

Request for Empanelment (RFE)
For providing
Multi-Channel Conversational Messaging API
Solution



Electronics Niketan, 4th Floor, 6 CGO Complex,
New Delhi 110003

Purpose of the Document

National e-Governance Division (NeGD) is an autonomous business division within Digital India Corporation, under the Ministry of Electronics and Information Technology, Government of India. NeGD invites RFE for empanelment of Service Providers for multi-channel conversational massaging providers.

1. Applicants (herein after referred to as “Bidders”) are required to submit only one application.
2. Details on the services to be provided are mentioned in the Scope of work in this document.
3. A **pre-bid meeting** will be held on the date as per **section 1.1** at SCOPE conference room, 2th Floor, CGO Complex, Pragati Vihar, New Delhi, Delhi 110003 @ 15:00 Hrs
4. Bidders eligible as per qualifying conditions will be shortlisted based on the information provided by them. The short-listed agencies will be invited to make a presentation to the Evaluation Committee. The notice for shortlisting of agencies for technical presentations will be intimated individually and will be uploaded on the website <https://negd.gov.in/>.
5. Bids (other than the hardcopy of EMD) shall be submitted online only at CPPP website: <https://eprocure.gov.in/eprocure/app>. Tenderers/Contractors are advised to follow the instructions provided in Instructions to the Contractors/Tenderer for the e-submission of 'Eligibility Criteria' and 'Technical Bids' online through the Central Public Procurement Portal for e-Procurement at <https://eprocure.gov.in/eprocure/app>. Bid documents may be scanned at 100dpi with black & white option which helps in reducing the size of the scanned document.
6. Original hard copy/details of the original instruments in respect of earnest money deposit etc. must be submitted at the office of Director (Programme Management), National e-Governance Division, 4th Floor Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi – 110003 by 15:00 hrs on the date of bid as given in the Important Date-sheet (**Section 1.1**).
7. The agencies will be selected as per the evaluation mechanism of this RFE.
8. Bidders may contact the following NeGD officers as mentioned below, for any clarification on the RFE before the time as per schedule given at **section 1.1** by post or email. It is requested to mark copy of communication also to dirp-negd@digitalindia.gov.in

Name	Designation	Email
Sunil Sharma	Director	dirp-negd@digitalindia.gov.in
Chittaranjan Sawaijam	SGM	chittaranjan@digitalindia.gov.in
Ashish Joshi	Consultant	ashishjoshi.negd@digitalindia.gov.in

9. NeGD reserves the right to reject any or all responses to this RFE without assigning any reason. NeGD takes no responsibility for delay, loss or non-receipt of response to RFE.
10. Based on scores given by the committee, it is envisaged to empanel agencies for the services as per scope of work.

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SECTION I: Introduction and Background

The National e-Governance Division (NeGD) was established in 2009 by the Ministry of Electronics & Information Technology (MeitY) as an Independent Business Division under the Digital India Corporation (erstwhile Media Lab Asia), a Section 8 not-for-profit company. Since its inception, NeGD has played a pivotal role in supporting MeitY in programme management and implementation of e-Governance projects; providing technical and advisory support to Ministries and Departments at both the Central and State levels, as well as other government organisations.

The National e-Governance Division (NeGD), under the Ministry of Electronics and Information Technology (MeitY), is the primary institution responsible for driving digital transformation initiatives across India. NeGD has been instrumental in developing and managing several national digital public platforms such as DigiLocker, Entity Locker, UMANG, OpenForge, API Setu, myScheme, India Stack Global, Meri Pehchaan, and UX4G. Its responsibilities span programme management, technology management, policy support, capacity building, impact assessment, citizen engagement, and knowledge management, thereby acting as the strategic and execution backbone for India's digital governance ecosystem. NeGD supports central and state government departments in adopting emerging technologies for improving citizen service delivery.

Given the rapid adoption of conversational messaging platforms for citizen engagement and the growing demand from departments to enable services on these channels, NeGD proposes to empanel multi-channel Conversational Messaging Providers (CMPs) Business/Technology Partners who will support multiple government entities in leveraging conversational messaging APIs across platforms. This empanelment will enable departments to issue specific work orders to the empaneled CMPs for implementation of services, ensuring faster rollout, adherence to security standards, and economies of scale. The solution must be platform-agnostic, interoperable across popular and emerging channels (e.g., WhatsApp, Arattai, Telegram, Signal, RCS, SMS, in-app chat, or future AI-based assistants)."

1.1 Important Dates

S.No	Activity	Date
1	RFE No.	N-21/142/2025-NeGD
2	Last date for submission of written queries (email or post only)	31 st October 2025
3	Prebid Meeting	4 th November 2025
4	Release of response to clarifications on www.eprocure.gov.in	7 th November 2025
5	Last date for submission of RFE	14 th November 2025 by 15:00 hours
6	Date of opening of bids	18 th November 2025 by 16:00 hours
7	Technical presentations for shortlisting agencies based on eligibility criteria	To be informed

8	Final Selection	To be informed
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SECTION II: Objective and Scope

2.1 Objective

The primary objectives of the empanelment exercise are as follows:

- Provide a ready panel of qualified multi-channel Conversational Messaging Providers (CMPs) for central and state government departments.
- Ensure standardized, compliant, and secure implementation of conversational messaging-based services across sectors.
- Leverage multi-channel messaging platforms (such as WhatsApp, Arattai, Telegram, etc.) as ubiquitous mediums for citizen-centric engagement, service delivery, and communication.
- Enable departments to rapidly onboard services without undergoing lengthy procurement processes.
- Promote innovation in conversational AI, multilingual chatbots, and citizen feedback mechanisms across multiple channels.

2.2 Scope of Work

The scope of work under this empanelment is indicative and non-exhaustive. The selected Service Provider(s) shall provide end-to-end multi-channel conversational messaging solutions, integration, and support for projects under NeGD, DIC (such as DigiLocker, UMANG, Poshan Tracker, etc.), and extendable to all Central Ministries and State Departments.

The selected Service Provider(s) shall be responsible for delivering comprehensive services across multiple conversational messaging platforms (such as WhatsApp, SMS, Telegram, Arattai, etc.), including but not limited to account provisioning, chatbot development, integration with departmental applications, payment enablement, analytics, monitoring, and ongoing operations and support.

The key areas of scope are detailed below:

2.2.1 Conversational Messaging Integration Framework

The empaneled Service Provider(s) shall support Government entities in designing and operationalizing end-to-end conversational messaging-based citizen engagement across multiple platforms. The scope shall include the following key elements:

Types of Interactions

- a. Push Notifications – Event updates, pending task alerts, authentication, reminders, and user protection messages.
- b. User-Initiated Interactions – Service information requests, grievance/ticket creation and tracking, transactional services (payments, tracking), and activity-based processes such as applications and task management.

Integration Steps

- Identify Services – Select services to be enabled on conversational channels (e.g., registration, event updates, internship status, grievance tracking, campaign notifications).
- Design User Flows – Create guided conversational flows for actions such as registration, certificate downloads, and application tracking.
- Re-Engagement Mechanisms – Use notifications to close loops and re-engage users who drop off mid-process.
- Obtain Approvals – Secure formal approvals from concerned ministries/departments for proposed integrations.
- Vendor Onboarding – Ensure integration through platform-approved Business/Technology Partners for account setup, template approvals, and API integration.

Core Components

- Business Manager / Platform ID – Verified business identity required for official accounts and payments.
- Messaging Account Setup – Provision of official government accounts with verified business status across supported platforms.
- Templates – Pre-approved structured message formats (text, media, call-to-action links) for service notifications and citizen interactions.
- APIs – Secure APIs to enable two-way communication between government applications/portals and messaging platforms.

Account Setup & Configuration

- Business Verification – Completion of platform-specific verification processes, including legal entity and domain validation.
- Phone Number / Channel Configuration – Assignment and approval of official government accounts.
- Messaging Tiers & Template Management – Enabling templates, messaging limits, and approvals through respective platform managers.
- Monitoring & Reporting – Use of dashboards for analytics, template approvals, performance tracking, and account management.
- Third-Party Permissions – Authorization and linkage of empaneled CMPs with official Government accounts.

2.2.2 Account Onboarding & Lifecycle Management

The Service Provider(s) shall manage the complete lifecycle of conversational messaging accounts for Government entities, including:

- Provisioning, registration, and verification of accounts.
- Facilitation of official verification or green tick (where applicable).
- Provisioning and management of accounts/numbers across multiple departments and ministries.
- Ensuring compliance with respective platform guidelines and policies.
- Seamless lifecycle management across creation, operation, and deactivation phases.

2.2.3 Service Categories to be Supported (not limited to)

The Service Provider(s) shall enable a wide spectrum of citizen-centric and departmental services through multi-channel conversational platforms, including the following categories:

- Utility & Transactional Services: Acknowledgements, service request updates, grievance status, etc.
- Authorization & Authentication Services: OTP delivery, Aadhaar/eKYC consent prompts, and session validation.
- Informational Messaging: Scheme awareness, exam schedules, reminders, public advisories.
- Promotional & Engagement Campaigns: Citizen outreach, election awareness, surveys, job fairs, and campaigns.
- Interactive Services: Multilingual AI/NLP-enabled chatbots including voice-based form filling, grievance redressal, guided forms, and live agent escalation.
- Payments & Financial Services: Integration with UPI and other Government-approved payment gateways for bills, taxes, and service charges.
- Document Processing & Delivery: Secure issuance, sharing, and validation of certificates, permits, and receipts.
- Citizen Feedback & Surveys: Mechanisms for structured collection and analysis of citizen satisfaction and feedback.

2.2.4 Integration & Interoperability

The Service Provider(s) shall ensure seamless integration of conversational messaging services with:

- Departmental back-end systems, CRMs, and ERPs.
- National digital platforms of government departments such as DigiLocker, Aadhaar, UMANG, API Setu, etc.
- The solution must be designed for high availability, scalability, and interoperability, with adaptability to evolving departmental and cross-government requirements.

2.2.5 Chatbot Development & AI Enablement

The Service Provider(s) shall design, develop, and deploy advanced AI-enabled conversational chatbots across multiple channels with the following capabilities:

- AI/NLP-driven conversational engagement including voice-based form filling.
- Multilingual support (English, Hindi, and regional languages).
- Use of Generative AI for contextual query resolution.
- Deployment of Dynamic Flows or guided, form-like service delivery.
- Escalation mechanisms to human/live agents where required.

2.2.6 Security, Privacy & Compliance

The Service Provider(s) shall ensure compliance with all applicable Indian legal and regulatory frameworks, including but not limited to:

- The Digital Personal Data Protection (DPDP) Act, 2023.
- The Information Technology (IT) Act, 2000 and associated rules.
- CERT-In guidelines and other advisories notified by MeitY.

Additionally:

- All data must be hosted and processed within India.
- Security safeguards shall include end-to-end encryption, role-based access control (RBAC), comprehensive audit trails, and logging mechanisms.
- Service Provider(s) must undergo Vulnerability Assessment and Penetration Testing (VAPT) and submit compliance certificates before go-live.
- Compliance with international standards such as ISO 27001/27701 (or equivalent) is mandatory.

2.2.7 Analytics, Monitoring & Reporting

The Service Provider(s) shall provide advanced monitoring and reporting capabilities, including:

- Real-time dynamic KPI and role based dashboards to track citizen engagement, adoption, and service performance.
- Periodic reporting: Monthly and Quarterly MIS reports to be shared with NeGD and concerned departments.

2.2.8 Other Services

- The Service Provider(s) shall provide services on a rate-contract basis and on an as-and-when required basis.
- Departments/ministries shall issue specific work orders under this empanelment, detailing scope, deliverables, and timelines.

2.2.9 Features

Capability	Use Case	Example Applications / Government Platforms
Interactive Chatbots	• Citizen query resolution • Service requests • Guided workflows • Two-way conversational AI/NLP chatbots	• UMANG – unified citizen services • Poshan Tracker – nutrition queries • MyScheme – scheme eligibility queries
Notifications / Alerts	• Service status updates • Reminders and acknowledgments • Real-time notifications for applications and deadlines	• DigiLocker – document issuance alerts • MyGov – campaign updates • eShram – registration alerts
Secure Document Delivery	• Push official documents or certificates preferably through DigiLocker • Secure issuance & sharing of e-documents	• DigiLocker – e-document delivery • eDistrict – certificates (caste, income, domicile)

Capability	Use Case	Example Applications / Government Platforms
Multilingual Support	• Citizen engagement across states and regions • Multilingual conversational bots for inclusivity	• Poshan Tracker – local language chatbot • UMANG – regional language services • MyGov – state-wise campaigns
Payments Integration	• Bill payments, fee collection • Tax/Challan payments • Wallet or UPI-based collections	• Bharat BillPay (Electricity/Water bills) • FASTag recharge portals
Rich Media (PDF, Images, Video)	• Awareness campaigns • Instructional content and guides • Scheme announcements and reminders	• Health advisories – MoHFW campaigns • Disaster alerts – NDMA notifications
Flows / Dynamic Forms	• Citizen input capture • Registration and grievance redressal • Guided data collection forms	• Grievance portals (CPGRAMS, state PGRS) • Registration forms – PMKVY, PMFBY
Voice	• Voice-based citizen assistance for users with low digital literacy • Voice surveys and feedback	• Poshan Tracker – IVR-based assistance • MyGov – voice surveys
Two-way Engagement	• Feedback and grievance redressal • Auto-ticket generation and SLA tracking • Promotional and awareness campaigns	• MyGov – feedback and outreach • State grievance portals – CPGRAMS integrations
AI/NLP Powered Bots	• Intelligent conversational interfaces • Intent-based query handling • Personalized assistance	• UMANG AI Assistant • MyGov Chatbot • CoWIN Support Bot
Authentication & e-KYC Integration	• Aadhaar/DigiLocker-based authentication • OTP-based validation and consent	• DigiLocker – consent-based access • eKYC for PM-KISAN, PMFBY
Citizen Feedback & Surveys	• Post-service feedback collection • Experience ratings • Program evaluation surveys	• MyGov – national surveys • UMANG – in-app satisfaction survey

SECTION III: Eligibility Criteria

The bidder must possess the requisite experience, strength and capabilities in providing the services necessary to meet the requirements. The bids must be complete in all respects and should cover the entire scope of work as stipulated in the tender document. The invitation to bid is open to all bidders who meet the eligibility criteria as given below:

3.1 Pre-Qualification Criteria

S.No	Requirement	Pre-Qualification Criteria	Documents Required
1	Legal Entity and Statutory Registrations	The Bidder shall be a legally registered entity in India and shall have been in operation for at least 3 (three) years as on date of bid submission.	a. Certificates of incorporation or Registration Certificates b. Permanent Account Number (PAN) and Goods and Services Tax (GST) Registration Certificate.
2	Financial Turnover	Bidder shall have an average annual turnover of at least Rs. 10 crores in the last 3 financial years. (i.e, FY 2022-23, 2023-24, 2024-25) and positive net worth as on 31.03.2025.	a. Certificate from the auditor/ Chartered Accountant stating turnover along with audited financial (balance sheet and Profit & loss) b. Certificate from the auditor/ Chartered Accountant mentioning the positive net worth as on 31.03.2025.
3	Authorized Business/ technology Partner	The bidder should be an authorized or recognized partner for at least one or more major conversational messaging platforms (e.g., WhatsApp, Arattai, Telegram, Signal, RCS, or similar)	A valid Business/ Technology/ Channel partner certificate/ Agreement.
4	Bidders Experience and Technical Capability	The Bidder must have undertaken at least 3 (Three) projects of providing services of WhatsApp, Arattai, Telegram, Signal, RCS, or similar Business API integration (or) Chatbot Solution and messaging services (or) communication and	Related work orders/ Agreements/ Purchase Orders along with duly sealed signed certificate from end Department specifying the scope of work, value of project and its present status i.e. Live and operational.

S.No	Requirement	Pre-Qualification Criteria	Documents Required
		service delivery platform from any State/Central Government departments, PSUs in India or listed private sector in the last 3 years and the two projects must have gone 'Live' and operational.	
5	Manpower strength	The bidder should have at least 25 professionals in their payroll as on 31.3.2025 for providing WhatsApp/Arattai/Telegram, etc. Business API solutions or chatbot solution.	Certificate from the HR Department along with the list of professional to be provided.
6	Certifications	The Bidder should have the following valid certifications as on date of submission of bids. The Bidder should ensure that the certificates are kept valid during the period of contract. 1. ISO 27001:2013 or latest – For Information Security Management	Valid Certificates
7	Mandatory Undertaking	An undertaking (self-certificate) that the bidder that our firm/company has not been blacklisted, debarred, suspended, or had any work order cancelled by any Central Government, State Government, Public Sector Undertaking, or Autonomous Body for non-performance, delay, or breach of contract during the last five years. We further declare that no case of insolvency or bankruptcy is pending against us.	The documentary proof should be provided on agency's letter head that is duly signed by authorized signatory.

3.2 Technical Evaluation Criteria

S.No	Criteria	Criteria Scoring Pattern	Weightage	Required Documents/ Evidence																
1.	Large-Scale Citizen-Centric WhatsApp Implementations Marks shall be awarded based on the bidder’s demonstrated capacity to design, develop, and deploy large-scale WhatsApp/Arattai/Telegram/ Signal/ RCS, or similar based conversational platforms delivering multiple citizen-facing services for any State/Central Government departments, PSUs in India or listed private sector company.	Bidder has successfully implemented three (3) or more WhatsApp/Arattai/Telegram/ Signal/ RCS, or similar based conversational platforms, each delivering below mentioned number of services or more in citizen-facing conversational services for any State/Central Government departments, PSUs in India or listed private sector company. <table><tr><th>No. of API Services</th><th>Marks</th></tr><tr><td>30 to 49</td><td>10 marks</td></tr><tr><td>50-99</td><td>20 marks</td></tr><tr><td>100 or more</td><td>30 marks</td></tr></table>	No. of API Services	Marks	30 to 49	10 marks	50-99	20 marks	100 or more	30 marks	30 Marks	Work Orders/ Completion Certificates and Project Citations defining the scope of work, number of services and References.								
No. of API Services	Marks																			
30 to 49	10 marks																			
50-99	20 marks																			
100 or more	30 marks																			
2.	The Bidder must have undertaken project(s) of providing services of (WhatsApp/Arattai/Telegram or similar) Business API integration (or) Chatbot Solution and messaging services (or) communication and service delivery platform from any State/Central Government departments, PSUs in India and listed private	<table><tr><th>No. of Projects</th><th>Project cost (Rs.10 lakhs - 20 lakhs)</th><th>Project cost (Rs. 20 lakhs- 40 lakhs)</th><th>Project cost (Above Rs. 40 lakhs)</th></tr><tr><td>3</td><td>05 marks</td><td>07 marks</td><td>10 marks</td></tr><tr><td>4</td><td>10 marks</td><td>14 marks</td><td>20 marks</td></tr><tr><td>5 or above</td><td>15 marks</td><td>21 marks</td><td>30 marks</td></tr></table> Bidders are allowed to submit any number of projects in any of the above slabs, but the maximum marks allotted will be 30.	No. of Projects	Project cost (Rs.10 lakhs - 20 lakhs)	Project cost (Rs. 20 lakhs- 40 lakhs)	Project cost (Above Rs. 40 lakhs)	3	05 marks	07 marks	10 marks	4	10 marks	14 marks	20 marks	5 or above	15 marks	21 marks	30 marks	30 Marks	Work Orders/ Completion Certificates and Project Citations and References.
No. of Projects	Project cost (Rs.10 lakhs - 20 lakhs)	Project cost (Rs. 20 lakhs- 40 lakhs)	Project cost (Above Rs. 40 lakhs)																	
3	05 marks	07 marks	10 marks																	
4	10 marks	14 marks	20 marks																	
5 or above	15 marks	21 marks	30 marks																	

S.No	Criteria	Criteria Scoring Pattern	Weightage	Required Documents/ Evidence
	sector companies in the last 5 years and must have gone 'Live' and operational.			
3.	Technical presentation and demonstration of the proposed solution.	a) Understanding of scope, approach and methodology – 5 marks b) Bidder's platform compatibility and compliance with the overall scope of work – 5 marks c) Proposed technology and solution architecture – 5 marks d) AI capabilities in chatbot services – 5 marks e) Demonstration of Solution Functionality, Citizen Journeys & Use Cases showcasing projects executed on WhatsApp/Arattai/Telegram, etc. Business API, Chatbot messaging Services, communication and service delivery platform. Presentation slides and live demonstration/ Live Cases as required by the Evaluation Committee. Demonstration– 20 marks	40 Marks	
	Total		100 Marks	

SECTION IV: Bid Preparation and Submission

Bidders are advised to study the Bid Document carefully. Submission of the Bid will be deemed to have been done after careful study and examination of all instructions, eligibility norms, etc. given in the tender document with full understanding of its implications. Bids not complying with all the given clauses in this tender document are liable to be rejected. Failure to furnish all information required in the tender Document or submission of a bid not substantially responsive to the tender document in all respects will be at the bidder's risk and may result in the rejection of the bid.

4.1 Earnest Money Deposit (EMD)

- i. The bidder is required to submit EMD of Rs. 1,00,000 (Rs. One Lakh only) either electronically or through RTGS in the account of Digital India Corporation – NeGD prior to bid submission.
- ii. Bank details are given as below.
Bank Name – Bank of India (BOI), CGO Complex-Branch, Delhi
Account Number – 604810110001865
IFSC Code – BKID0006048
- iii. The documentary proof should be provided on agency's letter head that is duly signed by HR Head of the agency or authorized signatory.
- iv. The Earnest Money Deposit (EMD) will be refunded, without any interest accrued, within one month of the final selection, as follows:
 - In the case of those Bidders who fail to qualify the eligibility criteria, and whose technical bids do not qualify.
 - In the case of those Bidders with whom the contract is not signed.
- v. In the case of Bidder with whom contract is signed, EMD will be refunded on receipt of Bank Guarantee for the same amount valid for 90 days beyond the period of empanelment.
- vi. EMD details shall be kept in envelope with the cover letter. Application without EMD will be rejected.

4.2 Instructions for Online Bid Submission

This RFE document has been published on the Central Public Procurement Portal (URL: <http://eprocure.gov.in>). The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: <https://eprocure.gov.in/eprocure/app>.

4.2.1 Registration

- i. Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link “Online Bidder Enrolment”. Enrolment on the CPP Portal is free of charge.
- ii. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- iii. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- iv. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India, with their profile.
- v. Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible for ensuring that they do not lend their DSCs to others, which may lead to misuse.
- vi. Bidder then logs in to the site through the secured log-in by entering their user ID password and the password of the DSC / eToken.

4.2.2 Searching for RFE Document

- i. There are various search options built in the CPP Portal, to facilitate bidders to search for active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a few search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender published on the CPP Portal.
- ii. Once the bidders have selected the tenders they are interested in, they may download the required documents/tender schedules. These tenders can be moved to the respective ‘My Favourites’ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.
- iii. The bidder should make a note of the unique Tender ID assigned to each tender; in case they want to obtain any clarification/help from the Helpdesk.

4.2.3 Preparation for Bid Documents

- i. Bidder should consider any corrigendum published on the tender document before submitting their bids. No oversight of any corrigendum would be admissible.
- ii. Please go through the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers on which the bid documents must be submitted, the number of documents - including the

names and content of each of the documents that need to be submitted. Any deviations from these may lead to rejection of the bid.

- iii. If there is more than one document to be submitted, they can be clubbed together using zip format.

4.2.4 Submission of Bids

- i. Bidder should log into the site well in advance for bid submission so that he/she uploads the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- ii. The bidder must digitally sign and upload the required bid documents one by one as indicated in the tender document.
- iii. Bidder should upload documents distinctly in two folders, one for 'Pre- qualification criteria' and second one for 'Technical qualification criteria'.
- iv. Bidder should prepare the EMD as per the instructions specified in the tender document.
- v. The serve time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this during bid submission.
- vi. The bid summary must be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.
- vii. Each document to be uploaded online for the tenders should be less than 4MB. If any document is more than 4MB, it can be reduced through zip and the same can be uploaded. However, if the file size is less than 1 MB, the transaction uploading time will be very fast.

4.2.5 Assistance to Bidders

- i. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to Director (Programme Management), NeGD at 4th Floor, Electronics Niketan, 6 CGO Complex, Lodhi Road, New Delhi- 110003, on or before the time as per schedule by email to dirp-negd@digitalindia.gov.in.
- ii. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed at the 24x7 CPP Portal Helpdesk.

4.2.6 Technical Bid

- i. Format for the Technical Bid is given in “**Annexure-I** and **Annexure-III: Technical Bid**”.
- ii. List of Enclosures to be submitted properly numbered and indexed along with signatures of the authorized representative of quoting agencies.
- iii. All documents should be submitted electronically in PDF format.

4.2.7 Online Bid Submission Process

- i. Online bids (complete in all respect) must be uploaded (latest by **3:00 PM, 14th Nov 2025**) on <http://eprocure.gov.in/eprocure/app>.
- ii. In case, the day of bid submission is declared Holiday by Govt. of India, the next working day will be treated as day for submission of bids. There will be no change in the timings.
- iii. The bidders are suggested to submit their bids well before the closing date & time. NeGD will not be responsible for failure in submission of bid due to technical or any other issues.

4.2.8 Amendment of Tender Document

- i. At any time prior to the last date for receipt of bids, NeGD, may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the Tender Document by an amendment.
- ii. The amendment will be uploaded on the website (<http://eprocure.gov.in>).
- iii. To provide prospective Bidders with reasonable time in which to take the amendment into account in preparing their bids, NeGD may, at its discretion, extend the last date for the receipt of Bids.

4.2.9 Clarification on Tender Document

A prospective Bidder requiring any clarification in the Tender Document may submit his queries to NeGD via email per schedule mentioned at **section 1.1** in the following format:

Sr. No	Section No.	Clause No.	Reference/ Subject	Clarification Sought

Note: NeGD shall not respond to any queries received later than the time as per schedule given and/or not adhering to the above-mentioned format. NeGD's response (including the query but without identifying the source of inquiry) will be uploaded on <http://eprocure.gov.in>.

4.2.10 Bid Opening Process

- i. All bids (complete in all respects) received along with the EMD will be opened as per schedule mentioned in section 1.1, in the presence of bidder's representative, if available. Bids received without EMD will be rejected straight away.
- ii. Eligibility Criteria and Technical bids of only those bidders, whose EMD instruments are found to be in order, will be opened afterwards in the same bid opening session, in the presence of the vendor's representative, if any.
- iii. Technical Bids of only those bidders will be evaluated by the Technical Evaluation Committee who meet the Eligibility Criteria and Annexure-III corroborated by the documentary evidence provided for the same.
- iv. One authorized representative of each of the bidders would be permitted to be present at the time of opening of the bids.

4.2.11 Bid (RFE) Validity

Agency will quote with a bid (RFE) validity of 180 days from the date of submission of the Bid.

4.2.12 Disqualification/Rejection Criteria

The proposal of the bidder shall be summarily rejected or disqualified if:

- The bidder has been blacklisted, debarred, or suspended by any Central or State Government, PSU, or statutory authority.
- The bidder's contract/work order has been terminated, cancelled, or rescinded by any Government or PSU during the last five (5) years due to non-performance, delay, poor quality of service, or breach of contract.
- The bidder has failed to complete any Government assignment or has been declared as a defaulting agency by a Government department.
- The bidder has submitted incorrect or misleading information in the EOI/RFP.
- The bidder is under liquidation, insolvency, or bankruptcy proceedings.
- Any bidder's key personnel have been convicted by a court of law for offences involving moral turpitude or financial irregularity.

4.3 Other Information

- i. The agencies may be required to work with or work for line Ministries/ Departments of Central/ State government as and when required.
- ii. The Department servicing team of the agency must be available to NeGD office, New Delhi as and when required by NeGD.

4.4 Consortium and Outsourcing

Consortium is not allowed. Any kind of outsourcing for implementing award of work is not allowed.

4.5 Sub-contracting

Sub-contracting is not allowed. Further any resource deployed by the bidder should be a full-time employee of the company on its payroll.

4.6 Disqualification

NeGD may at its sole discretion and at any time during the evaluation of application, disqualify any applicant, if the applicant:

- Submitted the application after the response deadline.
- Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
- Exhibited a record of poor performance such as abandoning work, not properly completing contractual obligations, inordinately delaying completion or financial failures, etc. in any project in preceding 3 years.

- Submitted an application that is not accompanied by required documentation or is non-responsive.
- Failed to provide clarifications related to, when sought.
- Submitted more than one application on its own.

SECTION V: Evaluation and Empanelment Process

To empanel agencies, NeGD will constitute an Evaluation Committee to evaluate the proposals submitted. During evaluation of proposals, NeGD, may, at its discretion, ask the bidders for clarification on their applications. The process for empanelment is as given below:

5.1 Evaluation Process

Scrutiny of eligibility criteria (pre-qualification and technical evaluation criteria) mentioned and at **Annexure-I** for responsiveness to the RFE will be done by the Evaluation Committee to determine whether the documents have been properly signed, qualification criteria fulfilled, all relevant papers submitted and whether the response to RFE is generally in order. The Evaluation Committee can seek additional information from the bidders, if needed. The response to the RFE not conforming to requirements will be rejected.

- Folder containing supporting documents related to pre-qualification, mentioned in **Annexure-I** will be evaluated first. For the bidders, who meet all requirements of pre-qualification, the technical evaluation will be done.
- Thereafter, Folder containing supporting documents w.r.t. technical evaluation criteria given in **Annexure-I, Annexure-III** will be evaluated. Each of the item types has been allocated a particular mark, based on which the final technical score will be calculated.
- The qualifying score will be 70 marks out of 100. Bidders who qualify in the technical evaluation will be ranked based on merit and will be qualified for further process of empanelment. Qualification score can be increased or decreased based on the discretion of the evaluation committee.
- The lowest cost (L1) discovered for the table (1) mentioned in the Annexure VII – Financial Format. All agencies qualified for further empanelment will be asked to agree to offer their services at the benchmarked cost and once qualified agencies agree to the benchmarked cost then only, the qualified agencies will be empaneled, for which they have agreed.

5.2 Empanelment

Agencies shortlisted for empanelment for each category will be required to sign an agreement with NeGD, accepting the terms and conditions laid down by NeGD. After signing the agreement, no variation or modification in the terms of the agreement shall be made except by written amendment signed by both parties.

5.3 Allocation of Work

- i. The present RFE is exclusively for empanelment of multi-channel conversational messaging API solution providers. For allocation of work, NeGD/Department will give a brief to the agencies and invite Concept notes/ technical proposals/ presentations from the empaneled agencies for specific assignments.
- ii. NeGD/Department reserves the right to award the work to any of the empaneled agencies, based on the merit of their Concept note/ technical proposal/ presentation for a particular work.
- iii. The terms and conditions mentioned in the contract / award of work shall supersede the terms mentioned in the empanelment agreement. The President & CEO, NeGD/Department will be the final authority for selection of the agency.
- iv. The selected agency shall not assign the project to any other agency, in whole or in part, to fulfill its obligation under the agreement.
- v. Mere empanelment with NeGD does not guarantee allocation of work.
- vi. In case, NeGD/Department does not find the work of the agency up to its satisfaction and/or NeGD/Department finds any fraudulent/ mischievous activity/ Outsourcing to 3rd party etc., NeGD/Department reserves the right to get it done from any other agency/agencies after giving prior 30 days' notice in writing for which the agency hereby gives its written consent and undertake not to raise any dispute in this context, at any point of time.
- vii. NeGD will not be liable to make any payment or amount on account of conceptualization/ designing/ artwork etc. for the concept notes/ technical proposals/ presentations prepared by the agency but not selected. The agency should not have any objections to the said procedure and shall not dispute/claim any amount at any time in future.

5.4 SLA & Penalties

1. Operational-Level SLAs

SLA Parameter	Description	Target	Measurement & Reporting	Penalty
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Incident Response Time	Time to acknowledge and initiate resolution for critical issues (e.g., API downtime, chatbot errors)	Critical: ≤ 30 mins High: ≤ 2 hrs Medium: ≤ 4 hrs	Incident ticketing system logs	₹5,000 per critical breach
Incident Resolution Time	Time to resolve issues post-acknowledgment	Critical: ≤ 4 hrs High: ≤ 8 hrs Medium: ≤ 24 hrs	SLA dashboard	1% of monthly billing per repeated breach
Template Approval Turnaround	Time to process and obtain Meta/ZOHO/Telegram, etc. approval for new templates	≤ 3 working days	Approval tracking report	₹1,000 per delay beyond 2 days (if bidder fault)
Monthly MIS & Analytics Reports	Timely submission of usage, analytics, engagement reports	Within 5 days of month-end	MIS submission log	₹1,000 per delayed report
Service Request Closure	Turnaround time for configuration or minor changes	≤ 2 working days	Service log	₹1,000/day delay beyond SLA

2. Compliance SLAs

SLA Parameter	Description	Target	Penalty
VAPT & Security Audit	Annual security audit completion and submission	Annual	Non-compliance may lead to contract suspension
Confidentiality & Data Privacy	Adherence to DPDP Act, IT Act, and confidentiality clauses	100%	Breach = immediate escalation and possible termination
Resource Deployment	Timely deployment of qualified resources for project execution	As per Work Order	1% penalty of WO value per week delay

- i. In case of unjustified and unacceptable delay in execution of the assigned work by the agency. A penalty of 1.0% of the annual work order value per week of delay in

- non-deployment of resource will be levied on a pro rata basis subject to maximum limit of 10% of the annual work order value.
- ii. The penalties and delays would be linked to deliveries. All factors including delay beyond the control of agency should be factored by the solution provider while taking the project assignment. Risks and their dependency on deliverables should be highlighted before taking the work, which may be considered on a case-to-case basis.
 - iii. In case the delay is unusually very long (as specified in the work order) and not acceptable to NeGD/Department then NeGD/Department will have an option to cancel the order after giving prior 30 days' notice in writing and award the work to any other empaneled agency without any compensation to the agency which delayed the completion of the work. In such a Scenario NeGD/Department shall en-cash the PBG and terminate the agreement.
 - iv. In case any of the services performed by the appointed Agency fail to conform to the specifications of the assigned project or in the event of failure of the project due to indifferent (such as inadequate interactions with NeGD/Department) , negligent (such as quality of deliverables not up to the mark), non-supportive attitude (such as non-engagement of adequate resources in the prescribed time frame) of the appointed Agency and NeGD/Department decides to abort the contract because of such failure after giving prior 30 days' notice in writing, then NeGD/Department shall en-cash the PBG.
 - v. Limitation of Liability (LoL): The aggregate liability of the agency under this Agreement, or otherwise in connection with the services to be performed hereunder, shall in no event exceed the total fees payable to the agency hereunder. The preceding limitation shall not apply to liability arising because of the agency's fraud or willful misconduct in performance of the services hereunder. In such cases, the liabilities shall be subject to final determination by the arbitrator.

5.5 Performance Bank Guarantee (PBG)

- i. The successful agencies, at their own expense, shall deposit with NeGD/Department, within a week of the date of signing a contract for any assigned work, an unconditional and irrevocable Performance Bank Guarantee (PBG) equivalent to 3% of the total work order value from a nationalized bank with lien marked to NeGD, New Delhi/Department.
- ii. This rate of 3% will be valid till the initial 3 years of empanelment and beyond that the rate may change as per the directions of the government and/or as approved by the competent authority.
- iii. If any advance payment is made to the agency for the assigned work, the agency shall deposit an additional unconditional and irrevocable Performance Bank Guarantee (PBG) equivalent to the advance payment from a nationalized bank with lien marked to NeGD, New Delhi/Department.
- iv. The PBG will be payable on demand for the due performance and fulfilment of the agreement and be valid beyond three months of the period of empanelment. The

format for Performance Bank Guarantee is provided by the respective departments during the work finalization.

SECTION VI: Terms and Conditions of Agreement

The agencies selected for empanelment will have to sign an agreement with NeGD with the following terms and conditions.

6.1 Adherence to Terms & Conditions

- i. The Bidders who wish to submit their responses to this RFE should note that they should abide (in true intent and spirit) by all the terms and conditions contained in the RFE. If the responses contain any extraneous conditions put in by the Bidders, such responses may be disqualified and may not be considered for the selection process.
- ii. The Bidders shall carry out and complete the work in accordance with prevailing good industry practices and using workmanship of the quality and standards there in specified, provided that where and to the extent some approval of the quality of the standards of workmanship is a matter of opinion, such quality and standards shall be to the satisfaction of NeGD/Department.
- iii. The Bidder shall, subject to the provisions of the assignment and with due care, execute the work and take all responsibility, including the supervision thereof and all other things, whether of a temporary or permanent nature, required in and for such execution.

6.2 Relationship

- i. Nothing mentioned herein shall be construed as relationship of master and servant or of principal and agent as between the “NeGD” and the “bidder”. No partnership shall be constituted between NeGD and the bidder by virtue of this empanelment nor shall either party have powers to make, vary or release agreement obligations on behalf of the other party or represent that by virtue of this or any other empanelment a partnership has been constituted, or that it has such power. The Bidders shall be fully responsible for the services performed by them or on their behalf.
- ii. Neither party shall use the other party’s name or any service or proprietary name, mark or logo of the other party for promotional purpose without first having obtained the other party’s prior written approval.

6.3 Period of Empanelment

The validity of the empanelment will be for 36 months from the date of award of the Letter of Intent. The validity of empanelment may be extended for a suitable period at the behest of the NeGD.

Irrespective of the period, the empanelment will be deemed operative until the completion of the assigned projects and hence the empaneled firm should ensure resource availability until completion of the work at hand.

6.4 Right to Rejection and Right to Annulment

- i. NeGD reserves the right to reject any request for empanelment and to annul the empanelment process and reject all such requests at any time prior to empanelment, without thereby incurring any liability to the affected applicant(s) or any obligation to inform the affected applicant(s) of the grounds for such decision.
- ii. NeGD also reserves the right to employ any agency outside of the list of empaneled agencies.

6.5 No Obligation

Empanelment with NeGD does not guarantee that any or all Bidders shall be awarded any project / assignment because of this empanelment.

6.6 Fraud and Corruption

- i. As per Central Vigilance Commission (CVC) directives, it is required that Suppliers/ Contractors observe the highest standard of ethics during the procurement and execution of such during the performance and execution of the awarded project(s). The following terms apply in this context:
- ii. NeGD will reject the application for empanelment, if the applicant recommended for empanelment, has been determined by NeGD to have been engaged in corrupt, fraudulent, unfair trade practices, coercive or collusive.
- iii. These terms are defined as follows:
 - a) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of NeGD or any personnel during the tenure of empanelment.
 - b) "Fraudulent practice" means a misrepresentation of facts, in order to influence a procurement process or the execution of a contract, to NeGD, and includes collusive practice among Bidders (prior to or after Proposal submission) designed to establish proposal prices at artificially high or non-competitive levels and to deprive NeGD of the benefits of free and open competition.
 - c) "Unfair trade practices" means supply of services different from what is Ordered on or change in the Scope of Work which was agreed to.
 - d) "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation during the period of empanelment.
 - e) "Collusive practices" means a scheme or arrangement between two or more Bidders with or without the knowledge of the NeGD, designed to establish prices at artificial, non-competitive levels. NeGD will reject an application for award, if it determines that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, unfair trade, coercive or

collusive practices in competing for any assigned project during the empanelment.

6.7 Confidentiality

- i. Information relating to evaluation of application and recommendations concerning awards shall not be disclosed to the Bidders who submitted the applications or to other people not officially concerned with the process. The undue use by any applicant of “confidential information” related to the empanelment process may result in the rejection of their application.
- ii. “Confidential Information” means all information that is or has been received by the “Receiving Party “from the “Disclosing Party “and that:
 - a) Relates to the Disclosing Party; and
 - b) Is designated by the Disclosing Party as being confidential or is disclosed in circumstances where the Receiving Party would reasonably understand that the disclosed information would be confidential or
 - c) Is prepared or performed by or on behalf of the Disclosing Party by its employees, officers, directors, agents, representatives.
 - d) Without limiting the generality of the foregoing, Confidential Information shall mean and include any information, data, analysis, compilations, notes, extracts, materials, reports, specifications or other documents or materials that may be shared by NeGD with the Bidder.
 - e) “Confidential Materials” shall mean all tangible materials containing Confidential Information, including, without limitation, written or printed documents and computer disks or tapes whether machine or user readable.
 - f) Information disclosed pursuant to this clause will be subject to confidentiality for the term of contract plus two years. However, where Confidential Information relates to NeGD’s data or data of NeGD projects, including but not limited to NeGD customers “or NeGD employees” personal data or such other information as NeGD is required by any law to protect for an indefinite period, such Confidential Information shall be protected by the receiving party for an indefinite period or until such time when the receiving party no longer has access to the Confidential Information and has returned or destroyed all Confidential Information in its possession.
 - g) Nothing contained in this clause shall limit Bidder from providing similar services to any third party or reusing the skills, know-how and experience gained by the employees in providing the services contemplated under this clause, provided further that the Bidder shall at no point use NeGD’s confidential information or Intellectual property.
- iii. The Parties will, always, maintain confidentiality regarding the contents of this RFE and subsequent Agreement and proprietary information including any

- business, technical or financial information that is, at the time of disclosure, designated in writing as confidential, or would be understood by the Parties, exercising reasonable business judgment, to be confidential.
- iv. The Parties will keep in confidence and not disclose to any third party all Confidential Information available to the Parties, whether such information is given in writing or, is oral or visual, and whether such writing is marked to indicate the claims of ownership and/or secrecy or otherwise. Except as otherwise provided in this RFE, the Parties shall not use, nor reproduce for use in any way, any Confidential Information. The Parties agree to protect the Confidential Information of the other with at least the same standard of care and procedures used to always protect its own Confidential Information of similar importance but using at least a reasonable degree of care.
 - v. If the Bidder hires another person, with the prior written permission of NeGD to assist it in the performance of its obligations under this RFE, or assigns any portion of its rights or delegates any portion of its responsibilities or obligations under this RFE and subsequent Agreement to another person, it shall cause its assignee or delegate to be bound to retain the confidentiality of the Confidential Information in the same manner as the Bidder is bound to maintain the confidentiality.
 - vi. The Bidder shall, always regard, preserve, maintain and keep as secret and confidential all Confidential Information and Confidential Materials of NeGD
 - a. Disclose, transmit, reproduce or make available any such Confidential Information and materials to any person, firm, Company or any other entity other than its directors, partners, advisers, agents or employees, sub-contractors and contractors who need to know the same for the purposes of maintaining and supporting the equipment provided as a part of the contract. The Receiving Party shall be responsible for ensuring that the usage and confidentiality by its directors, partners, advisers, agents or employees, sub-contractors and contractors is in accordance with the terms and conditions and requirements of this RFE; or
 - b. Unless otherwise agreed herein, use of any such Confidential Information and materials for its own benefit or the benefit of others or do anything prejudicial to the interests of NeGD or its customers or their projects.
 - vii. In maintaining confidentiality hereunder, the Bidder on receiving the Confidential Information and materials agrees and warrants that it shall:
 - a. Take at least the same degree of care in safeguarding such Confidential Information and materials as it takes for its own confidential information of like importance and such degree of care shall be at least, that which is reasonably calculated to prevent such inadvertent disclosure.

- b. Keep the Confidential Information and Confidential Materials and any copies thereof secure and in such a way to prevent unauthorized access by any third party
- c. Limit access to such Confidential Information and materials to those of its directors, partners, advisers, agents or employees, sub-contractors and contractors who are directly involved in the consideration/evaluation of the Confidential Information and bind each of its directors, partners, advisers, agents or employees, sub-contractors and contractors so involved to protect the Confidential Information and materials in the manner prescribed in this document.
- d. Upon discovery of any unauthorized disclosure or suspected unauthorized disclosure of Confidential Information, promptly inform NeGD of such disclosure in writing and immediately return other Disclosing Party all such Information and materials, in whatsoever form, including all copies thereof.
- e. The Bidder who receives the Confidential Information and materials agrees that on receipt of a written request from the Disclosing Party.
 - 1. Immediately return all written Confidential Information, Confidential materials and all copies thereof provided to, or produced by it or its advisers which is in the Receiving Party's possession or under its custody and control
 - 2. To the extent practicable, immediately destroy all analyses, compilations, notes, studies, memoranda or other documents prepared by it or its advisers
 - 3. To the extent that the same contains, reflects or derives from Confidential Information relating to the Disclosing Party
 - 4. So far as it is practicable to do so immediately expunge any Confidential Information relating to the Disclosing Party or its projects from any computer, word processor or other device in its possession or under its custody and control.
 - 5. To the extent practicable, immediately furnish a certificate signed by its director or other responsible representative confirming that to the best of his/her knowledge, information and belief, having made all proper enquiries the requirements of this paragraph have been fully complied with
 - 6. The rights in and to the data/ information residing at NeGD's premises, including at the Disaster Recovery Centre even in the event of disputes, shall always solely vest with NeGD.
- f. This shall not be applicable and shall impose no obligation on the receiving party with respect to any portion of Confidential Information which:
- g. Was at the time received or which thereafter becomes, through no act or failure on the part of the receiving party, generally known or available to the public;

- h. Is known to the receiving party at the time of receiving such information as evidenced by documentation then rightfully in the possession of the receiving party;
 - i. Is furnished by others to the receiving party without restriction of disclosure;
 - j. Is there after rightfully furnished to the receiving party by a third party without restriction by that third party on disclosure;
 - k. Has been disclosed pursuant to the requirements of law or by any court of competent jurisdiction, the rules and regulations of any recognized stock exchange or any enquiry or investigation by any governmental, statutory or regulatory body which is lawfully entitled to require any such disclosure provided that, so far as it is lawful and practical to do so prior to such disclosure, the Bidder shall promptly notify NeGD of such requirement with a view to providing NeGD an opportunity to obtain a protective order or to contest the disclosure or otherwise agree to the timing and content of such disclosure
 - l. Was independently developed by the receiving party without the help of Confidential Information.
- viii. On termination of the RFE and subsequent agreement, each Party must immediately return to the other Party or delete or destroy all Confidential Information of the other Party and all notes and memoranda (including copies of them) containing Confidential Information of the other party in its possession or control save for that training materials and documentation that has been provided to NeGD which is contemplated for continued realization of the benefit of the services. Notwithstanding the foregoing, Bidder may retain a copy of such information (but which shall not include customer data and Confidential Information) as may be necessary for archival purposes. Where Confidential Information relates to NeGD's data or data of NeGD customers, including but not limited to the "NeGD Departments or Projects" or the "NeGD employees" personal data or such other information as NeGD is required by any law to protect for an indefinite period, such Confidential Information shall be protected by the receiving party for an indefinite period or until such time when the receiving party no longer has access to the Confidential Information and has returned or destroyed all Confidential Information in its possession.
- ix. The Confidential Information and materials and all copies thereof, in whatsoever form shall always remain the property of NeGD and its disclosure under the contract shall not confer on the Bidder any rights whatsoever beyond those contained in the contract.
- x. Without prejudice to any other rights or remedies which a Party may have, the Parties acknowledge and agree that damages would not be an adequate remedy for

any breach of the clause and the remedies of injunction, specific performance and other equitable relief are appropriate for any threatened or actual breach of any such provision and no proof of special damages shall be necessary for the enforcement of the rights under this Clause. Further, breach of this Clause shall be treated as “Material Breach” for the purpose of the contract.

- xi. The confidentiality obligations shall survive the expiry or termination of the agreement between the Bidder and NeGD. NeGD shall use the deliverables only for internal use as per the agreement. Disclosure to third parties shall be after removing Bidder’s reference, except when the information is required for submission to statutory / regulatory authorities or its promoters.

6.8 Indemnity

The selected Agencies will indemnify NeGD against all third-party claims of infringement of patent, trademark/copyright or industrial design rights arising from the use of software/ hardware/ manpower etc. and related services or any part thereof. NeGD stand indemnified from any claims that the hired manpower may opt to have by virtue of working on the project for whatever period. NeGD also stand indemnified from any compensation arising out of accidental loss of life or injury sustained by the hired manpower while working on the project.

6.9 Substitution of Program Team Members

During the assignment, the substitution of key staff identified for the assignment will not be allowed unless such substitution becomes unavoidable to overcome the undue delay or that such changes are critical to meet the obligation. In such circumstances, the selected Agency, as the case maybe, can do so only with the prior written concurrence of NeGD/Department and by providing staff with the same level of qualifications and competence. If NeGD/Department is not satisfied with the substitution, NeGD reserves the right to terminate the contract and recover whatever payments (including past payments and payments made in advance) made by NeGD to the selected bidder during the assignment pursuant to this RFE besides claiming an amount equal to the contract value as penalty. However, NeGD reserves the unconditional right to insist the selected Bidder to replace any team member with another.

6.10 Termination / Withdrawal

NeGD reserves the right to withdraw/ terminate empanelment of applicants in any of the following circumstances:

- i. Applicants become insolvent, bankrupt, and resolution is passed for the winding up of the applicant’s organization.
- ii. If deduction on account of Penalty exceeds more than 10% of the total contract price.

- iii. Breach of terms of Contract by the empaneled agencies which in the opinion of NeGD is material.
- iv. Information provided to NeGD is found to be incorrect.
- v. Empanelment conditions are not met within specified period.
- vi. Misleading claims about the empanelment status are made.
- vii. Clear evidence is received that empaneled agency has breached copyright laws/ plagiarized from another source.

If the agency does not execute the contract to the satisfaction of the NeGD then the NeGD may invoke all or the following clauses:

- i. Forfeit the Performance Guarantee Amount.
- ii. Terminate the contract without any liability of NeGD towards the empaneled agency.

6.11 Only One Application

An applicant can submit only one proposal on his own. If an applicant submits more than one proposal, both proposals shall be disqualified.

6.12 Amendment

At any time prior to deadline for submission of applications, NeGD may, for any reason, modify this document. The amendment document shall be notified through website, and such amendments shall be binding on all Bidders.

6.13 Disclaimer

- i. This RFE is not an offer by the NeGD, but an invitation to receive responses from eligible interested Bidders. The NeGD will empanel limited Bidders who fulfil the eligibility criteria. No contractual obligation whatsoever shall arise from this process.
- ii. The evaluation shall be strictly based on the information and supporting documents provided by the Bidders in the application submitted by them. It is the responsibility of the Bidders to provide all supporting documents necessary to fulfil the mandatory eligibility criteria. In case, information required by NeGD is not provided by applicants, NeGD may choose to proceed with evaluation based on information provided and shall not request the applicant for further information. Hence, responsibility for providing information as required in this form lies solely with applicants.
- iii. This RFE is not exhaustive in describing the functions, activities, responsibilities and services for which Bidder will be responsible. The Bidder, by participation in this RFE, implicitly confirm that if any functions, activities, responsibilities or services which are either not specifically described in this RFE or specifically described but has to undergo suitable changes/modifications due to

regulatory/statutory changes and are termed necessary or appropriate by NeGD/Department for the proper performance of the contract, such functions, activities, responsibilities or services (with applicable changes, if any) will be deemed to be implied by and included within the scope of services under this RFE and Bidder's response to the same extent and in the same manner as if specifically described in this RFE and Bidder's response.

6.14 Binding Clause

All decisions taken by the NeGD regarding this contract shall be final and binding on all concerned parties.

6.15 Agency's Integrity

The Agency is responsible for and obliged to conduct all contracted activities as defined in the scope of work in accordance with the Contract.

The Bidder should provide professional, objective and impartial advice always and hold NeGD's interest paramount and should observe the highest standard of ethics, values, code of conduct, honesty and while executing the assignment.

6.16 Agency's Obligations

- i. The Agency will be obliged to work closely with the NeGD/Department's staff, act within its own authority and abide by directives issued by the NeGD/Department.
- ii. The Agency will abide by the work safety measures prevalent in India and will free the NeGD from all demands or responsibilities arising from accidents or loss of life the cause of which is the Agency's negligence. The Agency will pay all indemnities arising from such incidents and will not hold the NeGD responsible or obligated under any circumstances.
- iii. The Agency will be responsible for managing the activities of its personnel and will hold itself responsible for any misdemeanor.
- iv. The Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to NeGD's interest.
- v. The Resources whom the selected bidders will provide should be a regular employee of the organisation. This should be supported by documentary evidence such as providing ESI/EPF/UAN numbers with NeGD/Department. The organization should ensure that necessary background verification has been carried out before assigning the professionals to the NeGD/Department.

- vi. NeGD/Department will directly deal only with the organizations and will not make any direct payment to the professionals provided by these organizations.

6.17 Conflict of Interest

- i. Bidder shall furnish an affirmative statement as to the existence of, absence of, or potential for conflict of interest on the part of the Bidder due to prior, current, or proposed contracts, engagements, or affiliations with this Ministry. Additionally, such disclosures shall address all potential elements (time frame for service delivery, resources, financial or other) that would adversely impact the ability of the Bidder to complete the requirements for the work concerned.
- ii. The agency should not be involved in any way in those work assignments where there is any scope of conflict of business interest.
- iii. Wherever there is any scope of conflict of business interest, the agency has to choose only one role, that is either to take the assignment as a part of empanelment or to opt for other business opportunities.

6.18 Non-Disclosure Agreement

The Agency will treat as confidential all data and information about the NeGD and any other information/data etc. furnished/obtained in the execution of its responsibilities, in strict confidence and will not reveal such information to any other party without the prior written approval of the NeGD. All agencies shortlisted for empanelment shall submit a Non-Disclosure Agreement to NeGD, in the format provided in **Annexure VI**. The Non-Disclosure Agreement shall be valid for a period of 3 years from the date of conclusion of the contract.

6.19 Intellectual Property Rights

- i. NeGD/Department shall own and have a right in perpetuity to use all Intellectual Property Rights which have arisen out of or in connection with the implementation of this Contract, including all processes, products, software, specifications, reports, drawings and other documents which have been developed by the consulting agency during the performance of Services and for the purposes of transfer, inter-alia use or sub-license of such Services under this Contract. The agency undertakes to disclose all Intellectual Property Rights arising out of or in connection with the performance of the Services to NeGD/Department and execute all such agreements/documents and file all relevant applications, effect transfers and obtain all permits and approvals that may be necessary in this regard to effectively transfer and conserve the Intellectual Property Rights of NeGD/Department. Ownership of intellectual property in usage of pre-existing material of the party shall continue to be with the respective party.
- ii. The Agency shall ensure that while it uses any software, hardware, processes or material in the course of performing the Services, it does not infringe the

Intellectual Property Rights of any person and the Agency shall keep NeGD indemnified under all circumstances against all costs, expenses and liabilities howsoever, arising out of any illegal or unauthorized use (piracy) or in connection with any claim or proceedings relating to any breach or violation of any permission/license terms or infringement of any Intellectual Property Rights by the Agency during the course of performance of the Services.

6.20 Payment Process

- i. A pre-receipted bill, along with certificate of satisfactory performance from an authorized officer of NeGD/Department will have to be submitted.
- ii. Payments shall be subject to deductions of any amount for which the Agency is liable under the empanelment or RFE conditions. The Price offered by the agency shall be exclusive of GST but inclusive of all other taxes as per the current rate of taxation in force.

6.21 Force Majeure

If at any time, during the continuance of this contract, the performance in whole or in part by either party or any obligation under this contract is prevented or delayed by reasons of any war, hostility, acts of public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics quarantine restrictions, strikes, lockouts or acts of God (hereinafter referred to as "events"), provided notice of happenings of any such event is duly endorsed by the appropriate authorities/chamber of commerce in the country of the party giving notice is given by party seeking concession to the other as soon as practicable, but within 21 days from the date of occurrence and termination thereof and satisfies the party adequately of the measures taken by it, neither party shall, by reason of such event, be entitled to terminate this contract, nor shall either party have any claim for damages against the other in respect of such nonperformance or delay in performance, and deliveries under the contract shall be resumed as soon as practicable after such event has come to an end or ceased to exist and the decision of the NeGD/Department as to whether the deliveries have so resumed or not, shall be final and conclusive, provided further, that if the performance in whole or in part or any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 60 days, the NeGD/Department may at his option, terminate the contract. In event of such termination, the agency shall be entitled for the commensurate payments accrued for the services rendered till the date such termination.

6.22 Arbitration

- i. If a dispute arises out of or in connection with this contract, or in respect of any defined legal relationship associated therewith or derived there from, the parties agree to submit that dispute to arbitration under the Arbitration and Conciliation Act 1996 as amended from time to time.
- ii. The decision of the arbitrator shall be final and binding upon both Parties. The expenses of the arbitrator as determined by the arbitrator shall be shared equally by both the parties. However, the expenses incurred by each Party in connection with the preparation, presentation shall be borne by the Party itself. All arbitration awards shall be in writing and shall state the reasons for the award.
- iii. The arbitrator(s) shall be mutually appointed. However, in case of no agreement the matter, within 30 days from the reference of the dispute, the matter may be reflected to President & CEO, NeGD, who in consultation with concerned parties shall appoint the arbitrator.
- iv. The decision and award of the arbitrator so appointed shall be final and binding on both the parties.

6.23 Applicable Law

The agency shall be governed by the laws and procedures established by Govt. of India, within the framework of applicable legislation and enactment made from time to time concerning such commercial dealings/processing.

The selected Bidder should adhere to all the applicable laws of land and rules, regulations and guidelines prescribed by various regulatory, statutory and Government authorities.

NeGD reserves the right to conduct an audit/ ongoing audit of the consulting services provided by the selected Bidder. NeGD reserves the right to ascertain information from other institutions to which the Bidders have rendered their services for execution of similar programs.

6.24 No Employer Employee Relationship

The selected Bidder or any of its holding / subsidiary / joint-venture / affiliate / group / Department companies or any of their employees / officers / staff / personnel / representatives / agents shall not, under any circumstances, be deemed to have any employer-employee relationship with NeGD or any of its employees / officers / staff / representatives / personnel / agents.

6.25 Jurisdiction of Courts

All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in New Delhi only.

6.26 Change of Order

The Department may request a change order (“Change Order”) in the event of major change to the scope of Statement of Work Order. Agency will prepare a Change Order reflecting the proposed changes, including the impact on the Deliverables, schedule, and fee.

6.27 Others

- i. Normal working hours will be from 0900 to 1730 hrs. Working hours is subject to change from time to time. Saturdays/Sundays will remain closed as weekend off. In terms of circumstances, resource of the organisation may be required to work beyond office hours and/or on closed holidays. No extra allowance or remuneration for such work is admissible. He/She shall not accept any other professional appointment, paid or otherwise during the term of engagement.
- ii. The resource shall not be entitled to any benefit like Provident Fund, Pension, Insurance, Gratuity, Medical Attendance Treatment, Seniority, Promotion etc. or any other benefits available to the regular employees. No HRA should be admissible.
- iii. Paid leave of absence may be allowed at the rate of 1 day for each completed month of service. Accumulation of leave beyond a calendar year may not be allowed. Leave cannot be claimed as a matter of right. Discretion is reserved to the reporting officer at NeGD/Department to refuse or revoke leave in the public interest. Leave encashment will not be permissible on unspent leave. Unspent leave will lapse on commencement of notice period. No other leave of any kind shall be admissible to him/her. In case he/she remains absent from duty beyond entitled leave, a proportionate deduction from the consolidated fee as applicable will be made.

Annexure-I: Checklist for RFE

1. Pre-qualification Criteria Checklist

S.No	Pre-qualification criteria and supporting documentary proof	Compliance (Yes/No)	Attachment Tag/Page No.
1	The Bidder shall be a legally registered entity in India and shall have been in operation for at least 3 (three) years as on date of bid submission.		
	Documentary Proof:		
	a. Certificates of incorporation or Registration Certificates		
	b. Permanent Account Number (PAN) and Goods and Services Tax (GST) Registration Certificate.		
2	Bidder shall have an average annual turnover of at least Rs. 10 crores in the last 3 financial years. (i.e., FY 2022-23, 2023-24, 2024-25) and positive net worth as on 31.03.2025.		
	Documentary Proof:		
	a. Certificate from the auditor/ Chartered Accountant stating turnover along with audited financial (balance sheet and Profit & loss)		
	b. Certificate from the auditor/ Chartered Accountant mentioning the positive net worth as on 31.03.2025.		
3	The bidder should be recognized Solution/Technology Providers accredited directly by Meta, ZOHO, Telegram, etc.		
	Documentary Proof:		
	A valid Business/ Technology/ Channel partner certificate/ Agreement.		
4	The Bidder must have undertaken at least 3 (Three) projects of providing services of WhatsApp, Arattai, Telegram, Signal, RCS, or similar Business API integration (or) Chatbot Solution and messaging services (or) communication and service delivery platform from any State/Central Government departments, PSUs in India or listed private sector in the last 3 years and the two projects must have gone 'Live' and operational		
	Documentary Proof:		
	Related work orders/ Agreements/ Purchase Orders along with duly sealed signed certificate from end Department specifying the scope of work, value of project and its present status i.e. Live and operational.		
5	The bidder should have at least 25 professionals in their payroll as on 31.3.2025 for providing WhatsApp/Arattai/Telegram, etc. Business API solutions or chatbot solution.		

S.No	Pre-qualification criteria and supporting documentary proof	Compliance (Yes/No)	Attachment Tag/Page No.
	Documentary Proof:		
	Certificate from the HR Department along with the list of professional to be provided.		
6	The Bidder should have the following valid certifications as on date of submission of bids. The Bidder should ensure that the certificates are kept valid during the period of contract.		
	ISO 27001:2013 or latest – For Information Security Management		
	Documentary Proof:		
	Valid Certificates		
7	An undertaking (self-certificate) that the bidder that our firm/company has not been blacklisted, debarred, suspended, or had any work order cancelled by any Central Government, State Government, Public Sector Undertaking, or Autonomous Body for non-performance, delay, or breach of contract during the last five years. We further declare that no case of insolvency or bankruptcy is pending against us.		
	Documentary Proof:		
	The documentary proof should be provided on agency's letter head that is duly signed by authorized signatory.		

2. Technical Qualification Criteria Checklist

The Technical bid document should be seen at **Annexure-III**.

The documentary proof should be provided on agency's letter head that is duly signed by HR

Head of the agency or authorized signatory

S.No	Evaluation Criteria	Max. Marks	Compliance (Yes/No)	Attachment Tag/Page No.								
1	Large-Scale Citizen-Centric WhatsApp Implementations Marks shall be awarded based on the bidder's demonstrated capacity to design, develop, and deploy large-scale WhatsApp/Arattai/ Telegram/ Signal/ RCS, or similar based conversational platforms delivering multiple citizen-facing services for any State/Central Government departments, PSUs in India or listed private sector company. Bidder has successfully implemented three (3) or more WhatsApp/Arattai/ Telegram/ Signal/ RCS, or similar based conversational platforms, each delivering below mentioned number of services or more in citizen-facing conversational services for any State/Central Government departments, PSUs in India or listed private sector company. <table><tr><th>No. of API Services</th><th>Marks</th></tr><tr><td>30 to 49</td><td>10 marks</td></tr><tr><td>50-99</td><td>20 marks</td></tr><tr><td>100 or more</td><td>30 marks</td></tr></table>	No. of API Services	Marks	30 to 49	10 marks	50-99	20 marks	100 or more	30 marks	30 Marks		
No. of API Services	Marks											
30 to 49	10 marks											
50-99	20 marks											
100 or more	30 marks											
2	The Bidder must have undertaken project(s) of providing services of (Meta/ZOHO/Telegram or similar) Business API integration (or) Chatbot Solution and messaging services (or) communication and service delivery platform from any State/Central Government departments, PSUs in India and listed private sector companies in the last 5 years and must have gone 'Live' and operational.	30 Marks										

S.No	Evaluation Criteria				Max. Marks	Compliance (Yes/No)	Attachment Tag/Page No.
	No. of Projects	Project cost (Rs.10 lakhs - 20 lakhs)	Project cost (Rs. 20 lakhs- 40 lakhs)	Project cost (Above Rs. 40 lakhs)			
	3	05 marks	07 marks	10 marks			
	4	10 marks	14 marks	20 marks			
	5 or above	15 marks	21 marks	30 marks			
3	Technical presentation and demonstration of the proposed solution.				40 Marks		
	a) Understanding of scope, approach and methodology – 5 marks						
	b) Bidder’s platform compatibility and compliance with the overall scope of work – 5 marks						
	c) Proposed technology and solution architecture – 5 marks						
	d) AI capabilities in chatbot services – 5 marks						
	e) Demonstration of Solution Functionality, Citizen Journeys & Use Cases showcasing projects executed on WhatsApp/Arattai/Telegram, etc. Business API, Chatbot messaging Services, communication and service delivery platform. Presentation slides and live demonstration/ Live Cases as required by the Evaluation Committee. Demonstration– 20 marks						
	Total				100 Marks		

3. Other Compliance Criteria

S.No	Compliance Criteria	Complied with Yes/No	If No, Remarks of the bidder
1	Whether the platform supports hosting the solution on a public cloud within India (MeitY-approved).		
2	Whether the platform provides end-to-end encryption and compliance with government data protection policies.		
3	Whether the platform supports use of WhatsApp/Arattai/Telegram, etc. Dynamic Flows to ensure seamless, interactive, and guided user journeys for various services and to Develop and deploy a single, unified chatbot capable of handling all services in a structured and dynamic manner.		
4	Whether the platform supports the queue management and throttling to handle large-scale message bursts.		
5	Whether the platform supports Built-in analytics for flow usage, drop-offs, and performance metrics.		
6	Platform should have the ability to integrate with LLMs (Large Language Models) such as GPT.		
7	Platforms should allow fine-tuning of models using: Custom documents, PDFs, HTML pages, FAQs, etc.		
8	Platform should support development of WhatsApp/Arattai/Telegram, etc flows with, 1. Multilingual conversation (Hindi/English/Regional language) 2. Media attachments: file uploads, image sharing, location sharing 3.Real-time notifications with a capacity.		
9	Whether the platform supports Integration with backend and third-party systems		
10	Whether platform supports integration with WhatsApp/Arattai/Telegram, etc. native payments and alternate payment gateways		
11	Whether the platform supports all message types: Marketing, Utility, Authentication and Service conversations		
12	Whether the platform supports Message template creation, approval tracking, and performance monitoring		
13	Whether platform has Real-time system monitoring, failure alerts, and disaster recovery readiness		
14	Whether the platform supports to Design an advanced Conversational AI WhatsApp/Arattai/Telegram, etc. chatbot with Natural Language Processing (NLP) capabilities in regional languages and English		

S.No	Compliance Criteria	Complied with Yes/No	If No, Remarks of the bidder
15	Whether the platform supports to Enable self-learning AI models that improve over time based on user Interactions		
16	Whether the platform supports intelligent auto-responses for frequently asked questions		
17	Whether the platform supports Facilitate chatbot-driven transactions such as form submissions, appointment bookings, and certificate issuance		
18	Whether the platform supports context-aware AI to interpret free-text inputs and guide users to the Appropriate services		
19	Whether the platform supports Omni channel integration		
20	Whether the platform provides low-code/no-code drag-and-drop tools for the development of WhatsApp/Arattai/Telegram, etc. Flows.		

Annexure-II: List of Regional Languages

The following is the list of regional languages proposed for implementation and support under the multi-lingual bot solution

S.No.	Language
1	Assamese
2	Bengali
3	Bodo
4	Dogri
5	Gujarati
6	Kannada
7	Kashmiri
8	Konkani
9	Maithili
10	Malayalam
11	Manipuri (Meitei)
12	Marathi
13	Nepali
14	Odia
15	Punjabi
16	Sanskrit
17	Santali
18	Sindhi
19	Tamil
20	Telugu
21	Urdu

Annexure-III: Technical Bid

1. Name of the bidding Agency:
2. Incorporated as _____ in year _____ at _____ (State Registered Firm, Co-operative Society or Partnership Firm).
3. Whether any Legal Arbitration/ proceeding is instituted against the Agency or the Agency has lodged any claim in connection with works carried out by them. If yes, please give details.
4. Agency profile (*)
 - Address:*
 - Name of the top executive with designation:*
 - Telephone No:*
 - E-mail:*
 - GSTN No:*
 - PAN No:*
 - Office strength: Technical:____Nos. Administrative:____Nos.*
5. Bidder's Turnover (*In Rs. Crores*)

Turnover from	2022 - 2023	2023 - 2024	2024 - 2025
Provisioning and implementation of WhatsApp/Arattai/Telegram, etc. Business API solutions, including setup and management of WhatsApp/Arattai/Telegram, etc. Business Accounts, chatbot development and integration, conversational AI solutions, citizen engagement platforms, messaging and notification services, API integrations with departmental applications, analytics and monitoring dashboards, and related managed services for government and listed private Departments.			

6. Please specify at least 2 project works undertaken in the last 5 financial years. Information may be submitted in the following format. Please attach separate sheet for each project and submit work order along with self-certificate of completion (Certified by statutory authority) & / or satisfactory completion certificate from the Department. The brief details sought for the project are as follows; (the details of each project should be in accordance with **Annexure-V**).

S. No.	Caption	Details
1	Name of the Department with address	

S. No.	Caption	Details
2	Year of undertaking the project	
3	Project Name and summary (5 lines)	
4	Project start Date	
5	Project completion Date	
6	Project value	
7	Name of the Department's Contact person with phone Number	

7. Payment details:

Particulars	Amount (Rs.)	UTR no.	Date	Bank	Branch
EMD					

Documents in support of the above may be furnished with page number indicated in the index. Please use separate sheets wherever necessary.

(*) If the Agency has branch offices in India, please give profile of the branch offices as per item (e) above.

8. The documents for technical qualification checklist may be seen at **Annexure-III**

Date:

Place:

Authorized Signatory

Name & Designation:

COMPANY SEAL

Annexure-IV: Declaration (On the Letter Head)

Declaration on the letterhead agreeing to the terms and conditions of the RFE

1. I, _____(Name & Designation) solemnly affirm on behalf of my company/ firm that the facts stated above about my company/ firm are correct and nothing has been concealed. If any information submitted above is found to be false or fabricated, my company/ firm may be debarred from empanelment.
2. I permit NeGD to inspect our records to ascertain the above facts.
3. I permit NeGD to cross-check the above facts from any other source.
4. I or my authorized representative, if required by NeGD, would make a presentation before the duly constituted Committee at my own cost.
5. I will abide by the decision of NeGD regarding empanelment.
6. I have read & understood the RFE and agree to all the terms & conditions stated therein.

Date:

SIGNATURE

Full name and designation:

(Seal of Organization)

Annexure-V: Detail of Works Handled

Details of Individual Project

Name of the Project: _____

WhatsApp/ Arattai/ Telegram features	(Tick only one) (Yes/No)

Caption	Details
Name of the Department with address	
Year of undertaking the project	
Project Name and summary (5 lines)	
Project start Date	
Project completion Date	
Project value	
Name of the Department's Contact person with phone Number	

Proof of documents required

- Copy of work order and
- Copy of completion certificate from Department or
- Copy of payment received from Department countersigned by authorized signatory

Date:

Place:

Authorized Signatory

Name: COMPANY

SEAL

Annexure-VI: NDA

{The Non-Disclosure Agreement needs to be signed by a person duly authorized by the Agency. A copy of the authorization by the Agency (copy of Board resolution or Power of attorney) should be provided along with the Non-Disclosure Agreement}

Non-Disclosure Agreement

This AGREEMENT (hereinafter called the “Agreement”) is made on the [day] day of the month of [month], [year], between, National e-Governance Division (hereinafter called “NeGD”), on the one hand, and, on the other hand, [Name of the Agency] (hereinafter called the “Agency”) having its registered office at [Address]

WHEREAS

“NeGD” has issued a notice via CPP portal inviting various agencies to empanel reputed consultancy organizations to leverage WhatsApp/Arattai/Telegram, etc. as a seamless, user-friendly platform to deliver over 450 government services directly to citizens. the Agency, having represented to “NeGD” that it is interested to bid for the proposed Projects,

NeGD and the Agency agree as follows:

1. In connection with the “Projects”, NeGD agrees to provide to the Agency a Detailed Information on the Project requirements that is considered confidential.
2. The Agency to whom this Information is disclosed shall:
 - a. Hold such Information in confidence with the same degree of care with which the Agency protects its own confidential and proprietary information;
 - b. restrict disclosure of the Information solely to its concerned employees, agents and contractors with a need to know such Information and advise those persons of their obligations hereunder with respect to such Information;
 - c. except for the purpose of executing the Project, not disclose such Information or knowingly allow anyone else to disclose such Information; and
 - d. On completion of the project and in case unsuccessful, promptly return to the NeGD, all Information in a tangible form or certify to the NeGD that it has destroyed such Information.
3. The Agency shall have no obligation to preserve the confidential or proprietary nature of any Information which:
 - a. was previously known to the Agency free of any obligation to keep it confidential at the time of its disclosure as evidenced by the Agency’s written records prepared prior to such disclosure; or
 - b. becomes publicly known through no wrongful act of the Agency; or

- c. is independently developed by an employee, agent or contractor of the Agency not associated with the Project and who did not have any direct or indirect access to the Information.
4. The Agreement shall apply to all Information relating to the Project disclosed by the NeGD to the Agency under this Agreement.
5. Nothing contained in this Agreement shall be construed as granting or conferring rights of license or otherwise, to the Agency, in any of the Information.
6. This Agreement shall benefit and be binding upon the NeGD and the Agency and their respective subsidiaries, affiliates, successors and assigns.
7. This Agreement shall be governed by and construed in accordance with the Indian laws.

For and on behalf of the Agency

For and on behalf of NeGD

(signature)

(signature)

(Name of the Authorized Signatory)

(Name of the Authorized Signatory)

Date

Date

Address

Address

Location

Location

Annexure-VII: Financial Format

Table 1 – Development cost

Category	Expected Activities (not limited to)	Expected Man-Days	Man-Days quoted by the bidder
API readiness and integration	Category 1:	3-5 Days	
	Government API Testing		
	Setup of Database		
	Building Flow for Services		
	Building Backend for the Flows		
	Integration of the Database with the Backend Application		
	Integration of Department APIs and validation		
	Testing of the Services and UAT/ Production Migration		
	Category 2:	6-8 Days	
	Configuration of Payment Gateway		
	Testing of Payment Gateway Services		
	Setup of Payment Gateway Service		
	Integration of Payment Gateway Service		
	Category 3: Integration of Voice + Text Feature	3-4 Days	
	Category 4: Multilingual (Voice + Text) for 1 regional language other than Hindi and English	3-4 Days (for any additional language)	
	Category 5: API Development (Department)	5-10 Days	
	Any other category, like GPS, Voice call integration, etc.(Bidder needs to add row items for each additional category)		
Visibility	Building Dynamic KPI and role based Dashboard	15-20 Days	
	Testing Dashboard		
	Deployment of Dashboard		

Note:

1. The evaluation will be carried out for Categories 1 to 5 and Visibility section. While estimated man-days have been provided for the bidder's reference, each bidder is required to indicate the actual man-days proposed for the respective categories. The Evaluation Committee reserves the right to review and rationalize any outliers identified in the submissions during the evaluation process.
2. **Blended Man-Day Rate** - A blended man-day rate of INR 11,000 + GST shall be applied for all development activities. This rate shall remain fixed throughout the contract period, with an annual increment of 10% applicable year-on-year post completion of the contract period. Bidders are required to indicate the man-days for a unit (1) API in the table (1) above.

3. **Platform Setup Cost** - The platform setup cost shall be factored under the API Readiness and Integration section. No separate cost component shall be quoted for platform setup activities.
4. **Operation and Maintenance (O&M) Cost** - The O&M cost shall be calculated at 20% of the total development cost (table 1), covering ongoing maintenance, monitoring, and support services.
5. **Messaging Cost** - The cost of messaging for Marketing, Utility, Authentication, and Service Conversations shall be determined as per the standard rate structures published by the respective platform providers (e.g., Meta, Zoho, Telegram, etc.).

Table 2: Manpower Cost

The following table presents the indicative monthly manpower cost computed using a standard blended man-day rate of INR 11,000 + GST. The multiplying factor has been defined based on the nature and scope of responsibilities associated with each role, reflecting the functional requirements and level of involvement for that position. It is to be noted that the multiplying factor does not represent or define the effort (duration) associated with any specific role. The manpower rate is indicative for departments, in case they wish to engage specific resources to work directly with them as part of project execution or support.

Sl. No.	Type of Role / Resource	Qty	Man-day rate (₹) Excl. GST	Multiplying factor	Monthly Rate Excl. GST
1	Project Manager	1	11,000	30	3,30,000
1	Business Analyst	1	11,000	15	1,65,000
2	Solution Architect	1	11,000	30	3,30,000
3	UX Designer	1	11,000	15	1,65,000
4	Backend Developer	1	11,000	18	1,98,000
5	Frontend Developer	1	11,000	15	1,65,000
6	QA/Test Engineer	1	11,000	10	1,10,000
7	AI/ML Engineer	1	11,000	22	2,42,000
8	BI Report Developer	1	11,000	12	1,32,000
9	Cloud/DevOps Engineer	1	11,000	18	1,98,000

Annexure-VIII: Format for No Blacklisting

Date_____

To

Director NeGD,
Ministry of Electronics & Information Technology,
Electronics Niketan Annex.,
6 CGO Complex, Lodhi Road, New
Delhi – 110003

Subject: RFE for providing WhatsApp/Arattai/Telegram, etc. Business API Solution

Dear Sir/Madam,

In response to the RFE document subjected above, I/We hereby declare that presently our Company/ firm _____ is having an unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central Government/ PSU/Autonomous Body.

We further declare that presently our Company/ firm _____ is not blacklisted / debarred and not declared ineligible for reasons other than corrupt & fraudulent practices by any State/ Central Government/ PSU/ Autonomous Body on the date of Bid Submission. If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Thank you,

Yours faithfully,

Name Signature

Seal of the organization

Date _____

Signature