

Notice Inviting Online Tender for Rate Contract and Empanelment of Agencies for Providing Bulk SMS, Outbound Dialer (OBD), RCS, and WhatsApp Messaging Services

RFP No.- 2193/C.G. Samvad/2025-26

Nava Raipur, Atal Nagar Date-22/08/2025

Tender Fees ₹ 5,900/-

EMD: ₹ 1,00,000/-

- (1) Date of Pre-Bid meeting:- **01/09/2025** from 4:00 PM (Last date for submission of Pre bid queries via Email to:- cgsamvadelemedia@gmail.com 01/09/2025 till 2:00 PM)
- (2) Last date of tender document submission: - **22/09/2025** before 3:00 PM
- (3) Tender document opening date : - **22/09/2025** from 4:00 PM
- (4) Opening of Financial proposals : - Shall be intimated later

CHHATTISGARH SAMVAD

North Block, Sector-19, Nava Raipur Atal Nagar, Raipur - 492002, Chhattisgarh

Website: - <https://samvad.cg.nic.in/>, Email: - cgsamvadelemedia@gmail.com

Phone No.-0771-2512510



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Chhattisgarh Samvad invites Online Tender for **Rate Contract and Empanelment of Agencies for Providing Bulk SMS, Outbound Dialer (OBD), RCS, and WhatsApp Messaging Services**. The registered firm having a proven track record of expertise in above field may online submit their proposal.

Tender document can be downloaded from website <https://samvad.cg.nic.in/> cost of tender document of ₹ 5,900/- (non-refundable) and EMD of ₹ 1,00,000/- (refundable without interest). Modifications/Amendments/Corrigendum, if any shall not be advertised in the newspapers but shall be published in the above website only. The CEO, Chhattisgarh Samvad reserves the right to relax, change the terms and conditions, and select/reject any application without assigning any reason thereof.

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**Chief Executive Officer
Chhattisgarh Samvad
Raipur, Chhattisgarh**

Disclaimer

The information contained in this document or subsequently provided to the bidder(s), whether in written, verbal, electronic, or any other form by or on behalf of Chhattisgarh Samvad, is provided solely for the purpose of enabling bidders to prepare and submit their proposals. This document does not constitute an offer, agreement, or commitment of any kind by Chhattisgarh Samvad.

The purpose of this document is to provide general information to assist prospective bidders in making their own evaluation of the requirements. This document does not purport to contain all the information each bidder may require. While the information in this document has been provided in good faith, it does not claim to be exhaustive or complete. Bidders are advised to carry out their own investigations, analysis, and due diligence regarding all aspects mentioned herein before submitting their bids.

No representation, warranty, or undertaking, express or implied, is or will be made and no responsibility or liability will be accepted by Chhattisgarh Samvad or any of its officers, employees, or advisors as to the accuracy or completeness of the information contained in this document or any other information made available in connection with the bidding process.

Chhattisgarh Samvad and its employees, advisors, or agents shall not be held liable for any loss, damage, or expense incurred by any person or entity acting or relying on any information provided in this document or otherwise during the bidding process.

Chhattisgarh Samvad reserves the right to modify, amend, or supplement any information contained in this document or to cancel the entire selection process at any stage without assigning any reason and without any liability or obligation to any bidder.

Participation in this process by any bidder shall be construed as an acknowledgment that they have understood and accepted the terms and conditions of this disclaimer in full.

CHHATTISGARH SAMVAD INVITES ONLINE TENDER FOR RATE CONTRACT AND EMPANELMENT OF AGENCIES FOR PROVIDING BULK SMS, OUTBOUND DIALER (OBD), RCS, AND WHATSAPP MESSAGING SERVICES.

Earnest Money Deposit & Tender Fee:

- I. The Bidder has to deposit an initial earnest money of RS. 1,00,000/- (Rupees One Lakh Only) and Tender Fees of Rs. 5,900/- (Five Thousand Nine Hundred only) in the below Chhattisgarh Samvad Bank A/C:
 - Account Name: Chhattisgarh Samvad
 - Bank Name: Indian Bank
 - Branch Name: Nava Raipur (C.G.)
 - Saving Account No.: 20246301259
 - IFSC Code No.: IDIB000N571
- II. EMD in respect of successful bidder shall be retained. No Interest shall be payable on the EMD.

1. Objective

The objective of this tender is to establish a rate contract and empanel qualified, experienced agencies for the provisioning of Bulk SMS, Outbound Dialer (OBD), Rich Communication Services (RCS), and WhatsApp Messaging services. These services will be used to disseminate official communications, alerts, public service messages, scheme information, and citizen-centric updates by various departments, boards, corporations, and institutions under the Government.

The empanelled agencies shall be responsible for enabling secure, reliable, and scalable messaging infrastructure integrated with departmental systems and communication platforms. The aim is to enhance public outreach, improve real-time citizen engagement, and ensure timely delivery of government information across diverse channels and demographic segments.

The selected agencies will be expected to provide end-to-end support including message gateway setup, delivery management, analytics, template compliance, language localization, integration APIs, and technical support. The rate contract and empanelment will remain valid for a defined duration and may be extended based on performance and government requirements.

2. Definitions

2.1. **Department / Purchaser / Authority**

Refers to the Government of Chhattisgarh or any department, board, corporation, or authority authorized to use the services under this tender.

2.2. **Bidder**

Refers to any eligible agency, firm, or company submitting a proposal in response to this tender.

2.3. **Selected Bidder / Service Provider / Agency**

Refers to the bidder(s) who have been awarded the contract and empanelled to provide the services under this tender.

2.4. **Empanelment**

Refers to the formal enlistment of agencies as approved vendors to deliver messaging services during the validity of the rate contract.

2.5. **Rate Contract**

An agreement between the Department and the empanelled agency/agencies to supply services at a fixed rate for the contract duration.

2.6. **Bulk SMS**

Refers to the service of sending large volumes of Short Message Service (SMS) messages simultaneously to multiple recipients, including transactional and promotional types, via a centralized platform.

2.7. **Outbound Dialer (OBD)**

Refers to automated voice call services that deliver pre-recorded voice messages to targeted users through auto-dialing systems.

2.8. **Rich Communication Services (RCS)**

Refers to a next-generation messaging protocol offering enriched features like images, branding, read receipts, action buttons, and longer character limits, enabled through telecom networks.

2.9. **WhatsApp Messaging**

Refers to the use of WhatsApp Business API for sending template-based or session-based messages (text, multimedia, documents) to opted-in users on WhatsApp.

2.10. **Template Messages**

Pre-approved message formats, typically used in WhatsApp communication, which must be approved by WhatsApp/Meta before dissemination.

2.11. **Session Messages**

Messages exchanged within a 24-hour period initiated by the user, typically used in WhatsApp communication to allow interactive messaging.

2.12. **Opt-in Mechanism**

The process through which end-users give explicit consent to receive communications via messaging platforms such as SMS, WhatsApp, or RCS.

2.13. **API (Application Programming Interface)**

A set of programming instructions enabling integration between the department's software systems and the messaging platform for automated communication.

2.14. **Throughput per Second (TPS):**

The number of message units (SMS/OBD/RCS/WhatsApp) the bidder's system can deliver per second under standard conditions. TPS indicates real-time delivery capacity and must be backed by system reports or client validation.

2.15. Unicode

Capability to send messages in Indian regional languages using Unicode encoding. The system must support end-to-end Unicode delivery, including Hindi and Chhattisgarhi, with proper rendering and segmentation as per telecom norms.

2.16. MIS (Management Information System) Dashboard

A web-based interface that provides real-time analytics, message delivery statistics, and campaign tracking reports.

2.17. Green Tick Verification

A verification badge issued by Meta for WhatsApp Business Accounts representing authentic government or enterprise entities.

2.18. Go-Live

The point at which the selected bidder's platform is fully operational and integrated with government systems for public communication.

2.19. SLA (Service Level Agreement)

A part of the contract that defines the expected level of service, performance metrics, uptime, and penalties for non-compliance.

2.20. Contract Period

Refers to the duration for which the rate contract and empanelment shall be valid, including any extensions if permitted.

3. Instruction to Bidders

3.1. General

3.1.1. While Chhattisgarh Samvad has taken all reasonable care to ensure that the information provided in this RFP is accurate and adequate, bidders are advised to conduct their own assessments, research, analysis, and investigations. Bidders are solely responsible for forming their own conclusions regarding the proposed scope, deliverables, and contractual requirements. If needed, bidders may also seek independent legal counsel before submitting their response.

3.1.2. All information and documentation submitted by the bidder in response to this RFP shall be treated as legally binding upon successful selection and issuance of a work order or contract by Chhattisgarh Samvad. The bidder shall be deemed to have accepted all terms, specifications, and conditions mentioned in this RFP.

3.1.3. No contractual relationship shall arise between Chhattisgarh Samvad and any bidder unless a formal agreement is executed. Mere issuance of a Letter of Intent (LoI), or any other communication regarding selection or shortlisting, shall not constitute a binding commitment. Chhattisgarh Samvad reserves the right to

withdraw or cancel the entire RFP process at any stage, without assigning any reason or incurring any liability.

3.1.4. This RFP and its annexures shall override and replace any prior communications, advertisements, discussions, presentations, or draft versions previously circulated or presented. Bidders are advised not to rely on any such previous material unless explicitly referenced in this RFP.

3.1.5. The bidder/agency shall bear all costs associated with the preparation and submission of its bid. Chhattisgarh Samvad will in no way be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process. It is also clarified that no binding relationship will exist between any of the respondents until execution of an agreement.

3.2. Compliant Proposals / Completeness of Response

3.2.1. Bidders are strongly advised to thoroughly review and understand all instructions, eligibility criteria, formats, terms, and conditions outlined in this RFP document. Submission of a proposal shall be considered as the bidder's confirmation that they have fully understood the scope, obligations, and implications of participating in this tender process.

3.2.2. Any deviation or failure to comply with the requirements outlined in this RFP may render the proposal non-compliant, and it may be summarily rejected at the discretion of Chhattisgarh Samvad. In order to ensure compliance, bidders must:

- Submit all documents, annexures, declarations, and formats as explicitly specified in the RFP.
- Adhere strictly to the structure and sequence of the response format as provided in this document.
- Ensure compliance with all technical, financial, and legal requirements as stipulated in the RFP.

Chhattisgarh Samvad reserves the right to reject incomplete or non-compliant proposals without providing further opportunity for rectification.

3.2.3. If at any point of time it is found that the bidder has made a statement which is factually incorrect or if the bidder does not fulfill any of the contractual obligations, Samvad may debar the bidder from bidding prospectively for a period to be decided by Samvad and take any other action as deemed necessary.

3.3. Pre-Bid Meeting & Clarification

3.3.1. Pre-Bid Conference

- 3.3.1.1.** Chhattisgarh Samvad shall organize a Pre-Bid Meeting with all interested and eligible bidders to clarify queries related to the scope of work, eligibility criteria, bid submission process, and other terms mentioned in this RFP.
- 3.3.1.2.** The Pre-Bid Meeting will be conducted at Chhattisgarh Samvad. The date and time will be communicated via email to interested bidders upon request.
- 3.3.1.3.** Interested bidders must send their request to attend the Pre-Bid Meeting via email to cgsamvadelemedia@gmail.com. Each participating agency shall be allowed a maximum of two representatives.
- 3.3.1.4.** All queries must be submitted in advance in the prescribed format given below, only in MS Excel format, to the above-mentioned email ID(s). Queries must reach the department before the Pre-Bid Meeting deadline. Late submissions or queries sent in any other format will not be considered.
- 3.3.1.5.** Query Submission Format (MS Excel only):

SN	RFP Document Reference (Section & Page No.)	Content of RFP Requiring Clarification	Query / Point of Clarification

- 3.3.1.6.** Chhattisgarh Samvad shall not be responsible for responding to queries received in formats other than the one specified above or submitted after the deadline. Clarifications issued shall be uploaded on the official website or shared via email and shall be binding on all bidders.

3.4. Responses to Pre-Bid Queries and Issue of Corrigendum

- 3.4.1.** The Nodal Officer designated by **Chhattisgarh Samvad** shall endeavor to provide timely and adequate responses to all queries submitted by the bidders. However, **Chhattisgarh Samvad** does not warrant the accuracy or completeness of responses provided in good faith, nor is it bound to answer all queries raised by the bidders.

3.4.2. At any point before the final submission deadline, **Chhattisgarh Samvad** may, on its own initiative or in response to bidder queries, modify the RFP document through the issuance of corrigenda and/or addenda.

3.4.3. All such corrigenda or addenda, along with responses to queries, shall be published on the official website of **Chhattisgarh Samvad** [<https://samvad.cg.nic.in/>] .

3.4.4. These corrigenda and/or addenda shall be deemed to form an integral part of this RFP and shall be binding on all bidders. Bidders are advised to regularly visit the website(s) to check for any updates or clarifications.

3.4.5. In order to provide bidders sufficient time to incorporate changes introduced through such corrigenda or addenda, **Chhattisgarh Samvad** may, at its discretion, extend the last date for the submission of proposals.

3.5. Right to terminate the process.

Chhattisgarh Samvad reserves the right to cancel or terminate the bidding process at any stage, without assigning any reason or incurring any liability. Participation in this process does not constitute a commitment for any future transaction or contract. This RFP shall not be construed as an offer and does not entitle any bidder to claim any right against Chhattisgarh Samvad unless a formal contract is executed

3.6. RFP Document Fee

The bidder must submit a non-refundable Tender Fee of ₹5,900/- (Rupees Five Thousand Nine Hundred only) inclusive of applicable GST. This amount must be deposited to the following account:

- Account Name: Chhattisgarh Samvad
- Bank Name: Indian Bank
- Branch Name: Nava Raipur(C.G.)
- Account Number: 20246301259
- Account Type: Savings
- IFSC Code: IDIB000N571
- Proof of payment must be attached with the bid document.

3.7. Earnest Money Deposit (EMD)

3.7.1. Each bidder must deposit an initial Earnest Money Deposit (EMD) of ₹1,00,000/- (Rupees One Lakh only) to the same bank account listed above. Proof of deposit should be submitted along with the proposal.

3.7.2. The EMD of the successful bidder shall be retained by Chhattisgarh Samvad until the completion of contractual obligations or as per terms specified. No interest shall be payable on the EMD amount.

3.7.3. EMD is liable to be forfeited in the following cases:

3.7.3.1. If the bidder withdraws their proposal during the bid validity period.

3.7.3.2. If the bidder fails to sign the contract or furnish the required Performance Security within the stipulated time after award of contract.

3.7.3.3. If the bidder provides false information, misrepresentation, or attempts to influence the bidding process through unfair means.

3.7.3.4. The EMD of all unsuccessful bidders shall be refunded without interest within 60 days of final award of the contract.

3.8. Submission of proposal

3.8.1. Instructions to Bidders for Online Bid Submission

Chhattisgarh Samvad adopts a fully digital tendering process using the <https://samvad.cg.nic.in/> portal. This includes tender publication, online bid submission, evaluation, and contract award. The instructions below will assist bidders in registering on the portal and submitting their proposals online.

3.8.2. Guidelines for Registration on Samvad Portal

3.8.2.1. Bidders must register on the Samvad Tender Portal at <https://samvad.cg.nic.in> to participate in the tendering process.

3.8.2.2. During registration, it is mandatory to provide valid TIN and PAN numbers.

3.8.2.3. A valid mobile number is required for OTP verification and for receiving all transactional SMS alerts.

3.8.2.4. Upon successful registration, the bidder can log in to the portal using the User ID and Password created during the process.

- 3.8.2.5.** Bidders are advised to note down their User ID and Password carefully, as these credentials will be required for all future access to the portal.

3.9. Preparation of Bids

- 3.9.1.** Bidders must consider any corrigendum or updates issued with respect to the RFP before submitting their bids.
- 3.9.2.** Bidders should carefully read and understand the tender advertisement, RFP document, and all instructions, terms, and conditions.
- 3.9.3.** Bidders must prepare all required documents in the formats mentioned in the RFP. All documents should be in PDF format and scanned clearly, preferably at 100 dpi with colour setting.
- 3.9.4.** All documents, including PAN, GST, company registration, financial reports, work orders, and technical documents, should be compiled and ready before the bid submission.
- 3.9.5.** Bidders must ensure documents are signed, complete, and arranged as per the bid checklist to avoid rejection due to non-compliance.
- 3.9.6.** Finalize the complete bid package well in advance to avoid last-minute delays or technical issues during upload.

3.10. Submission of Bids

- 3.10.1.** Bidders are advised to log in to the Samvad Tender Portal at <https://samvad.cg.nic.in> well in advance and ensure that their bids are submitted before the deadline. The bidder shall be solely responsible for any delay caused due to technical or other issues.
- 3.10.2.** All required bid documents must be digitally signed and uploaded one by one, as per the instructions provided in this RFP. Digital signing shall be treated as the bidder's acceptance of the terms and conditions of the tender.
- 3.10.3.** The bidder must complete the payment of the Tender Fee and EMD as applicable through the specified payment modes and provide transaction details in the bid.
- 3.10.4.** In case of Bank Guarantee (BG) for EMD, the original BG must be submitted to the designated officer in person or via post/courier before the opening of the financial bid. Failure to do so will lead to rejection of the bid.
- 3.10.5.** Financial bids must be submitted strictly in the provided BOQ format. Bidders should only fill in the editable (yellow) cells in the Excel file without altering the format or structure. Modified BOQ files will be considered invalid and rejected.

3.10.6. The server time displayed on the portal shall be treated as the official reference for all submission deadlines and bid openings. Bidders are required to strictly adhere to this timeline.

3.10.7. Bid documents will become visible and accessible to the tendering authority only after the official tender opening.

3.10.8. After completing the submission process, bidders must click “Complete” to finalize their bid. A system-generated Acknowledgement and Bid Summary with a unique ID and timestamp will be displayed on-screen.

3.10.9. The Bid Summary must be printed and preserved as proof of submission. This document may also be used to attend bid opening meetings, if applicable.

3.11. Clarifications on Using Chhattisgarh Samvad e-Tender Portal

3.11.1. Any queries related to the **RFP document** and its **terms and conditions** should be addressed to the **Tender Inviting Authority** or the **contact person** mentioned in the RFP.

3.11.2. For queries related to the **online bid submission process** or **technical support for the Chhattisgarh Samvad e-tender portal**, bidders may contact the **Helpdesk Support**.

3.11.3. Contact details for e-Tender Portal Support (Chhattisgarh Samvad):

1. **Phone Number:** 0771-2512567
2. **Email ID:** cgsamvad@gmail.com
3. **Website:** <https://samvad.cg.nic.in/>

3.12. Tender Validity

All proposals submitted in response to this RFP shall remain valid for a period of 180 days from the date of opening of the Pre-Qualification and Technical Bids. Chhattisgarh Samvad reserves the right to reject any proposal that is valid for a shorter period, as such bids will be treated as non-responsive. Efforts will be made to complete the bid evaluation and contract award process within the validity period. The bid validity period may be extended further only with mutual written consent of the bidder and Chhattisgarh Samvad.

3.13. Submission and Opening of Proposal

3.13.1. Bidders shall submit their responses in the structured format prescribed in this RFP under the following heads:

- i. Pre-Qualification Response
- ii. Commercial Proposal

3.13.2. Important: Bidders must not mention prices in the Pre-Qualification Proposal. Any such disclosure will lead to disqualification. Prices should be strictly confined to the Commercial Proposal only.

3.13.3. All components of the proposal— Pre-Qualification and Commercial must be submitted online through the Chhattisgarh Samvad e-tender portal.

4. Scope of Work

4.1. Bulk SMS Services

4.1.1. The selected bidder shall be responsible for providing end-to-end Bulk SMS services to support government departments in delivering timely and reliable communication to citizens. This includes scheme alerts, public notices, OTPs, acknowledgements, and other citizen-centric messages.

4.1.2. The bidder shall provide a robust SMS gateway capable of handling high volumes of messages across telecom operators, with a minimum delivery success rate of 95%, in full compliance with TRAI regulations.

4.1.3. The bidder shall ensure compliance with the TRAI-mandated Distributed Ledger Technology (DLT) framework, including registration and regular updating of sender IDs, message templates, and entity details on behalf of the department.

4.1.4. The bidder shall maintain and update a secure database of mobile numbers categorized as per the department's communication requirements. Data must be handled with strict confidentiality and in compliance with applicable laws.

4.1.5. Based on message content and scheduling instructions shared by the department, the bidder shall execute campaigns within defined timelines and confirm execution.

4.1.6. The department shall be provided with a secure dashboard to monitor campaign execution in real time, view delivery status, and generate campaign-wise reports. The dashboard must support exportable formats such as Excel and PDF.

4.1.7. Messages should support delivery in multiple Indian languages using Unicode encoding to cater to a diverse audience.

4.1.8. The bidder must ensure secure handling and transmission of data in compliance with the IT Act and government data protection norms. All user information must be encrypted and access controlled.

- 4.1.9.** The platform must maintain a minimum uptime of 99.5% and include fallback routing mechanisms to ensure message delivery during operator or network issues.
- 4.1.10.** The bidder shall provide responsive customer support and technical assistance to departmental staff during working hours and emergency periods, aligned with SLA commitments.
- 4.1.11.** The bidder shall manage opt-out and blacklisting functionalities in accordance with TRAI guidelines to ensure that no unsolicited messages are sent to recipients who have opted out.

4.2. Outbound Dialler (OBD) Call Services

- 4.2.1.** The selected bidder shall be responsible for delivering automated outbound voice call services (OBD) to disseminate government messages, scheme information, awareness campaigns, and emergency alerts to citizens through pre-recorded voice messages.
- 4.2.2.** The bidder shall provide a scalable and high-capacity OBD platform capable of handling concurrent call volumes as per departmental requirements, ensuring high availability and minimal call drop rates.
- 4.2.3.** The bidder shall support multi-language voice message delivery, including but not limited to Hindi, English, and regional languages such as Chhattisgarhi, Halbi, Gondi, etc, based on target audience location and preference.
- 4.2.4.** The bidder shall be responsible for maintaining and updating a secure database of mobile numbers or landline numbers, segmented according to campaign needs and demographic criteria as instructed by the department.
- 4.2.5.** The department will provide the pre-recorded voice message content or text script. The bidder shall facilitate professional voice-over recording and quality assurance where required.
- 4.2.6.** Based on departmental instructions, the bidder shall schedule and execute OBD campaigns, ensuring that each message is attempted as per defined retry logic and time slots to maximize reach.
- 4.2.7.** The system should maintain a detailed call log, including call status (answered, unanswered, failed), call duration, retries, and language-wise delivery.
- 4.2.8.** The bidder shall provide a secure, role-based dashboard for departmental officials to view real-time campaign status and download performance reports in Excel/PDF formats.
- 4.2.9.** Data privacy and compliance with applicable regulations such as the IT Act must be ensured. All call records, recipient data, and campaign logs should be securely stored and encrypted.

- 4.2.10.** The platform should maintain an uptime of at least 99.5% and include provisions for fallback mechanisms in case of technical disruptions.
- 4.2.11.** The bidder must offer dedicated technical support and account management services for issue resolution and coordination during campaigns.
- 4.2.12.** The bidder shall ensure that recipients who opt out of voice communications are excluded from future campaigns in line with prevailing telecom regulations.

4.3. Rich Communication Services (RCS)

- 4.3.1.** The selected bidder shall be responsible for providing Rich Communication Services (RCS) to support departments in delivering enhanced mobile messaging, including text, images, videos, branding, and interactive buttons, to citizens through supported mobile devices.
- 4.3.2.** The bidder shall ensure that RCS messages are delivered through verified sender profiles that include government branding, sender name, logo, and verified badge as per telecom operator and Google Jibe guidelines.
- 4.3.3.** The RCS messaging platform must support interactive features such as quick replies, suggested actions, and embedded links, enabling two-way engagement with recipients.
- 4.3.4.** The bidder shall provide multilingual message capabilities, allowing RCS campaigns to be executed in English, Hindi, and regional languages like Chhattisgarhi, Halbi, Gondi, etc. using appropriate Unicode standards.
- 4.3.5.** The bidder shall maintain a secure and regularly updated database of eligible RCS-capable mobile users, segmented as per campaign needs, and execute RCS message delivery based on the department's instructions.
- 4.3.6.** Where recipients' devices do not support RCS, the platform should be able to provide fallback delivery using SMS or MMS, as instructed by the department.
- 4.3.7.** The system should support multimedia content delivery including videos, images, GIFs, PDFs, and clickable links, in line with file size limitations permitted by telecom networks.
- 4.3.8.** The bidder shall provide a centralized dashboard for viewing campaign execution details, recipient interaction analytics (e.g., clicks, responses), and overall campaign effectiveness.
- 4.3.9.** Detailed delivery reports must be shared with the department, including metrics on message reach, open rates, click-throughs, and fallback SMS executions.
- 4.3.10.** Data handling must comply with the IT Act and applicable government data privacy regulations, with encryption, access control, and audit trails maintained across systems.

- 4.3.11.** The bidder must provide technical support and regular performance optimization reports to ensure message delivery efficiency and citizen engagement.
- 4.3.12.** The bidder shall ensure that recipients who opt out of RCS communications are not targeted in future campaigns and that such preferences are properly documented and adhered to.

4.4. WhatsApp Messaging Service

- 4.4.1.** The selected bidder shall be responsible for establishing, operating, and managing a comprehensive WhatsApp-based citizen communication system for the Department, with a primary focus on large-scale bulk messaging campaigns. This includes the full execution of WhatsApp Business API-based messaging services across various departmental projects and applications.
- 4.4.2.** The selected bidder must have a direct agreement with WhatsApp (Meta/Facebook) for the provisioning of WhatsApp Business API services. There should be no dependency on intermediaries or third-party resellers.
- 4.4.3.** The bidder shall facilitate the setup and verification of official WhatsApp Business Accounts for the department and its affiliated projects, including assistance with Facebook Business Manager verification and application for the official Green Tick badge. Multiple accounts may be required for various schemes or departmental programs.
- 4.4.4.** The bidder shall execute all bulk messaging campaigns as per the department's communication plan. These campaigns will form the core of the WhatsApp engagement, delivering pre-approved content to opted-in citizens at high scale and frequency.
- 4.4.5.** The department shall be provided access to a secure web-based dashboard for monitoring campaign performance, viewing real-time and historical reports, and tracking delivery status. All message execution—including uploading of content, template selection, recipient targeting, and scheduling—shall be fully managed by the bidder.
- 4.4.6.** The bidder shall assist in drafting, formatting, and localizing WhatsApp message templates in Hindi, English, Chhattisgarhi, and local dialects of Chhattisgarh. These templates must comply with Meta's guidelines and support media such as images, videos, PDFs, and emojis.
- 4.4.7.** The bidder shall manage the end-to-end process of template submission, approval, and lifecycle maintenance with Meta. Regular review and timely updates shall be conducted in consultation with the department.
- 4.4.8.** The bidder shall lead opt-in campaign execution to collect citizen consent using approved channels such as missed call services, SMS, QR codes, websites, and offline forms. The opt-in data must be securely stored and audited regularly for policy compliance.
- 4.4.9.** In addition to bulk campaigns, the bidder may implement automated workflows to deliver time-sensitive messages such as payment receipts, status updates, or

document links. These automated messages will be based on departmental requirements and triggers from integrated systems.

- 4.4.10.** The bidder shall develop, configure, and deploy a multilingual WhatsApp-based chatbot as per the requirement of Chhattisgarh Samvad, which should be capable of responding to citizen queries using structured menus, keyword recognition, and AI-powered natural language processing (NLP) based on predefined scripts approved by Chhattisgarh Samvad.
- 4.4.11.** The chatbot should be integrated with relevant APIs, databases, and content repositories of Chhattisgarh Samvad to enable real-time access to scheme information, service status, updates, and document downloads as required.
- 4.4.12.** The WhatsApp messaging system must support multilingual and multimedia content, enabling delivery in Hindi, English, Chhattisgarhi, or bilingual formats, and support all media formats permissible by WhatsApp.
- 4.4.13.** A centralized reporting and analytics dashboard must be provided, offering exportable delivery reports, campaign-wise performance summaries, language-wise breakdowns, and opt-in/out tracking.
- 4.4.14.** The system should support role-based access for departmental monitoring and audit purposes, though no message execution will be performed by government personnel.
- 4.4.15.** The bidder must ensure compliance with applicable Indian data protection laws, IT Act, and Meta policies. All data should be hosted on secure, preferably Indian, cloud infrastructure with encryption, access logs, and routine security assessments.
- 4.4.16.** The bidder shall provide ongoing technical support, onboarding, training sessions, and post-deployment maintenance services. All service commitments must align with the SLA terms defined in the contract.
- 4.4.17.** The bidder shall ensure uninterrupted service continuity, campaign scheduling, and performance monitoring throughout the contract duration, with regular updates shared with the department.

5. Eligibility Criteria

5.1. Common Eligibility Criteria for All Categories:

Clause	Eligibility Criteria	Required Document Proof
1	The bidder must be a registered Company/Firm/LLP/Society under Indian laws with its registered office in India. Consortiums or joint ventures are not allowed.	Self-attested copy of Certificate of Incorporation / Articles & Memorandum of Association / Registration Certificate / Certificate of Commencement of Business
2	The bidder must have valid PAN, GST Registration, and be registered with the State GST Department with a functional office in Raipur, Chhattisgarh.	Copy of PAN, GST Certificate, and address proof of Raipur office
3	The bidder must not be suspended or blacklisted by any Ministry/Department under Government of India/State Government/PSU.	Undertaking on Company Letterhead, duly signed and stamped by Authorized Signatory
4	The bidder or its proprietor/director/promoter must not be involved in a criminal act or pending legal proceedings.	
5	The bidder must comply with all applicable Indian laws and regulations.	
6	The bidder must have a minimum of 3 years of experience delivering services to Central/State Government or PSU.	Copies of relevant Work Orders and Completion Certificates
7	The bidder must have a valid agreement or registration with TRAI or any authorized regulatory body for communication services.	Copy of valid TRAI registration certificate or authorization letter

8	Minimum average turnover of ₹50 lakhs during F.Y. 2021–22, 2022–23, and 2023–24.	CA-certified Turnover Certificate with valid UDIN
9	ITR filings for F.Y. 2021–22, 2022–23, and 2023–24 (A.Y. 2022-23, 2023-24, 2024-25) and GST Return 3B for March 2025 must be provided	Copies of ITRs for F.Y. 2021–22, 2022–23, 2023–24 (A.Y. 2022-23, 2023-24, 2024-25) and GST 3B Return for March 2025
10	The bidder must have ISO Certifications like 9001/27001.	Valid ISO Certificates
11	The bidder must have access to or possess a valid, consent-based mobile number database of at least 1 Crore active numbers (including both DND and Non-DND) for pan-Chhattisgarh delivery of SMS, OBD, RCS and WhatsApp Messaging.	Self-declaration on company letterhead confirming database size and consent compliance, with telecom tie-up proof, DLT registration, or campaign reports.

5.2. Eligibility Criteria for SMS:

Clause	Bulk SMS Eligibility Criteria	Required Document Proof
1	The bidder must be able to provide a minimum Throughput Per Second (TPS) of 5,000 SMS/sec.	Platform Capability Document / Feature Brochure
2	The bidder must have successfully delivered at least 2 projects of 25 lakh Bulk SMS each, in a single day for Government/PSU/enterprise client in last 3 years.	Work Orders or Client Completion Certificates
3	The bidder must have successfully delivered at least 3 Crore Transactional/Batch SMSs in real time, in a month across projects, for Government/PSU/enterprise client in last 3 years	Work Orders or Client Completion Certificates

4	SMS platform must support Unicode-compliant messaging in Hindi, English, Chhattisgarhi, and local dialects.	Platform Capability Document / Feature Brochure
5	The bidder must have valid tie-ups with licensed telecom operators or SMS aggregators.	Copy of Agreement/MoU with telecom operator/SMS aggregator
6	End-to-end DLT compliance must be ensured, including template approval and header registration.	DLT Registration Certificate

5.3. Eligibility Criteria for OBD:

Clause	Outbound Dialer (OBD) Eligibility Criteria	Required Document Proof
1	Bidder must be able to deliver minimum 10 lakh voice calls per day, scalable as per departmental demand.	Platform Capability Document / Feature Brochure
2	The bidder must have successfully delivered at least 2 projects of 25 lakh OBD calls each, in a single day for Government/PSU/enterprise client in last 3 years	Work Orders or Client Completion Certificates
3	The bidder must have successfully delivered at least 1.5 Crore OBD calls, in a month across projects, for Government/PSU/enterprise client in last 3 years	Work Orders or Client Completion Certificates
4	OBD platform must support audio messages in Hindi, English, Chhattisgarhi, and local dialects.	Platform Capability Document / Feature Brochure
5	Must have valid tie-ups with licensed telecom operators.	Copy of Agreement/MoU with telecom operator

6	Platform must support call retries, DND compliance, time-slot scheduling, and analytics dashboard for campaign-wise delivery tracking.	Platform Capability Document / Feature Brochure
7	OBD services must be DLT compliant.	Proof of DLT Voice Campaign Registration or Usage Certificate

5.4. Eligibility Criteria for RCS:

Clause	RCS Eligibility Criteria	Required Document Proof
1	The bidder must have successfully delivered at least 2 RCS campaigns, each involving a minimum of 5 Lakh RCS messages in a single day, for Government/PSU/enterprise client in last 3 years.	Work Orders or Client Completion Certificates
2	The bidder must have successfully delivered RCS campaigns involving a minimum of 1 Crore RCS messages, in a month across projects, for Government/PSU/enterprise client in last 3 years	Work Orders or Client Completion Certificates
3	RCS platform must support branded messaging (sender logo/name), rich media (images, videos, buttons), carousels, quick replies, and read receipts.	Platform Feature Document or Technical Brochure
4	RCS platform must be interoperable with major telecom operators and comply with GSMA RCS standards.	Declaration of GSMA compliance and Interoperability Document
5	Platform must support message content in Hindi, English, Chhattisgarhi, and regional layout configurations.	Platform Capability Document / Feature Brochure
6	Proof of technical tie-ups with RCS-enabling telecom operators.	MoU/Agreement/Proof of Technical Tie-Up with RCS operators

5.5. WhatsApp Messaging Services:

Clause	Eligibility Criteria	Required Document Proof
1	Tie-up with Meta/WhatsApp or Meta/WhatsApp authorized partners for Business API provisioning.	Copy of Agreement
2	The bidder must have successfully delivered at least 2 projects of 5 lakh WhatsApp messages each, in a single day, for Government/PSU/enterprise client in last 3 years.	Work Orders or Completion Certificates
3	The bidder must have successfully delivered at least 1 crore WhatsApp messages, in a month across projects, for Government/PSU/enterprise client in last 3 years.	Work Orders or Completion Certificates
4	Platform must support throughput of 1,000 WhatsApp messages per second (TPS).	Platform Capability Document / Feature Brochure
5	Must support Unicode messaging in Hindi, English, Chhattisgarhi, and local dialects.	
6	Must support bulk campaigns, opt-in databases, and template management through Meta.	

5.6. WhatsApp API Integration:

Clause	Eligibility Criteria	Required Document Proof
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5.15.1	At least one WhatsApp Business API integration for Govt/PSU/BFSI.	Relevant Project Documentation or Work Order
5.15.2	Dedicated team capable of REST APIs, webhooks, backend logic.	Team Profile/Resumes/Technical Capability Declaration
5.15.3	Ability to integrate with CRMs, MIS, or communication systems.	Demonstration Document or Integration Case Study

5.7. WhatsApp Chatbot Solutions:

Clause	Eligibility Criteria	Required Document Proof
5.16.1	Experience in developing and deploying WhatsApp chatbots with AI-based logic.	Chatbot Project Work Orders with Screenshot
5.16.2	Chatbot must support Hindi, English, Chhattisgarhi, with dynamic flows, auto-responses, and escalation.	Product Feature Document / Prototype Screens
5.16.3	Must support CRM/helpdesk integration and role-based dashboard access.	System Architecture or Integration Documentation
5.16.4	Preference for experience in chatbot-driven citizen services.	Case Study / Project Completion Proof

6. Criteria for Evaluation

The purpose of this evaluation process is to identify and empanel qualified and capable agencies for providing Bulk SMS, Outbound Dialer (OBD), Rich Communication Services (RCS), and WhatsApp Messaging services, including necessary training, capacity building, and operational support, as outlined in the scope of work. The evaluation process shall be conducted in a fair, transparent, and competitive manner, strictly in accordance with the terms and conditions set forth in this tender document.

The evaluation will be carried out in two stages, beginning with the scrutiny of the Pre-Qualification proposals. The proposals shall be assessed against the eligibility requirements detailed in this document. Only those bidders who fulfil all pre-qualification criteria (eligibility criteria) will be considered eligible for the opening of their Commercial Bids. The Commercial Proposals of bidders who fail to meet the pre-qualification requirements shall not be opened or considered further.

Bidders are required to submit clear, valid, and verifiable supporting documents for all claims made in their Pre-Qualification Proposals. Failure to provide requisite documentary evidence may result in the rejection of the proposal at any stage of the evaluation process.

7. Commercial Bid

- 7.1.** Minimum Eligibility Criteria for Submission of Commercial Bid:
- 7.2.** Only those bidders who qualify the Pre-Qualification stage shall be eligible for the opening and evaluation of their Commercial Bids.
- 7.3.** The agency shall submit their commercial offer strictly as per the format provided in Annexure-I of this document. Any deviation from the prescribed format may lead to rejection of the bid.
- 7.4.** It shall be the sole responsibility of the bidder to comply with all applicable statutory and regulatory requirements, including but not limited to taxes, duties, levies, and any directions issued by government authorities. Any costs arising out of such compliance shall be borne entirely by the bidder.
- 7.5.** The rates quoted by the bidder shall be firm and final and shall not be subject to any escalation or revision on account of fluctuations in exchange rates, raw material prices, labor costs, or any other factors during the validity period of the contract.
- 7.6.** Bidders are required to quote all-inclusive rates, covering all components necessary for the successful implementation, delivery, monitoring, support, and maintenance of services defined under the scope of work. No additional financial claims will be entertained during the duration of the contract.
- 7.7.** In any situation the finalized rates across services/categories can't be more than DAVP rates.
- 7.8.** The quoted rates shall remain valid for the entire empanelment period as mentioned in this document. The department reserves the right to seek clarification or negotiate with the lowest bidder (L1), if required, in accordance with procurement norms.
- 7.9. Reasonability of rates** – The difference between the L1 rate identified in the financial bid against each service/category and the average rate quoted against that

service/category should be less than 30% of average rate quoted against that service/category.

- a. Formula for the same to be used as below –
- b. If difference between the L1 rate identified in the financial bid against each of the service/category and the average rate quoted against that service/category is equal to or greater than 30% of average rate quoted against that service/category, then L2 rate will be considered.
- c. If difference between the L1 rate identified in the financial bid against each of the service/category and the average rate quoted against that service/category is less than 30% of average rate quoted against that service/category, then L1 rate will be considered.

8. Process of Empanelment:

The empanelment of service providers for SMS, OBD, RCS, and WhatsApp Messaging services shall be conducted as per the following parameters:

- 8.1.** A maximum of three agencies shall be selected for empanelment based on the lowest quoted rate (L-1) in the respective service categories (i.e., SMS, OBD, RCS, and WhatsApp).
- 8.2.** The bidder(s) who have submitted the L-1 rate as per the financial proposal format provided in this RFP shall be termed as the L-1 bidder(s) for each respective service.
- 8.3.** In the event that two or more bidders quote the same L-1 rate for a service category, all such bidders shall be considered joint L-1 and eligible for empanelment under that category.
- 8.4.** The L-2 and L-3 bidders may be invited to match the L-1 rate for empanelment in addition to the L-1 bidder(s) for each respective service.
- 8.5.** If L-2 or L-3 fails to match the L-1 rate, the department may invite subsequent lowest bidders (L-4, L-5, etc.) to match the L-1 rate and be considered for empanelment.
- 8.6.** Empanelment does not guarantee the allocation of work. The selection for any campaign or service execution shall depend on campaign-specific requirements, performance parameters, specialization, and availability.
- 8.7.** The CEO, Chhattisgarh Samvad and the Commissioner/Director, Directorate of Public Relations, Government of Chhattisgarh, reserve the right to allocate work equitably or selectively among empanelled agencies at L-1 rate, based on agency performance, technical capability, and suitability for the campaign.

9. Negotiations: CEO, Chhattisgarh Samvad has right to Negotiation.

10. Timeline and Penalty

10.1. SMS Service

SMS Category	Description	Delivery Time per SMS	Penalty for Delayed Delivery
Priority 1	Higher Priority Alerts (e.g., OTPs, emergency notifications)	Within 10 seconds	10 times the per SMS cost
Priority 2	Transactional/Batch SMSs (e.g., service updates, acknowledgments)	Within 30 seconds	10 times the per SMS cost
Priority 3	Promotional SMSs	Within 24 hours	Equal to per SMS cost

10.2. OBD

Category	Description	Delivery Time per Call	Penalty for Delayed Delivery
Voice Bound Call	Receiving a call on the recipient's telephone/mobile device through IVR (Outbound Dialler)	Within 15 seconds	5 times the per voice bound call cost

10.3. RCS

Category	Description	Delivery Time	Penalty for Delayed Delivery
Priority 1 – Alerts	High-priority alerts through RCS (e.g., service failure, emergency notifications)	Within 10 seconds	10 times the per RCS message cost
Priority 2 – Transactional Messages	Messages related to service delivery, acknowledgements, or government transactions	Within 30 seconds	10 times the per RCS message cost
Priority 3 – Promotional Messages	Outreach or promotional communication through RCS	Within 24 hours	Equal to the per RCS message cost

10.4. WhatsApp

Requirement	Timeline	Penalty for Delay
Development of Chatbot	Within 2 weeks from the issue of work order for each project	0.5% per week against the chatbot solution development/customization cost
API Integration for Sending WhatsApp Messages in e-Governance Applications	Within 1 week from the issue of work order for each project/application	0.5% per week against the API integration cost
Message Template Approval	Within 24 hours from submission	Not Applicable (NA)

10.5. Penalty for Non-Availability/Downtime of Service

The availability of the services (SMS, OBD, RCS, WhatsApp Messaging) shall be measured on an assignment basis. Penalties for non-availability or downtime shall be imposed as per the following slab:

Monthly Service Availability	Penalty (% of Monthly SMS / OBD / WhatsApp Charges Payable)
> 99%	No penalty
≥ 98% and < 99%	2% of monthly payable amount
≥ 96% and < 98%	5% of monthly payable amount
≥ 95% and < 96%	7% of monthly payable amount
< 95%	10% of monthly payable amount

10.6. Other Penalty terms

10.6.1. The maximum total penalty in any quarter shall not be more than 10% of the total amount due for the quarter.

10.6.2. Penalty of 10% for consecutive two quarters may be treated as breach of contract and Chhattisgarh Samvad may take suitable actions accordingly.

11. Contract Duration

The contract shall remain valid for a period of three (3) years from the date of agreement. Based on the satisfactory performance of the service provider and future requirements of the department, the contract may be extended further by up to two (2) years (1 year at a time) on mutually agreed terms and conditions.

12. Performance Security

At the time of agreement signing, the selected bidder shall be required to furnish a Performance Security amounting to 5 lakh rupees.

13. Payment Terms

Payment shall be made only after the successful delivery of services and upon receiving clearance from the department. No advance payment will be provided under any circumstances. All payments shall be strictly linked to actual usage and verified through system-generated reports. The agency must submit detailed invoices accompanied by usage reports, delivery analytics, and departmental certification confirming satisfactory execution of services.

Appendix (A) : Bidder Information Format

SN	Information	Details to be Filled by Bidder
1.	Name of the Bidder	
2.	Registered Address of the Bidder	
3.	Address for Communication	
4.	Address of Local Office in Chhattisgarh <i>(If not available at the time of bid submission, an undertaking must be provided on the bidder's letterhead to establish a local office within 3 months from the date of work order issuance)</i>	
5.	Name, Designation, and Address of the Contact Person for Correspondence	
6.	Mobile Number of the Contact Person	
7.	Email Address of the Contact Person	
8.	GST Number of the Firm	
9.	PAN Number of the Firm	
10	List of important clients	
11	Proof of association like accreditations, memberships and certificates from important past clients	

Appendix (B): [Acceptance of Terms and Conditions]

(To be submitted on the Letterhead of the Bidder)

To,
The Chief Executive Officer,
Chhattisgarh Samvad,
Atal Nagar, Nava Raipur, Chhattisgarh

Subject: Submission of Acceptance for Terms & Conditions – Empanelment for SMS, OBD Calls & RCS & WhatsApp Messaging Service.

Sir/Madam,

I have carefully reviewed and understood the terms and conditions, scope of work, and all clauses mentioned in the tender document issued by Chhattisgarh Samvad for empanelment of Service Providers for SMS, OBD Calls, RCS and WhatsApp Messaging Service.

I hereby declare that all the provisions, requirements, and conditions mentioned in the tender are acceptable to our organization without any deviation. I also confirm that I am duly authorized by my organization to make this declaration and submit this acceptance.

Thanking you.

Yours faithfully,
(Authorized Signatory)

Name:

Designation:

Contact Number:

Company Seal:

Appendix (C): [Self-Declaration against Not Blacklisted]

(To be submitted on the Letterhead of the Bidder)

To,

The Chief Executive Officer
Chhattisgarh Samvad
Atal Nagar, Naya Raipur, Chhattisgarh

Subject: Self-Declaration – Not Blacklisted & Compliance with Legal Requirements for Empanelment of Service Provider for SMS, OBD Call, RCS and WhatsApp Messaging Service.

Sir/Madam,

In response to the tender for Empanelment of Service Providers for SMS, OBD Call, RCS and WhatsApp Messaging Service, I, the undersigned, as an authorized representative of [Name of the Organization], do hereby solemnly declare that:

- Our company/firm is not currently under any declaration of ineligibility, blacklisting, or suspension by any State Government, Central Government, Public Sector Undertaking (PSU), or any government agency for engaging in corrupt, fraudulent, or unethical practices.
- No work has ever been withdrawn from our organization for non-performance or contractual default by any such authority.
- We are not involved in any criminal activity, and there are no pending legal proceedings against our firm or its promoters/directors/proprietors that would affect our ability to participate in government tenders or execute any such contract.
- We hereby confirm that our organization complies with all applicable Indian laws, regulations, and statutory requirements as laid down by the Government of India and relevant authorities.

In the event this declaration is found to be incorrect at any stage, Chhattisgarh Samvad shall be entitled to forfeit our performance security and terminate any contract entered into, without any liability on its part.

Thanking you,

Yours faithfully,

(Signature)

Name:

Designation:

Contact Number:

(Seal of the Company)

Appendix (D): Self-Declaration for Possession of Mobile Number Database

(To be submitted on the Bidder's Letterhead)

To,
The Chief Executive Officer,
Chhattisgarh Samvad,
Atal Nagar, Nava Raipur, Chhattisgarh

Subject: Declaration Regarding Possession of Mobile Number Database for Communication

Dear Sir/Madam,

I, the undersigned, do hereby declare that:

We, **[Name of the Company/Firm]**, having our registered office at **[Registered Address]**, possess a database comprising **at least 1 (one) crore mobile numbers** of citizens residing in the state of Chhattisgarh. This database has been collected through legally compliant means and is maintained in accordance with applicable data protection and privacy norms as per Indian laws, including the guidelines of TRAI and other relevant regulatory authorities.

We undertake that this database will be used strictly for the purpose of dissemination of government-approved communication under the scope of work defined by **Chhattisgarh Samvad** and will not be misused for any other commercial or unsolicited purposes.

We understand that any false declaration or misuse of data will result in immediate disqualification and may attract penal actions as deemed appropriate by Chhattisgarh Samvad.

We further confirm that we are authorized to submit this declaration, and all information stated above is true to the best of our knowledge.

Sincerely,

[Authorized Signatory's Name]

(Signature with Company Seal)

Designation:

Company Name:

Contact Number:

Email Address:

Date:

Appendix (E): Project Citation Format

SN	Details	Information to be Filled by Bidder
a)	Project Name	
b)	Value of Contract / Work Order (in INR)	
c)	Name of the Client	
d)	Project Location	
e)	Contact Person of the Client	<ul style="list-style-type: none"> • Name: • Designation: • Address: • Phone: • Email:
f)	Project Duration	
g)	Start Date (Month/Year)	
	Completion Date (Month/Year)	
h)	Status of Assignment	Completed / Ongoing (mention % of completion if ongoing)
i)	Narrative Description of the Project with Scope	
j)	List of Services Provided by Your Firm/Company	
k)	Description of the project:	

Appendix (F):

**FINANCIAL CAPACITY OF THE BIDDER
(CHARTERED ACCOUNTANT CERTIFICATE)**

BIDDER	ANNUAL TURNOVER			
	2021-22	2022-23	2023-24	AVERAGE ANNUAL TURNOVER

Name & address of the bidder:

Instructions:

- The bidder shall submit a chartered accountant certificate only. The certificate should mention:
- CA certification regarding annual turnover for the last three financial years (2021-22 ,2022-23 and 2023-24).

Appendix (G):**COMMERCIAL BID FORMAT**

To,

The Chief Executive Officer
Chhattisgarh Samvad,
Nava Raipur Atal Nagar,
Raipur, Chhattisgarh

Subject: Rate Regarding Empanelment of Bulk SMS, Out Bound Dialer (OBD), RCS and WhatsApp Messaging Services.

Dear Sir,

As mentioned in Subject Our Rate for Empanelment of Bulk SMS, Out Bound Dialer (OBD), RCS & WhatsApp Messaging Services are under:

Rate for Bulk SMS

S. No.	Name Of Company	Rate per SMS (in Paisa) (Net Rate excluding GST)

Rate for Out Bound Dialer (OBD)

S. No.	Name Of Company	Description	Rate per OBD (in Paisa) (Net Rate excluding GST)
		Calls up to 15 Seconds	
		Calls of 16-30 Seconds	
		Calls of more than 30 Seconds	

Rate for RCS

S. No.	Name Of Company	Rate per Message (in Paisa) (Net Rate excluding GST)

Rate for WhatsApp

Table: A

S. No.	Category	Unit	Platform Charges (as charged by META) (Excluding GST) (in Paisa)	Bidder Cost (i.e. Service Provider) (Excluding GST) (in Paisa)	Total Unit Cost (Platform charges + Bidder cost) (Excluding GST) (in Paisa)
1	WhatsApp Message (template based) *	1			
2	WhatsApp Message (Chatbot based) *	1			
3	WhatsApp Message exempted category declared by Meta*	1			

Table: B

S. No.	Category	Unit	Platform Charges (as charged by META) (Excluding GST) (In Rupee)	Bidder Cost (i.e., Service Provider) (Excluding GST) (In Rupee)	Total Unit Cost (Platform charges + Bidder cost) (Excluding GST) (In Rupee)
1	Chatbot Development & Implementation	1			

Name of Applicant:

Address:

.....

City, District, State:

Mobile:

Phone:

Applicant Signature:

Date:

Appendix (H): Report Format for Bulk SMS, Out Bound Dialer (OBD), RCS and WhatsApp Messaging Service

Bulk SMS:

Agency Should Submit Bulk SMS Report in Soft Copy i.e. In Excel Format Which Should Be Submitted in 2 CD/DVD. Format Should Be Like Mention Below: -

SMS Content: -.....

Sender ID: -.....

SMS Count: -.....

S. No.	1st Five Digit of Mobile No.	Message Id	Date & Time	Status
1	99071-XXXXX			
2	94252-XXXXX			
3	98936-XXXXX			

Out Bound Dialer (OBD):

Agency Should Submit Out Bound Dialer (OBD) Report in Soft Copy i.e. In Excel Format Which Should Be Submitted in 2 CD/DVD. Format Should Be Like Mention Below: -

Out Bound Dialer (OBD) Content :.....

Caller ID :.....

Out Bound Dialer (OBD) Count :.....

S. No.	1st Five Digit of Mobile No.	OBD Id	Date & Time	Status
1	99071-XXXXX			
2	94252-XXXXX			
3	98936-XXXXX			

RCS Message

Agency Should Submit RCS Report in Soft Copy i.e. In Excel Format Which Should Be Submitted in 2 CD/DVD. Format Should Be Like Mention Below: -

Campaign Name:

Sender ID (Brand Name):

Campaign Type (Transactional / Promotional):

RCS Platform Provider:

Total Messages Sent:

Campaign Duration: From [Date/Time] to [Date/Time]

Message Format: Text / Image / Video / Carousel / Quick Reply

Languages Used:

Interactive Features Used (Yes/No):

Delivery Report Source: Direct from telecom operator / third-party API

S. No.	1st Five Digit of Mobile No.	RCS Id	Date & Time	Status
1	99071-XXXXX			
2	94252-XXXXX			
3	98936-XXXXX			

WhatsApp Messaging

To be submitted in soft copy (Excel format) in 2 CD/DVDs or uploaded on a secure shared drive as per department instructions. Each campaign report should include the following metadata and message-level details:

- Campaign Name:
- Message Template Name:
- Template Language:

- Sender Name (Business Display Name):
- WABA Number Used:
- Campaign Type (Informational / Transactional / Promotional): ...
- Total Messages Sent:
- Delivery Window: From [Date/Time] to [Date/Time]

S. No.	First 5 Digits of Mobile Number	Full Message ID	Date & Time Sent	Status (Delivered/Failed/Read)	Language	Media Attached (Y/N)
1	99071-XXXXX	WABAMSG-123456				Yes
2	94252-XXXXX	WABAMSG-123457				No
3	98936-XXXXX	WABAMSG-123458				Yes

Agency Should Also Submit Hard Copy of Summary Report Which Should Be Duly Seal & Sign by Authorized Person of The Agency.

List Of Minimum 10 Random Mobile Number Should Be Provided by Agency at the Time of Submission of Report For Verification.

The agency will have to submit an affidavit of work completion/performance that the information given is correct.

The verification of all the documents/work to be submitted by the agency with the Invoice will be done by the Programmer of Chhattisgarh Samvad.

Signature

Name & Designation

Seal of the Applicant

General Terms & Conditions

1. Application

These General Terms & Conditions shall apply to all contracts made pursuant to this document unless explicitly stated otherwise. The provisions in this section are binding and applicable throughout the duration of the contract. For interpretation of any clause, the decision of the Chief Executive Officer, Chhattisgarh Samvad shall be final and binding.

2. Relationship Between Parties

Nothing stated herein shall be deemed to create a relationship of master and servant or principal and agent between the bidder and Chhattisgarh Samvad. The agency shall be fully responsible for the actions, decisions, and behavior of its personnel. It is understood that the agency is acting as an independent entity and not as an employee or representative of Chhattisgarh Samvad.

3. Standard of Performance

The agency shall perform the services with due diligence, efficiency, and professionalism as per the industry standards. The agency must act faithfully and strictly in accordance with the contractual obligations. Poor quality or unsatisfactory services may attract penalties, affect payment release, or even result in termination.

4. Delivery and Documents

The agency must deliver all contracted services and associated documentation within the stipulated time frames. All content, reports, dashboards, and software customizations developed under this contract shall be submitted to Chhattisgarh Samvad in usable form. Upon termination or completion, the agency must hand over all materials, content, credentials, and documents to Chhattisgarh Samvad without retaining any copies.

5. Agency Personnel

The agency must deploy qualified personnel with appropriate experience and capabilities relevant to the work. Personnel must have expertise aligned with the requirements of Chhattisgarh Samvad. Inappropriate or unskilled staffing shall be treated as breach of contract. Deployment of unapproved third-party contractors is strictly prohibited.

6. Intellectual Property Rights

All intellectual property generated during the project—such as creative designs, content, software logic, templates, reports—shall be the sole and exclusive property of Chhattisgarh Samvad. The agency must not use, reproduce, or publish any part of the

content without prior written permission. Any violation will lead to immediate termination and legal action.

7. Suspension

Chhattisgarh Samvad may suspend the contract or withhold payments if the agency fails to meet its obligations, timelines, or quality benchmarks. A written notice will be issued specifying the nature of default and the time period allowed for rectification.

8. Termination

Chhattisgarh Samvad reserves the right to terminate the contract, in whole or part, with 30 days' written notice without assigning any reason. Termination may also occur if the agency fails to deliver services as per expectations, violates confidentiality, or breaches any clause of the agreement. In such cases, payment shall be made only for services delivered up to the termination date.

9. Resolution of Disputes

Disputes, if any, shall first be attempted to be resolved amicably through written communication. Failing such resolution, disputes shall be settled through arbitration under the Arbitration and Conciliation Act, 1996. The arbitration shall be conducted in Raipur, and the language of arbitration shall be English.

10. Conflict of Interest

The agency shall not engage in activities that conflict with the interest of Chhattisgarh Samvad. Any agency that has a conflict due to business, relationship, or concurrent assignments must disclose the same. Failure to do so will result in disqualification or contract termination.

11. Legal Jurisdiction

All disputes and legal matters shall be subject to the jurisdiction of competent courts located in Raipur, Chhattisgarh only.

12. Subletting

Subletting or outsourcing of the contract, partially or wholly, is strictly prohibited without prior written approval. Unauthorized subletting shall lead to cancellation of the agreement and forfeiture of security deposit.

13. Penalty Clause

The performance of the agency will be reviewed periodically. In case of delays, non-performance, or violations of service levels, Chhattisgarh Samvad reserves the right to levy penalties. Publishing incorrect, misleading, or damaging content about the

Government will attract a penalty of 10% of the monthly invoice. Multiple defaults may result in contract termination.

14. Liquidated Damages

For any breach of terms or delay in performance, Chhattisgarh Samvad shall impose liquidated damages up to 10% of the total contract value. If the breach continues or damages reach the cap of 10%, the contract may be terminated at the risk and cost of the agency.

15. Force Majeure

The agency shall not be held liable for non-performance due to events beyond their control like natural disasters, wars, epidemics, or legal restrictions. In such cases, the agency must inform Chhattisgarh Samvad in writing immediately, and both parties will attempt to work out feasible solutions.

16. Process Confidentiality

All communication, technical information, evaluation records, and decisions pertaining to the selection and execution process shall remain strictly confidential. Unauthorised disclosure of confidential information will attract penalties and may lead to disqualification.

17. Data Confidentiality

The agency shall ensure complete confidentiality of all data including citizen contact details, campaign content, usage reports, and analytics. No data may be stored, transferred, or shared outside permitted infrastructure or with third parties. Breach of data confidentiality will lead to immediate termination and blacklisting.

18. Channels of Communication

All official communications shall be made through designated officers of Chhattisgarh Samvad. The agency shall maintain timely and traceable communication through email or written correspondence. Informal or verbal communication shall not be binding unless followed by official documentation.

19. Performance Review and Monitoring Clause

The performance of the selected agency shall be reviewed periodically by Chhattisgarh Samvad. Evaluation shall be based on timely delivery, quality of services, accuracy of reports, adherence to SLAs, and responsiveness. Poor performance will invite corrective notices, penalties, and even termination in repeated cases.

20. Compliance with TRAI / Digital Laws

The agency must adhere to all applicable laws including IT Act, TRAI guidelines, DLT

regulations, and data protection laws. The agency must hold valid registration with DLT/telecom authorities for all communication services. Any violation shall be deemed a material breach.

21. Non-Solicitation / No Employment Clause

The agency shall not, during the tenure of the contract and for a period of 12 months thereafter, solicit for employment or contract any personnel from Chhattisgarh Samvad. Any such act shall be treated as unethical practice and may lead to legal action.

Fraud and Corrupt Practices

The bidders and their respective officers, employees, agents, and advisers shall maintain the highest standards of integrity and ethics throughout the bidding process, and during the validity of any subsequent agreement or project implementation under this engagement. Notwithstanding anything to the contrary contained in this document or any subsequent Letter of Award (LoA), Chhattisgarh Samvad reserves the right to reject any bid, cancel the LoA, or terminate the contract, without assigning any reason or being liable for any damages or compensation, if it is found that the bidder has directly or indirectly or through an agent engaged in corrupt, fraudulent, coercive, undesirable, or restrictive practices.

In such cases, Chhattisgarh Samvad shall have the right to forfeit the Performance Security, if any, and initiate appropriate legal action, in addition to disqualifying the bidder from participating in any future tenders/assignments for a period of two (2) years.

For the purposes of this clause, the following terms shall have the meanings as described below:

- **Corrupt Practice:** Offering, giving, receiving, or soliciting, directly or indirectly, anything of value to improperly influence the actions of a person involved in the bidding or project process. This includes offering employment to or engaging any official of Chhattisgarh Samvad who has been associated with the process at any point up to one year after such official's resignation or retirement.
- **Fraudulent Practice:** Any act of misrepresentation or concealment or omission of facts or submission of false information with the intent to mislead or influence the bidding process.
- **Coercive Practice:** Threatening or causing harm, directly or indirectly, to persons or their property to influence their participation or actions during the bidding process or the execution of the project.
- **Undesirable Practice:** Seeking to influence the bidding process by unsolicited approaches to officers of Chhattisgarh Samvad or attempting to gain advantage through canvassing, lobbying, or by having a conflict of interest.
- **Restrictive Practice:** Colluding with other bidders to restrict competition, form cartels, or influence the bidding process to gain an unfair advantage.

Chhattisgarh Samvad may take any action deemed appropriate, including legal prosecution, blacklisting, and recovery of losses incurred, if any such malpractice is detected during or after the bidding process.

ROLES & RESPONSIBILITIES OF STAKEHOLDERS

CHHATTISGARH SAMVAD

- Facilitate the overall coordination and supervision of the project, ensuring alignment with departmental communication priorities.
- Issue timely approvals, feedback, and strategic inputs necessary for successful execution of campaigns and daily operations.
- Assign a designated nodal officer to coordinate with the agency and ensure smooth exchange of instructions, reports, and feedback.
- Validate and approve deliverables, campaigns, reports, and dashboards submitted by the agency based on scope of work, timelines, and service level benchmarks.
- Conduct periodic reviews and audits to assess performance, monitor compliance, and ensure adherence to legal and data confidentiality protocols.
- Resolve escalations, policy clarifications, and process-level interventions necessary for execution of bulk digital communication initiatives.

AGENCY (BIDDER / SERVICE PROVIDER)

Over and above the deliverables mentioned in the scope of work, the selected agency shall ensure seamless execution and accountability through the following responsibilities:

- Nominate a **Project Manager/Nodal Officer** who shall act as a single point of contact (SPOC) with Chhattisgarh Samvad for all matters related to execution, monitoring, and reporting. This person must be available during working hours and on-call for urgent queries.
- Sign a **Non-Disclosure Agreement (NDA)** with Chhattisgarh Samvad covering all citizen data, communication content, API access, performance reports, and any operational insights generated during the contract period.
- Ensure full **data confidentiality and security compliance**, including secure hosting of data within India, access control to backend dashboards, and periodic audits to prevent data leakage or misuse.
- Provide all required **hardware, software, DLT registration, WhatsApp Business API access, telecom integrations, and manpower** needed for delivery of bulk messages, RCS, WhatsApp campaigns, OBD calls, and analytics reports.
- Maintain a **comprehensive record of all communication activities**, including message logs, delivery reports, content approval records, campaign-level dashboards, and audio/visual data (for OBD or media content).

- Bear all costs related to software licensing, telecom connectivity, bulk messaging platforms, campaign creatives, content translation, cloud hosting, manpower salaries, and reporting infrastructure.
- Ensure **compliance with TRAI/Digital laws**, including DLT regulations, telemarketer registration, and Do Not Disturb (DND) compliance, as well as ensure ethical and non-intrusive communication practices.
- Submit timely **performance reports** including detailed communication logs (SMS, WhatsApp, RCS), delivery success rates, failed delivery reasons, user engagement insights, and campaign-wise performance summaries.
- Provide access to all tools, dashboards, and campaign data on demand, and hand over all source files, credentials, reports, and documentation in working condition at the end of the contract period.
- Ensure complete **operational readiness**, including maintaining uptime of communication services, proactive error handling, escalation mechanisms, and business continuity preparedness.
- Maintain strict confidentiality of all materials and data accessed during the course of service delivery and **seek prior written permission before sharing any work publicly or with third parties**.