



No/4395/MP-DAYSRLM/SKILL/36/2022

Bhopal Date: 26.04.2022

Expression of Interest (EoI)
Hiring of Call Center/ Help Desk Agency under
National Rural Economic Transformation Project (NRETP) of
Deen Dayal Upadhyay Grameen Kaushal Yojna (DDU-GKY)

The Madhya Pradesh Deen Dayal Antyodaya Yojna State Rural Livelihood Mission (MP-DAYSRLM). Department of Panchayat & Rural Development, GoMP intends to invite Expression of Interest (EoI) from agencies for **Hiring of a Call Center/ Help Desk Agency also called as "Saathi Haanth Badhana"** under the NRETP project of DDU-GKY programme in the State of Madhya Pradesh.

The Request for EoI document comprising of the scope of work, eligibility criteria, terms & conditions and EoI submission details can be downloaded from our website <http://prd.mp.gov.in/nrlm/> & www.ddugky.gov.in . Any addendum/ corrigendum (if required) will be uploaded to the above-mentioned website.

Interested agencies who qualify as per the criteria mentioned in the document may submit their EoI latest by **31st May 2022, 3PM** on 2nd Floor, MP DAY SRLM office. MP- DAYSRLM reserves the right to accept/ reject any or all the EoI without assigning any reason thereof.

Sd/

Chief Executive Officer
MP-DAYSRLM

Request for Expression of Interest (Eoi)

FOR

Hiring of a Call Center/Help Desk Agency under NRETP (National Rural Economic Transformation Project) of DDU-GKY”

IN

MADHYA PRADESH

EOI: MPRAF/ 4394 /DDU-GKY-PRC/2022

Dated: 26th April 2022

**Madhya Pradesh Rajya Ajeevika Forum (MPRAF)
MPDAY- State Rural Livelihoods Mission (MPDAY-SRLM)
Skills Division**

Panchayat and Rural Development Department
Government of Madhya Pradesh

3rdFloor, Beej Bhawan
11, Arera Hills, Bhopal MP

Phone: +91- 755-2766814,12 website: www.prd.mp.gov.in

Proposed Schedule of Activities:

Sl. No.	Milestone	Date
1.	Circulation of the Eol document in leading Newspaper followed by uploading the same on SRLM web-portal	T0 (Date of REol publishing)
2.	Submission of pre-bid queries through email. The email id for receiving the Eol queries is ceo@mpraf.nic.in	T0+5
3.	Pre-bid meeting	T0+10
4.	Issue of pre-bid meeting clarifications and its circulation	T0+14
5.	Deadline for submission of Eol	T0+30=T1 At 3 PM
6.	Opening of Eol	T1 at 4 PM=T2
7.	Expected date for Notification of the Selected Agency(s)	T2+10

Other Key Information

Item	Reference
Eol No.& Date	MPRAF/ 4394 /DDU-GKY-PRC/2022 dated 26th April 2022
Title	Hiring of a Call Center/Help Desk Agency under NRETP project of DDU-GKY”
Issuing Authority	M.P. DAY State Rural Livelihood Mission (M.P. DAYSRLM)
Contact person details	Chief Executive Officer, M.P. DAYSRLM Contact No.: 0755-2424240/2766812; Email ceo@mpraf.nic.in
E-mail address for Pre-bid queries	Please send your queries prior to stipulated date. Queries received on above email address i.e. ceo@mpraf.nic.in on or before stipulated time would only be considered in the pre bid meeting.
Venue for Pre-bid Meeting	MP-DAY SRLM,3 rd Floor, Beej Bhawan, Arera Hills, Bhopal - 462004
Address for submission of Eol	The Chief Executive Officer MP DAY SRLM 2 nd Floor, Beej Bhawan, Arera Hills, Bhopal - 462004
Validity of the Eol	90 days from the last date of submission of the Eol. However, this may be extended by MP DAY SRLM. In such a case, consent from the bidders would be sought in advance. If the bidder is not willing to provide its consent for extension, then its Eol would be returned and the evaluation process will continue with the bidders who agree to extend the validity of their Eol

Important Notes:

1. MPRAF reserves the right to amend any or all conditions of this REol document before the last date of submission, or to change the above schedule at any time, without assigning any reasons whatsoever.
2. Unconditional Eol need to be submitted before the last date & time for responding under this REol.

3. Contact Person for communication:

The Chief Executive Officer
MPDAY-SRLM
2nd Floor, Beej Bhawan,
Arera Hills, Bhopal – 462004
Email ceo@mpraf.nic.in

Expression of Interest for Hiring of Call Center/Help Desk Agency also called as “Saathi Haath Badhana” for the state of Madhya Pradesh for the Financial Year 2022-24 as innovative project under NRETP. The project envisages setting up of a centralized system for information dissemination, awareness generation and supporting placed candidates trained under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojna) for M.P. State Rural Livelihoods Mission.

1. Deen Dayal Upadhyaya Grameen Kaushal Yojna (DDU-GKY) is a flagship program of Ministry of Rural Development (MoRD), Government of India (GoI). The program is aimed at alleviation of rural poverty through career promoting skills and placements with unique focus under National Rural Livelihood Mission (NRLM). Madhya Pradesh Deen Dayal Antyodaya Yojna State Rural Livelihoods Mission (MP DAY SRLM) is the state Nodal Unit to implement DDU-GKY in Madhya Pradesh

2. Objective of the Project

MP DAY SRLM acts as centralized organization for training activities, livelihood innovation and liaison between various institutions, government departments within and outside the state to facilitate employment generation under DDUGKY. **The project envisages setting up of a centralized system for information dissemination, awareness generation and supporting placed candidates trained under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojna) for M.P.State Rural Livelihoods Mission.**

3. Detailed Terms of Reference (TOR), Standard forms and other information required for the submission of the EoI will be available on the website <https://prd.mp.gov.in/NRLM/> & www.ddugky.gov.in

4. MP DAY SRLM intends to hire Call Center Agency to support the candidates both aspiring and trained from Madhya Pradesh and who are working in different parts of India. The call center shall address queries from various stages: Mobilization, training, placement, post placement etc. It will further facilitate the activities related to Mobilization, counselling at various stages

5. MP DAY SRLM invites eligible Agency to indicate their interest in providing the services. Interested agency should provide information demonstrating that they have required qualifications and relevant experience to perform the services

6. Expression of Interest should be submitted in a sealed envelope super scribing EOI for “Hiring of a Call Center/Help Desk Agency under NRETP project of DDU-GKY” in the state of Madhya Pradesh along with a soft copy in a Pendrive and all the necessary supporting documents to the address mentioned below latest by 3 PM, 31st May 2022. Proposal would be opened same day at 4 PM.

7. The duration of the project will be for a period of 2 years with an initial contract of 1 year and extendable up-to 1 year on the satisfactory performance as reviewed by MP DAY SRLM

8. The selection will be as per the approved procurement procedures.

9. MP DAY SRLM reserves the right to accept/reject any or all the proposals at any stage without assigning any reason thereof

10. Address: MP DAY SRLM, 2nd Floor, Beej Bhawan, Arera Hills, Bhopal- 462004

**Madhya Pradesh Raja Ajeevika Forum (MPRAF)
MPDAY- State Rural Livelihoods Mission (MPDAY-SRLM)
Skills Division**

Panchayat and Rural Development Department
Government of Madhya Pradesh
3rdFloor, Beej Bhawan
11, Arera Hills, Bhopal MP
Phone: +91- 755-2766814, 12 website: www.prd.mp.gov.in

EOI No./ MPRAF/ 4394 /DDU-GKY-PRC/2022, Bhopal Dated: 26th April 2022

Request for Expression of Interest (REOI)

**Hiring of a Call Center/Help Desk Agency under NRETP project of DDU-GKY”
in the state of Madhya Pradesh**

Dear Sir/Madam,

Letters of Expression of Interest are invited from qualified and experienced Agency who wish to provide Services as Call Center/Help Desk under the NRETP project of DDUGKY in the state of Madhya Pradesh

1. Background:

DDUGKY is a flagship program of the Ministry of Rural Development, Government of India (GOI). The program is aimed at alleviation of rural poverty through career promoting skills and placements with unique focus under the National Rural Livelihood Mission (NRLM). Madhya Pradesh Deen Dayal Antyodaya Yojna State Rural Livelihoods Mission (MP DAY SRLM) is state level nodal unit to implement DDU-GKY in Madhya Pradesh. MPRAF acts as a centralized organization for training activities, livelihood innovation and liaison between various institutions, government departments within and outside the state to facilitate employment generation under DDU-GKY.

DDU-GKY occupies a unique position amongst other skill training programmes in virtue of its unique position amongst the other skill training programmes due to its focus on rural poor youth and its emphasis on sustainable employment through the prominence and incentives given to the candidates in various forms viz. post placement support, tracking and career progression etc. MoRD and states are continuously trying to improve its delivery mechanism for the benefit of the targeted beneficiaries. Real time and regular communication with the candidates and other stakeholders i.e. employers, nodal agencies is the key to solve various candidate centric issues. This communication is again crucial at various stages of training i.e. mobilization, training, placement & retention.

Mobilization of the right candidate for training is the backbone for achieving desired objectives and outcomes of the program. Providing right information to the eligible and interested candidates and in right language would help make informed choices for selection of right trades. This would further, improve the chances of better placement and better retention of the

candidates. Reaching out to each and every rural youth is an arduous task, and this calls for the intervention that would facilitate two way communication.

Feedback of stakeholders play crucial role in the improvement and success of any government scheme. Further, DDUGKY mandates capturing feedback from the beneficiaries at different stages. This process can further be strengthened through continuous interaction with candidates at training stage, dropout stage, placed stage. Basis interaction, corrective measures can be designed, and this will help improve the outcomes of the scheme.

Placement being one of the most important outcome, has significant emphasis on tracking of placed candidates for a period of 1 year. It is important that the queries and grievances of the placed candidates be addressed at all levels and all times so as to ensure better retention.

The REOI calls for proposals from the eligible and competent organization to establish centralized call center with a dedicated Toll Free number with inbound and outbound operation. It is proposed to establish a call center (Help desk) with inbound and outbound operations/communication to support all the DDUGKY trained candidates from Madhya Pradesh who are working in different cities from all over India for a period of 12 months from date of certification. The Call Center will address queries, placement related issues, provide information regarding the program

The empanelment of agency that will setup and manage the call center will be for a contract period of 1 year which will be renewed for another 1 year based on the satisfactory performance of the placement agency.

Call center will have a toll free help line number. Importance of such help line number is not only to understand and redress the placement related queries and grievances but also to create a platform in which the unemployed rural youth, placed candidates, trainees can communicate with their respective PIAs & MPSRLM.

Target group for the Call Center:

- Unemployed youths interested in DDUGKY training
- DDUGKY trained and placed rural youth working in various companies
- DDUGKY trained but non-working rural youth
- DDUGKY trained but placement dropouts
- Parents of candidates
- Project Implementing agencies

2. Objectives of the Project:

- To develop two way communication platform between government and the beneficiaries
- Create a channel for Information dissemination and awareness generation
- Platform to counsel and guide candidates to take informed decision on various aspects of the program.
- Create a channel of grievance redressal for candidates at various stages: Interested in training, undergoing training, trained, placed, dropout candidates
- To bridge the gap in communication between PIA and candidates and MP DAY SRLM
- Act as a channel for receiving feedback from major stakeholders to make desired improvement

3. Process of Hiring and Contracting the services:

MPRAF will undertake following steps for hiring the services of Agency to provide services as Call Center Agency/Help Desk Agency

- a) **Issue of Request for Expression of Interest:** Advertisement to given in designated websites and leading newspapers
- b) **Evaluation of Eols by MPRAF:** Receipt and evaluation of EOIs and prepare list of suitable Agencies/firms
- c) **Issue of RFP and Technical Evaluation by MPRAF:** Request for Proposal will be invited from the shortlisted Agencies only. At the RFP stage, Agencies will be required to submit technical proposal as per QCBS method.
- d) **Contracting the services and signing of Agreement with the selected Agency**

4. The short-listing Criteria at the REoI stage:

- The EoI intends to consider only those Agencies who have the requisite capability and competency in terms of technical & financial strength, who fulfill the infrastructure and manpower needs to execute the project
 - Eligibility Criteria will be used for assessing and finalizing the potential Agencies for the RFP stage
 - JV/Consortium/sub-contracting of any part of the Project is not allowed
 - Agencies selected at EoI stage will be required to submit Technical Proposal at RFP stage and the final Agency to be selected in accordance with the Quality and Cost Based Selection Method
 - **The eligibility criteria for the Agency is listed as below:**
 - **The Agency needs to fulfill all the criteria's to be able to participate at the RFP stage**
- a) The agency must be registered and incorporated in India under the Indian companies act/societies registration Act/Trust Act/any other Act in India and should be in operations in India for minimum of 3 years of existence as on 31st March 2022 (i.e. organizations registered on or before 31st March 2019 are eligible to apply).

**Supporting Documents: Certificate of Incorporation under relevant Act, PAN Card, TAN No.(if applicable)
As per Annexure Form 6**

- b) The Agency should have minimum average annual turnover of INR 5 Crores or above in any three of the last 5 financial year's i.e. (2016-17, 2017-18, 2018-19, 2019-20, 2020-21) **from BPO/Call Center Business**

Supporting Documents: Audited P&L/Income statements for any three financial years out of (2016-17, 2017-18, 2018-19, 2019-20, 2020-21) and CA certificate as per Annexure Form 3 indicating turnover from BPO/Call center Business needs to be submitted

- c) The Agency should have positive Net worth of at-least INR 1 crore as on 31.03.2021 or 31.03.2020.

**Supporting Documents: CA certificate indicating Net worth to be submitted
Refer: Annexure Form 3 for providing information**

- d) The Agency must have fully equipped call centers with a capacity to scale up to at-least 50 seats in a single location Bhopal

Supporting Documents: Declaration by the Authorized Signatory on Rs 100 Non Judicial Stamp Paper

- e) The Agency should have executed/ be executing at least 3 (three) orders of not less than 25 lakhs each (within the last 5 years 2016-17, 2017-18, 2018-19, 2019-20, 2020-21) that show the experience of Inbound calling and Outbound calling. At least 1 of these orders should be related to skill development project of any state/central Ministry

**Supporting Documents: Certified copies of Work orders and Completion certificate(For completed projects).
Refer Annexure Form 5 for providing information**

- f) The Agency should have valid PAN and GST registration number

Supporting Documents: PAN Card and GST certificated to be provided (As per Annexure Form 6)

- g) The bidder must not have been blacklisted by any central/state govt. or under a declaration of ineligibility for corrupt or fraudulent practices

Supporting Documents: Declaration duly signed by the authorized signatory regarding non-blacklisting (as per Annexure Form 7) to be attached

- h) An authorized representative of the Applicant should sign the original submission letters in the required formats for the EoI.**

The authorization should be in the form a Power of Attorney(POA)/board resolution. (As per **Annexure Form 8**)

- i) Other General Conditions:**

- The Agency should have at-least one Toll Free number for Inbound calling
Supporting Documents(1): Self-Declaration by the Authorized signatory mentioning the Toll free number in use. (It can be verified by the competent Authority)

- High Speed Internet Connectivity (at least 10 MBPS and Scalable capacity in case seats requirement increases). The Agency should provide a proven call management, CRM/service management and grievance management software duly customized for the purpose of this Project

Supporting Documents(2): Self-declaration by the authorized signatory along with bill from the internet provider indicating the speed of the internet connection. (Bill should not be before 31st Dec 2021)

- Software system such as Predictive dialing/auto dialing for outbound calls and others as required to achieve the objectives of the project

Supporting Documents(3): Self-Declaration by the Authorized signatory along with the screenshot which can justify the requirement.

Refer Annexure Form 9 for providing information

5. Submission of REOI:

- The Eol must be delivered in written form in the prescribed form (see Annexure Forms) along with a soft copy in a Pendrive addressed to The CEO, MPRAF/MPSRLM Panchayat and Rural Development Department GoMP on the address provided below.
- The Eol is to be submitted with details and evidence related to the selection criteria listed above in a sealed envelope clearly indicating Eol submission for **“Hiring of a Call Center/Help Desk Agency under NRETP project of DDU-GKY” in the state of Madhya Pradesh**
- **All pages should be signed by authorized person and carry the seal of firm. (Documentary Evidence of Authorization i.e. Board Resolution to be attached)**
- Eol should be submitted to the undersigned on or before **31st May 2022 by 3 P.M.** Agencies are required to submit the Eol along with a cover letter, duly filled Annexure Form-1 provided along with this Eol and necessary supporting documents. Incomplete Eols and Eol responses received after the specified date and time will not be considered.
- MP DAY SRLM may choose to seek additional document for clarification if required

The Chief Executive Officer,
Madhya Pradesh Rajya Ajeevika Forum
MPDAY-SRLM
3rd Floor, Beej Bhawan
Arera Hills, Bhopal

Please note that, no technical proposals are required at the Eol stage. On the basis of the information provided by interested Agencies, the Mission will shortlist the agencies, who will be further invited to submit their detailed proposals.

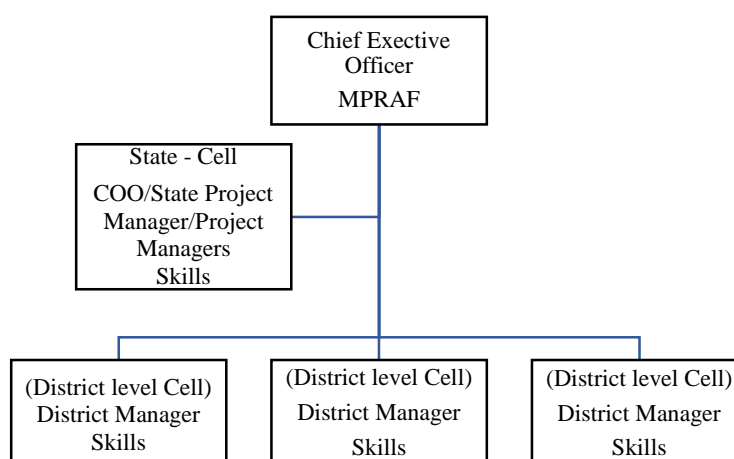
Terms of Reference:

A. INTRODUCTION

1. Madhya Pradesh Rajya Aajeevika Forum (MPRAF) a Society Established under the Society's Act, 1973 in Panchayat and Rural Development Department, Government of Madhya Pradesh, is an implementing agency of Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) in the state Madhya Pradesh.
DDU-GKY is a flagship program of the Ministry of Rural Development (MoRD), Government of India (Gol). The program is aimed at alleviation of rural poverty through career promoting skills and placements. The key focus areas of this are-the poor rural youth; the priority it gives to disadvantaged groups such as the SC/ ST / women and minorities and its attention to market-led training programs to ensure employability and its emphasis on partnership based skilling and placement delivery.
2. DDU-GKY follows a three-tier implementation architecture.
 - i. At the Apex is the National Unit (NU), set with the objective of forming policy, providing technical facilitation to states, monitoring & evaluation as well as undertaking coordination with key stakeholders in the sector both nationally and internationally.
 - ii. Next in hierarchy is the State Rural Livelihood Missions/ state designated skill development agency as the state level nodal implementation support agencies and implementation undertaken in partnership with Project Implementation Agencies (PIAs)
 - iii. Thereafter at next level are the PIAs that are in general private sector agencies, NGOs, government and semi-government agencies with experience in skilling and placement that serve as the skill imparting and placement partners under the program. Presently there are 108 PIAs implementing the program in different districts of the MP.
3. **The key stakeholders of DDU-GKY in M.P. are:-**
 - i. Rural youth from poor families in the age group of 18 to 35 years (upper age limit is 45 years in case of Particularly Vulnerable Tribal Groups, widows, freed bonded labor etc.) are at the centers' of the program objectives.
 - ii. Families, communities and peer group of rural youth.
 - iii. PIAs which are the skilling and placement implementation partners.
 - iv. Corporate entities in public and private sector who could be both PIAs for captive skilling and placement as well as potential employers of the rural youth.
 - v. The companies where candidates are placed.
 - vi. Relevant skills staff of MPRAF.
 - vii. Line Departments involved in skilling.
 - viii. Local government bodies at Zilla Panchayat, Janpad Panchayat and gram Panchayat level and DMMU, BMMU and CLFs.

- ix. Migration Center and Alumni Support Centers.
- x. Ministry of Rural Development as the funding and sponsor agency of DDU-GKY.
- xi. National Skill Development Agency as the apex policy and coordinating agency on skills
- xii. National Skill Development Corporation and other Ministries of GOI as peers in the skill sector.
- xiii. Sector Skill Councils and National Council for Vocational Technical Educations with whom DDU-GKY aligns for its curriculum and certification of trainees, trainers and other assessment.
- xiv. Political groups, religious groups, Common Service Center's, e-chouplas, NGOs, Media and other agencies / channels that provide outreach for IEC and branding.

4. **Organizational Structure Skills Division** :The organizational structure of the Skills division at state and district level is as in the following diagram:



B. OBJECTIVE:

5. Madhya Pradesh is recognized as an Annual Action Plan (AAP) state to implement DDU-GKY and has been mandated to train 75,237 candidates within 3 years started from 2019 to 2023. Action Plan training target & duration may be vary (increase or decrease) according to the direction/notification of Govt of India/Govt. of MP. It has partnered and has to partner with multiple Project Implementation Agencies (PIAs). It has to support these PIAs in various tasks like candidate mobilization, counselling, skills training, placement and post placement tracking. Further the monitoring of these PIAs is also essential for successful implementation.

Therefore, the department has engaged an Agency (as per the DDUGKY Guidelines¹) as Consultant called as 'STSA' to technically support the execution of the

¹DDU-GKY guidelines are online at www.ddugky.gov.in

project. The State Technical Support Agency (STSA) would provide handholding to the state in strengthening the implementation process for assigned target.

Scope of Work:

The project “**Saathi Haath Badhana**” is to set up and manage a helpline/call centre dedicated to the DDU-GKY target family primarily for awareness generation, sensitization and supporting placed candidates thus facilitating improved placement and retention.

The section details out the scope of work for the selected agency as per the requirements of the project.

The proposal is to establish a help desk for addressing awareness, mobilization, training and placement related issues of candidates, career guidance & to conduct post placement tracking for the certified candidates for a period of 12 months from the date of certification under DDU-GKY (Deen Dayal Upadhyaya Gramin Kaushalya Yojana)

The activities may be carried out through the outbound/inbound call, outbound/inbound SMS, emails, IVRS etc. Further the proposed call center should also gather feedback on various services being delivered.

5.1. Providing Placement related consultation:

The Primary and most important objective of establishing the call center is to track the placed candidates. This would include the DDU-GKY trained candidates who are working in different parts of India, the trained but not the employed candidates, the employed but dropouts. These groups require regular support and consultations in the areas as listed down:

- Consultation on different Jobs available related to the trade of training in different parts of India including the State of Madhya Pradesh.
- Consultation on the Salaries, other benefits & entitlements provided by different companies.
- Consultation related to quality of jobs, safety & other aspects.
- Consultation on the job location & the quality of living in locations where Placement is proposed.
- Consultation on clarity of Job roles offered by employers.
- Validation & tracking of the Placement & the Employer database.
- Consultation & support to the Non-working & Placement drop-outs candidates.
- Monitor and track the PPS payment details of the placed candidates.

The selected Agency will have to submit a detailed working strategy in this area at the RFP stage

5.2. Providing information about the programme and Placement documentation

One of the major objective of the proposed Call Center will be to sensitize the target beneficiaries on various aspects of the DDU-GKY programme. This would include but not limited to

- Information on scheme and its benefits, trades available and career progression
- Information on overall Entitlements, PPS (Post Placement Support), ESI, PF.
- Provide information on the Placement documents required to be submitted to the PIAs viz Salary statements, Bank Statements, Offer letters, Appointment letters etc.

5.3. Grievance Handling & Query Resolution

The Call Center would act as a platform to resolve placement related & other grievances of the candidates. Some of the common grievances could be related to quality of Jobs, salary, quality of living etc. The Call center will have to develop a system of registering and tracking the grievances. The system has to be developed which bucket the complaints in two broad categories

- Real time/Immediate redressal category
- Time bound resolution category

5.4. Career Counselling & Guidance

One of the most important objective of establishing the call center will be to counsel and provide guidance to the candidates to join the training programme, take informed decision on trades/sectors,

Provide career guidance on matters such as available job opportunities, career progression, salary and other entitlements, insurance and medical services

5.5. Data collection, Data Keeping and Data analysis for decision making

The empaneled agency will have to develop system and analytics so as to provide the key decision points for the MPDAY SRLM. This would help the department address the gaps for the overall improvement of the scheme. The empaneled agency in consultation with the MPDAY SRLM will develop a framework to gather, collate and analyze the feedback for following broad categories: On quality of trainers and training, On PIAs administration and management, Alumni and other supports, on safety and hygiene, OJT and placement support etc.

5.6. Market Research

The Team leader/ Specialist-II will be responsible for the whole market research. The data will be gathered regarding the job requirements from various portals such as DDU-GKY dedicated portal, Naukri.com etc. The requirement of the industries will also be attained as per the requirement of the trained candidates in different industrial pockets.

5.7. Verification of Placement service delivery

The Inbound & Outbound calling by the Help Desk to the target group shall also verify & validate the Placement data of the candidates & also the Employer data. These data should be analyzed & reported to the Nodal officer of MPSRLM for further decision making.

5.8. Facilitating Mobilization Activities:

The call center will act as a platform to assist PIAs and MP SRLM in the mobilization activities. The call center executives will inform the candidates about the upcoming mobilization camps, will address the queries of the candidates and their parents regarding mobilization, help the candidates know the schedule of various counselling camps etc. The call center should disseminate the information given by the MP SRLM and the PIAs to the potential trainees regarding various aspects of the programme, available trades, training center location, probable date of commencement of training trade and center wise, entitlements etc.

5.9. Cross verification of data provided by the PIAs

5.10. Security and Privacy:

The proposed call center should build a system that guarantees the information collected from the caller is secure and be used only for specific purposes for which it was collected. Call center shouldn't share the information with any other agency, departments, companies, individual etc. without the prior approval of MPDAY SRLM. The call center should function as directed by MPDAY SRLM.

6. Human Resource Requirement

The call center provider will be required to deploy a mix of resources who are qualified and competent to deliver services as per the TOR. The resources will work on the conceptualization and will execute the project. The utilization mix may vary based on the requirement of the department and accordingly payment will also be made based on the effort of the manpower. MPDAY SRLM may also ask to deploy manpower dedicatedly for the project. The indicative list of manpower that may be deployed for the project

- a) **Non Key Professionals:** Call Center Agent (Alumni Support Executives)
These resources will act as first point of contact and they would attend and respond to the telephonic enquiry. Call Center should give priority to engage DDUGKY trained candidates/ SHGs women
- b) **Key Professionals:**
 - Supervisors:** These resources will have the responsibility to oversee the project and support the call center executive to resolve the query.
 - Career Counsellors:** They would be the experts meant for some specific intervention. They would counsel the candidates whenever required
 - Technical Resource Person:** They would be responsible for the development of project solution and any changes in the application

7. Functionalities

It may offer various set of services through various modes of communication that are best suited to the Placed candidates & Target youth. These modes of communication form the basic functionalities. Some of these modes of communication and functionalities are as given below:

7.1. Inbound Calling

Candidates who have completed training and are eligible for placement may call on the desired toll free number for the desired service

Some of the services and information which may be provided through inbound calling are as follows:

- Query resolution on Jobs and Placement issues of callers
- Query resolution of the Candidates
- Promotion of the programme among the callers
- Query resolution on Jobs and Placement issues of callers
- Resolution of the grievances particularly in relation to entitlements, such as Monthly Salary, PF, ESI, Incentives etc.

7.2. Outbound Calling

MPSRLM may desire to connect with the targeted beneficiaries for various purposes such as:

- Validation of the Placed candidate's data in the system
- Validation of the Employer Details where the DDU-GKY Candidates are working
- Creating awareness about the programme
- Getting feedback on the Placement related services received by the Placed candidates
- Validation of the services delivered by the Employers.
- Providing information about the training commencement.

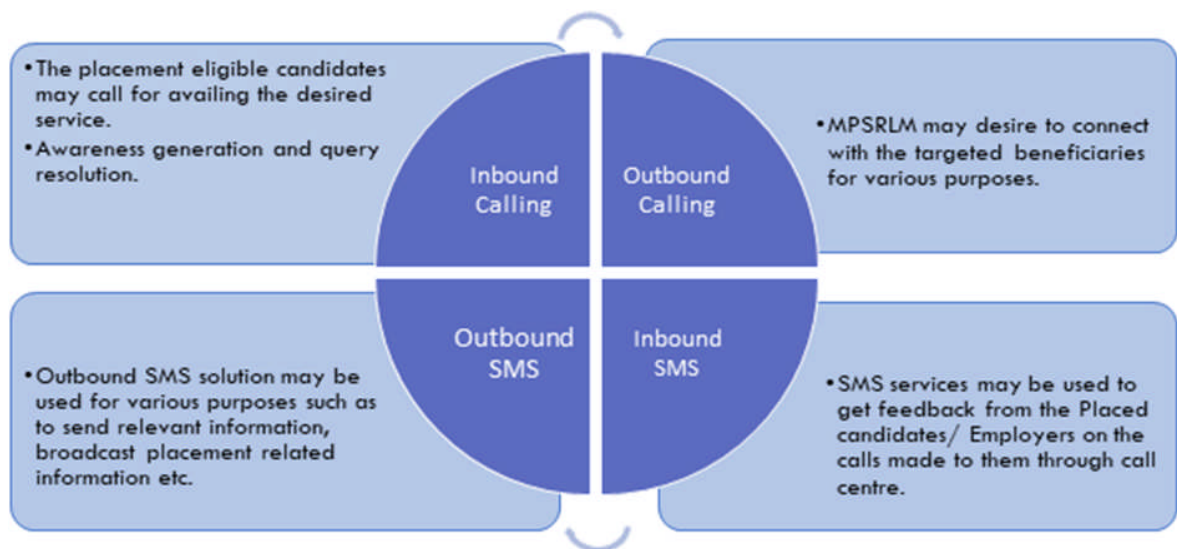
7.3. Inbound SMS

SMS services may be used to get feedback from the Placed candidates / Employers about the calls made to them through call centre. The Placed candidate / Employer may also send SMS to get specific details such as services like information regarding the programme etc.

7.4. Outbound SMS

Outbound SMS service may be used for following indicative activities:

- To provide specific details to the Placed candidates / Employers as desired by them
- To send relevant information to the Placed candidates / Employers on the linked phone numbers in the database
- To broadcast Placement related information



7.5. Web Portal

Creating and maintaining a website, email and application totally dedicated to this project. These platforms will be helpful in registering the queries of the candidates and their proper and timely follow-up.

The Help Desk provider is expected to run the call centre service from its premise and deploy resources for implementation of Call Centre solution. The mix of following resources may be deployed by the help desk provider while conceptualizing and implementing the solution and accordingly payment will also be made for the effort of manpower to the help desk provider. The utilization mix of the resources may vary based on the requirement of the Department. help desk provider may deploy all the manpower that is required for development of application and Call Centre solution. The Department may also ask help desk provider to deploy desired manpower dedicatedly for the project. Below is an indicative list of manpower that may be required onsite for the project:

A. Operational resource persons at Helpdesk

- **Help Desk Agents (Executives)** – These resource persons would attend and respond to telephonic enquiry and will act as the first person to contact.
- **Counsellor (Specialist Retention)** - This person will help the team in resolving the placement related queries. The call which entails the specialist intervention will be forwarded to these resource persons. These resource persons will also assist in the updation of the knowledge bank, continuous training to Call centre Agents and Supervisors. This way retention will be increased for placed candidates as they will be getting more job opportunity in the market.

- Counsellor- The Counsellor will be a much more experienced person, who will be appointed as an Operational Resource person at Help Desk. The Counsellor will look after all the queries raised by the beneficiaries and accordingly motivate them towards the scheme.
- **Technical resource persons-** The mix of following resource persons will be deployed by the help desk provider and accordingly the payment will be made to the help desk provider. The mix of the resource persons may vary based on the requirement. The resource persons that may be required to operationalize are as follows:
 - Application Developers
 - Database Administrator
 - Testing Engineer
 - Business Analyst

Manpower deployed by the Help Desk provider should comply with minimum qualification and the Roles & Responsibilities as required by the state for successful implementation of the project.

8. Convergence and Partnerships

The project would be implemented by MPSRLM and executed through SHG Federation/ CLF/ External agency. In case of external agency, a qualified and experienced agency having expertise in similar projects will be hired. The project will require collaboration and partnerships from the stakeholders for successfully running the project and achieving its desired results and output. The PIAs will be the most important partners in the project.

9. Outputs and Outcomes:

1. Increase in participatory decision- making processes by bringing diverse stakeholders into a common process.
2. Expansion in the inclusion of often marginalized populations, such as women and person with disabilities.
3. Reduce unemployment.
4. Increased Job Retention rate.
5. Awareness generation about the Programme.
6. Mobilization of right candidates.
7. Grievances Redressal
8. Increased Job retention of the DDU-GKY placed Candidates.
9. Minimized Placement dropout
10. Increase in overall placement by supporting the Non-working candidates to join their Preferred Job & Location
11. Increased satisfaction of the placed candidate as they would get response to their queries and inquiries and also information about the programme
12. Verified placement data and employment data.
13. Career profile and Retention data of each candidate for a period of at least one year

10. Timelines:

The duration of the project will be for a period of 2 years with an initial contract of 1 year and extendable up-to 1 year on the satisfactory performance as reviewed by MP DAY SRLM. Based on its scale of value addition and benefits, it would be proposed to further continue the project with aid from the Central or State Government.

Proposed Activity:

- i. Agency Selection
- ii. Setting up of Help Desk (Infrastructure/Logistics/ resource materials etc.)
- iii. Selection of Help Desk Executives
- iv. Training & Capacity Building and Familiarization activity with PIAs
- v. Trial Run
- vi. Project Execution

11. Sustainability

Sustainability of this project is dependent upon the effective functioning of the Help Desk by addressing the queries, enquiries and grievances of the Youth/Trainees/placed candidates. With the increase in the number of placed candidates and their retention, there will be a direct increase in the number of trainees in various trades. Also, through minimized dropouts there will be an increased number of placed candidates. This will in turn increase the functions of the Help Desk as it would be catering to a larger target audience. Hence, through its effective functioning, the project will be able to sustain itself.

- **Revenue Model:-** This project may help for placement verification under DDU GKY which will be charge based activities. It may also help to provide the services to other program with cost based model. Data collected during the program may also be used for certain study.

12. Monitoring

Based on the operation, reports may be required by MPSRLM to assess the performance of system/manpower/project. Requirement of reports that may be identified by MPSRLM with reference to call centre performance, data quality, service level performance, calling operation etc. shall be clearly defined in this section. An indicative set of reports that may be required by MPSRLM is given below:

- System performance report
 - Application availability
 - Dialer availability Network availability
 - Power availability
- Manpower performance report
 - Availability of Call Centre Agents
 - Call Centre Agents attendance report
 - Number of hours of call handling. The help desk provider should be able to segregate the Duration of call handled by Call Centre Agents and IVRS
 - Number of calls handled
- Project performance report
 - Reports generated based on the feedback of caller
- Call status report
 - Reports containing details such as number of calls, wrong numbers, correct numbers and duration of calls.

Annexures:

Annexure Form 1: Covering Letter

(On Letterhead)
(Date)

To,

Date:

CEO MPDAY SRLM

Dear Sir/Madam,

We are pleased to submit our Expression of Interest against the REOI, "Hiring of a Call Center/Help Desk Agency under NRETP (National Rural Economic Transformation Project) of DDU-GKY" published dated.....We understand submission of our Eol does not amount to the acceptance of our Eol.

We acknowledge the following:

- (i) Each page of the Eol has been signed by the Authorized Signatory.
- (ii) We do hereby undertake, that, in the event of acceptance of our bid, the services shall be provided as stipulated in the REol document and that we shall perform all the services agreed upon.
- (iii) We agree to abide by our offer for a period of 90 days from the date fixed for opening of the Eol.
- (iv) We have carefully read and understood the terms and conditions of the REol and the conditions of the contract applicable to the bid and we do hereby undertake to provide services as per terms and conditions mentioned in the REol.
- (v) The information contained in this Eol or any part thereof, including its exhibits, schedules, and other document(s) delivered or to be delivered to MPDAY SRLM, is true, accurate, and complete.
- (vi) This Eol includes all information necessary to ensure that the statements therein do not in whole or in part mislead MP DAY SRLM as to any material fact.
- (vii) 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.
- (viii) All the information and statements made in this REol are true and we accept that any misrepresentation contained in this REol may lead to our disqualification.

- (ix) We have no conflict of interest as stated in this document.
- (x) We _____(Name of the bidder) are not bankrupt or facing insolvency proceedings
- (xi) We meet the eligibility requirements as stated in this document.
- (xii) Our Eol shall remain valid for 90 days from the last date of bid submission deadline.
- (xiii) In competing for (and, if we are selected) the selection, we undertake to observe the laws against fraud and corruption, including bribery as per document.
- (xiv) Our Eol is binding upon us and subject to any modifications resulting from the Agreement negotiations.
- (xv) We undertake, if our Eol is accepted, we will be qualifying for the RFP stage.
- (xvi) We understand that MPDAY SRLM is not bound to accept any Eol that it receives.

Yours sincerely,

Dated:

(Signature)

(In the capacity of) Duly authorized to sign the EOI Response for and on behalf of:

Name of the Company:

Address of Company Seal/Stamp of agency/bidder:

Name of the Authorized Signatory:

Designation of the Authorized Signatory:

Annexure Form 2: Agency's Organization and Experience (Not more than 5 Pages)

A brief description of the Agency's organization and an outline of the recent experience that is most relevant to the assignment.

The outline may indicate the names of the Technical Agency's Key Resources who participated, the duration of the assignment, the contract amount, and the Agency's role/involvement.

**Annexure Form 3: Financial Capability (Auditor Certificate with UDIN)
(On the letter head of the Chartered Accountant)**

This is to certify the below details for the company/Society/trust/firm

Particulars	Financial Years				
	2016-17	2017-18	2018-19	2019-20	2020-21
Total Turnover of the agency from BPO/Call Center Business					
Net worth of the firm as 31.03.2020 or 31.03.2021					
Average of Financial Turnover for any three FY Mention the Financial years used for computation 1. FY..... 2. FY.... 3. FY...	Average Turnover:				

Certified by CA and Membership No.:
UDIN No.

Annexure Form 4: *Declaration certificate from the Authorized Signatory*

(To be executed on non-judicial stamp-paper of Rs. 100/-)

The Agency must have fully equipped call centers with a capacity to scale up to at-least 50 seats in a single location Bhopal

Annexure Form 5: Format for Showcasing experience is as follows:

Duration (MM/YYYY to MM/YYYY)	Assignment name / & brief description of main deliverables / outputs	Name of Client & Address	Approx. Contract value (in Rs equivalent)/ Amount paid to your firm	Role on the Assignment relevant to this assignment

Each credential cited must include a brief write-up on the services provided along with the Purchase Order/signed contract (For ongoing Projects)

Purchase Order/signed contract along with completion certificate (for completed projects)

The agency may submit auditor certificate for revenue collected or partial completion certificate with at-least 10% work completed as an alternative to completion certificate.

Note:

- 1. Completion certificate must be signed by the Authorized signatory**
- 2. Purchase Order/signed contract/completion certificate must clearly reflect**
 - Name of the Project
 - Contract value
 - Authorized signatory name, sign and stamp
 - Duration of the project
 - Date of sign of the contract
 - Scope of work(relevant to the scope of this project)

Above points must be highlighted by the Bidder.

Annexure Form 6: Certificate of Incorporation, *PAN*, *GST*, *TAN certificate*

Annexure Form 7: Self-Declaration duly signed by the authorized signatory regarding non-blacklisting

(To be executed on non-judicial stamp-paper of Rs. 100/-)

TO WHOMSOEVER THIS MAY CONCERN

This is to certify that we _____ (Name of the bidder) registered under _____ (Name of the Act) vide registration no. _____ do hereby declare and confirm that as on date we are neither black-listed or face sanctions from any Ministry/ Department/ Board/Corporation / Any other entity of the Central or State Government or by any Public Sector Undertaking or any bank or any Other Entity.

(Authorized signatory)

Stamped and signed

Notes: -

(To be executed on non-judicial stamp-paper of Rs. 100/-)

Annexure Form 8: Format for Power of Attorney

Know all men by these presents, We _____ (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorize Mr./ Ms (name), _____ son/daughter/wife of _____ and presently residing at _____, who is [presently employed with us and holding the position of _____], as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for the "**Hiring of a Call Center/Help Desk Agency under NRETP project of DDU-GKY**" in the state of Madhya Pradesh proposed or being developed by the "**MP DAY SRLM**" (the "Authority") including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre-Bid and other conferences and providing information/ responses to MPDAY SRLM, representing us in all matters before MP DAY SRLM, signing and execution of all contracts and undertakings consequent to acceptance of our bid, and generally dealing with MPDAY SRLM in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us and/or till the entering into of the contract with MPDAY SRLM

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, _____, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ____ DAY OF _____, 2020

For -----

(Signature)
(Name, Title and Address)
(Seal)

ACCEPTED

(Signature)
(Name, Title and Address)
(Seal)

Witnesses:

- 1
- 2

Notes:

- 1. To be executed on Rs 1000/= non-judicial stamp paper
- 2. Signatures of Attorney, Principal and two witnesses are must.

3. It must be notarized
4. Board Resolution copy to be attached(In case POA is not available)

POA will not be accepted in case any of the 4 points mentioned above are not fulfilled

Annexure Form: Format for submission of Pre-Bid Queries

We, (Name of the organization), will like to submit the following queries

Sr. No.	Section	Sub section	Page No.	Reference/Subject	Clarifications sought/Suggested changes (if any)

(Authorized signatory)

Stamped and signed

Date:

Annexure Form 10: Checklist of Required forms

Annexure	Description	Enclosed (Yes/No)	Page Number
Annexure Form 1:	Covering Letter		
Annexure Form 2	Agency's Organization and Experience		
Annexure Form 3	CA Certificate for Turnover and Net-Worth		
Annexure Form 4	Declaration certificate form from the Authorized Signatory		
Annexure Form 5	Format for Showcasing experience		
Annexure Form 6	Certificate of Incorporation, PAN, GST, TAN certificate		
Annexure Form 7	Self-Declaration duly signed by the authorized signatory regarding non-blacklisting		
Annexure Form 8	Format for Power of Attorney		
Annexure Form 9	Self-Declaration Form: <ul style="list-style-type: none"> - Supporting Document 1 - Supporting Document 2 - Supporting Document 3 		

Authorized Signatory

Sign and Stamp

-----END-----