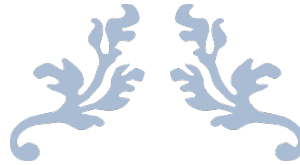


Krushi Samrudhi Helpline



**Request for Proposal for Selection of
Agency for Operation, Management and
Maintenance of Odisha's Digital Mobile
Based Extension Service
- Krushi Samrudhi Helpline**

RFP No.: KSH/1/2025



**Department of Agriculture and Farmers'
Empowerment, Government of Odisha**

INSTITUTE ON MANAGEMENT OF AGRICULTURAL EXTENSION, SIRIPUR
BHUBANESWAR, ODISHA, 751003

Website: tendersodisha.gov.in , image.odisha.gov.in , agrisnetodisha.ori.nic.in . &
agri.odisha.gov.in.

INSTRUCTION TO BIDDERS FOR ONLINE BID SUBMISSION

tendersodisha.gov.in is the platform of e-Tendering, from publishing of tenders online, inviting online bids, evaluation and award of contract using the system. You may keep a watch of the tenders floated under agrisnetodisha.ori.nic.in, agri.odisha.gov.in. & image.odisha.gov.in

Bidder Enrolment can be done using "**Bidder Enrollment**".

The instructions given below are meant to assist the bidders in registering on the tendersodisha.gov.in and submitting their bid online on the portal as per uploaded bid.

More information useful for submitting online bids on the tendersodisha.gov.in may be obtained at: agrisnetodisha.ori.nic.in , agri.odisha.gov.in & image.odisha.gov.in

GUIDELINES FOR REGISTRATION

1. Bidders are required to enroll themselves on the tendersodisha.gov.in by clicking on the link "**Bidder Enrollment**" available on the home page of e-tender Portal.
2. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
3. 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 with the bidders.
4. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (**Only Class III Certificates with signing only**) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.), with their profile.
5. Only valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
6. Bidder then logs in to the site through the secured log-in by entering their user ID /password and the password of the DSC / e-Token.
7. The scanned copies of all original documents should be uploaded in pdf format on e-tender portal- **tendersodisha.gov.in**.

SEARCHING FOR TENDER DOCUMENTS

1. There are various search options built in the e-tender Portal, to facilitate bidders to search active tenders by several parameters.

Once the bidders have selected the tenders they are interested in, then they can pay the Tender Document fee in shape of Bank Draft from the Scheduled Bank. You may download the required documents / tender schedules, Bid documents etc from tendersodisha.gov.in/ agrisnetodisha.ori.nic.in/ [agri.odisha.gov.in./](http://agri.odisha.gov.in/) [image.odisha.gov.in.](http://image.odisha.gov.in)

PREPARATION OF BIDS

1. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
2. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid.
3. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF formats. Bid Original documents may be scanned with 100 dpi with Colour option which helps in reducing size of the scanned document.

SUBMISSION OF BIDS

1. Bidder should log into the website well in advance for the submission of the bid so that it gets uploaded well in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
2. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document as a token of acceptance of the terms and conditions laid down by Department.
3. Bidder has to pay the tender document fee & Bid Security (EMD) as applicable and enter details of the instrument.

In case of BG, bidder should prepare the BG as per the instructions specified in the tender document. The BG in original should be submitted along with the hard copies of the Technical Bid. In case of non-receipt BG amount in original by the said time, the uploaded bid will be summarily rejected.

4. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and **no other format is acceptable**. The price bid has been given as a standard BOQ format as mentioned in Financial Bid- 12.7.1.1 to 12.7.1.5 with the tender document, then the same is to be downloaded and to be filled by all the bidders with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the file name. If the BOQ file is found to be modified by the bidder, the bid will be rejected.
5. The server 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 time during bid submission.
6. The uploaded bid documents become readable only after the tender opening by the authorized bid openers.

7. Upon the successful and timely submission of bid click “Complete” (i.e. after Clicking “Submit” in the portal), the portal will give a successful Tender submission acknowledgement & a bid summary will be displayed with the unique id and date & time of submission of the bid with all other relevant details.
8. The tender summary has to be printed and kept as an acknowledgement of the submission of the tender. This acknowledgement may be used as an entry pass for any bid opening meetings.

For any clarification:

1. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority through email imagebbsr@rediffmail.com.
2. Any queries relating to the process of online bid submission or queries relating to e-tender Portal in general may be directed to the Helpdesk Support.

Please feel free to contact Dr. Pradeep Ku Swain, JDA for any query related to e-tendering.

Phone No. 9437280974

Mail id: - imagebbsr@rediffmail.com

BIDDER DATA SHEET

Sl.No	Particulars	Details
1.	Name of the Client	Institute on Management of Agricultural Extension, Department of Agriculture & F.E, Government of Odisha
2.	Method of Selection	QCBS Method.
3.	Availability of Tender Document	Detail tender documents are available in following website: agrisnetodisha.ori.nic.in. / agriodisha.nic.in./ image.odisha.gov.in
4.	Date of floating of Tender	18.02.2025
5.	Deadline for Submission of Pre-Bid Query	24.02.2025 at 02:00 PM
6.	Pre-Bid Meeting	25.02.2025 at 03:00 PM (1 st Floor Board Room, Krushi Bhawan)
7.	Publication of Pre-Bid Clarification through Website	27.02.2025
8.	Last Date and Time for online submission of Bid	04.03.2025
9.	Date of opening of Technical Proposal	10.03.2025 at 11:30PM (1 st Floor Board Room, Krushi Bhawan)
10.	Date of Technical Presentation	10.03.2025 at 03:30 PM (1 st Floor Board Room, Krushi Bhawan)
11.	Date of opening of Financial Proposal	12.03.2025 at 12:00 PM (1 st Floor Board Room, Krushi Bhawan)
12.	Expected Date of Commencement of Assignment	18.03.2025
13.	Address for Submission of Proposal	Director, IMAGE, Siripur, Bhubaneswar, PIN-751003 Mobile No- 9437280974 Email: imagebbsr@rediffmail.com
14.	Mode of Submission of Proposal	Hard Copy to be submitted at the office of Director IMAGE, Siripur, Bhubaneswar on or before 07.03.2025 at 05:00 PM (Last Date for online submission-04.03.2025) As detail mentioned in RFP.

For details on the selection process, please visit:

agrisnetodisha.ori.nic.in/ agriodisha.nic.in/ image.odisha.gov.in

Table of Contents

1	Request for Proposal	11
2	Structure of the RFP.....	11
3	Background Information	11
3.1	Basic Information.....	11
3.2	Project Profile.....	12
4	Instructions to the Bidders.....	14
4.1	General.....	14
4.2	Compliant Proposals/ Completeness of Response.....	14
4.3	Pre-Bid Meeting & Clarifications	14
4.3.1	Pre-bid Conference.....	14
4.3.2	Responses to Pre-Bid Queries and Issue of Corrigendum	15
4.4	Key Requirements of the Bid.....	15
4.4.1	Right to Terminate the Process	15
4.4.2	RFP Document & Processing Fee.....	15
4.4.3	Bid Security Declaration	15
4.4.4	Submission of Proposals.....	16
4.4.5	Contents of the technical bid.....	16
4.5	Preparation and Submission of Proposal.....	16
4.5.1	Proposal Preparation Costs	16
4.5.2	Language.....	16
4.5.3	Venue & Deadline for Submission of Proposals	17
4.5.4	Late Bids	17
4.6	Evaluation Process.....	17
4.6.1	Tender Opening.....	17
4.6.2	Tender Validity	17
4.6.3	Tender Evaluation	18
5	Criteria for Evaluation.....	18
5.1	Prequalification criteria.....	19
5.2	Technical Evaluation.....	20
5.3	Technical Evaluation Formula	21

5.4	Financial bid Evaluation Criteria.....	21
5.5	Combined evaluation of Technical and Financial Bids	22
6	Appointment of Service Provide.....	22
6.1	Award Criteria	22
6.2	Right to Accept Any Proposal & Reject Any / All Proposal(s)	22
6.3	Purchaser’s Procurement Rights	22
6.4	Notification of Award.....	23
6.5	Contract Finalization and Award	23
6.6	Signing of Contract	23
6.7	Performance Guarantee.....	23
6.8	Failure to Agree with the Terms and Conditions of the RFP	24
7	Scope of Work	24
7.1	Operational Oversight and Team Management	29
7.2	Technology Usage and Maintenance	31
7.3	Procurement of New Hardware	35
7.4	Utility/Recurring Bill/TA/DA Payments.....	35
7.5	Security Audit.....	35
7.6	SSL Certification.....	35
7.7	Data Processing and Monitoring.....	36
7.8	Administration and Human Resources	37
7.8.1	Staff Contracting and Payroll Management.....	37
7.8.2	Vendor Management	37
7.8.3	Legal Compliance.....	37
7.8.4	Hiring and Performance.....	38
7.9	Partnerships and Collaboration	38
7.9.1	APC Projects.....	38
7.9.2	Community Radio Association, Odisha (CRAO)	39
7.9.3	Climate & Ecosystem.....	39
7.10	Stakeholder Reporting	39
7.10.1	Project Advisory Committee (PAC).....	39
7.10.2	Crop Weather Watch Group (CWWG)	40
7.10.3	Content Review Committee (CRC).....	40

7.10.4	Decision Support System (ADAPT dashboard reporting)	40
7.10.4.1	DAFE	40
7.10.4.2	F&ARD	41
7.11	Adherence and Confidentiality	41
7.12	Future Program Handover	41
7.13	Location of Deployment	41
8	Technical and Functional Specifications	42
8.1	Functional Specifications	42
8.2	Technology Specifications and Use Cases	43
8.2.1	Architecture	43
8.2.2	Software specifications	44
8.2.3	Hardware Specifications	46
8.3	Handover from COA	48
9	Job Description of Management and operations team	49
9.1	Operations team	49
9.2	Management Team	57
10	General	63
10.1	Agreement	63
10.2	Timeline	63
10.3	Deliverable & Payment Term	63
10.4	Software Enhancement Services	64
10.5	Others	64
11	Service Level Metrics	64
11.1	During implementation	65
11.2	Post Implementation	65
11.2.1	Solution Uptime	65
11.2.2	Reporting Procedures of SLA	65
11.2.3	Penalties	65
12	Formats for Submission of Proposal	66
12.1	Self-Declaration: Not Blacklisted	66
12.2	Bidder's Authorisation Certificate	67

12.3	Acceptance of Terms & Conditions	68
12.4	Technical Bid Cover Letter.....	69
12.4.1	Project Citation Format	70
12.4.2	Proposed Solution.....	71
12.4.3	Proposed Work Plan	72
12.4.4	Team Composition	73
12.4.5	Curriculum Vitae (CV) of Key Personnel Proposed.....	74
12.5	Undertaking on Pricing of Items of Technical Response	75
12.6	Bid Security Declaration.....	76
12.7	Financial Bid Letter.....	77
12.7.1	Financial Bid	79
12.7.1.1	Manpower Cost	79
12.7.1.2	Operation & Maintenance of hardware & software	79
12.7.1.3	Cost towards Security Audit and SSL Certificate.....	80
12.7.1.4	Price discovery items-For Software Enhancement Services.....	80
12.7.1.5	Total Cost Summary	80
12.8	Performance Security	81

Fact Sheet

This **Fact Sheet** comprising of important factual data on the tender is for quick reference of the bidder.

Clause Reference	Topic
Section 4.3.1	<p>A pre-bid meeting will be held on 25.02.2025 at 03.00 PM (1st Floor Board Room, Krushi Bhawan, Bhubaneswar).</p> <p>Contact Persons Dr. Pradeep Ku Swain</p> <p>All the queries should be received on or before Date. 24.02.2025 at 02:00PM through email only to imagebbsr@rediffmail.com.</p>
Section 4.4.2	<p>RFP can be Downloaded from tendersodisha.gov.in/ agrisnetodisha.ori.nic.in./ agri.odisha.gov.in/ image.odisha.gov.in from 18.02.2025 to 04.03.2025 up to 5:00 PM. The bidders are required to submit the bid document fee amounting to Rs. 11,800(i.e Tender Paper Cost-Rs 10,000/- & GST(@18%)- Rs 1,800) in shape of BD from the Scheduled Bank in favour of Director, IMAGE, Siripur, Bhubaneswar PIN-751003.</p>
Section 4.4.3	<p>The bidder is required to submit Bid Security, EMD amounting to Rs. 0.75 Crore as per the prescribed format.</p>
Section 4.4.4	<p>Bidders can submit response through tendersodisha.gov.in from 18.02.2025 to 04.03.2025.</p>
Section 4.5.2	<p>The Proposal should be filled in by the Bidder in English language only. The bidder should quote price in Indian Rupees only. The offered price must be inclusive of taxes and duties.</p>
Section 4.5.4	<p>Proposals must be submitted on or before Date. 04.03.2025 in the tendersodisha.gov.in & Last date for submission of Hard Copy on or before 07.03.2025 at 05:00 PM.</p>
Section 4.6.2	<p>Proposals/ Bids must remain valid for minimum period of 180 days from the date of opening of commercial bid.</p>
Section 5	<p>Quality and Cost Based Selection i.e. QCBS (70:30) method shall be used to select the Service Provider for this contract. The bidder is required to submit the bids General (Pre-qualification), Technical & Financial bid separately. Technical bid of those bidders who qualify in General Bid shall be opened. Financial bid of those bidders who qualify in Technical Bid shall be opened. Consortium is not allowed.</p>
Section 7&8	<p>This project includes deliverables relating to operation, management and maintenance of Krushi Samrudhi Helpline for a period of 3 years. The tenure of the engagement may be extended based on the performance of the agency as per the recommendation of a committee constituted by IMAGE & DAFE.</p>
Section 10.2	<p>The Service Provider must operationalize the Krushi Samrudhi Helpline Program within 12 weeks from the date of receiving the work order.</p>

1 Request for Proposal

Online proposals are invited from interested bidders, having expertise in Information Communication and Technology (ICT) and management and operation of Call Centres/ Contact Centres with experience in working with government departments, for Operation, Management and Maintenance of Krushi Samrudhi Helpline Program project for Government of Odisha. This invitation to bid is open to all bidders meeting the minimum eligibility criteria as mentioned in this RFP Document.

2 Structure of the RFP

This RFP document for Selection of agency for Operation, Management and Maintenance of Krushi Samrudhi Helpline Program project of the Government of Odisha comprises the following.

- a) Instructions on the Bid process for the purpose of responding to this RFP broadly covers:
 - i) General instructions for bidding process
 - ii) Bid evaluation process including the parameters for Pre-qualification, Technical Evaluation and Commercial Evaluation for determining bidder's suitability as the Service Provider
 - iii) Commercial bid and other formats
- b) Functional and Technical Requirements of the project - the contents of the document broadly cover the following areas:
 - i) About the project and its objectives
 - ii) Scope of work
 - iii) Functional and Technical Requirements
 - iv) Project Schedule
 - v) Service levels for the Agency
 - vi) Timeline of Project implementation

The bidders are expected to examine all instructions, forms, terms, project requirements and other information in the RFP documents. Failure to furnish all information required as mentioned in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

3 Background Information

3.1 Basic Information

IMAGE, invites response ("Tenders") to this Request for Proposal ("RFP") for Selection of agency for Operation, Management and Maintenance of Krushi Samrudhi Helpline project of the Government of Odisha as described in this RFP, "Terms of Reference".

Proposals must be received not later than the time, date mentioned in the Fact Sheet. Proposals that are received late will not be considered in this bidding process.

IMAGE will award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined in the RFP and accepted by the Tender Accepting Authority.

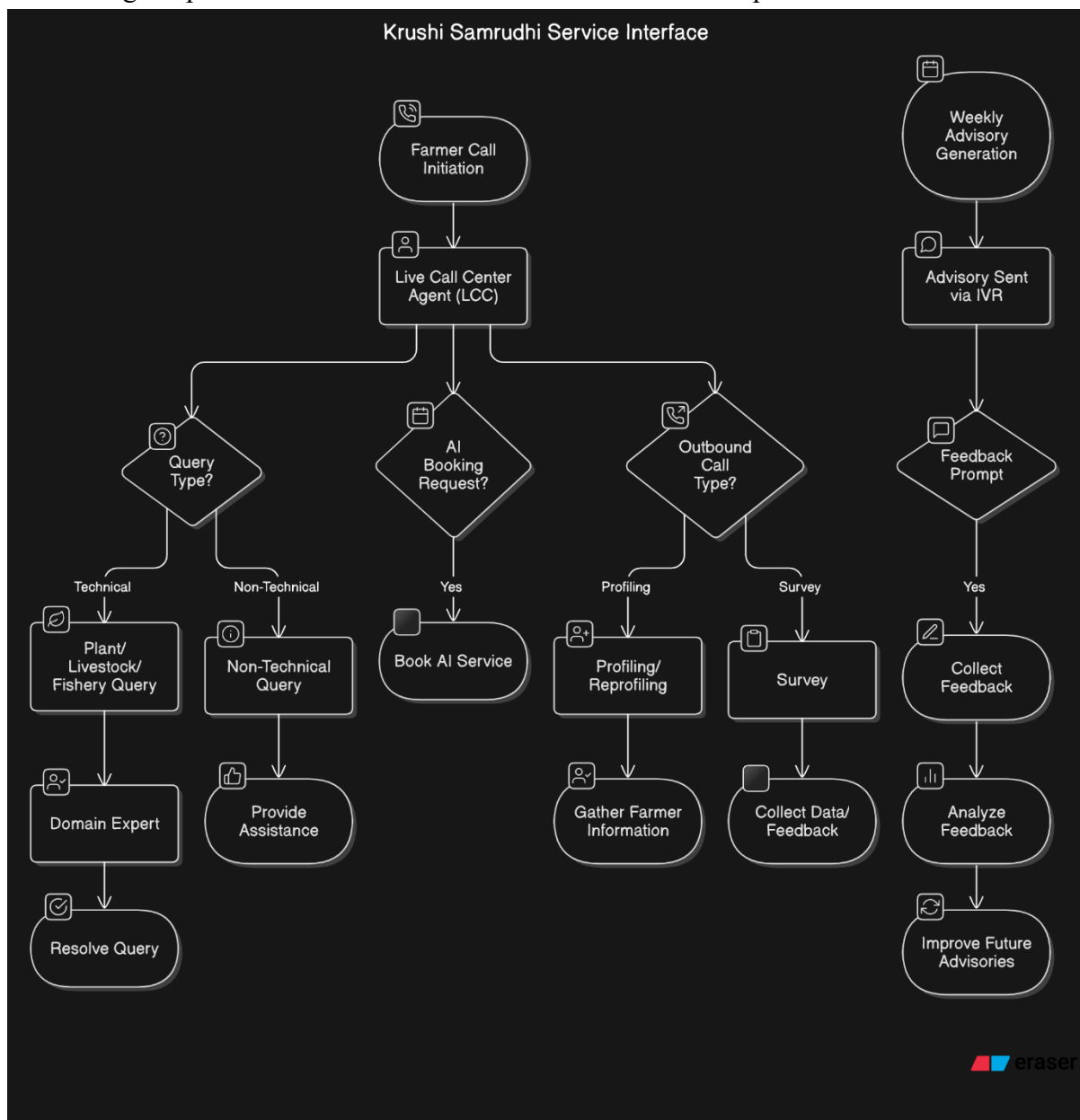
3.2 Project Profile

Krushu Samrudhi Helpline is a low-cost, scalable, two-way digital extension project run by the Department of Agriculture & Farmers' Empowerment (DAFE). The mandate of the Department is the development of the agriculture and allied sector by harnessing latest technologies, supporting education and research, proper administration of its wings, timely sanction of the various state plan schemes / central sector & centrally sponsored schemes and monitoring their implementation.

This program has a two-fold goal of strengthening the State's extension machinery while improving farmer livelihoods. As part of this project, Krushi Samrudhi Helpline already disseminates advisory services to over 74 lakh farmers across 70+ crops, livestock and fisheries (in collaboration with the Fisheries and Animal Resources Department). Based on the success of the project, both the Department are keen to scale up this project to reach more farmers. In addition to directly disseminating advisory to farmers via mobile phone, the project also disseminates advisory to extension workers and community resource persons, and also shares its advisory through community radio, district-level WhatsApp groups, among others.

The Krushi Samrudhi Helpline service runs on a two-way technology platform: farmers receive weekly advisory messages targeted to their crop, location, land type etc. and they can also call into a short code number to ask questions, listen to messages or speak with an agent. The Krushi Samrudhi Helpline project already has key ground personnel in place to implement the program.

The diagram provided below illustrates the Krushi Samrudhi Helpline service interface.



The Krushi Samrudhi Helpline service has two key components:

Farmer Call Initiation:

- When a farmer dials the Krushi Samrudhi Helpline helpline, the call is routed directly to a Live Call Center Agent (LCC).

Query Handling:

- If the query is related to plant, livestock, or fishery farming, the LCC agent will transfer the call to the respective domain expert. These experts resolve the technical queries related to the specific type of farming.
- If the query is not very technical, the LCC agent can directly provide the necessary assistance and close the call.

Artificial Insemination (AI) Booking:

- The LCC agents also handle AI booking services for livestock farmers, allowing them to book artificial insemination services for their animals.

Outbound Calls (Profiling and Survey):

- The LCC agents also engage in outbound calls to profile and reprofile farmers, gathering necessary information to provide more personalized services.
- Additionally, they conduct survey calls to gather data or feedback from farmers.

Weekly Advisory:

- Every week, advisories related to livestock, fisheries, and crops are generated by a team of experts. These advisories are tailored to the individual farmer based on their profile.
- The advisories are sent via IVR service to every registered farmer to keep them updated with important information related to their farming practices.

4 Instructions to the Bidders

4.1 General

- a) While every effort has been made to provide comprehensive and accurate background information and requirements and specifications, Bidders must form their own conclusions about the solution needed to meet the requirements. Bidders and recipients of this RFP may consult their own legal advisers with regard to this RFP.
- b) All information supplied by Bidders may be treated as contractually binding on the Bidders, on successful award of the assignment by IMAGE on the basis of this RFP.
- c) No commitment of any kind, contractual or otherwise, shall exist unless and until a formal written contract has been executed by or on behalf of the IMAGE. Any notification of preferred bidder status by IMAGE shall not give rise to any enforceable rights by the Bidder. IMAGE may cancel this public bid process at any time prior to a formal written contract being executed by or on behalf of the IMAGE.
- d) This RFP supersedes and replaces any previous public documentation & communications, and Bidders should place no reliance on such communications.

4.2 Compliant Proposals/ Completeness of Response

- a) Bidders are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b) Failure to comply with the requirements set out in this RFP may render the Proposal noncompliant and the Proposal may be rejected. Bidders must:
 - i) Include all documentation specified in this RFP;
 - ii) Follow the format of this RFP and respond to each element in the order as set out in this RFP
 - iii) Comply with all requirements as set out within this RFP.

4.3 Pre-Bid Meeting & Clarifications

4.3.1 Pre-bid Conference

- a) IMAGE shall hold a pre-bid meeting with the prospective bidders on 25.02.2025 at 03.00 PM in 1st Floor Board Room, Krushi Bhawan.
- b) The Bidders will have to ensure that their queries for Pre-Bid meeting should reach to Director, IMAGE only by email - imagebbsr@rediffmail.com on or before 24.02.2025 at 02:00PM

- c) The queries should necessarily be submitted in the following format (Soft copy in MS Word or MS Excel file to be attached):

<i>Sl #</i>	<i>RFP Document Reference(s) (Section & Page Number(s))</i>	<i>Content of RFP requiring Clarification(s)</i>	<i>Points of clarification</i>

- d) IMAGE shall not be responsible for ensuring receipt of the bidders' queries. Any requests for clarifications post the indicated date and time may not be entertained by IMAGE.

4.3.2 Responses to Pre-Bid Queries and Issue of Corrigendum

- a) The Nodal Officer notified by the IMAGE will endeavour to provide timely response to all queries. However, IMAGE neither makes representation or warranty as to the completeness or accuracy of any response made in good faith, nor does IMAGE undertake to answer all the queries that have been posed by the bidders. IMAGE also does not guarantee that the suggestion(s) made by any prospective bidder through pre-bid query or otherwise shall be accepted.
- b) At any time prior to the last date for receipt of bids, IMAGE may, for any reason, whether on its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP Document by a corrigendum.
- c) The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on agrisnetodisha.ori.nic.in. & agri.odisha.gov.in.
- d) Any such corrigendum shall be deemed to be incorporated into this RFP.
- e) In order to provide prospective Bidders reasonable time for taking the corrigendum into account, IMAGE may, at its discretion, extend the last date for the receipt of Proposals.

4.4 Key Requirements of the Bid

4.4.1 Right to Terminate the Process

- a) IMAGE may terminate the RFP process at any time and without assigning any reason thereof. IMAGE makes no commitments, express or implied, that this process will result in a business transaction with anyone.
- b) This RFP does not constitute an offer by IMAGE. The bidder's participation in this process may result in IMAGE selecting the bidder to engage towards execution of the contract.

4.4.2 RFP Document

The RFP document can be downloaded from tenderodisha.gov.in/ agrisnetodisha.ori.nic.in./ agri.odisha.gov.in/ image.odisha.gov.in. The bidders are required to submit the Document Fee of Rs 11,800/- (i.e Tender Paper Cost-Rs 10,000/- & GST(@18%- Rs 1,800/-) **in the shape of Bank Draft from Scheduled Bank favouring Director, IMAGE, Siripur, Bhubaneswar.** Proposals received without or with inadequate document and bid processing fee shall be rejected.

4.4.3 Bid Security, EMD

The bidders are required to submit Bid Security amounting to Rs.0.75 Crore in the shape of Bank Draft/ Bank Guarantee from Scheduled Bank favouring Director, IMAGE, Siripur, Bhubaneswar.

4.4.4 Submission of Proposals

- a) The bidders should submit their responses as per the format given in this RFP in the following manner
 - i) Response to Pre-Qualification Criterion - first cover
 - ii) Technical Proposal - second cover
 - iii) Commercial Proposal - third cover
- b) The Response to Pre-Qualification criterion, Technical Proposal and Commercial Proposal (as mentioned in previous paragraph) should be submitted through online mode in Agri. Odisha Portal.
- c) Please Note that Prices should not be indicated in the Pre-Qualification Proposal or Technical Proposal but should only be indicated in the Commercial Proposal.
- a) All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- b) The proposal/ bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initialed by the person (or persons) who sign(s) the proposals.
- c) All pages of the bid shall be initialed and stamped by the authorized person or persons who sign the bid.
- d) In case of any discrepancy observed by IMAGE in the contents of the uploaded bid documents due to improper scanning or not in readable format or verification of authenticity of the scanned documents, IMAGE may ask the bidder, for submission of hardcopy of such documents to IMAGE.

4.4.5 Contents of the technical bid

The technical bid must contain the information as mentioned in the clause no **12.4** along with other details as mentioned in this RFP No- KSH/1/2025.

4.5 Preparation and Submission of Proposal

4.5.1 Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of proposal, in providing any additional information required by IMAGE to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process.

IMAGE will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

4.5.2 Language

The Proposal should be filled by the Bidder in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the Proposal, the English translation shall govern.

4.5.3 Venue & Deadline for Submission of Proposals

Proposals, in its complete form in all respects as specified in the RFP, must be submitted in electronic mode through tendersodisha.gov.in on or before 04.03.2025.

4.5.4 Late Bids

- a) Bidder needs to submit the bids in electronic mode only, hence the date & time of submission of bids will be in sync with the date & time of the server of the Agri. Odisha portal. Bidder need to plan well in advance to submit the bids in due time.
- b) The bids submitted physically or by telex/ telegram/ fax/ e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- c) IMAGE shall not be responsible for non-submission/delay in submission of bids due to any technical glitches in the Agri. Odisha portal. It is the responsibility of the bidder to ensure submission of bid much prior to the deadline and report the issues (If any) in the help desk for resolution, so as to avoid last minute rush.
- d) IMAGE reserves the right to modify and amend any of the above-stipulated condition / criterion depending upon project priorities vis-à-vis urgent commitments.

4.6 Evaluation Process

- a) IMAGE will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders
- b) The Proposal Evaluation Committee constituted under the chairmanship of Director of Agriculture & Food Production, Odisha shall evaluate the responses to the RFP and all supporting documents / documentary evidence. Inability to submit requisite supporting documents / documentary evidence, may lead to rejection of the bid.
- c) The decision of the Proposal Evaluation Committee in the evaluation of responses to the RFP shall be final. No correspondence will be entertained outside the process of negotiation/ discussion with the Committee.
- d) The Proposal Evaluation Committee may ask for meetings with the Bidders to seek clarifications on their proposals, if required. The bidders shall submit their clarification, if any, through email imagebbsr@rediffmail.com.
- e) Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

4.6.1 Tender Opening

The Proposals submitted on or before 04.03.2025, technical bid will be opened on 10.03.2025 at 03:30 PM by Proposal Evaluation Committee. The representatives of the bidders, who to be present at the time of opening, shall submit their email request to imagebbsr@rediffmail.com enclosing the identity card or a letter of authority from the tendering firms to be identified as bona-fide for attending the opening of the proposal.

4.6.2 Tender Validity

The offer submitted by the bidders should be valid for minimum period of 180 days from the opening of commercial bid. However, validity of the price bid of selected bidder will be for entire contract period including extension period as mentioned in the RFP No.-KSH/1/2025.

4.6.3 Tender Evaluation

- a) Initial Bid scrutiny will be held and incomplete details as given below will be treated as non-responsive if Proposals:
- i) are not submitted as specified in the RFP document
 - ii) received without the Letter of Authorization (Power of Attorney)
 - iii) are found with suppression of details
 - iv) with incomplete information, subjective, conditional offers and partial offers submitted
 - v) submitted without the documents requested in the checklist
 - vi) with lesser validity period
- b) All responsive Bids will be considered for further processing as below:

IMAGE will prepare a list of responsive bidders, who comply with all the Terms and Conditions of the Tender. All eligible bids will be considered for further evaluation by a committee according to the Evaluation process defined in this RFP document. The decision of the Committee will be final in this regard.

5 Criteria for Evaluation

- 1) Tenders for this contract will be assessed in accordance with QCBS - Quality & Cost Based Selection (70:30) i.e. the bidder who will secure the highest Composite Score in the Technical and Financial evaluation will be awarded the work.
- 2) All bids will first be evaluated on the basis of Prequalification Criteria. The Proposal Evaluation Committee will carry out a detailed evaluation of the proposals, for only those who qualify all Prequalification criteria, in order to determine whether the technical aspects are in accordance with the requirements set forth in the RFP Documents.
- 3) Evaluation Committee will examine and compare the technical aspect of the proposals on the basis of information provided by the bidder, taking into account the following factors:
 - a) Overall completeness and compliance with the requirement
 - b) Proposed solution, work-plan and methodology to demonstrate that the bidder will achieve the performance standards within the time frame described in RFP documents
 - c) Any other relevant factors, if any, listed in RFP document or DAFE/ IMAGE deem necessary or prudent to take into consideration

In order to facilitate the technical proposal evaluation, the technical criteria laid down along with the assigned weights have been presented in subsequent sections. The marking scheme presented here is an indication of the relative importance of the evaluation criteria. Only bidders securing a minimum of eligible marks in the technical evaluation will be considered for further financial bid evaluation. Bids of Tenders which don't secure the minimum specified technical score will be considered technically non-responsive and hence debarred from being considered for financial evaluation.

5.1 Prequalification criteria

Keeping in view the complexity & volume of the work involved, following criteria are prescribed as pre-qualification criteria for the Bidder interested in undertaking the project. Consortium is not allowed. Technical Bids of only the successful pre-qualifiers will be opened for evaluation.

Sl#	Basis of evaluation	Documents Required
a)	The bidder should be a company registered under the Indian Companies Act 1956/2013 and should be in operation since last 10 years as on date of submission of bid.	Certificate of Incorporation GST Registration Certificate
b)	The bidder should have Average annual turnover of 40 Cr during last three financial years (i.e. 2021-22, 2022-23 & 2023-24)	Extracts from the audited Profit & Loss Account and Statutory Auditor Certificate
c)	The bidder must have at least 300 employees in its payroll as on date of submission of bid.	Copy of the latest EPF combined challan cum return showing the number of Subscribers.
d)	The bidder should have minimum 3 years of Experience in Call Centre Operation in Govt. Sector/ PSUs	Copy of Work Order/ Contract
e)	The bidder should have valid certification on standardization and quality assurance such as any of ISO 9001, ISO/IEC 20000 (any series), ISO 27001(any series) and SEI CMMi Level 3 or above, valid up to the date of submission of the tender	Copy of valid certificates
f)	The bidder should have positive net worth in the last three financial years (i.e. 2021-22, 2022-23 & 2023-24)	Statutory Auditor Certificate
g)	The bidder shall be responsible for compliance of all laws, rules, regulations and ordinances applicable in respect of its employees (including but not limited to Minimum Wages Act, Provident Fund laws, Workmen's Compensation Act, Labour Law etc)	Self-declaration to be submitted in company letter head
h)	The bidder shall not be under a declaration of ineligibility for corrupt or fraudulent practices nor should have been black listed by any Govt. or Govt. undertaking organization or PSU at the time of submission of the bid.	Self-declaration duly signed by authorized representative of Bidder
i)	The bidder must have executed/in the process of execution of similar nature project involving ICT, call centre management (with Interactive Voice Response systems, engaging with the rural population by periodically disseminating/exchanging information to/with them) & monitoring of entire operation for any Government Department / Government Agency / PSU in India during the last 5 years as on Date 31.12.2024 and value specified below <ul style="list-style-type: none"> - 1 project not less than ₹16 Cr. OR - 2 projects not less than ₹12 Cr. each OR - 3 projects not less than ₹8 Cr. each 	Work order / Contract and Copy of performance letter / progress report Project completion certificate
j)	Submission of Bid Processing Fees	As mentioned in the RFP
k)	Submission Bid Security Declaration	As per the format mentioned in clause no 12.6 of this RFP

5.2 Technical Evaluation

In order to facilitate the technical proposal evaluation, the technical criteria laid down along with the assigned weights have been presented in subsequent section. The marking scheme presented here is an indication of the relative importance of the evaluation criteria. Bidders securing a minimum of 70% marks in the technical evaluation will only be considered for further financial bid evaluation. Bids or Tenders which don't secure the minimum specified technical score will be considered technically non-responsive and hence debarred from being considered for financial evaluation.

Sl#	Technical Parameters	Max Score	Supporting Document
a)	<p>A. The bidder should have its operational Call/Contact Centers available in India.</p> <ul style="list-style-type: none"> • Centre with more than or equal to 200 full time employees - 10 marks • Centre with less than 200 but more than 100 full time employees– 7 marks. • Centre with 100 full time employees– 5 marks. <p>B. Software Development Centre: 5 marks</p>	15	<ul style="list-style-type: none"> – Details of the address and address proof. – Self-certified copy of the latest EPF combined challan cum return along with details of subscribers in the state of Odisha.
b)	<p>Years of Experience in Call Centre Operation in Govt. Sector/ PSUs/ reputed Private Sector Companies.</p> <ul style="list-style-type: none"> • =3 years:5 marks • > 3 years and < 5 years: 7 marks • >= 5 years: 10 marks 	10	Copy of Workorder / Contract and Copy of performance letter / progress report Project completion certificate
c)	<p>The bidder should have previous experience in integration & development of software applications or web portal, of value not less than Rs. 20 Lakhs</p> <p>[5 marks will be awarded for each project]</p>	10	Copy of Workorder / Contract and Copy of performance letter / progress report Project completion certificate
d)	<p>The bidder should have following Quality certification</p> <ul style="list-style-type: none"> • ISO 9001 – 3 Marks • ISO 20000 – 2 Marks • ISO 27001 – 2 Marks • CMMi Level 3 - 2 Marks • CMMi Level 5 - 3 Marks 	10	Copy of valid certificates

e)	The bidder should have previous experience in successfully implementing similar nature of project involving ICT, call centre management (with Interactive Voice Response systems, engaging with the rural population by periodically disseminating/exchanging information to/with them) & monitoring of entire operation, of value not less than Rs. 20 Lakhs [5 marks will be awarded for each project]	15	Copy of Workorder / Contract and Copy of performance letter / progress report Project completion certificate
f)	Prior experience of the agency of working with any of the Department of Agriculture / Panchayati Raj / Rural Development / Fisheries and Animal Resources Department/ ST & SC Development/ Water Resource Department / Co-operation of any State/UT Government in India in the last 3 years, as on 31/03/2021. Minimum value of the project should be INR 50 lakhs. <ul style="list-style-type: none"> • Experience of working with any 1 of the listed departments - 3 marks • Experience of working with any 2 of the listed departments - 6 marks • Experience of working with more than 2 of the listed departments - 10 marks 	10	Copy of Workorder / Contract and Copy of performance letter / progress report Project completion certificate
g)	Presentation on understanding of the scope, implementation approach, Plan for achievement of Farmer on boarding target capturing the major requirement of the project	30	Presentation

5.3 Technical Evaluation Formula

- a) All the bidders who secure a Technical Score of 70% or more will be declared as technically qualified
- b) The bidder with highest technical bid (H1) will be awarded 100% score
- c) Technical scores of other than H1 bidders will be evaluated using the following formula
- d) Technical Score of a Bidder =

$$\{(\text{Technical Bid score of the Bidder} / \text{Technical Bid Score of H1}) \times 70\} \% \text{ (Adjusted up to two decimal places)}$$
- e) The Commercial bids of only the technically qualified Bidders will be opened for further processing.

5.4 Financial bid Evaluation Criteria

- a) The Financial Bids of the technically qualified bidders (those have secured equal or more than 70% of mark in technical evaluation) will be opened on the prescribed date in the presence of bidders' representatives

- b) The bid with lowest Financial (L1) i.e. “lowest price quoted” will be awarded 100% Score
- c) Financial Scores for other than L1 Bidders will be evaluated using the following formula

$$\text{Financial Score of a Bidder} = \frac{\text{Financial Bid of L1}}{\text{Financial Bid of the Bidder}} \times 30\%$$
 (Adjusted up to two decimal Places)
- d) Only fixed price financial bids indicating total price for all the deliverables and services specified in this bid document will be considered.
- e) The bid price will be inclusive of all taxes and levies and shall be in Indian Rupees.
- f) Any conditional bid would be rejected
- g) Errors & Rectification: Arithmetical errors will be rectified on the following basis: “If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If there is a discrepancy between words and figures, the amount in words will prevail”.

5.5 Combined evaluation of Technical and Financial Bids

- a) The technical and financial scores secured by each bidder will be added to compute a composite Bid Score.
- b) The Bidder securing Highest Composite Bid Score will be adjudicated with the Best Value Bidder for award of the project.
- c) In the event the bid composite bid scores are ‘tied’, the bidder securing the highest technical score will be awarded the project or adopt any other method as decided by the Tendering Authority.

6 Appointment of Service Provider

6.1 Award Criteria

IMAGE will award the Contract to the successful bidder whose proposal has been determined to be substantially responsive and has been determined as the most responsive bids as per the process outlined above.

6.2 Right to Accept Any Proposal & Reject Any / All Proposal(s)

IMAGE reserves the right to accept or reject any proposal, and to annul the tendering process / Public procurement process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for such action.

6.3 Purchaser’s Procurement Rights

Without incurring any liability, whatsoever to the affected bidder or bidders, the Purchaser reserves the right to:

- a) Amend, modify, or cancel this tender and to reject any or all proposals without assigning any reason.
- b) Change any of the scheduled dates stated in this tender.
- c) Reject proposals that fail to meet the tender requirements.
- d) Exclude any of the module(s)

- e) Remove any of the items at the time of placement of order.
- f) Increase or decrease no. of resources supplied under this project.
- g) Should the Purchaser be unsuccessful in negotiating a contract with the selected bidder, the Purchaser will begin contract negotiations with the next best value bidder in order to serve the best interest.
- h) Make typographical correction or correct computational errors to proposals
- i) Request bidders to clarify their proposal.

6.4 Notification of Award

Prior to the expiry of the validity period, IMAGE will notify the successful bidder in writing or by fax or email (in shape of issuing Letter of Intent), that its proposal has been accepted. In case the tendering process / public procurement process has not been completed within the stipulated period, IMAGE may like to request the bidders to extend the validity period of the bid.

The notification of award will constitute the formation of the contract. Upon the successful bidder's furnishing of Performance Bank Guarantee, IMAGE will notify each unsuccessful bidder.

6.5 Contract Finalization and Award

IMAGE shall reserve the right to negotiate with the bidder(s) whose proposal has been ranked best value bid on the basis of Technical and Commercial Evaluation to the proposed Project. On this basis the contract agreement would be finalized for award & signing.

6.6 Signing of Contract

After IMAGE notifies the successful bidder that its proposal has been accepted, IMAGE shall issue work order and a tripartite agreement shall be executed among IMAGE, DAFE and the successful bidder taking into account the relevant clauses of RFP, pre-bid clarifications, Corrigenda, the proposal of the bidder in addition to other agreed clauses. Master Service Agreement (MSA) would be signed for entire project period & value.

6.7 Performance Guarantee

- a) The selected bidder will submit a Performance Guarantee, within 15 days from the date of notification of award.
- b) Performance Guarantee (PBG) would be 3% of the cost of the annual payout and the fresh PBG to be submitted each year.
- c) Validity of each PBG should be 15 months.
- d) The selected bidder shall be responsible for extending the validity date and claim period of the PBG as and when it is due on account of non-completion of the service during the work order period.
- e) In case the selected bidder fails to submit PBG within the time stipulated, IMAGE at its discretion may cancel the order placed on the selected bidder and/or initiate action as per Bid security declaration, after giving prior written notice to rectify the same.
- f) IMAGE shall invoke the PBG in case the selected bidder fails to discharge their contractual obligations during the period or IMAGE incurs any damages due to bidder's negligence in carrying out the project implementation as per the agreed terms & conditions.

6.8 Failure to Agree with the Terms and Conditions of the RFP

Failure of the successful bidder to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event IMAGE may award the contract to the next best value bidder or call for new proposals from the interested bidders. In such a case, the IMAGE shall invoke the PBG of the most responsive bidder and/or initiate action as per Bid security declaration.

7 Scope of Work

The Scope of Work includes operational oversight, technology usage and maintenance, data processing and decisions, administration and HR, partnership management, stakeholder reporting, and fund flow.

The agency shall be entirely responsible for managing and running the service and satisfying all functional expectations and performance levels described in the document. The agency shall be required to work with officials appointed by DAFE and FARD for program operations and collaborate with the Current Operating Agency (COA) to report performance of the program for the first-year post-handover. Further, the agency will be required to comply with research and data stipulations provided by the COA while they undertake their impact evaluation exercise.

The following are the responsibilities of agency:

- Working with appointed Krushi Samrudhi Helpline officials from DAFE and FARD (Program Lead and Content Lead) for management of the Krushi Samrudhi Helpline program.
- Maintaining a digital extension platform with an integrated 2-way automated IVR system. This platform is used to disseminate weekly outbound advisory in the form of voice messages, as well as to record and respond to inbound farmer queries.
 - Redesign and re-develop the IVRS generation platform in coordination with the department so that it is capable of leveraging AI/ML technologies to generate and deliver IVRS advisories to farmers through an automated process.
 - The agricultural consultation will take place with the designated AI voice personas, "Hariya" and "Samrudhi."
 - Complete a handover of the existing CRM platform from the existing vendor which is being used to record incoming and outgoing call data from the LCC; additionally make necessary changes to the platform to enable data transfer from the automated workflow process which will be provided by the department.
 - The agency should be able to sync with data obtained from external sources (like Krushak Odisha, FUP) to map user preferences & send them targeted advisories
- Maintaining the necessary infrastructure required to run the two-way Agri-advisory service in Odisha,
- Managing a team of content experts who prepare and provide customized content for agriculture, livestock and fisheries disseminated via the digital extension platform, and answer all incoming farmer queries.

- Regularly onboarding farmers onto the service through farmer registration and activation to ensure the service reaches as many farmers as possible.
- Providing training, by a field team, to extension agents from the existing Odisha agri-extension machinery to conduct farm visits, understand farmer needs, and to train the farmers on how to best use the service.
- Overseeing content dissemination via Community Radio stations in Odisha carried out by the field team through close cooperation with CR representatives.
- Analyzing and aggregating various agricultural datasets available through DAFE and FARD for the expansion of service reach.
- Collecting and analyzing data on usage statistics to understand patterns and suggest improvements (such as better targeting of advisory) to improve farmer engagement.
- Working with existing partners, and collaborating with DAFE, FARD and other government organizations in the state that are working towards providing agricultural, livestock and fisheries advisory to continue to strengthen the service and expand farmer reach.
- Monitoring program performance and providing regular reports on the health of the service to all stakeholders.
- Managing and overseeing work streams, payrolls, and hiring for all Krushi Samrudhi Helpline staff.
 - Maintain all relevant documentation of technical platforms and architecture which would be shared with the department as well
 - Draft an exit plan and conduct a systematic handover to the incoming vendor, in case of exit before the expiration of the contract
- Complying with stipulations set by the COA in accordance with the programme impact evaluation exercise (approved and currently underway).
- Integration of AI/ML voice models developed by the department's nodal team for the automated dissemination of the advisories starting with pilot areas until scaled up to state level.
- This will include working with the department's nodal officers and agency to generate automated advisories through AI/ML models (will involve automation of various relative datasets), advisories review dashboard, leverage current AI chatbot and enhance its features. The technical team of the incoming agency will have to closely work and coordinate with the department and its teams in this process.
- Collaborate with the team to incorporate any improvements in the current advisories generation and dissemination process such as quality check of automated advisories generated through AI/ML model and getting it approved before disseminating.
- Collaborate with the department in order to expand the scope of Krushi Samrudhi by enhancing and improving the quality and timeliness of the advisory services by providing location specific and climate-smart advice.
- Regularly update farmer crop profile based on the farmer feedback.
- Collecting farmer feedback on various aspects of the newly released format of crop advisories.
- Flexible Team Deployment arrangement (Upscaling/Downscaling) w.r.t. a standard Approx 80 seats as a minimum strength in the LCC.

Following are the detailed scope of work of the service provider to be undertaken during the contract period.

The agency will be expected to take over the workstream management of all of the teams mentioned above along with monitoring performance and delivery. The key operations performed by the Krushi Samrudhi Helpline teams are elucidated below:

1. Farmer Registration:

- This includes the registration and activation of farmers onto the Krushi Samrudhi Helpline platform via farmer profiling undertaken by our call center team.
- Around 73lakh farmers have already been onboarded onto the Krushi Samrudhi database. The agency is required to oversee the process of farmer onboarding and may be asked to meet new farmer targets as set by DAFE and F&ARD. The targets shall be assigned by DAFE time to time based on the requirements of project.
- Farmer's Crop Profile Updation:
 - Provision to regularly update the crop profile periodically
 - If the farmer gives any inverse feedback about crop advisory there must be a loopback mechanism to update the farmer's crop profile accordingly.

2. Weekly Advisory Content Generation and Dissemination:

- All registered Krushi Samrudhi farmers receive general advisory by customization groups on crops, livestock, and fisheries information customized by crop, land type, district, etc. This is designed by the content team (agriculture specialists, livestock, and fisheries experts) and sent to all farmers (currently around 73 lakh farmers are in the database but this is growing) on a weekly basis.
- The content team of the incoming agency shall collaborate and work with both the CRC and the department in this process to utilise and incorporate latest AI/ML technologies in generating advisory content and automating the process in the near future.
- The agency shall provide representation in review meetings and supervise this process of advisory dissemination.
- The agency shall enable scheme mapped outbound advisory to targeted beneficiaries for livestock and fisheries schemes in the DAFE and F&ARD department by generating scheme specific content for beneficiaries in coordination with the scheme officers mapped to each scheme.
- The agency shall continue to conduct feedback collection for livestock and fisheries schemes in the F&ARD department.
- The agency will also continue the three-pronged process of content verification which is currently being conducted by the vendor in coordination with the CRC, nodal officers and the expert team. They should also have the capability to work and adapt to the automated version of this process, as and when the transition is effective
- Collaborate with department's technical team not only limited to incorporating any improvements in the current advisories generation (AI/ML model) and dissemination process (Integration of Voice Assistant), performing quality check of automated advisories generated through AI/ML model and getting it approved before disseminating the same. This collaboration has to be continuous effort from pilot to

statewide implementation.

3. **Inbound Call Handling**

- There are roughly around 50,000 incoming monthly calls made to the Krushi Samruddhi LCC.
- The agency will oversee the volume of calls and ensure that farmers are able to both access the system and navigate to their desired option without facing any operational issues.
- The agency will also conduct necessary IEC activities to increase incoming calls to the LCC and ensure that a nudge to call the toll free number (155333) is sent as a part of the IVRS content
- Collaborate with the department team for integrating Voice Assistant BOT from pilot to full scale implementation.

4. **Query Handling / Answering to farmers questions**

- The agency will be expected to oversee the process of receiving and responding to all farmer queries; both live and recorded received through the IVRS and the LCC
- Integration of Voice Assistant component to oversee incoming queries from farmer automatically based on efficacy and accuracy of queries it is able to answer. This will be done as and when the feature is developed and ready to use, in coordination with the department's nodal team.

5. **Polling and Feedback**

- The agency will be required to regularly monitor the service quality and content by conducting polling surveys with a subset of farmers.
- Data and information from these surveys will be used to inform content generation and development along with gauging farmer satisfaction and experience.
- Integration of Voice Assistant Bot to be considered to carry out this activity to lessen manual intervention.

6. **Communication via Farmer Channels**

- Advisory to farmers and information to stakeholders (such as VAWs, AAOs, BVO/ADAs, LIs, BVOs, DAFE and F&ARD officials) is provided via other channels critical to information circulation.
- The agency will be responsible for supporting dissemination of advisory on 30+ extension WhatsApp groups (and potentially higher as the program grows).
- Integration of AI/ML based advisory generation model into this channel for effective dissemination.

7. **Information dissemination and Advisories during Emergency situations**

- Advisory to farmers and information dissemination during emergency scenarios adverse weather, disease outbreaks and natural diseases etc.
- Integration of AI/ML based CAT events advisory generation can be incorporated into the dissemination process.
- Through the combination of AI and Machine Learning, our model will take into account satellite images, weather forecasts, and patterns from the past to determine the likelihood of CAT events such as flooding, droughts, and cyclones. By harnessing the power of decision tree and NLP, our system will be able to create and disseminate

relative advisory to farmers of the affected regions. The advisory can be about protecting crops, modifying irrigation systems, and even evacuation measures. The model also would ensure that this alert is first sent to the advisory review committee and upon approval the messages are dispatched promptly using IVRS, mobile applications, and texts in the farmer's native language. This would help farmers reduce the risks and better protect their sources of income.

8. Community Radio

- Krushi Samrudhi Helpline, through its partnership with the Community Radio Association, Odisha (CRAO) currently broadcasts Krushi Samrudhi Helpline content across 15 radio stations placed in different districts in Odisha.
- The agency would need to support the dissemination of this content across these stations and more as the program continues to grow.
- Integration of AI/ML based advisories can be incorporated into the dissemination process.

9. Reporting and Communication

- The agency will provide weekly data reports on key program metrics to DAFE and F&ARD, participating in periodic review meetings to assess program progress, and supporting other requests from DAFE as aligned with KS.
- The agency will be expected to work with the COA in sharing information for the Impact Evaluation Exercise that the COA will be executing to measure farmer outcomes of the Programme until March 2025.
- Current Operating Agency (COA) will share all the data with the new agency for post-handover evaluation of the project.
- The agency will continue to communicate with on-ground partners and other stakeholders for program reach.

7.1 Operational Oversight and Team Management

a) HR requirement

The agency will be expected to deploy a team to manage the core operations of Krushi Samrudhi Helpline within the timelines provided in this RFP. All team members must comply with the minimum qualifications as specified against them **at Section 9**.

Operational Team	Operations
Call Centre Team (80) Members) – Will hire additional members or lesser based on the Govt directives with prior notice of 1 month	The call center team has two major components: <ol style="list-style-type: none"> a. Farmer Onboarding and Communication: <ul style="list-style-type: none"> • Profiling farmers to register them onto the service • Re-profiling farmers, if necessary, to obtain the updated and most accurate details in the database. • Collecting farmer feedback • Providing remote training on the usage of the IVR service b. Live Call Centre: <ul style="list-style-type: none"> • Handling live queries and requests for services from farmers • 4 members will act as Supervisors & 2 members should act as call Centre manager from them. • The mentioned 2 members - Reporting to PMO
Field Team (7 Members)	<ul style="list-style-type: none"> • Responsible for driving AK awareness campaigns on the ground • Providing IVR training to farmers, elected government officials, and extension workers (VAWs/LIs etc) • Reporting to PMO
Content Team (20 Members)	The content team comprises Agriculture Specialists / Horticulture Specialist (12), Livestock (5), and Fisheries Experts (3) . Their responsibilities include: <ul style="list-style-type: none"> • Curating advisory content provided to farmers based on relevant crops, livestock and fisheries • Customized answers to farmer queries • Reporting to Call Centre Manager / Senior Call Centre Manager
IT Team (4 Members)	<ul style="list-style-type: none"> • Responsible for the maintenance of servers required for AK • Ability to enhance/redevelop the technology platform used for IVRS generation and dissemination to make it capable of being automated and integrated with AI/ML technologies. • Conduct relevant changes to the CRM platform as and when required • Re-develop IVRS dissemination platform so that it can be integrated with the automated process flow. • Office hardware/instrument maintenance • Reporting to System Administrator
Admin Manager (1 individual)	<ul style="list-style-type: none"> • Coordinating all admin and HR functions

Management Team	Operation
<p>Program Manager: Operations (1)</p>	<ul style="list-style-type: none"> • Supervise Administrative functions and Human Resources (Field team & Call Centre team), implementation of programs, new work plans • Ensure profiling targets are being met and working with Call Centre managers to troubleshoot bottlenecks • Set, update and monitor field training targets together with the field manager • Support the expansion of existing programs and the realization of new opportunities, including design and execution of scoping activities and proposal development. • Reporting to Govt POC
<p>Program Manager: Monitoring (1)</p>	<ul style="list-style-type: none"> • Supervise Systems Administrator, Data and Operations Associates • Supervise the implementation of one or more programs, including the development of work plans, tracking progress, designing and launching new services to farmers • Overseeing data collection and data cleaning • Overseeing the technology platform provided by the COA and ensuring all tech systems are up and running • Reporting to Govt POC
<p>Systems Administrator (1)</p>	<ul style="list-style-type: none"> • Maintenance, configuration, and reliable operation of computer systems • Documentation and technical specifications to IT staff for planning and implementing upgrades to IT infrastructure • Responsible for capacity, storage planning, and database performance • System Administration will be the POC for IT Team • Reporting to PMM
<p>Data and Operations Associates (3)</p>	<ul style="list-style-type: none"> • Monitoring and analyzing usage of the advisory services • Identification of key indicators, quality assessment of the indicators • Project documentation and reports based on performance metrics • Hire, train, and supervise local staff • Reporting to PMM
<p>VOIP Engineer / Developer (1)</p>	<ul style="list-style-type: none"> • Real-time VOIP Applications Development • Backend and API development of VOIP Application • Scripting and Customizations • Database Management • System Optimization and Troubleshooting • Linux Operation System • Lua & Erlang Programming • FreeSwitch or Asterisk development & management • Reporting to PMM

b) DAFE Personnel

The agency will work with the following two personnel provided by DAFE and F&ARD and will be required to report to them in accordance with their ambit of responsibilities:

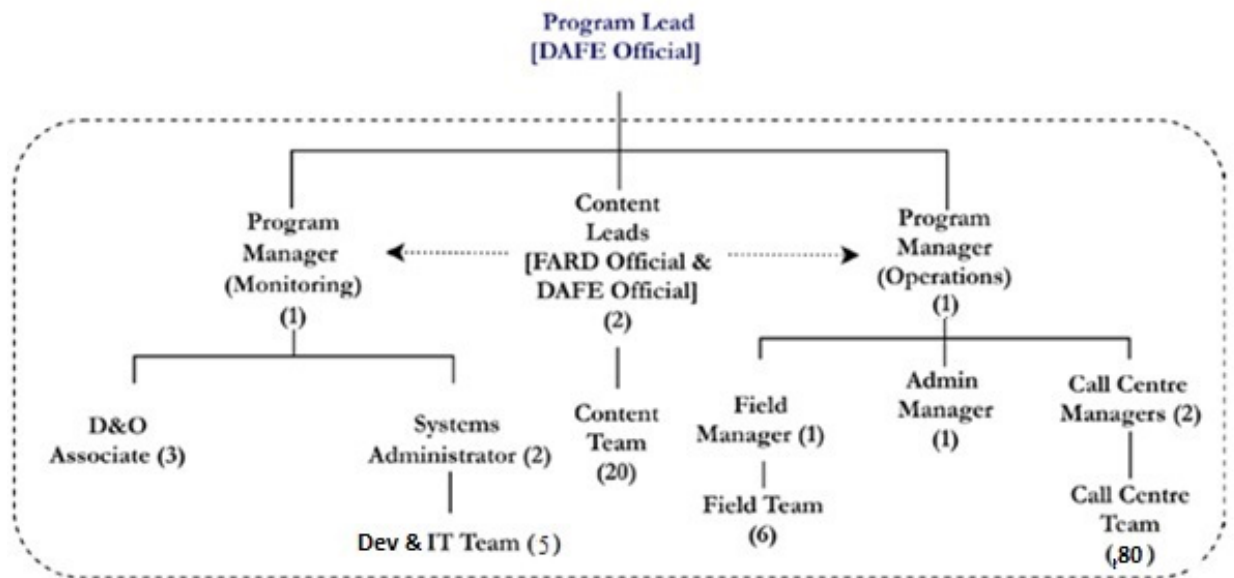
i) **Program Lead**

The program lead provided by DAFE will be responsible for overall program supervision and staff appointed by the agency (Program Managers in particular) would be required to report to them.

ii) **Content Lead**

Two content lead, one each provided by DAFE and F&ARD will be responsible for overseeing administrative activities of the team of content experts and will work in collaboration with the program managers and report to the content lead.

The indicative human resource structure of Krushi Samrudhi Helpline program is given below:



7.2 Technology Usage and Maintenance

Krushi Samrudhi Helpline is reliant on technology for hosting the service, hosting and processing data associated with the service, and the interface used to conduct certain operations. The agency will take over, use, and continue to maintain all technology handed over.

a) **Hardware:**

The agency will use all existing hardware and will be responsible for its subsequent upkeep and maintenance. This includes the servers that host all program data, the desktop setups, network and power equipment, etc. The activities to be taken up are:

- i) Routine corrective and preventive maintenance services of the existing hardware system deployed under Krushi Samrudhi Helpline project and its peripherals.
- ii) ~~Software installation, un-installation/configuration, Virus removal, Antivirus~~

software up gradation and integrity maintenance to make the system/equipment/network fully functional.

- iii) Preventive maintenance for the whole hardware items shall be done on monthly basis which shall include external/internal cleaning of the system, running the diagnostics/utilities tools to determine the existing or likelihood faults and their removal.
- iv) Replacement of parts free of cost except some consumable items, the equipment parts replaced must be new and equivalent in performance to the existing parts.
- v) Shifting and reinstallation of equipment, if necessary, will be executed by the agency without any additional cost. Repair and maintenance work should not violate or infringe upon any patent, copyright of any other person/entity and confidentiality of the information in the computer system shall be maintained.
- vi) A health card should be maintained for all equipments for each incident of malfunctioning, complain lodging and solving.
- vii) A stock of various hardware spares/components shall be maintained to ensure issues to be resolved within time limit.
- viii) Updation of Antivirus (As required)
- ix) Report to Client for additional storage (if required)

b) Software:

The agency will continue to use and maintain IVR hosting, technology platforms, bespoke software and databases provided by the COA. The activities to be taken up are:

- i) Fixing the bugs identified during the period
 - ii) Minor changes to the business process will be addressed except new table, database etc.
 - iii) Monitor application to ensure that the application does not suspend, hang etc. and ensure uptime.
 - iv) Ensure periodic backup and recovery of the Data
 - v) Modification / improvisation of existing MIS reports, if required.
 - vi) Integration with new software modules (AI/ML Voice Assistant BOT, AI/ML based Advisory Generation Module) have to be handled.
 - vii) Submit document on the performance of the application on a quarterly basis
 - viii) Currently both a CRM platform and an IVRS generation and dissemination platform are being used for the daily operations of the Krushi Samrudhi Helpline helpline and extension services
- a) A CRM Platform is being currently used to store data regarding incoming and outgoing calls of the Live Call Centre along with agent related data. **The CRM (Customer Relationship Management)** system is an innovative solution designed specifically for call center operations. It integrates advanced VOIP (Voice Over Internet Protocol) features, enabling seamless communication and efficient management of customer interactions directly through a web browser.

Key Features:

- VOIP Integration
 - Powered by WebRTC, the CRM allows agents to make and receive calls using only a web browser, eliminating the need for additional hardware or software installations.
 - Built on a robust foundation of Free SWITCH and Lua, ensuring high-quality

voice communication and reliable performance.

- **Agent-Focused Functionality**
 - Agents can handle inbound and outbound calls effortlessly. - Integration with farmer profiles and histories for personalized service.
 - Call controls such as hold, transfer, and mute directly accessible within the interface.
- **Admin and Reporting Accounts**
 - **Real-Time Call Monitoring:** Admins can monitor live calls, track agent performance, and intervene if necessary.
 - **Reporting:** Generate detailed reports on call metrics such as volume, duration, wait times, and agent performance.
 - Role-based access to ensure secure and efficient management of data.
- **Microservices Architecture**
 - The application is built as a collection of independent, scalable services.
 - Ensures high availability, fault tolerance, and easier maintenance.
- **Platform and Hosting**
 - Hosted on Linux servers, providing a stable, secure, and cost-effective environment.
 - Scalable infrastructure to accommodate growth and varying workloads.
- **Technologies Used**
 - **Frontend:** React.js for a responsive and user-friendly interface.
 - **Backend:** Python for robust server-side logic.
 - **VOIP Framework:** Free SWITCH and Lua for telephony features.
 - **Communication Protocol:** WebRTC for real-time voice communication.
 - **Operating System:** Linux for hosting and deployment.

Therefore, the agency will have to maintain this CRM platform, maintain its technical operations, make changes as and when required and support the technical updates required when the system is to be transitioned into an automated process.

Advantages

- **Enhanced Productivity:** Streamlined communication and management tools empower agents to perform efficiently.
- **Cost Efficiency:** WebRTC and VOIP features reduce the need for traditional telephony infrastructure.
- **Scalability:** Microservices architecture supports seamless scaling of operations.
- **Real-Time Insights:** Admins can track performance and make data-driven decisions with ease.
- **Ease of Use:** Browser-based functionality simplifies deployment

- b) Farmer Advisory Dissemination Application** is designed to disseminate timely and relevant advisories to farmers. It leverages advanced technology to provide agricultural experts with a robust platform to communicate tailored guidance to farmer groups. The platform ensures that critical agricultural practices, crop-related information, and demographic-specific advisories reach farmers efficiently using telecom SIP lines.

Key Features:

- **Agricultural Expert Panel**
 - Enables agricultural experts to log into a dedicated panel.
 - Provides options to select specific farmer groups based on:

- Crop Types: Wheat, rice, maize, etc.
- Farming Practices: Organic farming, water-saving techniques, pest control, etc.
- Demographics: Location, age groups, gender, and other factors.
- Advisory Upload
 - Experts can upload pre-recorded advisories in audio or text format.
 - The platform allows for categorization and scheduling of advisories.
- Automated Dissemination
 - Upon selection of target farmer groups, the system begins dissemination.
 - Telecom SIP lines are utilized to ensure efficient delivery of advisories.
 - Farmers receive advisories through automated voice calls, ensuring accessibility even in regions with low literacy rates.

Technical Architecture:

- Frontend
 - User-friendly interface for agricultural experts.
 - Advanced filters for selecting farmer groups.
 - Web-based application with responsive design.
- Backend
 - Built using Erlang, Python, PostgreSQL, and AMNESIA to ensure scalability, reliability, and seamless data management.
- Telecom Integration
 - Utilizes Free SWITCH for SIP-based communication.
 - Supports bulk voice call dissemination.

Workflow:

- Login and Selection: Agricultural experts log in and filter farmer groups based on crops, practices, or demographics.
- Advisory Creation: Advisories are recorded and uploaded to the system.
- Dissemination: The system triggers advisory dissemination to selected farmers via SIP lines.
- Feedback Mechanism: Farmers can provide feedback or acknowledgment through interactive voice responses (IVR).

Advantages:

- Targeted Communication: Ensures advisories reach the most relevant audience.
 - Efficient Delivery: Reduces time and resources required for traditional communication methods.
 - Accessibility: Provides information in a voice format, overcoming language and literacy barriers.
 - Scalability: Designed to handle large volumes of calls and data.
- The agency will have to redevelop the IVRS generation platform in coordination with the department so that it is capable of leveraging and integrating with AI/ML technologies of the department's technical team and deliver IVRS advisories to farmers through an automated process.

c) Components Not Covered Under AMC

- i) Non-operational machines.
- ii) Ribbon cartridge, Tape cartridge, Ink cartridge and Toner cartridge.
- iii) Plastic parts such as covers, switches, sprockets, platen knob of printers, PCU (Photo conductor unit) of MFP and Fuser maintenance kit of high-end laser printer.

- iv) Damages caused due to force majeure like natural calamities, electrical surges, high voltages & lightening and damage caused by rodent.
- v) Laptop battery.
- vi) UPS battery

7.3 Procurement of New Hardware

The bidder shall notify in advance the requirement of new hardware, if any and suggest on the specifications to IMAGE & DAFE in order to ensure continuity of the operation without any interruption. The appointed Committee of IMAGE & DAFE shall examine the requirement & the specifications to initiate the procurement process.

7.4 Utility/Recurring Bill/TA/DA Payments

The agency is required to pay the bills towards electricity, internet, toll free rental charges, call centre agent licensing charges or any other such bills which are recurring in nature and supported by monthly/quarterly/yearly invoices of the service providers as approved by DAFE.

The agency needs to pay such bills before due date and submit the copy of the bills along with invoices quarterly to IMAGE for necessary reimbursement based on actuals.

The manpower deployed by agencies is required visit different districts/blocks of the state as per requirement of the project. In such case, the TA/DA/Conveyance applicable for such visit shall be borne by the agency.

7.5 Security Audit

Service provider should carry out following activities in a regular interval relating to Security Audit of the solution without any additional cost.

- a) Coordination with the Cert-in empanelled firm for security audit and obtain the safe-to- host certification.
- b) Rectification of issues/ bugs suggested by auditor
- c) Removal of vulnerabilities/security threats identified by auditor
- d) Submit the report/testing documents including details of defects / bugs / errors found and corrective actions taken.
- e) Carryout security audit before go-live of application and also periodic audit & certification as and when it is required.

7.6 SSL Certification

Service provider shall carry out SSL certification so that the solution will have the following functionalities.

- a) Secure connection between Client and Server through Secure protocol HTTPS
- b) Encryption of Data during transmission from server to browser and vice versa
- c) Encryption key assigned to it by Certification Authority (CA) in form of a Certificate.
- d) Encryption of call voice recording database
- e) SSL Security in the application server

7.7 Data Processing and Monitoring

- a) Data is critical to Krushi Samrudhi Helpline operations and the agency will be required to work with Krushi Samrudhi Helpline teams to monitor performance of the service using predetermined data extraction and processing functions made available.
- b) There are primarily five types of farmer data that is collected; the agency will be responsible for the generation and monitoring of all the farmer data listed below:

Type of Farmer Data		Details
Farmer Listing Data		This contains raw farmer contact data i.e source data that is used to get in touch with them for profiling and registration.
Farmer Profiling Data		This includes details of all the farmers that are registered onto the Krushi Samrudhi Helpline service bearing information necessary for customized content delivery
Farmer Activation Data		This contains the consolidated list of farmers that are currently active on the program.
Farmer Training Data		This contains data on all the registered farmers trained to use the service.
Farmer Usage Data		Data on farmer engagement with the service [Elucidated Below]
	Outgoing	Data on advisory that was sent out to farmers and the subsequent engagement (pickup, listening, etc.)
	Incoming	Data on all the farmers that called into the service and their engagement (menu navigation, option selection, duration of call, etc.)
	Q&A	Data on all the questions recorded by farmers via the “Record a question” option on the IVR menu.
	LCC	Data on all the queries answered and forwarded to the content team by the Live Call centre agents via the “Talk to a live agent” option on the IVR menu.
Farmer Polling Data		Data on farmers polled and service feedback

- c) All of this data will be hosted and processed via the database and technology program. There is an existing **CRM platform** developed by the existing vendor which is being used to record data regarding incoming calls. The incoming agency will have to ensure that they are able to successfully receive a handover of the platform and have the required technically skilled team to handle the platform and make changes as and when required to the technical architecture of the system.
- d) The agency will make all decisions related to optimization of the service on the basis of available operational data.
- e) Manpower to be deployed by the agency for data processing, analysis and reporting will comply with minimum qualifications mentioned in Section 9.

7.8 Administration and Human Resources

7.8.1 Staff Contracting and Payroll Management

- a) The agency will be responsible for issuing employment/consulting contracts to their Krushi Samrudhi Helpline staff.
- b) The agency will be required to renew/terminate contracts as per the contract period and issue new contracts to any other personnel hired as part of the Krushi Samrudhi Helpline teams.
- c) The agency will be required to manage payrolls and disburse salaries/fees to all Krushi Samrudhi Helpline staff.

7.8.2 Vendor Management

- a) The agency will be required to maintain and manage relationships with existing Krushi Samrudhi Helpline vendors for all operational purposes along with forging new relationships based on program requirements.
- b) The agency is expected to uphold all contractual obligations with existing vendors and facilitate transactions between DAFE and those vendors providing services central to Krushi Samrudhi Helpline.
- c) The agency will ensure and be responsible for the timely payment of vendor bills associated with running operations, including but not limited to airtime charges, server maintenance charges and network infrastructure. The agency, on a monthly basis, will submit the record of all such payments - including a copy of the bill and payment receipt - to DAFE for reimbursement.

7.8.3 Legal Compliance

The agency will ensure that all legal/statutory compliances and labor laws are followed during the project operations.

7.8.4 Hiring and Performance

- a) The agency will be required to oversee the process of hiring personnel as part of Krushi Samrudhi Helpline teams as additions/replacements.
- b) The agency will be responsible for managing leave policies and absences of every Krushi Samrudhi Helpline employee.
- c) The agency will ensure robust employee record maintenance and performance evaluation
- d) The agency should have a flexible hiring policy- and increase/decrease number of agents as and when directed and required by the department, according to the progress of the system automation process. A typical team sizing plan may look like following:
 - i. *100% of current operating team to be maintained for 1st year* I
 - ii. *80% of current operating team to be maintained from 2nd year based on accuracy of AI/ML Advisories accuracy and satisfaction levels of AI Voice Assistant module.* ~
 - iii. *60% of current operating team to be maintained from 3rd year based on overall acceptance of AI/ML Advisories and AI voice assistant modules.* ~
 - iv. *Downsizing of operating team (number of agents) may also be conducted on the basis of the overall utilization of the agents, number of incoming/outcoming calls and average agent capacity. This will be done on the basis of the data recorded regarding agent and call data which will be used by the department to direct the agency to downsize the team, based on periodic assessments.* D
 - v. *Further downsizing plans can be accomplished in future based on overall satisfaction with the level of automation achieved through the AI/ML modules and assessed utilization of agents capacity. This shall be assessed and communicated by the department periodically.* F

7.9 Partnerships and Collaboration

The agency is expected to honor all of Krushi Samrudhi Helpline's partnerships with existing organizations and continue to collaborate for the growth of the service as per the specifications of the MoU.

7.9.1 Agriculture Production Cluster (APC) Project

- a) The agency will continue to work towards the objectives of the partnership i.e strengthening the implementation of APC projects through the use of information and technology while expanding Krushi Samrudhi Helpline's goal of working with and empowering women farmers in rural Odisha.

- b) The agency will work with existing supporting NGOs and FPCs under APC project to enhance the productivity and efficiency of women farmers on horticultural crop production as well as other livelihood activities in the tribal regions of Odisha by providing accurate and impactful information on the production, and non- pesticide management practices.
- c) The agency will also assist producer group in facilitating the practice of synchronized market-linked production processing and value addition of the identified crops and support existing schemes and policies of Agriculture, Horticulture, Panchaytraj, Fisheries and Animal Resources, Irrigation etc. through raising awareness of programs and resources for allround development of the project area under APC.

7.9.2 Community Radio Association, Odisha (CRAO)

- a) The agency will continue Krushi Samrudhi Helpline's association with CRAO and oversee the provision of AK content to 15 radio stations as per DAFE's directive.
- b) The agency will continue to monitor the broadcasting of content across radio stations and ensure that they have everything that they require to successfully disseminate AK information.

7.9.3 Climate & Ecosystems

- a) The department' designated technical team to collaborate with the agency in the project of expanding the scope of Krushi Samrudhi Helpline by leveraging AI/ML technologies and generate advisories through an automated process
- b) The agency will work on a pilot project during the 1st year related to trials of automatic generation of advisories for Potato crop across chosen pilot districts, a dashboard for reviewing automated advisories and AI Voice bot for disseminating the advisories (outbound only) through existing IVRS system.
- c) The agency will scale up the advisory generation and AI voice bot functionality to achieve state-wide implementation during their contract period of 3 years.

7.10 Stakeholder Reporting

The agency will be required to commit to standard reporting protocols with Government stakeholders (as specified below). While some of these requirements have been formally charted out, the agency will also be expected to provide ad-hoc reports and information as per stated meeting agendas.

7.10.1 Project Advisory Committee (PAC)

- a) **Reporting timeframe** - Quarterly/Yearly
- b) DAFE chairs a Project Advisory Committee ("PAC"). This committee will provide a formal institutional mechanism for collaboration between the agency, DAFE and other

relevant stakeholders during the implementation of the activities in connection with this MoU. As part of this, the agency will provide relevant program updates in several areas:

- a) Progress over the year
 - i) Overall farmer reach described by geography and other demographic indicators
 - ii) Engagement level among the registered farmers, as measured by; push call pick up rate, average duration of time spent on the service per farmer, number of questions asked in each month, number of questions answered, average rating of push and answer calls)
- b) Efforts taken to improve the service (new content areas, improvements in efficiency etc.)
- c) Financial performance as per budgets
- d) Progress on new partnerships, other relevant directives etc.
- e) Progress on project with department's team on using AI/ML technologies and automating the process of advisory dissemination and incoming calls

7.10.2 Crop Weather Watch Group (CWWG)

- a) **Reporting timeframe** - Weekly or fortnightly depending on season.
- b) This meeting is chaired by the Agriculture Production Commissioner and has membership from various stakeholders. It deals with issues affecting agriculture service delivery to farmers across the state (e.g. the availability of inputs, the registration to insurance and of course pending weather events).
- c) Krushi Samrudhi Helpline participates by sharing an analysis of its inbound call data for each reporting period. That is, how many calls came in, the topics farmers are asking about etc. The agency will be expected to continue reporting formalities.

7.10.3 Content Review Committee (CRC)

- a) **Reporting timeframe** - Weekly
- b) The CRC is chaired by the dean of extension of the Odisha University of Agriculture & Technology (OUAT). It is composed of experts from OUAT, DAFE, F&ARD, Krushi Samrudhi Helpline. This committee deliberates the technical components of weekly content scripts as well as providing technical support on unique and challenging farmer queries. The COA will guide the agency in onboarding and understanding the CRC process. The agency will have to closely coordinate with the CRC in continuing current advisory services and in the work being done to enhance the scope of Krushi Samrudhi by utilizing AI/ML technologies and automating the process

7.10.4 Decision Support System (ADAPT dashboard reporting)

7.10.4.1 Department of Agriculture & Farmers' Empowerment (DA&FE)

- a) **Reporting Timeframe** - Weekly
- b) The ADAPT cell under DAFE is responsible for maintaining the department's decision support system, dashboard and it's unified farmer database. The Krushi Samrudhi Helpline team shall provide weekly data reports through the ADAPT portal. This includes Key Performance Indicators like the number of farmers

onboarded to Krushi Samrudhi Helpline platform.

- c) Additionally, ADAPT will also share parts of the farmer database with the COA to expand Krushi Samrudhi Helpline services to these farmers. The agency will need to take over this expansion.

7.10.4.2 Fisheries & Animal Resources Development (F&ARD)

- a) **Reporting Timeframe - Weekly**
- b) The ADAPT cell under F&ARD is responsible for maintaining the department's decision support system, dashboard and it's unified farmer database. The Krushi Samrudhi Helpline team shall provide weekly data reports through the ADAPT portal. This includes KPIs like the number of farmers onboarded to Krushi Samrudhi Helpline platform.
- c) Additionally, ADAPT will also share parts of the farmer database with the COA to expand Krushi Samrudhi Helpline services to these farmers. The agency will need to take over this expansion.

7.11 Adherence and Confidentiality

- a) The agency will be required to maintain and adhere to the highest standards of data ethics and confidentiality for all farmer data, while ensuring that its use is strictly restricted to the scope of the Krushi Samrudhi Helpline program.
- b) Farmer data sharing and migration must be done only in the interest of strengthening the Krushi Samrudhi Helpline service in accordance with stringent data protection protocols set by the COA that will be provided to the agency.

7.12 Future Program Handover

- a) The agency shall submit systematic Exit Plan 6 months prior to the end of the contract and conduct a proper knowledge transfer process to handover operations and to ensure a smooth transition process. This plan should be discussed with IMAGE & DAFE and finalized prior to its execution.
- b) Provide support to DAFE technical team or another agency as identified at the time of exit. All knowledge transfer should be documented and recorded.
- c) In case of termination, the Exit plan will be executed within the minimum period to transfer the knowledge till the next successor has been selected to operate the project without affecting its services.

7.13 Location of Deployment

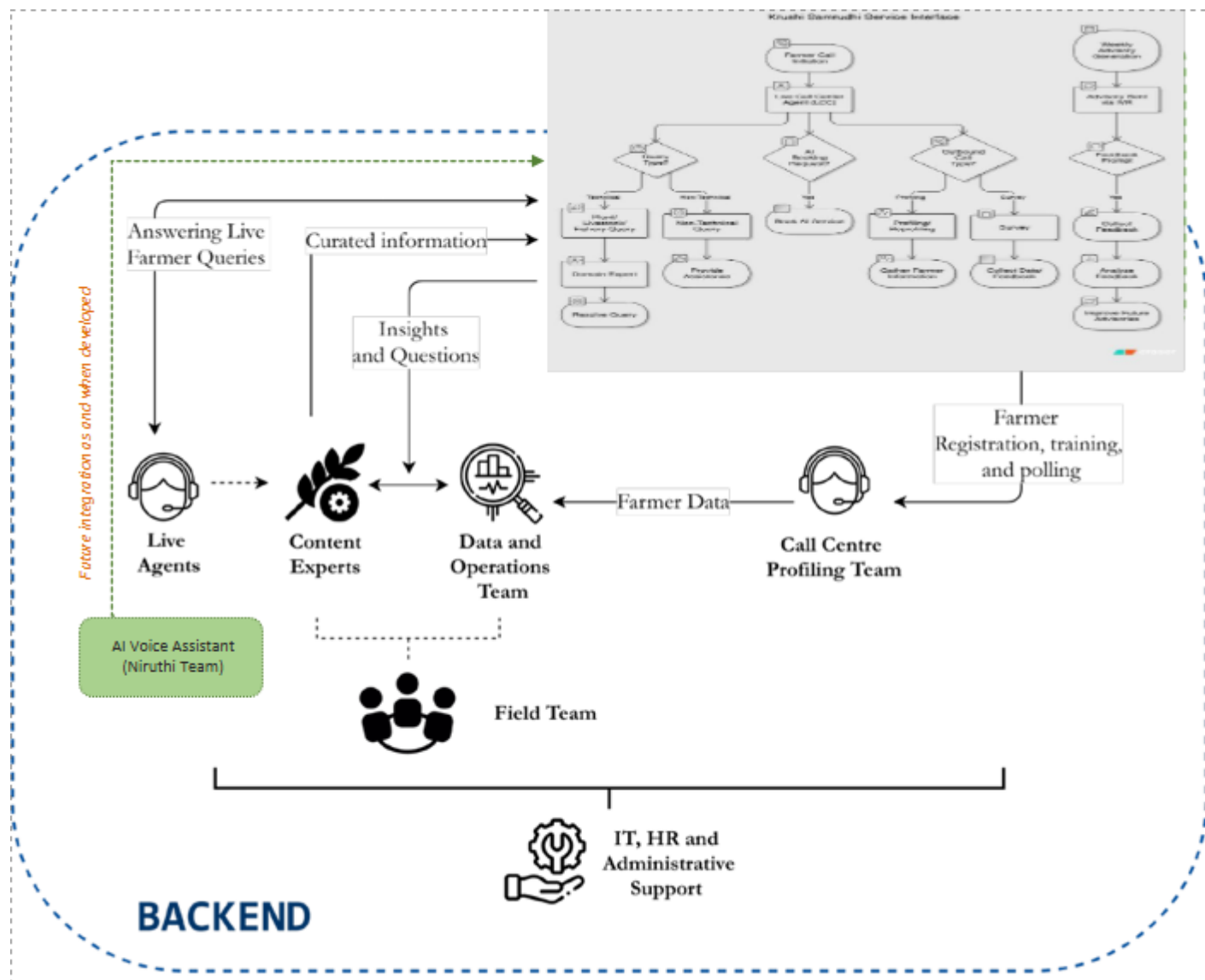
The above resources will be deployed at Krushi Samrudhi Helpline office, IMAGE campus, Bhubaneswar, Odisha, or any other office location within Bhubaneswar, as per the requirements of DA7FE.

8 Technical and Functional Specifications

The Krushi Samrudhi Helpline program is reliant on technology platforms and a set of processes for its operations since its inception. This section outlines the functional and technical specifications of the program along with resources provided to facilitate the handover.

8.1 Functional Specifications

a) The entire cycle of operations involved in the IVR process is elucidated below:



b) The functional components of the service are hosted via core technology platform(s) and database:

- i) Amakrushi.in
- ii) crm.amakrushi.in
- iii) PADDY
- iv) Adapt Outbound API and Other APIs
- v) Database

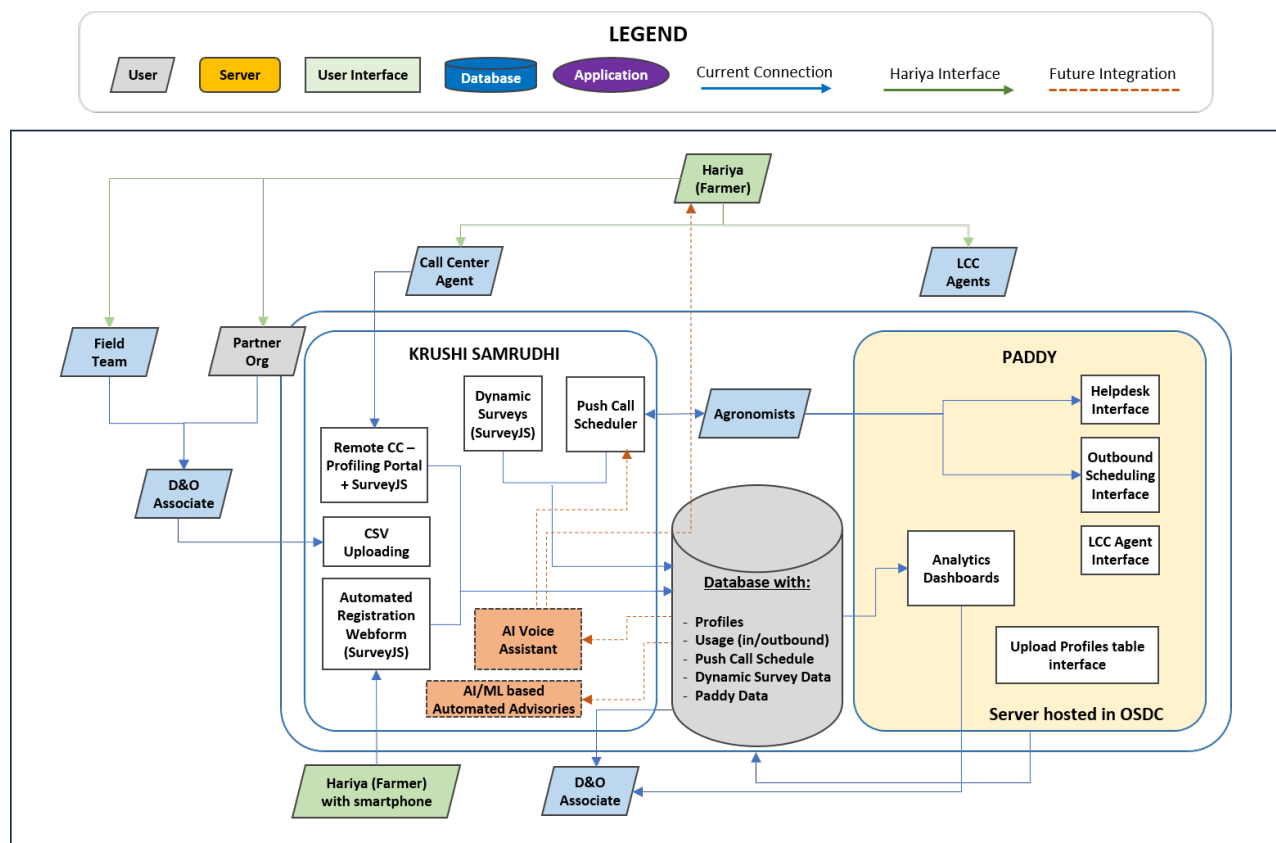
Each platform performs a specific function as elucidated below:

Feature/ Component	Details	User Platform
IVR System	The hosting of the two-way IVR system.	PADDY
Farmer Profiling	All of these activities can be performed via the Call Centre Portal, an interface that allows staff to log in, upload, conduct, and record survey data.	Amakrushi.in
Farmer Polling		
Farmer Training		
Other Farmer Surveys		
Live Call Centre Interface	Interface where live agents can record and track all calls taken and forwarded to the content team. All of this data is then subsequently linked to the helpdesk.	Crm.amakrushi.in
Answering Farmer Queries	Done via a “Helpdesk” interface on which the farmers call will be transferred to the domain expert	Crm.amakrushi.in
Scheduling Advisory Calls	Interface where the content team can upload weekly advisory recordings and schedule these as outgoing calls to farmer groups.	Amakrushi.in & PADDY
Automated Registration	Allows farmers that possess smartphones to self-register on to the service via a webform hosted on the website.	Amakrushi.in
Dashboard	Provides a primary view of Krushi Samrudhi Helpline data pulling from all data tables hosted on the Database to display key metrics for call centre productivity, usage data (i.e farmer engagement with the service), incoming call data, etc.	PADDY

8.2 Technology Specifications and Use Cases

8.2.1 Architecture

The following diagram captures the technological architecture finalized and in use for the Krushi Samrudhi Helpline service



8.2.2 Software specifications

a) Applications

SL No.	Existing Applications	Technology and Architecture	Ownership
1	PAD Odisha DB	a) Postgres DB	Developed inhouse by COA.
2	PADDY (IVR software)	a) Flask b) Erlang c) Python	Developed inhouse by COA.
3	Krushi Samrudhi Helpline System	a) Django i) Python ii) HTML iii) CSS iv) JavaScript	Developed inhouse by COA.
4	crm.amakrushi.in	a) ReactJS b) Python c) Lua d) PostgreSQL	Developed inhouse by COA
5	Dashboards	a) R Shiny b) SQL	Developed inhouse by COA.
6	AI Booking App	a) Python flask b) PostgreSQL	By COA

7	Integration with to-be developed AI Voice Assistant and Automated Crop Advisories modules	Python Libraries and Gen AI LLM Models	Will be developed Niruthi Team (Krushi Samrudhi Helpline Cell) over a course of time
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Source code of the entire software stack will be shared with the agency. Agency can make necessary changes and upgrades on it's own. However COA will provide tech support at no cost for two months after the commencement of operation.

b) Technology Components

#	Component	Application	Description
1	Docker	Containerization of applications	The various applications are deployed using Docker and co-exist as separate containers on the same system
2	PostgreSQL	Database Management	The entire Krushi Samrudhi Helpline project database is maintained on this open-source application
3	PgAdmin	Database Management	Client for PostgreSQL that provides a UI for database management
4	Flask	Web framework (Python based)	The PADDY UI runs on this web framework
5	Django	Web framework (Python based)	The web application (under domain name Krushi Samrudhi Helpline.in) which supports call center activities and push call scheduling runs on this web framework
6	Erlang	Programming language to build scalable systems	To build the core components of the in-house IVR system (PADDY)
7	R Shiny	Data visualisation and automated reports	To develop the comprehensive dashboard system which reports metrics on all essential project activities
8	Grafana	Data visualisation and automated alerts	To develop dashboards for system monitoring and sending alerts using the inbuilt alert manager
9	HTML, CSS and JavaScript	Frontend	Used in the django system for front-facing forms and other UI elements
10	LUA	Programming language	To build the core components of crm.amakrushi.in

c) Database Details

#	Database	Schema	Description
1	od_ivr	Krushi Samrudhi Helpline	Data generated by the django system which includes farmer profiles, call center productivity and pushcall data
		public	Data generated by the PADDY system
		derived	Combined data from different schemas either as tables or materialized views for the purposes of analysis and dashboarding
		lcc	Data generated by the Live Call Centre
2	odisha_location	public	Spatial data for GIS purposes

8.2.3 Hardware Specifications

#	Equipment	Use	Qty	Warranty	Location
1	PowerEdge R6515 Rack Server	Stores IVR data, Connects SIP lines with IVR software, hosts amakrishi.in portal	1	NIL	OSDC
2	Lenovo Desktops V530S	Call Center Live Support, Data collection and processing	9	NIL	Krushi Samrudhi Helpline Office
3	Desktops (Assembled)	Call Center Live Support, Data collection and processing	46	NIL	Krushi Samrudhi Helpline Office
4	DESKTOP DELL, VOSTRO, I3, 8GB, 500GB	Call Center Live Support, Data collection and processing	45	NIL	Krushi Samrudhi Helpline Office
5	LAPTOP DELL VESTRO 3520	Call Center Live Support, Data collection and processing	14	NIL	Krushi Samrudhi Helpline Office
6	HEADPHONE Skymarks	Call Center Live Support	100	NIL	Krushi Samrudhi Helpline Office
7	10 TB External HDD	Recorded voice storage	1	NIL	Krushi Samrudhi Helpline Office

8	Micromax X772 mobiles	Telecalling for profiling	100	NIL	Krushu Samrudhi Helpline Office
9	Iball Tablets (8 GB)	Content broadcasting and responding to farmers' questions: used by agronomists	5	NIL	Krushu Samrudhi Helpline Office
10	Laptops (Lenovo Ipad 7th Gen)	Call Center Live Support, Data collection and processing	29	NIL	Krushu Samrudhi Helpline Office
11	Intel Xeon E5 2609 v4 Server	crm and VOIP Server	1	NIL	Krushu Samrudhi Helpline Office
12	32 port GSM Gateway	Auto dialing for profiling. Each gateway enables 32 SIMs.	3	NIL	Krushu Samrudhi Helpline Office
13	NVIDIA A100 (80 GB) installed on compatible server machine.	Memory of 80GB per GPU for handling large models with bigger batches. Tensor Cores optimized for AI/ML workloads.Excellent throughput for both training and inference. Low Latency inter-GPU communication helps in minimizing delays. (Initially need only 1 GPU gradually scaling up to 3 to 4 based on the overall load for state-wide implementation)	3	NIL	OSDC
14	Nvidia RTX 4090 (24 GB) GDDR6X installed in compatible server machine	GPU for deep learning tasks as it has 512 Turing Tensor Cores and 16,384 CUDA cores, which is well-suited for challenging tasks like natural language processing, (This will be utilized for staging server)	1	NIL	OSDC
15	Shopos Firewall		1	NIL	Krushu Smrudhi Office
16	Lenovo Server	DNS & Backup DB	1	NIL	Krushu Samrudhi Office
17	Lenovo Server	Telephonic SIP server	1	NIL	OSDC
18	Checkpoint Firewall		1	NIL	Krushu Samrudhi Helpline Office

19	24,16,8 & 5 Port Switch	Network Switch	13	NIL	Krushu Samrudhi Helpline Office
20	Giga Switch	Network Switch	1	NIL	Krushu Samrudhi Helpline Office
21	Liebert UPS		4	NIL	Krushu Samrudhi Helpline Office
22	UPS Battery		56	NIL	KSO

Note: Krushi Samrudhi Helpline office is located in IMAGE campus.

8.3 Handover from COA

a) This includes all of the resources, systems, and mechanisms that will be put in place to ensure a seamless transition from the COA to the selected agency.

i) Documentation

The COA will provide ready documentation in the form of

- Standard Operating Procedures
- An Operations Manual
- Program Protocols
- Other miscellaneous resources responsible for providing in-depth insight on the workings of AK.

ii) Capacity Handover

- The COA will also facilitate the handover of these functions through a planned “Capacity Handover” where members from the agency filling in positions identified will undergo training and induction to acquaint them with the operations and help furnish a deeper understanding of how things are run.
- This would include team-based orientations and shadowing.

9 Job Description of Management and operations team

9.1 Operations team:

Sl#	Resource	Requirement
1	Field Manager	<p>Education</p> <ul style="list-style-type: none">● Bachelor's degree and above. <p>Experience</p> <ul style="list-style-type: none">● Experience of managing small field teams.● Previous experience of conducting farmer training is a plus.● Previous experience of working in rural Odisha is a must. <p>Key Skills</p> <ul style="list-style-type: none">● Good networking and government liaising skills.● Fluency in Odia <p>Responsibilities</p> <ul style="list-style-type: none">● Acting as government liaison to coordinate with all local government officers at the district, block and panchayat levels, including but not limited to arranging and conducting training sessions, capacity building activities, scheduling meetings with VAW and implementing other field-based interventions on behalf of Krushi Samrudhi Helpline.● Be responsible for hiring, training and managing field associates and field staff, including monitoring and backcheck activities as well as developing field strategy plans● Developing strategy, managing field plan, and monitoring farmer training to be conducted by the VAWs; providing on-ground support as required, identify innovative channels to increase VAW engagement; manage relationships with all local government offices to keep them apprised of progress in field activities.● Liasoning with Research and Operation associates to execute different interventions in the field, and provide regular updates on field-based activities.

2	Call Center Manager	<p>Education</p> <ul style="list-style-type: none"> ● Bachelor's degree. <p>Experience</p> <ul style="list-style-type: none"> ● Minimum three years of experience of managing call center operations. ● Previous experience of managing teams of more than at least 10 staffs. ● Previous experience of working in rural Odisha is a must. <p>Key Skills</p> <ul style="list-style-type: none"> ● Understanding of call center technology, issues and potential solutions ● Knowledge of agriculture is an added advantage ● Proficiency in English, Hindi and Odia language <p>Responsibilities</p> <ul style="list-style-type: none"> ● Develop objectives for the call center's day-to-day activities ● Answering representative's questions, guiding them through difficult calls or issues ● Conduct effective resource planning to maximize the productivity of resources (people, technology etc.) ● Collect and analyze call-center statistics (calls tried, successful attempts, reasons for failure etc) ● Assume responsibility of budgeting and tracking expenses ● Hire, coach and provide training to personnel to maintain high customer service standards ● Monitor and improve ordering, telephone handling and other procedures ● Evaluate performance with key metrics (accuracy, call-waiting time etc.) ● Prepare reports for different departments or upper management.
3	Agriculture specialists	<p>Education</p> <ul style="list-style-type: none"> ● BSc. Agriculture with 4-5 years of experience in agriculture extension/research OR M.Sc. Agriculture (with Plant Pathology/entomology or Agronomy as main subject) or an equivalent degree

	<p>Experience</p> <ul style="list-style-type: none"> ● 2+ years of experience in Agriculture Extension/ Agri. Research or similar profile ● Experience of leading or working with ICT-enabled agricultural extension systems <p>Key Skills</p> <ul style="list-style-type: none"> ● Familiarity with MS office, and basic knowledge of computers and software ● Proficiency in Odia. ● Proficiency in english will be a plus ● Willingness to travel to field locations <p>Responsibilities</p> <ul style="list-style-type: none"> ● Compile most recent government recommended package of practices for all major crops of Odisha ● Moderation and management of agriculture information service system(s) used for the operations ● Implement field studies, farmer meetings, training, best crop production technologies, and seek out additional national & international expertise and inputs where needed ● Conduct needs assessment/collect feedback from farmers ● Manage Question & Answer helpline for farmers ● Design & develop training modules for the Krushis Samrudhi Helpline and government staff ● Hire, train and supervise agronomic staff as per the requirement ● Coordination and liaison with local partner organization (Department of agriculture, government of Odisha, KVKs, research organizations and other NGO partners) and ensure good relationships with national and international partners ● Tagging, transcriptions and translations of the content ● Regular reporting of progress and plans to Krushis Samrudhi Helpline management team ● Frequent field visit in the operational areas as and when required
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4	Horticulture Specialist	<p>Education BSc. Horticulture with 4-5 years of experience in horticulture extension/research OR M.Sc. Horticulture (with Plant Pathology/Entomology or Horticulture as main subject) or an equivalent degree</p> <p>Experience</p> <ul style="list-style-type: none"> ● 2+ years of experience in Horticulture Extension/ Horti. Research or similar profile ● Experience of leading or working with ICT-enabled agricultural extension systems <p>Key Skills</p> <ul style="list-style-type: none"> ● Familiarity with MS office, and basic knowledge of computers and software ● Proficiency in Odia. ● Proficiency in English will be a plus ● Willingness to travel to field locations <p>Responsibilities</p> <ul style="list-style-type: none"> ● Compile most recent government recommended package of practices for all major crops of Odisha ● Moderation and management of agriculture information service system(s) used for the operations ● Implement field studies, farmer meetings, training, best crop production technologies, and seek out additional national & international expertise and inputs where needed ● Conduct needs assessment/collect feedback from farmers ● Manage Question & Answer helpline for farmers ● Design & develop training modules for the Krushi Samrudhi Helpline and government staff ● Hire, train and supervise agronomic staff as per the requirement ● Coordination and liaison with local partner organization (Department of agriculture, government of Odisha, KVKs, research organizations and other NGO partners) and ensure good relationships with national and international partners ● Tagging, transcriptions and translations of the content ● Regular reporting of progress and plans to Krushi Samrudhi Helpline management team ● Frequent field visit in the operational areas as and when required
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5	Livestock expert	<p>Education</p> <ul style="list-style-type: none"> ● Bachelor of Veterinary Science and Animal Husbandry (B.V.Sc & A.H). with 5 years of experience in dairy or Master in Veterinary Sciences (M.V.Sc) with 1-2 years of experience. <p>Experience</p> <ul style="list-style-type: none"> ● 2+ years of experience working directly with smallholder production systems in India ● Practical experience drafting agricultural curricula and implementing training for extension agents and/or farmers. ● Experience in cattle clinical practice and a good understanding of cattle food requirements, disease management, and veterinary treatments with knowledge of the latest developments in veterinary science. ● Demonstrated expertise in dairy production, healthcare and management. <p>Key Skills</p> <ul style="list-style-type: none"> ● Familiarity with MS office, and basic knowledge of computers and software ● Proficiency in Odia. ● Proficiency in english will be a plus ● Willingness to travel to field locations <p>Responsibilities</p> <ul style="list-style-type: none"> ● Provide overall livestock and dairy expertise and information to the India team. ● Gather and compile scientific evidence on key livestock and dairy issues to better inform the design of digital agricultural advisory services in India with a focus in Odisha. ● Participate and coordinate field activities to inform the program design and implementation strategy. ● Support current projects that PAD undertakes in collaboration with government and other partners in India in content development, simplification, and customization. ● Plan and execute program activities, including identifying priorities, creating timelines, meeting with stakeholders, and monitoring project implementation. ● Manage the IVR system of livestock operated by PAD. ● Participate in a weekly Content Review Committee with members from the Department of Fisheries and Animal
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		<p>Resources Development, and scientists from OUAT to ensure that the messages are in line with the government's recommendations and appropriate for the local context.</p> <ul style="list-style-type: none"> ● Support, train and manage junior livestock and dairy specialists.
6	Fisheries expert	<p>Education</p> <ul style="list-style-type: none"> ● Bachelor of Fisheries Science with 5 years of experience or Master of Fisheries Science with 1-2 years of experience. <p>Experience</p> <ul style="list-style-type: none"> ● Practical experience drafting advisory on fisheries for extension workers and/or farmers ● Demonstrated experience working directly with smallholder farmers ● Previous experience working with the government is preferred. <p>Key Skills</p> <ul style="list-style-type: none"> ● Familiarity with MS office - esp. MS Word and MS Excel, and basic knowledge of computers and software ● Proficiency in Odia ● Proficiency in English will be a plus ● Willingness to travel to field locations <p>Responsibilities</p> <ul style="list-style-type: none"> ● Provide overall expertise on designing advisory for fisheries farmers in Odisha ● Gather and compile scientific evidence on key fisheries issues to better inform the design of digital agricultural advisory services ● Participate and coordinate field activities to inform the program design and implementation strategy. ● Plan and execute program activities, including identifying priorities, creating timelines, meeting with stakeholders, and monitoring project implementation. ● Manage the IVR system for fisheries, including answering farmer queries

		<ul style="list-style-type: none"> ● Participate in a weekly Content Review Committee with members from the Department of ● Fisheries and Animal Resources Development, and scientists from OUAT to ensure that the ● messages are in line with the government’s recommendations and appropriate for the local ● context. ● Support, train and manage junior fisheries specialists
7	Call center Operator	<p>Education</p> <ul style="list-style-type: none"> ● 12th Pass, Graduate preferred <p>Experience</p> <ul style="list-style-type: none"> ● 1-3 years of experience in a call center environment <p>Key Skills</p> <ul style="list-style-type: none"> ● Proficient in MS-Excel ● Proficient in both Odia & Hindi ● Excellent data entry and typing skills ● Superior listening, verbal, and written communication skills <p>Responsibilities</p> <ul style="list-style-type: none"> ● Make calls to the given list of contacts and answer any incoming calls ● Do follow up calls where necessary ● Identify and escalate issues to supervisors ● Research required information using available resources ● Document all call information according to standard operating procedures ● Recognize, document, and alert the management team of trends in customer calls ● Complete call logs and reports ● Other duties as assigned

8	Administration Manager	<p>Education</p> <ul style="list-style-type: none"> ● B. Com / M. Com / BBA / MBA <p>Experience</p> <ul style="list-style-type: none"> ● Minimum 1-2 years of work experience in administration / office management ● Prior experience of working with Budget and Payroll <p>Key Skills</p> <ul style="list-style-type: none"> ● Knowledge of office administrator responsibilities, system and procedures ● Knowledge of MS Office (Specially MS Excel and MS Word) ● Excellent written and verbal communication skills <p>Responsibilities</p> <ul style="list-style-type: none"> ● Maintaining office services by organizing processes and systems ● Managing vendors by maintaining database of vendors, collecting quotes for various supplies as and when needed ● Managing office assets ● Documenting and filing Purchase orders, Quotations and Invoices received by vendors ● Managing inventory of office stationery and other relevant supplies ● Maintaining office condition and arrange necessary repairs ● Ensuring all items are invoiced and paid on time ● Submitting and reconciling monthly expense reports ● Managing staff attendance and payroll
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9.2 Management Team:

Sl#	Resource	Requirement
1	<p>Project Manager: Monitoring</p>	<p>Education</p> <ul style="list-style-type: none"> ● M.B.A/B.Tech/MCA <p>Experience</p> <ul style="list-style-type: none"> ● At least four years of experience in the design and implementation of M&E systems ● Two years of managerial experience ● Experience managing diverse teams ● Experience working with data delivery and agricultural programs ● Experience managing partnerships with government entities, donors, and NGOs ● Experience with large research projects (o) ● Experience using AI & ML technologies. <p>Key Skills</p> <ul style="list-style-type: none"> ● Knowledge in either of the following :Python/Stata/R is preferable ● Strong writing and oral communication skills in English, with attention to detail and advanced writing and presentation skills. ● Fluency in Odia <p>Responsibilities</p> <ul style="list-style-type: none"> ● Directly Supervise Systems Administrator ● Directly Supervise the Data and Operations Associates ● Liaise with COA for M&E findings ● Assist in managing partner relations and working with external stakeholders for implementation ● Work with the Content Lead and GoO to identify expansion of AK to serve additional content areas based on impact opportunities ● Supervise the implementation of one or more programs, including the development of work plans, tracking progress, designing and launching new services to farmers ● Implementing M&E activities and managing focus group discussions and other data collection activities ● Overseeing data collection and data cleaning

		<ul style="list-style-type: none"> ● Contribute to general management tasks important for the AK's functioning and success including but not limited to budgeting, hiring, and strategic planning. ● Support the expansion of existing programs and the realization of new opportunities, including design and execution of scoping activities and proposal development. ● Overseeing the technology platform provided by the COA and ensuring all tech systems are up and running
2	Project Manager: Operations	<p>Education</p> <ul style="list-style-type: none"> ● BBA/B.Tech/BSc. Statistics/ B.A.Economics ● MBA (o) <p>Experience</p> <ul style="list-style-type: none"> ● At least four years of experience in a multi-faceted role dealing with multiple projects and stakeholders ● Two years of managerial experience ● Experience managing diverse teams ● Experience working with data delivery and agricultural programs ● Experience managing partnerships with government entities, donors, and NGOs ● Experience with management consulting (o) <p>Key Skills</p> <ul style="list-style-type: none"> ● Strong writing and oral communication skills in English, with attention to detail and advanced writing and presentation skills. ● Fluency in odia <p>Responsibilities</p> <ul style="list-style-type: none"> ● Directly Supervise the Field Team ● Directly Supervise the Call Centre Team ● Directly Supervise Administrative functions and Human Resources ● Assist in managing partner relations and working with external stakeholders for implementation of field operations ● Ensure profiling targets are being met and working with Call Centre managers to troubleshoot bottlenecks ● Set, update and monitor field training targets together with the field manager ● Work with DAFE/FARD communications teams to maintain farmer awareness campaigns.

		<ul style="list-style-type: none"> ● Supervise the implementation of one or more programs, including the development of work plans, tracking progress, designing and launching new services to farmers ● Contribute to general management tasks important for AK's functioning and success including but not limited to budgeting, hiring, and strategic planning. ● Support the expansion of existing programs and the realization of new opportunities, including design and execution of scoping activities and proposal development.
3	<p style="text-align: center;">Systems Administrator or</p>	<p>Education</p> <ul style="list-style-type: none"> ● B.Tech and/or M.Tech ● System administration and IT certifications in Linux, Microsoft, or other network related fields are a plus (o) <p>Experience</p> <ul style="list-style-type: none"> ● 3-5 years of database, network administration, or system administration experience ● Experience with scripting and automation tools ● A proven track record of developing and implementing IT strategy and plans <p>Key Skills</p> <ul style="list-style-type: none"> ● Working knowledge of virtualization, VMWare, or equivalent ● Strong knowledge of systems and networking software, hardware, and networking protocols ● Strong knowledge of implementing and effectively developing helpdesk and IT operations best practices, including expert knowledge of security, storage, data protection, and disaster recovery protocols <p>Responsibilities</p> <ul style="list-style-type: none"> ● Responsible for the maintenance, configuration, and reliable operation of computer systems, network servers, and virtualization ● Installation of and upgrading computer components and software, manage virtual servers, and integration of automation processes ● Troubleshooting hardware and software errors by running diagnostics, documenting problems and resolutions, prioritizing problems, and assessing impact of issues ● Providing documentation and technical specifications to IT

		<p>staff for planning and implementing upgrades to IT infrastructure</p> <ul style="list-style-type: none"> ● Manage two technical supervisors who, with your direction, assist in keeping IT systems up and running ● Perform or delegate regular backup operations and implement appropriate processes for data protection, disaster recovery, and failover procedures ● Lead desktop and helpdesk support efforts, making sure all desktop applications, workstations, and related equipment problems are resolved in a timely manner with limited disruptions ● Responsible for capacity, storage planning, and database performance
4	<p>Data and Operations Associate</p>	<p>Education</p> <ul style="list-style-type: none"> ● B.Tech/ B.Sc. Statistics/ MCA <p>Experience</p> <ul style="list-style-type: none"> ● 2-3 years of experience working with data centric projects, particularly with statistical analysis software ● Experience working with Government preferred ● 1-2 years' work experience running or managing projects in the development sector ● Ability to work under time pressure and solve problems in the field. <p>Key Skills</p> <ul style="list-style-type: none"> ● Data management skills ● SQL / PostgreSQL and Microsoft Excel ● Knowledge in any data management software (Eg. Python/R/Stata) is preferable ● Excellent management and organizational skills and attention to detail ● Excellent written and oral communication ● Fluency in Odia <p>Responsibilities</p> <ul style="list-style-type: none"> ● Monitoring and analyzing usage of the advisory services ● Supervising data management activities, cleaning and analysis of data

		<ul style="list-style-type: none"> ● Report on the identification of key indicators, quality assessment of the indicators ● Analyze and review the data to support COA M&E activities ● Working with the Programme manager to ensure that all projects and operations adhere to policies, protocols, and timelines ● Develop and update project documentation regularly and prepare regular reports based on performance metrics ● Hire, train, and supervise local staff
5	Software Engineer	<p>Education</p> <ul style="list-style-type: none"> ● B.Tech, M.Tech <p>Experience</p> <ul style="list-style-type: none"> ● 3-4 years of experience working with real-time communication systems and interactive live-streaming applications data centric projects. ● Experience working in Freeswitch, Lua, WebRTC, Python, PostgreSQL/ NoSQL databases and API integrations to ensure robust and scalable data management. ● Experience working with Government preferred <p>Key Skills</p> <ul style="list-style-type: none"> ● Expertise in Freeswitch, Lua, WebRTC, and Python to design and implement advanced real-time communication systems and interactive live-streaming applications. ● The ideal candidate should have experience with Linux, PostgreSQL and NoSQL databases to ensure robust and scalable data management. <p>Key Responsibilities</p> <ul style="list-style-type: none"> ● Real-Time Application Development: <ul style="list-style-type: none"> - Build and deploy real-time communication systems leveraging Freeswitch and WebRTC. - Develop interactive live-streaming features with low latency and high performance. ● Backend and API Development: <ul style="list-style-type: none"> - Design and implement scalable APIs and backend services using Python. - Integrate backend systems with real-time communication platforms. ● Scripting and Customization:

		<ul style="list-style-type: none"> - Develop and maintain Lua scripts for Freeswitch customizations and enhancements. - Collaborate with cross-functional teams to deliver tailored solutions. ● Database Management: <ul style="list-style-type: none"> - Design and optimize relational databases using PostgreSQL. - Work with NoSQL databases (e.g., MongoDB, Couchbase) for unstructured data and high scalability. ● System Optimization and Troubleshooting: <ul style="list-style-type: none"> - Ensure high availability and performance of real-time communication systems. - Debug and resolve issues promptly to maintain seamless user experiences. ● Working with the Programme manager to ensure that all projects and operations adhere to policies, protocols, and timelines <p>Technical Expertise:</p> <ul style="list-style-type: none"> ● In-depth knowledge of Freeswitch architecture and its modules. ● Proficiency in Lua scripting. ● Hands-on experience with WebRTC for voice, video, and live-streaming solutions. ● Advanced programming skills in Python for API and backend development. ● Experience with PostgreSQL and at least one NoSQL database. <p>Additional Skills:</p> <ul style="list-style-type: none"> ● Understanding of VoIP technologies, including SIP and RTP protocols. ● Familiarity with containerization tools like Docker and orchestration platforms like Kubernetes. ● Knowledge of cloud platforms (AWS, Azure, or GCP) is a plus. <p>Soft Skills:</p> <ul style="list-style-type: none"> ● Strong analytical and problem-solving abilities. ● Effective communication and collaboration skills. ● Proactive and self-motivated, with a focus on delivering high-quality solutions.
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10 General

10.1 Agreement

This will be a tripartite agreement between DAFE, IMAGE and the selected agency.

10.2 Timeline

<i>Sl #</i>	<i>Milestone</i>	<i>Time Period</i>
a)	Agreement Sign Off (Tripartite)	T
b)	Manpower Deployment	T + 30 days
c)	Training, Hand Over and Take Over Activities	T + 60 days
d)	Operationalization of Krushi Samrudhi Helpline Project	T + 90 days

T= Date of agreement sign off

10.3 Deliverable & Payment Term

<i>Sl #</i>	<i>Milestone</i>	<i>Deliverable</i>	<i>Payment Term</i>
a)	Payment of expenses towards manpower deployed	Submission of attendance report of employee duly certified by DAFE.	Quarterly based on invoice based on actual no. of manpower deployed
b)	Operation & Maintenance Cost of Software Items	Submission of Quarterly Performance Report	Equally Quarterly instalments
c)	Operation & Maintenance Cost of Hardware Items	Submission of Quarterly Performance Report	Equally Quarterly instalments
d)	Payment towards procurement of SSL and Cyber Security Audit	Cyber Security Audit Report from Cert-In empanelled agency and SSL certificate purchase invoice and successful implementation of the same in the web application.	To be paid as per amount quoted
e)	Payment towards recurring bills such as electricity, internet, toll free rental charges, call centre solution agent licensing charges (if any), airtime charges if any	Original bills with payment receipt duly certified by DAFE	As per actuals based on submission of bills and payment receipt.

10.4 Software Enhancement Services

- a) Change requests beyond the scope of work will be incorporated in the application as software enhancement services after obtaining due approval from IMAGE. Payments to such assignment will be as per the man month rate provided in financial bid format and same would be mutually agreed upon post discussion between the bidder and IMAGE.
- b) Payment for the Software Enhancement Services will be considered when such a requirement arises in the project.
- c) The bidder has to quote man-month rate for this purpose initially, however, and payment will be made as per actual man month consumed after completion of work of respective enhancement.

The activities that will be treated as changes request is mentioned below:

1. Functional changes in the application
2. Development of new module/sub-module/Form/Report in the developed system
3. Changes in the workflow or core application framework
4. Additional resources in the project operation

The procedure for executing the change request is as follows:

- **Analysis:** Service Provider will analyse the changes suggested and submit an effort estimation/cost including timeline to IMAGE
- **Approval:** IMAGE & DAFE shall do the due diligence and provide approval on the effort and timeline suggested
- **Incorporation:** After receiving the approval, Service provider team will incorporate the changes in the application as per the quoted rate for software enhancement.

10.5 Others

- a) The service provider is responsible to maintain documentation on the progress of the work and will have to update the same on regular basis.
- b) Time is the essence of the Project and hence the service provider shall at all times maintain sufficient manpower, resources, and facilities, to provide the Services in a workman like manner on a timely basis. If required and to meet SLAs, the bidder shall maintain buffer resources to ensure that work is completed within defined time frame with no additional cost to IMAGE.
- c) The service provider shall ensure that security measures, policies and procedures implemented are adequate to protect and maintain the confidentiality of the Confidential Information. Service provider also agrees and acknowledges that it shall adhere to reasonable security practices over all sensitive personal information of the said project as prescribed by various rules under I.T. Act, 2000 (as amended from time to time).

11 Service Level Metrics

Service provider shall agree to the following service level agreement (SLA) parameters while providing services to IMAGE. These SLAs shall be tracked on a periodic basis and are envisaged to have penalty and/or liquidation damage clauses on non-adherence to any of them. Service Provider has to provide a SLA tool which will facilitate generating the following reports. The SLA parameters are divided into 2 (two) types: -

11.1 During implementation

In case of delay in implementation of the project as per the Delivery Schedule mentioned in the RFP, penalties shall be imposed as mentioned below:

- a) In the event of delay in execution of work, specified in this Contract / furnishing of deliverables, the Service Provider shall be liable to a penalty @0.25% of the value of work order for the respective component/item, for every week of delay up to a maximum of 10%, after which IMAGE shall be at liberty to take action against the Service Provider as deemed proper (such as cancellation of order, increase of penalty percentage etc).
- b) For the purpose of this clause, part of a week shall be considered to be a full week.
- c) Penalty will not be applicable if the delay is not attributable to the bidder. However, in such cases bidder has to communicate in writing the reason of delay. The decision of the Purchaser in this regard shall be final.

11.2 Post Implementation

11.2.1 Solution Uptime

The solution uptime shall be based on the overall performance of the hardware, application software, system software, where the uptime represents the percentage of time the system remains operational.

The uptime shall be calculated on basis of: $\text{Total uptime in minutes} \times 100 / \text{Total minutes of operations in a month}$.

Measurement Interval	Reporting Period	Target	Penalty
Daily	Monthly	$\geq 99.5\%$	Nil
		$\geq 98.7\%$ but $< 99.5\%$	0.5% of Quarterly billed value
		$\geq 97\%$ but $< 98.7\%$	1.0% of Quarterly billed value
		$\geq 95\%$ but $< 97\%$	2.0 % of Quarterly billed value
		$< 95\%$	3.0% of Quarterly billed value

11.2.2 Reporting Procedures of SLA

The bidder's representative will prepare and distribute Service level performance reports in a mutually agreed format by the maximum seventh working day of the completion of each month. The reports will include "actual versus target" Service Level Performance, a variance analysis and discussion of appropriate issues or significant events. Performance reports will be distributed to Purchaser management personnel as directed by Purchaser.

11.2.3 Penalties

Maximum Penalty applicable for any quarter should not exceed 10% of the 'applicable fees' for the respective quarter. In case the calculated uncapped penalty is more than 20% for two consecutive quarters, the authority reserves right to increase the capping value (ceiling limit) of the penalty or take appropriate action against the service provider.

12 Formats for Submission of Proposal

12.1 Self-Declaration: Not Blacklisted

To

The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, **Government of Odisha – *Self Declaration for not Blacklisted***

Sir

In response to the RFP No. KSH/1/2025 for RFP titled “Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha”, as an owner/ partner/ Director of (organisation name)_____ I/ We hereby declare that presently our Company/ firm is not under declaration of ineligible for corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

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.

Thanking you,

Signature
(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

12.2 Bidder's Authorisation Certificate

To

The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha – ***Bidder's Authorization Certificate***

Sir,

With reference to the RFP No.: KSH/1/2025, Ms./Mr. <Name>, <Designation> is hereby authorized to attend meetings & submit pre- qualification, technical & commercial information as may be required by you in the course of processing the above said Bid. S/he is also authorized to attend meetings & submit technical & commercial information as may be required by you in the course of processing above said application. Her/his contact mobile number is _____ and Email id is _____. For the purpose of validation, his/ her verified signatures are as under.

Thanking you,

Signature
(Authorised Signatory)

Verified Signature by
Director/CEO

Seal:

Date:

Place:

Name of the Bidder:

12.3 Acceptance of Terms & Conditions

To

The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha”, – *Acceptance of Terms & Conditions*

Sir,

I have carefully and thoroughly gone through the Terms & Conditions along with scope of work contained in the RFP Document No. KSH/1/2025 regarding “Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha”.

I declare that all the provisions/clauses including scope of work of this RFP/Tender Document are acceptable to my company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Thanking you,

Signature
(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

12.4 Technical Bid Cover Letter

To

The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha

Sir,

We, the undersigned, offer to provide solution to IMAGE, for operation, management and maintenance of Krushi Samrudhi Helpline project Government of Odisha”, Odisha in response to the RFP No.: KSH/1/2025

We are hereby submitting our Proposal, which includes the Pre-Qualification Bid, Technical bid and the Commercial Bid sealed in a separate envelope.

We hereby declare that all the information and statements made in this technical bid are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the implementation services related to the assignment not later than the date indicated in the RFP document.

We agree to abide by all the terms and conditions of the RFP document. We would hold the terms of our bid valid for 180 days as stipulated in the RFP document.

We understand you are not bound to accept any Proposal you receive.

Thanking you,

Signature
(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

12.4.1 Project Citation Format

Relevant IT / e-Gov Project Experience	
<i>General Information</i>	
Name of the project	
Client for which the project was executed	
Name and contact details of the client	
Date of award and date of completion	
<i>Project Details</i>	
Description of the project	
Scope of services	
Service levels being offered/ Quality of service (QOS)	
Technologies used	
Outcomes of the project	
<i>Other Details</i>	
Total cost of the project	
Total cost of the services provided by the Respondent	
Duration of the project (no. of months, start date, completion date, current status)	
<i>Other relevant Information</i>	
Copy of Work Order	

12.4.2 Proposed Solution

Technical approach, methodology and work plan are key components of the Technical Proposal. The Approach and Methodology suggested is divided into the following sections:

- a) Solution Proposed
- b) Understanding of the project (how the solution proposed is relevant to the understanding)
- c) AMC Plan (Hardware & Software)
- d) Resource plan
- e) Operation management plan with team structure
- f) Plan for achieving target number of farmer onboarding under Krushi Samrudhi Helpline platform.

Thanking you,

Signature
(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

12.4.3 Proposed Work Plan

Sl #	Activity ¹	Weeks							
		1	2	3	4	5	6	7	n
a)									
b)									
c)									
d)									
e)									
f)									
g)									
h)									
i)									
j)									
k)									
l)									
m)									
n)									
o)									
p)									
q)									
r)									
s)									
t)									
u)									
v)									
w)									
x)									
y)									
z)									

1. Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as Purchaser approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately as per scope.
2. Duration of activities shall be indicated in the form of a bar chart.

12.4.5 Curriculum Vitae (CV) of Key Personnel Proposed

<i>General Information</i>	
Name of the person	
Current Designation / Job Title	
Current job responsibilities	
Proposed Role in the Project	
Proposed Responsibilities in the Project	
<i>Academic Qualifications</i>	
Degree	
Academic institution graduated from	
Year of graduation	
Specialization (if any)	
Key achievements and other relevant information (if any)	
Professional Certifications (if any)	
Total number of years of experience	
Number of years with the current company	
Summary of the Professional / Domain Experience	
Number of complete life cycle implementations carried out	
The names of customers (Please provide the relevant names)	
Past assignment details (For each assignment provides details regarding name of organizations worked for, designation, responsibilities, tenure).	
<i>Prior Professional Experience</i>	
Organizations worked for in the past	
Organization name	
Duration and dates of entry and exit	
Designation Location(s)	
Key responsibilities	
<i>Prior Project Experience</i>	
Project name	
Client	
Key project features in brief Location of the project	
Designation	
Role	
Responsibilities and activities	
Duration of the project	
Please provide only relevant projects.	
<i>Proficient in languages</i>	
Against each language listed indicate if speak/read/write	

12.5 Undertaking on Pricing of Items of Technical Response

To (Company letter head)
The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha *Undertaking on Pricing of Items of Technical Response*

Sir,

I/We do hereby undertake that Commercial Proposal submitted by us (against RFP No.: KSH/1/2025) is inclusive of all the components in the proposal and is inclusive of all the clarifications provided/may be provided by us on the proposal during the evaluation of the offer. We understand and agree that our Commercial Proposal is firm and final and that any clarifications sought by you and provided by us would not have any impact on the Commercial Proposal submitted by us.

Thanking you,

Signature
(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

12.6 Bid Security Submission

To,
The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha

Whereas << name of the bidder >> (hereinafter called the Bidder) has submitted the bid for Submission of Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha # << RFP Number >> dated << insert date >> for << name of the assignment >>(hereinafter called "the Bid") to Director IMAGE.

Know all Men by these presents that we <<>> having our office at << Address >> (hereinafter called "the bidder") are hereby submitting the Bid Security(EMD) to the << Nodal Agency >> (hereinafter called "the Purchaser") which binds our organization, its successors and assigns by these presents under the following obligations.

The conditions of this obligation are:

1. Fails to submit PBG.
2. Withdraws his participation from the bid during the period of validity of bid document; or
3. Modify the bid during period of bid validity.

We undertake to accept the suspension for a specific period as decided by the Purchaser due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

(Authorized Signatory of the

Bidder) Seal:

Date:

12.7 Financial Bid Letter

To (Company letter head)
The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha – ***Financial Bid Submission***

Sir,

We, the undersigned, offer to provide the service for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha”, as per RFP No.: KSH/1/2025 and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of <<Amount in words and figures>> exclusive of taxes and duties.

1) PRICE AND VALIDITY

All the prices mentioned in our Tender are in accordance with the terms as specified in the RFP documents. All the prices and other terms and conditions of this Bid are valid for a period of 3 years from the date of opening of the Bid.

We hereby confirm that our prices includes all applicable taxes and duties.

We understand that the actual payment would be made as per the existing tax rates during the time of payment.

2) UNIT RATES

We have indicated in the relevant forms enclosed, the unit rates for the purpose of on account of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.

3) TENDER PRICING

We further confirm that the prices stated in our bid are in accordance with your clauses in RFP/Tender document.

4) QUALIFYING DATA

We confirm having submitted the information as required by you in your RFP. In case you require any other further information/ documentary proof in this regard before/during evaluation of our Tender, we agree to furnish the same in time to your satisfaction.

5) BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the <Refer Section No. 7>. The prices are indicated in the Commercial Bid attached with our Tender as part of the Tender. In case there is substantial difference between the component wise price approved by IMAGE and the price quoted by the bidder, IMAGE will have the rights to ask the bidder to realign their cost without impacting the total bid price. We hereby agree to submit our offer accordingly.

6) PERFORMANCE BANK GUARANTEE

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Bank Guarantee as specified in the clause 6.7 of this RFP document.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., [Date].

We understand you are not bound to accept any Proposal you receive.

We hereby declare that our Tender is made in good faith, without collusion or fraud and the information contained in the Tender is true and correct to the best of our knowledge and belief.

We understand that our Tender is binding on us and that you are not bound to accept a Tender you receive.

Thanking you,

Signature
(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

12.7.1 Financial Bid

12.7.1.1 Manpower Cost

Sl No	Type of Manpower	Number of Resource	Unit Cost/ Month (A)	GS T (B)	Total Unit Cost/Month C=A+B	Number of Months (D)	Grand Total E=C x D
1	Call Centre Manager	2				36	
2	Call Centre Executives	80				36	
3	Field Manager	1				36	
4	Field Team Operation	6				36	
5	Content Team-Agronomist	12				36	
6	Content Team-Livestock	5				36	
7	Content Team-Fisheries	3				36	
8	IT Team	4				36	
9	Admin Manager	1				36	
10	Management Team-Program Manager Operation	1				36	
11	Management Team-Program Manager Monitoring	1				36	
12	Management Team-System Administrator	1				36	
13	Management Team-Data and Operations Associates	3				36	
14	VOIP Engineer / Developer	1				36	
Total Manpower Deployment Cost							
In Words ()							

The agency will be responsible for managing the entire payroll as per statutory requirement and applicable rules and regulation and should adhere to minimum wages rate of the state.

Note : The payment will be made based on the actual manpower deployed at the centre.

12.7.1.2 Operation & Maintenance of hardware & software

Sl No	Type	Cost/ First Year	Cost/ Second Year	Cost/ Third Year	Total Cost for 3 Years	GST	Grand Total Cost
1	Software Applications as per Scope of Work						
2	Hardware Items as per Scope of Work						
Total Maintenance Cost							
In Words ()							

12.7.1.3 Cost towards Security Audit and SSL Certificate

Sl No	Items	Unit Cost	GST	Total Cost
1	Cyber Security Audit of the software application from Cert-In empanelled agency			
2	SSL -Green Bar certificate of validity 3 Years			
Total Cost				
In Words ()				

12.7.1.4 Price discovery items-For Software Enhancement Services

SL#	Description	Cost per Man month	Required Man month	GST	Total Cost for 20 man months
1	Cost of Software enhancement service with 20 man months rate		20		
Total Cost					
In Words ()					

N.B. 20 man months are provisioned for software enhancement services and the bidder can raise invoice under this head as per actual, as approved by IMAGE & DAFE. Extra work on number of days in actual shall be paid proportionately.

12.7.1.5 Total Cost Summary

Sl #	Item/Description	Total cost in ₹
a)	Manpower Cost	
b)	Operation & Maintenance Cost for Hardware & Software	
c)	Cyber Security Audit & SSL Certificate Cost	
d)	Cost of Software enhancement	
e)	Other Expenditure if any (Please specify)	
Net Total		
In Words ()		

Above cost is inclusive of all taxes & duties.

Thanking you,

Signature
(Authorised Signatory)

Seal:

Date:

Place:

Name of the Bidder:

12.8 Performance Security

To

The Director IMAGE,
Siripur, Bhubaneswar

Sub: Request for proposal for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha”, - *RFP No.:* KSH/1/2025.

Whereas, <<name of the supplier and address>> (hereinafter called “the bidder”) has undertaken, in pursuance of contract no. Dtd. to provide services for Selection of Software firm for operation, management and maintenance of Krushi Samrudhi Helpline project, Government of Odisha”, (hereinafter called “the beneficiary”)

And whereas it has been stipulated by in the agreement that the bidder shall furnish you with a bank guarantee by a recognized bank for the sum specified therein as security for compliance with its obligations in accordance with the agreement;

And whereas we, <Name of Bank> a banking company incorporated and having its head /registered office at <Address of Registered Office> and having one of its office at <Address of Local Office> have agreed to give the supplier such a bank guarantee.

Now, therefore, we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of <<Cost of Service>> in (words) and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the agreement and without cavil or argument, any sum or sums within the limits of <<Cost of Service>> (in Words) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the bidder before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the agreement to be performed there under or of any of the agreement documents which may be made between you and the Bidder shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification. This Guarantee shall be valid until <<<insert date>>

Notwithstanding anything contrary contained in any law for the time being in force or banking practice, this guarantee shall not be assignable or transferable by the beneficiary i.e IMAGE. Notice or invocation by any person such as assignee, transferee or agent of beneficiary shall not be entertained by the Bank.

NOTWITHSTANDING ANYTHING CONTAINED HEREIN:

- i) Our liability under this bank guarantee shall not exceed <<amount>> (Amt. in words).
- ii) This bank guarantee shall be valid up to <<insert date>>.
- iii) It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this bank guarantee that we receive a valid written claim or demand for payment under this bank guarantee on or before <<insert date>> failing which our liability under the guarantee will automatically cease.

(Authorized Signatory of the Bank) Seal:

Date: