



**Terms of Reference submission of Eol
for Establishment of State-Wide Helpline under
National Rural Employment Guarantee Act**

1. Background :

- MP State Employment Guarantee Council, a registered society under Department of Panchayat & Rural Development, Government of Madhya Pradesh (GoMP) is implementing National Rural Employment Guarantee Act 2005. Currently the NREGS is implemented in all the districts of the State covering all 23068 Gram Panchayat. The NREGS Implementation report can be seen on Govt. of India official Website www.nrega.nic.in.
- The purpose of NREGA is to provide guaranteed employment to all rural households who volunteer to do unskilled manual work in the rural areas. The schedule of works specified in the NREGA assure employment of 100 days job guarantee to a rural household willing to do unskilled manual labour in a financial year.. This scheme is an important step towards the realization of the right to work. It is also expected to enhance people's livelihood on sustained basis, by developing the economic and social infrastructure in rural areas. The average ongoing numbers of works in each Gram Panchayat are approximately 10 to 15. More than 3 lakh assets have been created in last two financial years. This constitutes an important flagship programme of the Government. Its coverage is as following :

Districts	: 50
Blocks	: 313
Gram Panchayats	: 23068
Implementing Functionaries for works under NREGS	: 25,000 (approx)
Number of Job cards during financial year 2008-09	: 1.10 cr.
Employment provided during last financial year households	:43.50 lakh
Man days Generated since inception of NREGS-MP	: 60 cr.
Projects taken up in current financial year	: 3 lakh (approx)
Investment during last financial year	: 2,870 cr.
Investment proposed in current financial year	: 4000 cr.

2. Deliverables of proposed Help Line System (Integrated Solution) :

The State Council plans to setup a State-wide Helpline with its hub at Bhopal. The intention behind setting up the helpline is to enable NREGS households and other stakeholders to

seek assistance from the Council and other NREGS Authorities for protection of their entitlements under the Act. It will also ensure proper implementation of the Act and the schemes made under the Act. The Council intends to establish a Communication and Grievance Redressal System to ensure complete transparency and efficiency in the implementation of the scheme. The system will provide an integrated solution, incorporating :-

- 2.1 Helpline toll free number to handle voice activated complaints and provide answers to Frequently Asked Questions (FAQ) and feedbacks received and its follow-up under NREGS-MP.
- 2.2 Paper written Complaints submitted at any of the offices including Zila/Janapad/Gram Panchayat offices received under NREGS-MP in the State. The received complaints will be scanned and maintained register/database of all the complaints and its follow-up.
- 2.3 Dynamic Website management of the State Council

The Helpline number will be duly publicized and used by the NREGS households and other individuals and groups to put up their questions, submit their grievances and complaints and also seek guidance from the Council/Ministry. Once calls are received, the Council will inform the field level NREGA Authorities to take suitable remedial action and obtain feed-back in order to resolve the grievances. The helpline will ensure proper action on each complaint and also ensure close monitoring of the pending complaints. To offer solutions to the users on a real-time basis, the helpline will be equipped with the latest information and communication technology tools.

3. Work Flow/Methodology :

Once a call/request/grievance is received it will be registered in the database and copies of the same will be sent to the concerned officials for necessary action. A copy of the same will also be sent to the applicant. The response of the concerned authority is expected within a pre-defined time-frame, based on the nature of the call/grievance. Reports will be generated on a need basis from the call details thus stored.

4. Scope of Work :

The bidders are required to execute the project on a turnkey basis, which includes the supply of appropriate Hardware, System Software, Custom Software (MIS), and also Network connectivity and maintenance supporting all the potential users of the system, based on the details given under 'Background'. The bidder needs to ensure that the Call-Centre and associated MIS maintains the highest update possible. Towards this end, it is expected that the bidders will incorporate fault-tolerance into their ICT and RDBMS setup. Data security will also be the responsibility of the selected bidder.

5. Minimum features of Integrated Solution to be established :

5.1 Telephone calls: The telephone calls will be made in Hindi, the language most commonly used by the NREGS workers and allied users. In order to receive the calls, trained and

dedicated manpower is the key requirement. People who are well acquainted with the subject should receive the calls, record the call details and provide the response also instantaneously. The persons who receive the calls will have to be conversant with the subject and also be courteous and patient and must endeavour to satisfy the callers.

5.2 Making of Telephone calls by users : The telephone calls need to be made in Hindi. The Helpline should be accessible from privately and government operated landline/mobile telephone lines.

5.3 System Capacity: The proposed system should have a capacity of handling at least 2,000 calls/complaints per day. The Help-Line centre will be operational from 10 am to 6 pm on every day.

5.4 Data entry of calls received: The complaints should be entered in suitable software using good quality computing hardware. This should be properly stored, for retrieval in future and for transmission to other nodes in the network.

The System should offer email/fax integration so as to log in the complaints submitted electronically. The system should also have web-scanning feature so that the Physical Documents filed at the Gram Panchayats can be scanned at the respective Block Offices and log the same in an electronic image format.

5.5 Complaint processing and satisfactory complaint disposal: Complaints should be processed by authorized persons in a time bound manner. Proper monitoring mechanism needs to be established to ensure that all the complaints are processed without undue delay. Pending complaints should be regularly reviewed for immediate disposal by the competent authority. The concerned authorities should be regularly reminded regarding pending complaints and a regular list of such authorities where complaints are pending should be published electronically.

5.6 Complaint Redressal Mechanism :

5.6.1 Queries received from the public will as far as possible replied by the authorized person instantly.

5.6.2 Complaints/queries which could not be responded by the call centre officials instantly will be transmitted to concerned authority at the State / District / Janpad /Panchayat level for response . A Unique Number will be allotted to each complaint received at the Call centre by whatever means for future response. The response received from concerned authorities will be posted on Website giving the reference of the response to complaint number.

5.7 Monitoring of the Helpline System:

A mechanism should be established for monitoring of the Helpline system to find out the quality of performance of the system and the level of satisfaction of the users of the Helpline. An index of satisfaction of callers may be developed and used to evaluate authoritywise the working of the Helpline system. For the purpose of call audit, all the conversation i.e the telephonic calls and its response will be recorded in the system.

5.8 Development of knowledge management system for handling the complaints and grievances:

A knowledge management system should be developed to facilitate the call agents who receive

the calls to access the knowledge system easily and provide appropriate responses to the callers. This is required to improve the quality and promptness of responses to the callers.

5.9 Requirement of equipment, personnel, publicity and space:

This should be clearly spelt out. Consideration should be given for the need to establish a network of communication system that would connect all the 50 district, 313 block, and 23000 Gram Panchayat offices in the state of Madhya Pradesh.

The agencies will required to setup its own infrastructure to handle the complaints received at Blocks/Districts and State level.

A network of ICT based and web enabled Help lines should be established that would connect major units of administration such as Districts and Blocks with the State NREGA Helpline. The Helpline should be accessible through telephones as well as Internet. The operations should run with the use of latest information and communication technology to provide solutions to complainants on a real time basis.

6. Development of Application Software (MIS) :

Based on the requirements as specified above, the Council needs to develop a Management Information System (MIS) which will address the following requirements :

6.1 User-friendly data entry of incoming calls

- Structured storage of incoming calls for future use in a RDBMS
- Generation of reports on calls received based on varied criteria including but not limited to :
 1. Weekly Update
 - Number of Complaints feed
 2. Fortnight reports
 - Inquiry stated
 - Inquiry up to feed
 3. Monthly reports
 - Action Taken
 - follow-up
 - Alerts
- These reports will be generated on varied permutations and at various levels such as :
 - Division/District/Block/Gram Panchayat-wise details
 - Topic-wise details
 - Date-wise data
 - State-wide details of calls
- Tracking of user actions related to action queries
- Proper security
- Ease of use
- Scalability
- Availability
- Efficiency

6.2 Development of Web Site : The selected bidder will design, develop and maintain the Web Site of MP State Employment Guarantee Council. The site will incorporate the basic features such as Information about :

- State Employment Guarantee Council Activities.
 - Database Management under NREGS-MP
 - Various policies and documents related to the scheme
 - FAQs related to NREGS-MP
 - Success Stories and documentary Film
 - Shelf of Projects and Annual Plan of districts.
 - Reports for Decision support system.
 - Alerts
 - Links to important web sites of the Government of Madhya Pradesh and relevant web sites of Government of India
 - Details of NREGS officials of Council.
 - Right to Information Act status of NREGS-MP
 - District Schedule of Rate.
 - Sub scheme under NREGS-MP
 - Status of social Audit of individual Gram Panchayat/Works
 - Audit reports under NREGS-MP
 - Any other activities notified from time to time under NREGS-MP
- Query-based system (Call-centre linked) for storage of data and generation of reports as specified above.
 - Content of Website will be updated via Data Uploading. Thus Offline as well as Online module of Web-enable user friendly software will be fully operational within a 45 days and Training for operationalisation to district personnel.

7. Time Limit and Nature of Organization :

The project is to be completed **within 45 days** from the date of awarding of the contract. The selected vendor should provide operational support for 3 years which may be extended to next 2 years based on the performance. Thereafter, the vendor will provide maintenance support. Organizations with proven track record in the field of establishing, operating and maintaining of Call Centers and Helpline are invited to submit a detailed proposal for the establishment and management of Helpline and Call Centers for NREGA.

8. Existing Setup :

The following is the IT setup available with Council, which can be incorporated into the application if required.

- Web Site : Council has designed and developed a web site for NREGS, which is accessible at http://www.nregs_mp.org. Some of the report formats and requirements can be assessed by visiting the site.
- Hardware : Each Block (Janpad) Panchayat has 5 PCs (Windows XP and Service Pack 2), UPS with 1-hour power backup, 1 DMP, HUB for LAN setup.
- Internet Connectivity : In 313 Janpad Panchayat, almost 80% of Janpad Panchayats having Internet connectivity (Broadband in 60 location , balance are Dial-up connections).
- Manpower : Each district having Sr. Data Manager and 2 operator at District and Janpad to support the MIS activities. Almost all Janpad have appointed private agencies for data collection & data entry in offline Web-Enable NREGASoft. The data is regularly uploaded to www.nrega.nic.in website. The backend RDBMS is MSDE. The offline software is coded in ASP. The progress of the scheme and detailed reports can be accessed by visiting the www.nrega.nic.in Website.

9. Eligibility Criteria :

The eligibility criteria for interested reputed organizations is as follows :

Technical : Minimum 3 (Three) years experience of establishment and management of large Public / private Corporate Call centers and Database driven Website Management.

Financial : Minimum annual turnover of Rs. 1 (One) crore per year during the last 3 (Three) financial years in the field of Call Centers and IT Services. Institutions in Government sector are exempted from the financial eligibility condition specified above.

Similar work experience with Government Agencies/Public Sector Undertakings and/or in-house capability to manage the Helpline and call centers will be an added advantage.

10. Details to be submitted along with the Expression of Interest (EOI) ;

- Full particulars of the constitution, ownership, organizational structure and main activities of the prospective vendors, including details such as :-

Sl No.	Description	Enclosures (Yes/No)	Annexure No.
01	a) Name of the firm /Organisation and its registered office		
	b) Address for the correspondence		
	c) Status/Constitution of organization.		
	d) Registration under Companies Act		

02	At least 3 Years Experience in Establishment and Management of Information Technology Enabled Services (ITES) and Business Process Out Sourcing (BPO)/Call Centers Services and Solutions for Govt. & Corporate Clients		
03	Office Infrastructure at Bhopal and other cities in MP.		
04	Valid PF (provident fund) No.		
05	Valid ESIC Certificate		
06	Service Tax Registration		
07	Permanent Account Number (PAN)		
08	Currently running setup of Call Center / Help line for at least 175 Seats for Govt. / Corporate Clients		
09	a) Turnover of organization from BPO Operations in each of the last Three Financial Years		
	b) Turnover of organization from IT Operations in each of the last Three Financial Years		
11	DOT Certification as Other Service Provider for Running of Call Center in India		
12	Copies of Work Order & Experience Certificate for Scanning & Digitization and Web based MIS Development		
13	Details of major assignments undertaken of a similar nature, during the last 10 (Ten) years.		
14	a) Whether the company proposed to associate any sister concern, if so give details.		
15	Name and Address of the Director / Partner in which tender is being filed.		
16	Give brief note about the arrangement with company for the execution of assignment and methodology proposed to be adopted with their company		

Applicants would be required to make a presentation of their credentials and proposal before a committee of officers constituted by State Employment Guarantee Council on **specified date and time**. The detailed solution architecture, specification of hardware, software, manpower and other equipment to be used and the calendar of implementation plan should come out clearly in the presentation. The presentation should be completed in 8-10 minutes.

11. General Criteria:

The applicants would be assessed broadly on the following criteria:

- a) Efficiency and effectiveness of the solution proposed to be provided.
- b) Methodology and work programme for the proposed assignment.
- c) Credentials of the organization and constitution.
- d) Core business and experience.
- e) Technical and managerial capability of the organization.

- f) Performance record of the last two to three years in a assigned area.
- g) Experience in the field of assignment and qualification of key team members to be deployed.

This is only Invitation for Expression of Interest (EoI). The technical and financial bids will be invited from those organizations who are short listed on the basis of the general criteria indicated and the presentations made before a Committee constituted for the purpose.

For any clarification, **Shri Ovais Ahmed** (System Analyst and State Nodal Officer), MPSEGC, Department of Rural Development (Tel **0755-4094818,9425005575**) may be contacted. Terms of Reference for establishment of State Help line may be downloaded from official website www.nrega-mp.nic.in. In such case EoI should be submitted with a Bank-Draft of Rs. 2000/ drawn in favour of Council payable at Bhopal.

(Rashmi Arun Shami)
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