 bidder, as given in Clause 3.9 & 3.10, and after obtaining internal approvals and prior to expiration of the period of Bid validity, OGB will send Notification of Award / Purchase Order to the selected Bidder.

Once the selected Bidder accepts the Notification of Award the selected Bidder shall furnish the Performance Bank Guarantee to OGB.

3.2 Term of the Order

The period of contract is initially for two years from the date of execution of the Service Level Agreement (SLA) unless terminated earlier by the Bank by serving 90 days prior notice in writing to the selected bidder at its own convenience without assigning any reason and without any cost or compensation therefor on the satisfactory performance of the Bidder at the sole discretion of the Bank at mutually agreed terms.

The performance of the selected bidder shall be reviewed every quarter and the bank reserves the right to terminate the contract at its sole discretion by giving two months 'notice without assigning any reasons. Any offer falling short of the contract validity period is liable for rejection. However Bank reserves the right to extend the contract for a further period of one year with the same terms & conditions at mutually negotiated cost. After selection of the vendor, Bank will issue Letter of Intent (LOI) and thereafter vendor has to submit performance Bank guarantee and execute service level agreement with the Bank and thereafter Bank will issue Purchase Order for providing services as SMS Aggregator. Bidder has to submit the PO acceptance letter within 7 days from the date of issuance of Purchase order.

Note: AUTOMATED IVR CALL SERVICE, Bulk Email Service and App/Web Notification service are optional. Bank may anytime during the contract period opt for the optional services from the selected vendor as per the selected L1 price based on the price quotation in the Annexure- F. Selected L1 bidder has to sign SLA and Integrity pact with Bank.

3.3 Taxes and Duties:

All taxes/GST, if any, shall be deducted at source as per then prevailing rates at the time of release of payments.

Prices shall be exclusive of all taxes, GST, duties, charges and levies of State or Central Governments as applicable. Octroi, if any, shall be reimbursed to bidder by OGB at actual on production of original receipt.

The bidder shall meet the requirements of Goods & Services Tax (GST) as and when made applicable by the Government of India. In case the successful bidder receives any benefit in terms of tax/GST/duty, then the same benefit may be passed on to the Bank.

3.4 Implementation schedule:

The selected bidder has to provide the SMS Services as per the 'Broad Scope of Work' mentioned herein above within one (1) month from the date of award of contract / issuance of Letter of Intent.

The purchase order will be provided by the Bank only if the Bank is satisfied with the services offered by the bidder during the pilot period (1st month).

Time shall be the essence of the contract. If the bidder fails to operationalize the project within the stipulated time schedule or by the date extended by the Bank, it will be a breach of contract. In the event of the Bank agreeing to extend the date of delivery at the request of bidder, it is a condition precedent that the validity of Bank Guarantee shall be extended by further period as required by the Bank before the expiry of the original bank guarantee.

3.4.1 ACCEPTANCE TESTS:

The selected bidder in presence of the Bank authorized officials will conduct acceptance test. No additional charges shall be payable by the Bank for carrying out these acceptance tests.

3.5 Delivery Address:

Setup and maintenance of the server application should be done at DC, Chennai and DR at Hyderabad.Vendor must have support and service center at Chennai and Hyderabad. In case not available the bidder should provide undertaking to maintain one office there.

3.6 Penalty for default in Delivery:

The penalty to be imposed in the RFP will be as per the point 3.8.2 of the RFP. In the case of delay in compliance with the order beyond 15 days of the stipulated time period, OGB will have the right to cancel the order as per the RFP terms and conditions.

3.7 Warranties and Support:

The successful bidder shall provide comprehensive on-site warranty for 2 years for the products with back to back support/arrangements from the respective OEM from the date of acceptance of hardware / software with 4hrs response and 48hrs resolution time

The successful bidder / OEM should ensure that the Equipment proposed in this PROPOSAL DOCUMENT, should not be declared as EOL or EOS by the OEM within the 3 years contract period.

Bidder guarantees the whole of the Goods against any defects or failure, which arise due to faulty materials, workmanship or design (except materials or design furnished by OGB)

If during the Warranty Period any Goods are found to be damaged or defective or not acceptable, they shall promptly be replaced or rectified /re-furnished or rendered by Bidder at its own cost (including the cost of dismantling and reinstallation) on the request of OGB and if removed from the Site for such purpose, Bidder has to repair or replace / re-furnish, rendered all goods shall be removed and re-delivered to OGB by Bidder at its own cost.

3.8 Service Level Requirements
3.8.1 UPTIME:

The bidder shall guarantee an uptime of 99.5% on monthly basis which shall be calculated as accessibility to the SMS gateway for all the services that are availed by the Bank. The ' Uptime' is equal to total contracted hours in a quarter less Downtime. The 'Downtime' is the time between the time of report by the Bank and time of restoration of service within the contracted hours. Restoration 'is the condition when the selected bidder demonstrates that the solution is in working order and the Bank acknowledges the same. For SLA purpose a month will be treated as 30 days. If the bidder fails to maintain guaranteed uptime of 99.5% on monthly basis, Bank shall impose penalty. If the uptime is below 98%, the Bank shall have full right to terminate the contract under this RFP.

3.8.2 PENALTY

If the selected bidder fails to complete the due performance of the contract in accordance to the specifications and conditions agreed during the final contract negotiation, the Bank reserves the right either to cancel the contract or to accept performance already made by the bidder.

The entire solution (comprising of all aforementioned services viz.

SMS/email/IVR/Notifications) must have 99.95% uptime and should be available on 24x7x365 basis. However, scheduled downtime will not be added for uptime calculation, provided the same is not too frequent.

The Bank expects 100% availability of the services. The uptime of the complete solution is to be calculated on monthly basis. Any degradation from the agreed uptime shall invite penalties from the bills of respective months at the discretion of the Bank, as detailed under but not limited to

Level of availability calculated on quarterly basis	Penalty Amount

>= 99.5% to 100%	No penalty would be deducted
>=97 % to < 99.5%	5% of amount payable for the invoice raised for the respective billing period
>=95 % to < 97 %	10% of amount payable for the invoice raised for the respective billing period
>=91% to < 89%	15% of amount payable for the invoice raised for the respective billing period
< 89%	30% of amount payable for the invoice raised for the respective billing period

SMS Services:-For the above clauses, the successful bidder whenever submitting the invoice to the Bank have to specify the percentage (%) of SMS messages successfully delivered in all the categories mentioned above as well as the uptime of availability of the services.

Any penalty plus taxes as applicable shall be adjusted with the payments which are to be incorporated in the invoice without fail.

Bulk Emailing services:- The Bank expects 99.5% success in the delivery of emails within 3 (Three) minute for each transaction related message and 3 hours for promotional emails and any lacunae in this regard would attract penalty upto a maximum of 10% of the invoice amount per occasion plus applicable GST. The service provider to indicate the success rate in all their delivery reports along with details of mails that took more than 1 (one) minute for transaction related emails and more than 3 hours for delivery (delivery delayed), and that failed to be delivered (delivery failed) with reasons there against.

Voice call over IVR:

The bank expects 99.95% success in initiation of voice call over IVR in case of delivery

failure of OTP's through SMS. Failure to initiate the call shall attract penalty as under:

Particulars	Penalty
Failure to initiate calls	100% plus GST
Delay in initiating the call: If the OTP message delivery confirmation message is not received within 30 seconds of sending the message and thereafter: 1. If the IVR call is not initiated after 15 seconds but before 30 seconds. 2. If the call is initiated after 30 seconds.	 25% plus GST 100% plus GS

3.9 Prices
Price shall remain fixed for a period Three (3) years from the date of Notification of award / Purchase Order. There shall be no increase in price for any reason whatsoever and therefore no request for any escalation of the cost / price shall be entertained. In case of renewal, the prices may be arrived at a mutually agreed terms.

3.10 Purchase Order and Repeat Order:
OGB reserves the right to place Purchase Orders with the selected /bidder Supplier for any or all of the services at the agreed unit rate, i.e. the rate contract during the period of as per clause-3.9.

After selection of the L1 Price, Bank may select L2 or L3 bidders as service provider if they agreed to match L1 price structure if L1 fails to implement or abide by the RFP terms and conditions. Bank may give the

order to the selected Vendors by issuing work order as and when required case to case basis to the selected Bidders.

In case the L1 service provider fails to implement the project as per the RFP terms and conditions within the time period mentioned in the RFP, then the Bank may use the

3.11 Performance Bank Guarantee

The Successful bidder shall, within 14 working days of receipt of Purchase Order, submit a Performance Bank Guarantee (PBG) in the format of Annexure-H equal to 10% of total value of the Purchase order (exclusive of taxes), valid for minimum of 36 Months, with a claim period of 12 (twelve) months from the date of expiry of the validity period of the Bank Guarantee (BG), as per statutory provisions in force. In case the successful bidder does not submit the PBG, OGB shall withhold an amount equal to the value of the PBG from the payments due to the bidder.

3.12 Payment Terms:

- Payment for the Services will be made on monthly basis in arrears after receipt of the bill from the selected bidder subject to the verification of the service level reports with all necessary documents .
- Bank shall reimburse the rate per SMS x actual no. of SMS sent during the month.
- Bank shall reimburse the rate per email X actual no. of email sent during the month, likewise for other services also.
- Charges shall be fixed for the entire contract period and there will be no escalation due to fluctuation in taxes, foreign currency or change in duty structure or for any other reasons. However, impact of fall in prices, tax es, duties or any other external factors like downward movement of foreign exchange rates etc. would be passed on to the Bank suo moto.
- Payment will be done on receipt of invoice along with category wise usage summary report and SMS log DVD. The following conditions will be applicable for the payment:-
    - o Successfully delivered services will be paid in full.
    - o Rejected/DND/Invalid/Duplicate SMS will not be paid.
    - o Rejected /Undelivered Emails/IVRs will not be paid.
    - o Penalties shall be applied as per the penalty clause given below. Penalties, if any, will be deducted from the amount payable monthly against the respective invoice.
- The Bank shall compare the SMS counts provided by the successful bidder for receiving payment with the count of SMS generated by the CBS sy stem/any other business application in all applicable cases..

3.12 Order Cancellation

OGB reserves its right to cancel the order in the event of one or more of the following situations, that are not occasioned due to reasons solely and directly attributable to OGB alone;

I. Delay in installation is beyond the specified period as set out in the Purchase Order before acceptance of the product; or,
II. Serious discrepancy in the quality of service expected.
III. If a Bidder makes any statement or encloses any form which turns out to be false, incorrect and/or misleading or information submitted by the bidder turns out to be incorrect and/or bidder conceals or suppresses material information.

In case of order cancellation, any payments made by OGB to the Bidder for the particular service would necessarily have to be returned to OGB with interest @ 15% per annum from the date of each such payment. Further the Bidder would also be required to compensate OGB for any direct loss incurred by OGB due to the cancellation of the Purchase Order and any additional expenditure to be incurred by OGB to appoint any other Bidder. This is after repaying the original amount paid.

3.13 No Damage of OGB Property

Bidder shall ensure that there is no loss or damage to the property of OGB while executing the PROPOSAL DOCUMENT/Contract. In case, it is found that there is any such loss/damage due to direct negligence/non-performance of duty by any personnel, the amount of loss/damage so fixed by OGB shall be recovered from Bidder.

3.14 Governing Language

All correspondences and other documents pertaining to this Agreement shall be in English only.

Section 4 - Technical Specifications

1. The messaging Platform provided by the bidder must have direct access to the SS7.
2. The solution offered should provide Push and Pull based SMS alert services to the bank.
3. The bidder should have the capability to interface with any of the Bank's live applications at a future date without any cost. The SMS Services should have the capability to meet this requirement without any change in its functionality
4. Sender ID allotted should be unique for our Bank and the same should not be used by other entity across the globe, other than our Bank.
5. The bidder should have the facility of online filtering of the DND numbers on real time basis
6. The bidder should have the facility of assigning priorities to different type of SMS Alerts being sent by the Bank and deliver the alerts as per the priorities defined.
7. Check should be properly imposed to avoid duplicate/multiple SMS delivery to customers.
8. The solution offered should be a Multilingual messaging solution supporting all Indian languages as per Schedule 8 of the Indian Constitution.
9. The solution should be capable of generating detailed report in Excel/PDF and any other format specified by the Bank. The software should be capable of providing the Mobile-wise, Date-wise, Product-wise, Category-wise reports, transaction based reports, Short code wise, aggregated reports per category. The reports should contain timestamps of SMS received at Bidder's Server, SMS sent to the Telecom operator, actual delivery to the end user and final status of SMS alert along with status description. Web console to view, find, download and share reports for a range of dates, applications and services. Reporting should provide reports for PUSH, PULL, schedules SMS, block out SMS, Email2SMS and any other services provided to users. Must have advanced filter option such as but not limited to: Transaction-ID, Content, Date, Operator, error etc.
10. Provision to export report to different file formats like excel, pdf. Txt etc.
11. OBD (other Business development) calls based on text to voice (using Text – to-Speech).
12. Scheduling of bulk voice campaigns.
13. Integration of missed call with OBD/SMS service.
14. Bidder should have emailing tool and all its features. Should have capabilities either through API (triggered) or Panel for Bulk-emails.
15. Scheduling of bulk emails.
16. The reporting panel should provide report for all the services.
17. Platform should adhere to all the TRAI guidelines as existing today and be able to support amendments from time to time.
18. Bidder to maintain the data with regard to SMSs sent during contract period. The data maintained should have the following minimum fields: Mobile Number/MSISDN Complete Message text Message Category Bearer (GSM/CDMA) Operator Circle National/International Sender Name/ID Date/time of SMS received at the gateway Date/time of SMS send to the operator Date/time of SMS delivered to the end subscriber Final Status of the SMS Status description Bidder should retrieve and provide the required data to Bank within 24 hours of receiving request in this regard from Bank.

19. The bidder should provide all the messages sent to their gateway in a CD/ DVD as per the Bank's format on monthly basis containing details specified at point above.

20. Prevention of SMS flooding (same content SMS multiple times repeatedly) on a particular number.

21. Should handle PULL with keyword and without keyword.

22. Should work on 10 digit VMNs and short code.

23. Automatic alert and recognition of single point of failure.

24. Life cycle management of SMS pull service with comprehensive reporting and log management.

25. Analytics on the live and backup/archive SMS data.

26. The bidder should have an online ticketing mechanism for logging and tracking all the complaints raised by the Bank.

27. It is the responsibility of the Bidder to change/upgrade/customize its infrastructure/solution at all levels for ensuring the compliance to statutory, regulatory guidelines from RBI, TRAI, IRDA, IBA, MASTER CARD and VISA etc. at no extra cost to BANK.

28. DND compliance will be the responsibility of the Bidder/Service provider.

29. Bank will not enter into any contract with any telecom, carrier or service provider. The bidder shall be the single point of contact for Bank RFP.

30. The solution offered should be scalable to meet the requirements of the Bank for the next 2 years from the date of award of contract.

31. For promotional SMSs, solution should provide features including but not limited to below, in addition to other features specified in the RFP: ¬ Online Website/Portal based access. ¬ Menu Driven Graphical User Interface (GUI) based access User ID/ Password based access to website/portal. ¬ Facility of Admin Users to create/modify/delete/maintain users for various locations within Bank. ¬ Sending SMS to one/many mobile numbers ¬ Upload of Mobile Numbers through Excel and Txt formats. Scheduling SMS ¬ Provision of Web-based reports for download in Excel/Txt/PDF format ¬ MIS for promotional SMSs user ID wise, period wise, status wise.

32. The bidder should provide Dashboard/Website/Portal for Administration features like monitoring of total messages sent within a day/ week/ month, time delay (if any) in sending the messages, no of failed messages (with reasons for failure), invalid mobile numbers, No of push, pull, promotional messages sent.

33. The messaging platform must support Reliability and timeliness, Secured & trusted environment, single entry point and uniform application access.

34. The messaging platform must be able to send, receive and process various categories of SMS services like Broadcast, Scheduled, Events, and interactive SMS.

35. The messaging platform must be able to send e-mail which can be in the form of Broadcast, Scheduled, Events, and interactive SMS.

36. The messaging platform must support Email to SMS service wherein incoming emails are send to intended recipient in form of SMS messages.

37. The messaging platform must support the transmission and receipt of SMS messages incorporating any required data encoding, splitting and concatenation.

38. The messaging Platform must support integration of the SMS gateway with various business applications. Initially it is expected that the bidder should integrate their application with CBS, Internet & SMS Banking application of M/s Infosys.

39. Bulk SMS must support comprehensive range of application interfaces like SMPP Interface, (S)FTP interface, Web/Simple Interface, Upload interface, Group Message Interface, http Interface .

40. Bulk SMS must support both instant mode and scheduled mode.

41. The messaging platform must support defining multiple SMS to be pushed for categories of users.

42. The messaging platform must support interactive workflow so that the customer should be able to send the response back to the system

43. The messaging platform must support web based interface to see the reports. Following criteria may be used to generate the report: 1) Specific Time period Report 2) Mobile No. wise report 3) Summary report (Count for the time period) 4) Detailed report 5) Level wise report

44. The messaging platform must support a comprehensive reporting portal to facilitate cross check the delivery time & other details by bank officials in case of customer queries regarding particular alert on a particular date.

45. The message platform must support Sender_id mask. (Sender ID may be a defined alpha-numeric string, which is visible on the phone as send id. This may be any string defined by the Bank)

46. All SMS messages are to be delivered to the mobile subscriber within 10 to 60 seconds (depending on criticality of the application) of receipt of the message at bidder's server with acknowledgement for delivery of each SMS message.

47. Bidder should submit flat file on daily /weekly/ monthly/ quarterly/half yearly/annually basis containing SMS generated for each customer and SMS charges thereof for each transaction.

48. The bidder should deliver messages to subscribers of all mobile service providers.

49. The messaging platform must adhere to all guidelines prescribed by RBI/GOI/DFS regarding SMS services.

50. The messaging platform must adhere to all the extant guidelines prescribed by TRAI regarding SMS Banking.

51. Bidder to establish network connectivity with primary and backup links at bidder's cost
 a.   Between Bidder's Data Centre(s) and Bank's.
 b.   Network should adhere to the security standards suggested by bank from time to time (e.g. would be able to support IPSEC, 3-DES encryption etc.)
 c.   The uptime of the link is bidder's responsibility The cost for procurement of networking equipment and interfacing has to borne by the bidder.

 52. Bank has implemented Missed Call based services for customers to know their account balance, mini statement, features of Home Loan, Car Loan. These missed call based services are based on call forwarding using http connection and in turn SMS is sent to customer on their registered mobile number. The selected vendor will be responsible to continue to provide missed call based services uninterrupted as per existing practices.

53. Bank may utilize the services of the selected vendor for sending bulk email to customers using Bank's mail domain. In Email campaign facility, bulk email will be sent to the customers using web based interface. The email campaign solution should have the following facilities:

 ¬ Dashboard containing summary report on current & previous email campaign.
 ¬ Email address checking
 ¬   Report Panel
 ¬   Email address list Manager Panel
 ¬   Email template Manager Panel
 ¬   Get complete campaign summary report for delivery, failure, open, link click, unsubscribe mails.
 ¬ Large public IP pool having inbuilt mechanism to shuffle IPs
 ¬   Real-time monitoring of sender reputation. This monitoring produces immediate notification of delivery issues and the ability to stop and adjust delivery.

54. The back-up data of SMS services should be provided to the Bank by the selected bidder in CD/DVD/HDD for future references

55. The SMS server should be in sync with the Bank's server.

56. Hardware sizing to handle 1 lakh SMS / day and scalable up to 10 lakh SMS / day

57. Should be able to accommodate new technologies like integration with Social Networking Sites like Twitter, Facebook, Instagram, Whatsapp etc.

Section 5 - Documents forms to be put along with Bid

1. Bidders Information as per - Annexure A
2. Declaration for Clean Track Record as per- Annexure B
3. Declaration for Acceptance of RFP Terms and Conditions and Scope of Work as per Annexure-C
4. OEM / Manufacturer's Authorization Letter as per Annexure-D
5. Technical Compliance as per Annexure -E
5. Commercial Bid Format as per Annexure – F
6. ACCEPTENCE OF BUYBACK TERMS & CONDITIONS as per Annexure – G
7. Bid Security (Performance Bank Guarantee) as per Annexure-H
8. Duly signed Authorisation Letter to Bid for the person who shall sign and submit the Bid.

Annexure A - Bidder Information

Details of the Bidder		
1	Name of the Bidder (Prime)	
2	Address of the Bidder	
3	Constitution of the Company (Public Ltd/ Private Ltd)	
4	Details of Incorporation of the Company.	Date:
		Ref#
5	Valid Sales tax registration no.	
6	Valid Goods and Service Tax registration no. (Preferably for Odisha State Code:21)	
7	Permanent Account Number (PAN)	
8	Name & Designation of the contact person to whom all references shall be made regarding this tender	
9	Telephone No. (Cell # and Landline # with STD Code)	
10	E-Mail of the contact person:	
11	Fax No. (with STD Code)	
12	Website	
Financial Details (as per audited Balance Sheets) (in Cr)		

Annexure B - Declaration for Clean Track Record

To

The General Manager,
Information Technology Dept,
Odisha Gramya Bank, Head Office,
AT- Gandamunda, P.O. – Khandagiri,
Bhubaneswar – 751030.
Sir,

I have carefully gone through the Terms & Conditions contained in the Proposal document for selection of vendor for **PROPOSAL DOCUMENT No. OGB/ITD/SMS/009/2019-20 dated 07-11-19 for "REQUEST FOR CLOSE BID QUOTATION – SUPPLY, INSTALLATION AND MAINTENANCE OF SMS ALERT AND MISSED CALL ALERT SYSTEM".**

I hereby declare that my company has not been debarred/black listed by any Government / Semi Government / Private organizations in India / abroad. I further certify that I am competent officer and duly authorized by my company to make this declaration.

Yours faithfully,

(Signature of the Bidder)
Printed Name
Designation
Seal
Date:
Business Address:

Annexure C - Declaration for Acceptance of Terms and Conditions and Scope of Work of this PROPOSAL DOCUMENT

To

The General Manager,
Information Technology Dept,
Odisha Gramya Bank, Head Office,
AT- Gandamunda, P.O. – Khandagiri,
Bhubaneswar – 751030.
Dear Sir,

I have carefully gone through the Terms & Conditions contained in the PROPOSAL DOCUMENT document for selection of vendor for **PROPOSAL DOCUMENT No. OGB/ITD/SMS/009/2019-20 dated 07-11-19 for "Request for Close Bid Quotation – SUPPLY, INSTALLATION AND MAINTENANCE OF SMS ALERT AND MISSED CALL ALERT SYSTEM".** I declare that all the provisions of this PROPOSAL DOCUMENT/Tender Document are acceptable to my company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours faithfully,

(Signature of the Bidder)
Printed Name
Designation
Seal
Date:
Business Address:

Annexure D- OEM / Manufacturer's Authorization Letter
[The Bidder shall require the Manufacturer to fill in this Form in accordance with the instructions indicated. This letter of authorization should be on the letterhead of the Manufacturer and should be signed by a person with the proper authority to sign documents that are binding on the Manufacturer. The Bidder shall include it in its bid]

Date:

To:

WHEREAS

We_____, are official manufacturers/OEM vendors of_____.
We_____ do hereby authorize M/S_____ to submit a bid the purpose of which is to provide the following Goods, manufactured by us _____, and to subsequently negotiate and sign the Contract.

We hereby extend our full guarantee and warranty, with respect to the Goods offered by the above firm.

Signed by the Manufacturer/OEM Vendor:

Name:

Title:

Seal:

Dated on _____ day of _____, _____

Annexure E- Technical Compliance

S.NO	SPECIFICATIONS	MINIMUM PATRAMETER	COMPLIANCE (YES/NO)
1			
2			
3			
4			
5			

The bidder is required to provide exhaustive list of the hardware, software, etc. to implement the project.

Dated this…………………… Day of………………………..2018

(Signature)

(Name)   (In the capacity of)
Duly authorized to sign Bid for and on behalf of

Annexure F - Commercial Bid Format
(Company letter head)

Tender No. OGB/ITD/SMS/009/2019-20 dated 07-11-19"

Table-1 :[Commercial Table] Prices in Rs. :

Sl	Description	Expected Average Volume of SMS per month	Rate per SMS/ IVR/Email up to and inclusive of Average Volume	Rate per SMS/IVR /Email above the Average Volume

1*	Domestic message[A]	50 lakh	A1	A2
2	Missed call Alert [B]	1 lakh	B1	B2
3	IVR **[C]**	20 thousand	C1	C2
4	e-Mail [D]	1 lakh	D1	D2
5	App/Web Notification [E]	50 k	E1	E2
F	**Net Price (A*A1*0.80) + (A*A2*0.20) + (B*B1*0.85) + (B*B2*0.15) + (C*C1*0.75) + (C*C2*0.25) + (D*D1*0.75)+ (D*D2*0.25)+(E*E1*0.75)+(E*E2*0.25)+(F*F1*0.75)+(F*F2*0. 25)**			

Note:

1. The Rate Contract Period will be valid for a period as per the terms of contract of this RFP from the date of issue of PO.
2. Net Amount quoted (F) will be considered for deciding L1 vendor. Selected L1 bidders should match the lowest price quoted by any bidder for the line item 1* of the Table -1 of the Annexure-F. In case L1 bidder doesn't agree Bank has all the right to negotiate with L2 or L3 bidder for L1 pricing and the price of line item 1*. If L2 or L3 bidder agrees then Bank may place purchase order.
3. Bidder should indicate applicable GST rate in line items.
4. Any delay beyond the stipulated time of the rate contract will attract a penalty as per the RFP**.**
5. **All prices are exclusive of taxes.**

The bidder shall meet the requirements of Goods & Services Tax (GST) as and when made applicable by the Government of India.

We undertake, if our Bid is accepted, to provide _____ for the above purpose within the stipulated time schedule. We agree to abide by the Bid and the rates quoted therein for the orders awarded by OGB up to the period prescribed in the Bid which shall remain binding upon us. Until a formal contract is prepared and executed, this Bid, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India.

We have complied with all the terms and conditions of the PROPOSAL. We understand that you are not bound to accept the lowest or any Bid you may receive.

Dated this……………………… Day of………………………..2018

(Signature)

(Name)   (In the capacity of)
Duly authorized to sign Bid for and on behalf of

Annexure G- Bid Security (Performance Bank Guarantee)
(BANK GUARANTEE)

Date

Beneficiary: ODISHA GRAMYA BANK
Odisha Gramya Bank, Head Office,
AT- Gandamunda, P.O. - Khandagiri

Bhubaneswar – 751030.

Performance Bank Guarantee No:

We have been informed that------------------------ (hereinafter called "the Supplier") has received the purchase order no. "-------------------" dated --------------- issued by Odisha Gramya Bank (OGB), for -- (hereinafter called "the Purchase Order").

Furthermore, we understand that, according to the conditions of the Purchase order, a Performance Bank Guarantee is required to be submitted by the Supplier to OGB.

At the request of the Supplier, We -----------------------------(name of the Bank , the details of its incorporation) having its registered office at --- and, for the purposes of this Guarantee and place where claims are payable, acting through its ----branch presently situated at --- (hereinafter referred to as "Bank" which term shall mean and include, unless repugnant to the context or meaning thereof, its successors and permitted assigns),hereby irrevocably undertake to pay you without any demur or objection any sum(s) not exceeding in total an amount of Rs.----------------- (in figures) (Rupees---------(in words)------only) upon receipt by us of your first demand in writing declaring the Supplier to be in default under the purchase order, without caveat or argument, or your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

Please note that you may, if you so require, independently seek confirmation with - (Bank Name & Issuing branch address) ---, that this Bank Guarantee has been duly and validly issued.

Notwithstanding anything contained in the foregoing:

The liability of -------------- (Bank), under this Bank Guarantee is restricted to a maximum total amount of Rs. ---------- (Amount in figures and words).

This bank guarantee is valid upto -------------------.

The liability of ---------- (Bank), under this Bank Guarantee is finally discharged if no claim is made on behalf of OGB within twelve months from the date of the expiry of the validity period of this Bank Guarantee.

Our liability pursuant to this Bank Guarantee is conditional upon the receipt of a valid and duly executed written claim or demand, by ---------- (Bank)--- (Address), delivered by hand, courier or registered post, or by fax prior to close of banking business hours on --------------- (date should be one year from the date of expiry of guarantee) failing which all rights under this Bank Guarantee shall be forfeited and --------------- (Bank), shall stand absolutely and unequivocally discharged of all of its obligations hereunder.

This Bank Guarantee shall be governed by and construed in accordance with the laws of India and competent courts in the city of Bhubaneswar shall have exclusive jurisdiction.

Kindly return the original of this Bank Guarantee to --- (Bank & Its Address), upon (a) its discharge by payment of claims aggregating to Rs. ------------------ (Amount in figures & words); (b) Fulfillment of the purpose for which this Bank Guarantee was issued; or (c) Claim Expiry Date (date should be one year from the date of expiry of this Bank Guarantee).

All claims under this Bank Guarantee will be payable at --- --------------------- (Bank & Its Address).

{Signature of the Authorized representatives of the Bank}

Annexure H-Format of EMD/Bid Security Bank Guarantee

To
The General Manager (IT)
Odisha Gramya Bank,
Information Technology Department,

Dear Sirs,

In response to your invitation to respond to your RFP reference No. _____

Addressed to M/s_____ having their registered office at _____ (hereinafter called the „Vendor") wish to respond to the said RFP and submit the proposal for "**Supply, Customization, Deployment, Maintenance and Support of an Integrated Human Resource Management System (HRMS) For Odisha Gramya Bank**" as listed in the RFP document.

Whereas the "Vendor" has submitted the proposal in response to RFP, we, the _____ Bank having our head office _____ hereby irrevocably guarantee an amount of Rs. _____ (Rupees _____ only) as bid security as required to be submitted by the "Vendor" as a condition for participation in the said process of RFP.

The Bid security for which this guarantee is given is liable to be enforced/ invoked:
1)   If the Vendor withdraws his proposal during the period of the proposal validity; or
2)   If the Vendor, having been notified of the acceptance of its proposal by the Bank during the period of the validity of the proposal fails or refuses to enter into the contract in accordance with the Terms and Conditions of the RFP or the terms and conditions mutually agreed subsequently.

We undertake to pay immediately on demand to Odisha Gramya Bank, the said amount of Rupees Ten Lakh without any reservation, protest, demur, or recourse. The said guarantee is liable to be invoked/enforced on the happening of the contingencies as mentioned above and also in the RFP document and we shall pay the amount on any Demand made by Odisha Gramya Bank, which shall be conclusive and binding on us irrespective of any dispute or difference raised by the vendor.

Notwithstanding anything contained herein:
1)   Our liability under this Bank guarantee shall not exceed Rs. _____ Lakhs (Rupees _____ only).
2)   This Bank guarantee will be valid up to _____.
Bank guarantee and shall pay the amount under this Bank guarantee only on service on us of a written claim or demand by you on or before _____.

In witness whereof the Bank, through the authorized officer has sets its hand and stamp on this _____ day of _____ at _____.
Note: To be issued in a stamped paper duly affixed with requisite stamp value as applicable at the place of issue.