



Tender for Bulk SMS Service - KFON Project

Tender/Quotation ID: KFON/2023-24/01

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Kerala Fibre Optic Network Limited
LIC, Divisional office, Jeevan Prakash,
Pattom, Thiruvananthapuram, Pin-695004

1. Introduction:

This tender document outlines the requirements and specifications for the provisioning Bulk SMS (Short Message Service) for the KFON (Kerala Fiber Optic Network) Project for a period of three (3) months extendable to six (6) months on mutual terms and agreements. The purpose of this tender is to solicit proposals from qualified vendors to provide a reliable and efficient SMS service that aligns with KFON 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 public.

3. Bid Details:

The proposal is to be submitted in two separate sealed envelope, as

Envelope - 1 containing the signed and sealed Technical proposal (as per Section :9 - Technical Proposal Submission, Page # 5) and

Envelope - 2 containing the Commercial Bid Form (Annexure-1).

Both the covers shall be enclosed in a third sealed cover (**Envelope 3**) and submitted as your proposal.

Envelope - 1 shall be super scribed "Technical proposal', **Envelope 2** 'Financial Proposal (Commercial Bid Form-Annexure-1)' and **Envelope - 3** as "**Tender for Bulk SMS service-KFON Project**" and submit at KFON Office or /courier/Speed Post to the Office of the Managing Director, Kerala Fibre Optic Network Limited, LIC, Divisional office, Jeevan Prakash, Pattom, Thiruvananthapuram, Pin-695004.

The sealed Financial Proposal shall be opened in the presence of the bidders or their authorized representatives who may like to be present at the time and date fixed. However, KFON shall have the right to change the date and time of opening of the bid. The changed date and time shall be notified in advance to each technically qualified bidder.

4. Scope of Work:

The selected vendor will be responsible for providing a comprehensive SMS service, including but not limited to:

1. Bulk SMS Messaging: Ability to send bulk SMS messages to a large number of recipients efficiently.

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

5. Technical Requirements:

The SMS service must adhere to the following technical specifications:

1. Delivery Rate: The vendor should guarantee a high percentage of successful message deliveries/receipts.
2. Throughput: The system should be able to handle a large volume of messages simultaneously. There should be provision to increase or decrease the TPS based upon the request.
3. Compatibility: The service should be compatible with a wide range of mobile devices and carriers.
4. Language: Should have facility to send SMS in multiple languages especially in English and Malayalam.
5. Message Length: Support for both standard SMS (160 characters) and concatenated SMS for longer messages.
6. Reporting: Real-time and detailed reports (usage tracking, delivery report, failed report with error code/description etc) accessible through a web-based interface or API. Reports should be made available in real time as well as can be downloaded in CSV, excel etc formats. The bidder shall be responsible for providing 24x7x365 days service and support for the complaints.
7. The bidder shall have tie up/ arrangements with multiple telecom

operators for outbound & inbound messages to increase a high percentage of successful message deliveries/receipts.

8. The bidder should provide suitable means such as website/ portal/ tool for generation of MIS reports and for showing the current status of messages. The MIS report should have the following minimum fields:
 - a) Campaign Name
 - b) Mobile number
 - b) Message text
 - b) Date/time of SMS received at the gateway
 - c) Date/time of SMS send to the operator
 - d) Date/time of SMS delivered to the end subscriber
 - e) Status of the SMS
 - f) Error description for undelivered SMS
9. Integration: Well-documented APIs for integration with the project's existing systems.
10. Security: Implementation of encryption and other security measures to protect data transmission and storage.
11. The bidder should have provision for blacklisting/ Purging of Lists of Invalid Numbers/ DND numbers.
12. Bidder should be registered with TRAI and Telemarketer registration.
13. The proposed SMS solution should have a retry logic with multiple channels.

6. General Terms and Conditions:

1. Validity of the offer shall be 60 days from the closing / due date for receiving the Bids.
2. Bidder shall ensure compliance to all applicable prevailing laws.
3. Any statutory increase or decrease in the taxes and prices by TRAI/ DoT/ any statutory or regulatory bodies during the contract period will have to be considered and the price quoted will be final and binding to the bidder during the period of the contract/ agreement.
4. Bidder should have registered office in Kerala. 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 DoT, TRAI, GOI (Government of India), at no extra cost.
5. The long code number (Person - Application) shall be provided by KFON.
6. Clarifications regarding the tender to be submitted on or before 19.02.2024 to email ID systemadmin@ksitil.org only.

7. The Successful bidder has to sign an NDA (Non-disclosure Agreement) with KFON.

7. Payment Terms

1. No advance payment will be made on awarding the contract.
2. Payment will be made monthly for successfully delivered (outbound) and received (inbound) SMS after due diligence upon submission of invoice and supporting documents by the successful bidder.
3. All payments shall be subject to TDS, if any, as per the tax rules at the time of payment.

8. Governing Law and Jurisdiction

1. The Contract and the transactions contemplated therein shall be governed by and construed in accordance with the laws of India.
2. The Contract and the transactions contemplated therein shall be subject to the exclusive jurisdiction of the competent Courts in Thiruvananthapuram, Kerala, India.

9. Technical Proposal Submission:

Interested bidders are required to submit a detailed proposal in a sealed envelope (Envelope-1) that includes the following:

1. Duly signed RFP document by the authorized signatory on each page acknowledging the terms of RFP.
2. Company profile, showing relevant experience in minimum two (2) projects in providing similar SMS services. The Bidder shall submit the Purchase Order/Work Order in this regard for each project.
3. Technical specifications of the proposed SMS service and the **implementation timeline**.
4. Proof of Office in Kerala such as latest property tax bill/Electric bill/BSNL land line Telephone bill.
5. Filled Annexure-1, Annexure-2, Annexure-3, and Annexure-4.
6. Information about customer support and maintenance services.
7. References from previous clients - Minimum two (2) projects.
8. Copy of TRAI and DLT Telemarketer registration certificate.

10. Audit

The bidder shall at all times whenever required furnish all information, records, data stored in whatsoever form to internal, external, KFON appointed, and statutory inspecting auditors and extend full cooperation in carrying out of such inspection. The bidder is required to facilitate the same at no additional cost and shall provide uninterrupted access to the documents required by the auditors. Further the bidder has to ensure rectification of all the irregularities thus pointed out by the auditor within a given time frame at no additional cost to KFON.

11. Evaluation Criteria:

The proposals will be evaluated based on the following criteria:

1. Technical Proposal.
2. Financial Proposal of the Technically Qualified Bidders.

12. Timeline:

1. Tender Release Date: 14/02/2024
2. Deadline for Proposal Submission: 23/02/2024- 4.00 PM.

Disclaimer:

1. KFON reserve the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to awarding the Contracts, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for such decision.
2. 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.

Annexure -1

Commercial Bid Form

Outbound SMS

Sl.no	Unit (Paisa-Ps/Rupees-Rs)	Cost per SMS excluding GST (in figures)	Cost per SMS excluding GST (in words)
1			

Inbound SMS (long code)

Sl.no	Description	Unit (Paisa-Ps/Rupees-Rs)	Monthly rental -excluding GST (in figures)	Monthly rental -excluding GST (in Words)
1	up to 1000 SMS			
2	Beyond 1000 SMS			

Prices should be quoted in Indian Rupees and indicated both in figures and words. Price in words will prevail, in the event of any mismatch.

1. The rates quoted in the tenders shall be firm and shall not be subjected to variations because of fluctuation in market rates, taxes or any other reasons whatsoever during the contract period.
2. Under no circumstances, the bidder can quote price more than that provided in the commercial Bid Form.
3. GST will be paid on actual on production of original invoice.
4. The price quoted above shall include One Time Charges (OTC), DLT scrubbing charges, platform charge, if any.

Date:
Place:

Name and Signature of the Bidder:
Business Address:

Annexure- 2

Bidder Details

Details of the Bidder

S. No	Particulars	Details
1	Name	
2	Date of Incorporation and /or commencement of business	
3	Certificate of incorporation	
4	Brief description of the Bidders including details of its main of business	
5	Company websites URL	
6	Company Pan Number	
7	Company GSTIN Number	
8	Particulars of the Authorized Signatory of the Bidder a) Name b) Designation c) Address d) Phone Number (landline) e) Mobile Number f) Email Address	

Name & Signature of authorized signatory:

Seal of Company:

Date:

Annexure 3

Undertaking by bidder

Place:

Date:

To,
Managing Director,
Kerala Fibre Optic Network limited,
1st Floor, Saankethika, PF Lane, Vrindavan Gardens,
Pattom, Palace P.O, Thiruvananthapuram -695004

Undertaking (to be submitted by all Bidders on their letter head)

We (Bidder name), hereby undertake that-

As on date of submission of tender, we are not blacklisted by the Central Government/ any of the State Governments/ PSUs in India or any financial institution in India.

We also undertake that; we are not involved in any legal case that may affect the solvency / existence of our firm or in any other way that may affect capability to provide/ continue the services to KFON.

Yours Faithfully,

Authorized Signatories:
(Name, Designation and Seal of the Company)

Date:

Annexure 4

Undertaking of Information Security

(This letter should be on the letterhead of the bidder duly signed by an authorized signatory on information security as per regulatory requirement)

Place:

Date:

To,
Managing Director,
Kerala Fibre Optic Network limited,
1st Floor, Saankethika, PF Lane, Vrindavan Gardens,
Pattom, Palace P.O, Thiruvananthapuram -695004

Sir,

We hereby undertake that the proposed solution/ software to be supplied will be free of malware, free of any obvious bugs and free of any covert channels in the code (of the version of the application being delivered as well as any subsequent versions/modifications done)

Yours faithfully,

Authorized Signatory

Designation:

Vendor's Corporate Name:

Address

Email and Phone