

REQUEST FOR PROPOSAL - MOBILE PHONE TO ASHA



**OFFICE OF THE MISSION DIRECTOR,
NATIONAL RURAL HEALTH MISSION, ASSAM**
House No.16, Jana Path, Opp. Kendriya Vidyalaya Khanapara, Guwahati-22
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No: NRHM/ASHA_MOBILE/2010-11/416/28656

Dated 27th January 2012

Request for Proposal - Mobile Phone to ASHA

NOT TRANSFERABLE

TENDER REFERENCE	:	NRHM/ASHA_MOBILE/2010-11/416/28656 Dated 27/01/2012
DATE OF COMMENCEMENT OF SALE OF RFP DOCUMENT	:	01/02/2012
DATE OF PRE BID MEETING	:	08/02/2012, 2:00 PM
LAST DATE & TIME OF RECEIPT OF BID	:	22/02/2012, 2:00 PM
TIME & DATE OF OPENING OF BID (TECHNICAL BID)	:	22/02/2012, 2:30 PM
PLACE OF OPENING OF BID	:	Office of the Mission Director National Rural Health Mission, Assam House No -16, Jana Path, Khanapara, Guwahati – 781022, Assam, India
ADDRESS FOR COMMUNICATION	:	Office of the Mission Director National Rural Health Mission, Assam House No -16, Jana Path, Khanapara, Guwahati – 781022, Assam, India
COST OF RFP DOCUMENT	:	Rs. 500/- (Rupees five hundred only)

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STATE HEALTH SOCIETY, ASSAM GUWAHATI: ASSAM

No: NRHM/ASHA_MOBILE/2010-11/416/28656

Dated 27/01/2012

Request for Proposal - Mobile Phone to ASHA

Request for proposal in two bid system – Technical Bid and Price Bid are invited, from reputed Telecommunication Service Provider (Mobile) companies for providing mobile service, (i.e Mobile Phone with a working connection) to (Approx) 30,000 ASHAs under Department of Health & Family Welfare, Govt. of Assam.

1. General:

ASHA (Accredited Social Health Activities) is the backbone of the grass root level health systems in the State. At least one ASHA is in position in every village (covering 1000 population) of the State to mobilize pregnant women, children and other patients to availing health services. ASHAs played a vital role in reduction of Maternal Mortality by mobilizing pregnant women for Antenatal Care Services, Institutional Delivery, and Postal Natal Care Services. Similarly, ASHAs are playing a vital role in reduction of Infant Mortality by mobilizing children for full immunization.

Govt. of Assam has decided to provide one Mobile Phone to every ASHA. The objective of the scheme is to connect ASHA with through Mobile connectivity and provide online support to them for implementation of various health schemes.

The main objective of the scheme is to provide one handset to each ASHA and connect with a Mobile Network which will help in getting information and sending information to and from ASHA.

It is also proposed to install one customized application in the Mobile Handset through which ASHA can send the weekly reporting on real time basis. Data sent through the application will be stored in the Central Data server at State HQ. In the proposal, development and implementation of the customized mobile application should be included.

The final proposal should be a complete solution with “Mobile Handset”, “Mobile Connection”, “Customized Mobile Application”, “Post Sale Service of the Mobile Handset”, “Post Sale Service of Mobile Connection” and “Customized Mobile Application”.

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General Conditions

- RFP Document can be obtained from the Office of the Mission Director, National Rural Health Mission, Assam, House No – 16, Jana Path, Khanapara, Guwahati – 22, after depositing non-refundable fee of Rs. 500/- (Rupees five hundred only) in the form of a Demand Draft/ Bankers Cheque in favour of State Health Society, Assam payable at Guwahati from 01/02/2012 To 22/02/2012. The RFP Document may be obtained during office hours on all working days. The RFP Document may also be downloaded from the official website of NRHM, Assam (www.nrhmassam.in) from 01/02/2012 to 22/02/2012. The bidder who has downloaded the bidding document from the website has to pay Rs. 500/- (Rupees five hundred only) (non-refundable) in the form of Demand Draft/Bankers Cheque in favour of State Health Society, Assam, along with the bid.
- At any time prior to the date of submission of bid, the authority inviting RFP may, for any reason, whatever at his own initiatives or in response to a clarification from a prospective bidder in writing, modify the RFP Document by an amendment. All prospective bidders who have received the bidding document will be notified of the amendment in writing and the amendment shall be binding on them. In order to provide reasonable time to take the amendment into account in preparing the bid, the authority inviting RFP, may at his discretion, extends date and time of submission of bids.
- Bids shall be opened in presence of bidders or their representatives who intended to witness the opening, on the specified date and time.
- All bids must be accompanied by Earnest Money Deposit (EMD) as specified in the Bid Document and Court Fee Stamp of Rs. 8.25/-.
- The bid and correspondence and documents shall be in the English language.
- The RFP Document is not transferable.
- The proposal document shall be signed by the proposer in all the pages with official seal.
- Interest eligible bidders, if they so desire, may obtain further information from the Office of the Authority inviting RFP.

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2. Deliverables:

SI	Particulars	Minimum Specification/ Remarks
1	Mobile Handset	<p>The Mobile Handset should have the following features</p> <ul style="list-style-type: none"> ➤ Built-in camera ➤ External memory card facility ➤ At-least 20MB internal memory ➤ FM radio ➤ Bluetooth ➤ GPRS and EDGE enabled ➤ Java enabled ➤ Minimum 1 year warranty
2	Post Sale Service of Mobile Handset	<ul style="list-style-type: none"> ➤ Post Sale Service of Mobile Handset at the District itself. After sales service of Mobile handset should be available in maximum locations.
3	Mobile Connection with SIM card	<ul style="list-style-type: none"> ➤ Collection & Verification of Application Form and provide connection on spot (at Block PHC). <i>{The party will be responsible to collect all information required as per Telecom Regulatory Authority of India (TRAI) guidelines from the respective ASHA.}</i> ➤ SIM Card ➤ Free call service to 104 and 108 ➤ Free SMS to a prescribed number for reporting
4	Post Sale service of Mobile Connection and SIM Card	<ul style="list-style-type: none"> ➤ Post Sale Service of Mobile Connection including: <ul style="list-style-type: none"> ○ Damaged SIM replacement with NIL cost ○ Dedicated single point of contact for any type of support required by ASHA
5	Customized Mobile Application to capture and send weekly report.	<ul style="list-style-type: none"> ➤ Development and implementation of Mobile Based Application to capture weekly report on real time basis ➤ Installation of the application in each handset ➤ The application should have facilities for generation of report based on the data collected <ul style="list-style-type: none"> ○ State/ District/ Block PHC/ Sub Centre/ ASHA wise report ○ Report submission status ➤ Application should be user friendly ➤ Post Sale Service, including upgradation of the application, reinstallation of the application in the handset of ASHA (if required).

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3. Pre-qualification criterion and Documents to be submitted:

Companies/Government Agencies will have to provide the following particulars and should meet the following criterion:

SI	Pre-qualification criterion	Documents to be submitted
1	<p>For the bidder (For the Service Provider of the Mobile Connection):</p> <ul style="list-style-type: none"> ➤ Should be registered body under the Company Registration Act/Indian Societies Registration Act or their state counterparts with at least 5 years of experience in Telecommunication Service (Mobile). ➤ The Service Provider must complete minimum 5 Years of Operation in Assam. ➤ Average Annual Turnover of the Bidder during last five financial years shall not be less than 2 Crores. ➤ The organization must have network connectivity in all parts of the State so that all ASHAs are connected. Minimum 60% of Population Should be Covered otherwise, the proposal will not be accepted. ➤ The organization must have customer support office in all parts of the State. ➤ All Covered Location must have Data Enable Network. ➤ The Operator should have 24x7 Customer Service support with Call centre supporting regional language. 	<ul style="list-style-type: none"> ➤ Detail of the organization (including Name, Complete Address, Phone No, Contact Person, Email ID, Brief Description of the organization, etc) ➤ A copy of the registration certificate. ➤ Date from when operation started in Assam ➤ Annual Turnover of last 5 years (year wise break up need to be provided) as per Annexure D ➤ Year wise break up of No of Customers in Assam ➤ Updated valid VAT Registration certificate ➤ Up-to-date Trade license ➤ Income Tax PAN Card No (Photocopy of the PAN Card need to be submitted). ➤ Should submit a self declaration for not being under legal action for corrupt or fraudulent practices. ➤ Should submit the detail list of locations and coverage of network in the State of Assam. The information should be produced as per Annexure A. ➤ List of Detail Customer Support facilities should be provided along with the proposal. ➤ Detail of Call Centre facilities with support of Regional Languages of Assam must be submitted as per Annexure B ➤ Value added services that will be included free of cost along with the Mobile Connection must be mentioned. ➤ Detail Tariff Plan
2	<p>For the Manufacturer of the Handset</p> <ul style="list-style-type: none"> ➤ The manufacturer shall have market standing continuously for the past 5 years in supplying Mobile Handsets 	<ul style="list-style-type: none"> ➤ Annual Turnover of the manufacturer for last 5 years (year wise break up need to be provided) ➤ District wise List of authorized service

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SI	Pre-qualification criterion	Documents to be submitted
	<p>with customers' satisfaction.</p> <ul style="list-style-type: none"> ➤ The annual turnover of the Manufacturer during the last five years shall not be less than Rs 50 crores per year. ➤ The manufacturer should have authorized service stations in maximum districts of Assam. Proposal of bidders having authorized service center in less than 18 district in Assam (2/3 rd of total districts of Assam) will not be accepted. 	<p>stations (in Assam) should be submitted along with the proposal as per Annexure C</p> <ul style="list-style-type: none"> ➤ Authorization certificate of the Manufacturer should be submitted to participate in the bid. ➤ No objection certificate of the manufacturer should be submitted stating that they have no objection about the bidder submitting the proposal. ➤ Certificate of the Manufacturer regarding Post Sale Service to be included in the proposal. ➤ Should submit a self declaration for not being under legal action for corrupt or fraudulent practices.
3	Other Documents (to be submitted by the bidder along with the proposal)	<ul style="list-style-type: none"> ➤ Non refundable court fee stamp of Rs.8.25 (Rupees eight & paisa twenty five) only. ➤ Bids must be accompanied by Earnest Money Deposit (EMD) in the form of Demand Draft/ Bankers Cheque in favour of State Health Society, Assam. EMD submitted in any other form or bids without EMD shall not be entertained. The amount of EMD shall be Rs. 12 Lakhs (Rupees twelve lakhs only). The EMD of the successful bidder shall be retained till completion of the bidding process but shall not carry any interest. If the successful bidder fails to execute the agreement within the specified time, or withdraws his bid within the validity of the bid, the EMD shall be forfeited. The EMD of the unsuccessful bidders will be returned within 30 days after the finalization of the bid. ➤ The proposal document shall be signed by the proposer in all the pages with official seal. ➤ Any other information, which may be useful in the process of evaluation

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4. Technical Bid: Cover – A

All the documents mentioned in “**3. Pre-qualification criterion and Documents to be submitted**” should be put in a separate sealed envelope and marked as “Technical Bid: Cover – A”.

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5. Price Bid: Cover - B

Price Bid should be submitted as per format mentioned below in a separate sealed envelope marked as “Price Bid: Cover – B”:

SI	Item/ Particulars	Particulars	Unit Rate		
			Base Price	Taxable Amount	Net Unit Price
A	One Time Cost				
1	Mobile Handset	Mention make/ Model No with detail Specification and warranty period with terms & condition			
2	Customized Mobile Application to capture and send weekly report. Separately mention ➤ Cost of development ➤ Installation charge (if any)	Clearly mention the specification of and platform to be used			
3	Mobile Connection charge with SIM Card. (if any)				
Total					

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6. Selection Criteria

Preference will be given to organization having more coverage in Assam. Bid evaluation of the parties will be done based on the following selection criteria.

SI	Selection Criteria	Method of calculation	Max. Marks	Remarks
1	Percentage of Network Coverage in Assam	<ul style="list-style-type: none"> ➤ Marks will be proportionate to % of coverage. ➤ For example, if Service Provider's coverage is 100% then 100 marks will be awarded. Similarly, if Service Providers coverage is 80%, then 80 marks will be awarded. ➤ Coverage in % will be calculated as average of the Coverage of Population, Area, Towns and Villages. Source Annexure A. 	100	Technical Bid (Source: Annexure A)
4	Cost of the Handset (With minimum configuration mentioned in Point no 1 of the Deliverables) + One time Mobile Connection Charge (if any) as mentioned in the detail of Price Bid	<ul style="list-style-type: none"> ➤ Rs. 1,500/- will be considered as the Base unit price ➤ If the Service Provider quoted X as the base price then the marks will be calculated as Marks = [50 + {1 - (X/1500)} * 50] ➤ For example <ul style="list-style-type: none"> ○ If the Quoted rate is NIL, then Marks will be 100 ○ If Quoted rate is Rs. 1,000/- then Marks will be 66.67 ○ If Quoted rate is Rs. 1,500/- then Marks will be 50 ○ If quoted rate is Rs. 2,000/- then Marks will be 33.33 ○ If quoted rate is Rs. 2,500/- then Marks will be 16.67 ○ If quoted rate is Rs. 3,000/- Marks will be 0. 	100	Price Bid
5	Customized Mobile Application (As mentioned in the point no 5 of the Deliverable)	<ul style="list-style-type: none"> ➤ Shortlisted parties will have to demonstrate the Customized Mobile Application within 1 week after short listing ➤ Marks will be provided based on 	50	Presentation/ Demonstration of the application

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SI	Selection Criteria	Method of calculation	Max. Marks	Remarks
		assessment by the Technical Committee of the demonstration mentioned above.		
6	Coverage of Mobile Handset Service Centre of the Manufacturer (% of Districts having Mobile Handset Service Centre)	<ul style="list-style-type: none"> ➤ % of Districts having Authorized Service Centre of the Manufacturer of the Mobile Handset ➤ If the no of Districts having Service Centre is X as, then the marks will be calculated as Marks =[25 - {1 – (X/27)} * 25] ➤ For example <ul style="list-style-type: none"> ○ If No of Service Centre is 27, then Marks will be 25 ○ If No of Service Centre is 20, then Marks will be 18.52 ○ If No of Service Centre is 18, then Marks will be 16.67 ○ If No of Service Centre is 9, then Marks will be 8.33 ○ If No of Service Centre is 0, then Marks will be 0 	25	Technical Bid (Source: Annexure C)
7	Call Centre facility supporting regional Language	<ul style="list-style-type: none"> ➤ Marks allotted for Regional Language support as follows <ul style="list-style-type: none"> ○ Assamese = 19 ○ Bengali = 4 ○ Hindi = 2 ➤ For example <ul style="list-style-type: none"> ○ If the Call Centre support all the regional languages Assamese, Bengali & Hindi, then Marks = 25 ○ If the call Centre support Assamese and Hindi, then Marks = 21 ○ If the Call Centre support Assamese and Bengali, then Marks = 23 ○ If the call centre support Bengali and Hindi, then Marks = 6 	25	Technical Bid (Source: Annexure B)
Grand Total (Max Marks)			300	

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7. **“Technical Bid: Cover – A” and “Price Bid: Cover- B” should be put in two separate sealed envelopes and they should be put in a bigger sealed envelope. On the top of which, it should be written as “RFP – Mobile Phone to ASHA”.**

Last date of submission of proposal in sealed envelope is **2:00 PM** of **22/02/2012**. The proposal may be submitted to:

**The Mission Director
National Rural Health Mission, Assam
House No.-16, Jana Path
Opp. Kendriya Vidyalaya, Khanapara
Guwahati – 781022, Assam**

Incomplete application form or application submitted by organizations that do not fulfill eligible criteria will be rejected.

**Mission Director
NRHM, Assam**

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Annexure A

Coverage of Mobile Network

Sl	District	Area in Sq.Km.			Population			Towns			No. of Villages			
		Total Area in Sq.Km. (2001 Census)	Covered by Mobile Network	% of Coverage	Total Population (2011 Census)	Covered by Mobile Network	% of Coverage	Total Towns (2001 Census)	Covered by Mobile Network	% of Coverage	Total no of Villages (Census 2001)	No of Inhabited Villages (Census 2001)	Covered by Mobile Network	% of Coverage
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Baksa	2007.5			9,53,773						698	692		
2	Barpeta	2677.33			16,93,190			7			851	834		
3	Bongaigaon	1725.29			7,32,639			4			626	593		
4	Cachar	3786			17,36,319			7			1047	1020		
5	Chirang	1974.8			4,81,818			2			412	409		
6	Darrang	1427.49			9,08,090			2			584	571		
7	Dhemaji	3237			6,88,077			3			1315	1236		
8	Dhubri	2114.28			19,48,632			8			1062	1016		
9	Dibrugarh	3381			13,27,748			9			1345	1309		
10	Goalpara	1824			10,08,959			3			837	761		
11	Golaghat	3502			10,58,674			6			1089	1066		
12	Hailakandi	1327			6,59,260			3			331	327		
13	Jorhat	2851			10,91,295			7			853	787		
14	Kamrup(M)	1271.84			12,60,419			7			230	230		
15	Kamrup(R)	2772.16			15,17,202			2			1063	1012		
16	Karbi Anglong	10434			9,65,280			6			2931	2633		
17	Karimganj	1809			12,17,002			3			940	915		
18	Kokrajhar	3165.44			8,86,999			3			1064	1014		

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Sl	District	Area in Sq.Km.			Population			Towns			No. of Villages			
		Total Area in Sq.Km. (2001 Census)	Covered by Mobile Network	% of Coverage	Total Population (2011 Census)	Covered by Mobile Network	% of Coverage	Total Towns (2001 Census)	Covered by Mobile Network	% of Coverage	Total no of Villages (Census 2001)	No of Inhabited Villages (Census 2001)	Covered by Mobile Network	% of Coverage
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
19	Lakhimpur	2277			10,40,644			2			1170	1139		
20	Morigaon	1551			9,57,853			2			636	592		
21	Nagaon	3973			28,26,006			10			1420	1375		
22	Nalbari	1009.57			7,69,919			2			478	449		
23	NC Hills	4888			2,13,529			4			645	605		
24	Sivasagar	2668			11,50,253			5			878	866		
25	Sonitpur	5320.36			19,25,975			6			1851	1765		
26	Tinsukia	3790			13,16,948			10			1146	1107		
27	Udalguri	1673.94			8,32,769			2			810	801		
	Total	78438			3,11,69,272			125			26312	25124		

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Annexure B

Detail of Call Centre

Language Support	Available (Yes/ No)	Call Centre No
English		
Assamese		
Bengali		
Hindi		
Any other (Please specify)		

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Annexure C

District Wise List of Authorized Service Centre of Mobile Handset

SI	Name of the District	No of Authorized Service Centre available	Name and Address of the Authorized Service Centre with Phone No
1	Baska		
2	Barpeta		
3	Bongaigoan		
4	Cachar		
5	Chirang		
6	Darrang		
7	Dhemaji		
8	Dhubri		
9	Dibrugarh		
10	Goalpara		
11	Golaghat		
12	Hailakandi		
13	Jorhat		
14	Kamrup_M		
15	Kamrup_R		
16	Karbi Anglong		
17	Karimganj		
18	Kokrajhar		
19	Lakhimpur		
20	Morigaon		
21	Nagaon		
22	Nalbari		
23	N.C Hills		
24	Sivsagar		
25	Sonitpur		
26	Tinsukia		
27	Udalguri		
	Total		

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Annexure D

Annual Turnover Statement

The Annual Turnover of M/s _____ for the past five years and concurrent commitment for the current financial year are given below and certified that the statement is true and correct.

Sl	Year	Turnover (Rs. In Lakh)
1	2006-07	
2	2007-08	
3	2008-09	
4	2009-10	
5	2010-11	
Total		
Average turnover per annum		

Concurrent Commitment

Sl. No.	Contract Ref.	Purchaser	Total Contract Value	outstanding Value	Estimated Delay in completion date

Date :

Signature of Auditor/

Chartered Accountant

Seal :

(Name in Capital)