

## **Tender Document for SMS Service - KFON Project**

**1. Introduction:** This tender document outlines the requirements and specifications for the provision of SMS (Short Message Service) for the KFON (Kerala Fiber Optic Network) Project. The purpose of this tender is to solicit proposals from qualified vendors to provide a reliable and efficient SMS service that aligns with the project's objectives.

**2. Project Overview:** The KFON Project aims to establish a robust fibre optic network infrastructure across the state of Kerala, India. This network will provide high-speed internet connectivity to government offices, educational institutions, and households. The SMS service is an integral part of the project, enabling effective communication with stakeholders, subscribers, and the general public.

**3. Scope of Work:** The selected vendor will be responsible for providing a comprehensive SMS service, including but not limited to:

- **Bulk SMS Messaging:** Ability to send bulk SMS messages to a large number of recipients efficiently.
- **Two-way Communication:** Support for two-way SMS communication, allowing recipients to respond to messages.
- **Delivery Reports:** Provision of delivery reports for sent messages, indicating successful delivery or any failures.
- **Opt-in and Opt-out Management:** Implementation of opt-in and opt-out mechanisms for recipients to subscribe and unsubscribe from SMS communications.
- **Message Personalization:** Capability to personalize SMS messages using recipient names or other relevant details.
- **Scheduling:** Option to schedule SMS messages for future delivery.
- **API Integration:** Provide APIs for seamless integration with existing systems and applications.
- **Security:** Ensuring the security and privacy of SMS content and recipient information.
- **Scalability:** Ability to handle a growing number of subscribers and messages as the project progresses.

**4. Technical Requirements:** The SMS service must adhere to the following technical specifications:

- **Delivery Rate:** The vendor should guarantee a high percentage of successful message deliveries.
- **Throughput:** The system should be able to handle a large volume of messages simultaneously.
- **Compatibility:** The service should be compatible with a wide range of mobile devices and carriers.
- **Message Length:** Support for both standard SMS (160 characters) and concatenated SMS for longer messages.
- **Reporting:** Real-time and detailed delivery reports accessible through a web-based interface or API.

- Integration: Well-documented APIs for integration with the project's existing systems.
- Security: Implementation of encryption and other security measures to protect data transmission and storage.

**5. Proposal Submission:** Interested vendors are required to submit a detailed proposal that includes the following:

- Company profile, including relevant experience in providing SMS services for similar projects.
- Technical specifications of the proposed SMS service.
- Pricing structure, including any recurring costs, transaction fees, and additional charges.
- Implementation timeline.
- Information about customer support and maintenance services.
- References from previous clients.

**6. Evaluation Criteria:** The proposals will be evaluated based on the following criteria:

- Technical capability and compliance with specifications.
- Delivery speed and reliability.
- Pricing competitiveness.
- Vendor's track record and experience.
- Quality of customer support and maintenance services.

**7. Timeline:**

- Tender Release Date: 24/08/2023
- Deadline for Proposal Submission: 20/09/2023

**8. Disclaimer:** KFON reserves the right to accept or reject any proposal without providing a reason. Submission of a proposal does not imply an obligation to award the contract.

We look forward to receiving your proposal and potentially working together to contribute to the success of the KFON Project.

**Terms and Conditions:** The proposal should outline the terms and conditions of the service provider.

Please send the quotation to [kfon@ksitil.org](mailto:kfon@ksitil.org). The submission deadline is **September 21<sup>st</sup>, 2023**.