



Agricultural and Processed Food Products Export Development Authority
Ministry of Commerce & Industry,
3rd Floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg,
New Delhi-110016.

Website: www.apeda.gov.in

30th January 2019

Tenders are invited from reputed firms having functional capacity for
Transactional and Bulk Push SMS services.

CPP Portal Tender ID: 2019_APEDA_404156_1

The Agricultural and Processed Food Products Export Development Authority (APEDA) presenting the tender for Provision of Transactional & Bulk Push SMS (Short Messaging Service) services contract for Five (5) years at APEDA HQ, Delhi Office.

The details are given below:

Reference	APEDA/CI/2013-14/00002
Date of Publishing	[30 th January 2019]
Last Date and Time for receipts of offers	[14 th Feb 2019] up to 4.00 P. M.
Address of Communication	Deputy General Manager (C&I), APEDA, 3rd & 4 th floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi. -110016
Email address	[sudhanshu@apeda.gov.in]
Contact Telephone Numbers	[011-26513204]
Offers to be given to	Deputy General Manager (C&I), APEDA, 3rd & 4 th floor, NCUI Building, 3, Siri Institutional Area, August Kranti Marg, New Delhi. -110016

Technical Specifications, Terms and Conditions, the formats and pro-forma for submitting the offer are described in this document and it's Annexure.

DGM(C&I)
APEDA

About APEDA

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. The Authority, with its headquarters at New Delhi, is headed by a Chairperson. APEDA has been actively engaged in the development of markets besides upgradation of infrastructure and quality to promote the export of agro products. In its endeavor to promote agro exports, APEDA, under its Plan Scheme titled 'Agriculture Export Promotion Scheme of APEDA' provides financial assistance to the registered exporters under sub-components of the Scheme - Market Development, Infrastructure Development, Quality Development and Transport Assistance

APEDA Requirements

APEDA intends to procure services for Bulk Push & Transactional SMS (Short Messaging Service) Gateway Solution and Service for Five (5) Years.

The functional requirement mentioned below gives the clause-by-clause technical specifications. The bidders are required to submit the response with all necessary attachments. Failure to conform to any condition will render the bids being treated as non-responsive.

Eligibility Criteria

- a) The Bidder should be Operator / SMS Aggregator / Tele marketer / Service Provider of offered product (Please submit Tele Marketer TRAI Certificate).
- b) Average Annual Financial Turnover during the last 3 years, ending 31st March 2018, should be at least Rs. 50 Lakh. Bidder should submit the Annual Report (Balance Sheet and Profit & Loss Account) for last three years. Experience of having successfully completed similar services during the last 1 year ending 31 March 2018 should be either of the following:
 - i) Two similar services each costing not less than Rs. 4Lacs each.
 - OR
 - ii) One similar service costing not less than Rs. 6 Lacs.

And

- iii) Bidder must be executed successfully any order from any reputed organization.
- c) Bidder must provide necessary supporting documents as proof in respect of the eligibility criteria mentioned above.
- d) Bidder shall be an entity, registered as a Company, Firm or Society under respective acts in India & Should have been in existence in India for the last five years

TRANSACTIONAL, BULK PUSH& PROMOTIONALSMS GATEWAY SOLUTION AND SERVICE

The Scope of Work involves but not limited to:

i. Provision of Bulk Push& Transactional SMS System:

Provision to APEDA a Bulk Push SMS System to help in dissemination of short Messages for delivery to mobile terminals. The service provider should provide a proposed solution architecture that guarantees high availability, information security, scalability and redundancy.

ii. System and User Management

- i. The Bidder (Service provider) to own server that will be given access to the Authorized person(s) appointed by APEDA. The authorized person will have control over all Push SMS traffic in terms of creating, editing, and controlling the user accounts besides budgeting and allocating SMS credits.
- ii. The Web SMS Portal must have the following features: View the message text; View time stamp, “from” alphanumeric field and “destination” number for any specific User ID, MIS reports.
- iii. The push SMS system should be integrated to APEDA systems and be integrated with live applications.
- iv. The push services shall be used for:
 - One Time Password (OTP)

- Status of Applications/ Inspection
- Alerts- For Renewal / Service Updates
- Others Customized Text

v. Access to view logs of all APEDA messages that pass through the server located by the Bidder (Service Provider) should be provided to the authorized user of APEDA.

iii. Quality of Service

Service provider will ensure a high quality of service. Servers deployed should have in built redundancy and failover mechanism to guarantee high availability. The service provider should have operational connectivity agreements with mobile operators globally.

iv. Documentation

Service provider will provide APEDA with documentation in the form of User Manual and System Credentials for integration and accessibility of application software.

v. Confidentiality

Service Provider will undertake that it shall not disclose, divulge or reveal any information, including the mobile numbers and the text of SMS sent, that it may have gained and shall ensure that the same is kept secret and confidential at all times.

vi. Technical Support

Service provider would provide 24/7 technical support over the phone and email. For the same, APEDA would be provided with 3-level support with contact numbers and a contact mail IDs at which the contact persons can get in touch in case of any problems with regard to the service of sending/receiving SMS.

vii. Unsolicited Messages or Spam

APEDA acknowledges that service provider has no control on the contents of the SMS Sent. The service provider shall forward all SMS in the same form as is received by it From APEDA.

Further, APEDA takes responsibility for content of all SMS sent and shall not send any unlawful or unsolicited SMS contents from any of the user accounts. All SMS by APEDA shall be sent after taking permission from the intended recipient. However, the service provider on its part will ensure that all requisite certifications and processes are in place which ensures that data integrity is maintained at all the times at its premises. In case of any reach, the Service Provider will intimate APEDA of such a breach along with the actions taken and extent of data compromised.

TECHNICAL SPECIFICATIONS FOR PROVISION OF BULK PUSH & TRANSACTIONAL SMS (SHORT MESSAGING SERVICE)

LOT 1: BULK PUSH & TRANSACTIONAL SMS GATEWAY SOLUTION AND SERVICE.

S No.	Requirements
1.	The bidder must ensure that the application must allow scheduling of messages. There must be configuration options to allow automatic rescheduling of messages that could not sent in a working day.
2.	The bidder must ensure that the application must be able to support multiple data upload formats like CSV, MS Excel, XML and via a Web UI.
3.	The bidder must ensure that the application has the ability to create and manage roles and user groups. Further, it must be possible to send messages to groups directly without having to enter the individual numbers again.
4.	The bidder must ensure that the application supports the creation of user defined message templates.
5.	The bidder must demonstrate that the application & MIS reports open on popular browsers.
6.	The bidder must ensure that the application has a facility for sending SMS to individual numbers or groups. It should also include creating of groups and creating SMS service for each of the groups.
7.	Bidder to ensure that SMS message whose content exceeds 160 characters, should be delivered as a single message on receiver's handset, unless there is limitation on the receiver's mobile handset.
8.	The bidder should be capable of providing real time automatic delivery report/acknowledgement for last mile delivery (on the mobile handset of the stakeholder/end user) of each SMS Alert along with status and time stamp.
9.	The bidder should ensure that checks are properly imposed to avoid duplicate/multiple SMS delivery to stakeholders.
10	The bidder should also be capable to send the transactional SMS on DND numbers.

GENERAL PUSH SMS REQUIREMENTS

1	The bidder must demonstrate that the SMS System has capability to interface with existing APEDA Systems and any additional SMS Gateway systems like NICSI
2	The SMS Services solution should have the capability to meet this requirement without any change in its APEDA Application's functionality. The bidder will be responsible for interfacing with APEDA IT Applications. The purpose of interfacing with APEDA systems will be for transmission of SMS.
3	The connectivity between the APEDA Systems and SMS Gateway, and the Provider should be Internet (http/https) based. The bidder's system/solution should handle URL based communication, both secured (https) and normal (http) based communication and the messages should be delivered to a specific port, if the port is provided in URL.
4	IntegrationTechnologies. The System must offer integration interfaces based on new technologies such as Application Web Services and SOAP.
5	The system should have a capability to integrate with the business systems purposes of securely receiving and transmitting One Time Password (OTP) without storing the actual password
6	The bidder must demonstrate that the SMS gateway PUSH SMS application is able to send SMS to respective mobile numbers of GSM, CDMA or any other network in India, without any exception.
7	The bidder must demonstrate that the solution offered will provide secure encrypted connection for delivery of outgoing/incoming alerts with guaranteed delivery.
8	The bidder will be required to provide a service level agreement (SLA) enforcement with regard to Uptime of Push Service and Delivery of Push SMS, data security, along with flexibility to generate MIS reports on daily/weekly/fortnightly/monthly/specified date range basis, among other factors. The solution should be capable of generating detailed report in Excel/PDF.
9	The bidder will be required to maintain the data with regard to SMSs sentfor at least two (2) years. This does not include password details in OTP SMS messages; it should, however, include a log of the other

	details of such messages.
10	The bidder will be required to provide MIS reports (Push / Transactional SMS delivery reports). The successful bidder has to demonstrate the feature of API GUI & MIS reports before commissioning of SMS Gateway.
11	The bidder must demonstrate that the solution offered scalable to meet the requirements of APEDA for the next 5 years from the date of award of contract.
12	The bidder must demonstrate how the security of data will be ensured, e.g. mobile number databases and SMS messages.
13	The bidder must demonstrate that the SMS gateway PUSH SMS application will send messages at different priority levels. In case the total number of messages to be sent exceeds the capacity promised, messages should be sent first as per higher priority and then following a FIFO rule. Other messages must be en-queued.
14	The bidder should have proper test infrastructure with capability of end to end testing of all integration with APEDA Applications.
15	Bidder will need to provide sent SMS Report offline/online containing the following fields: Mobile Number, Complete Message Text, Message category, Bearer, Operator, Circle, Sender name/ID, Date/Time of SMS send to the operator, Date/Time of SMS delivered to the end subscriber, Final Status of the SMS, Status Description.
16	The bidder SMS throughput should be a minimum of 500 SMS/sec at any point of time.
17	Bidder should have direct up/arrangements with minimum two (2) telecom service providers/operators within India.
18	The successful bidder will take up all regulatory, licensing and other issues concerned with any Government agencies.
19	The bidder will provide user manuals and system documentation for integration purpose.
20	The bidder to demonstrate and provide a failover alternative SMS Centre and SMS aggregation point to guarantee high availability.

General Terms and Conditions

- a) The company shall provide the escalation matrix along with the account manager for APEDA. The bidders shall propose a service level agreement that addresses the following:
 - Vendor Call and Escalation matrix.
 - Support Procedure.
 - Contact persons.
 - Priority Levels, Response times and Resolution Times.

- b) The Bidder requiring any clarification of the bidding documents should submit specific written queries (to be emailed to harpreet@apeda.gov.in) on or before the dates mentioned elsewhere in this document. Queries received after the scheduled date and time will not be responded.

- c) Subcontracting is not allowed as per the scope of the work.

- d) APEDA reserves the right to accept or reject any or all Bids without assigning any reason thereof and APEDA's decision in this regard will be treated as final. Bids may be accepted or rejected in total or any part or items thereof. No contractual whatsoever shall arise from the Tender process unless and until a formal contract is signed and executed by duly authorized.

- e) Any Bid not containing sufficient information, in view of APEDA, to permit a thorough analysis may be rejected.

- f) The APEDA shall have the right to reject the bids not submitted in the prescribed format or incomplete in any manner.

- g) APEDA is not responsible for non-receipt of bids within the specified date and time due to any reason including postal delays or holidays.

- h) The APEDA also reserves the right to alter/ modify any/ some/ all of the requirements, as it may deem necessary, and notify the same on its website www.apeda.gov.in before the last date for submission of response under this Tender. The Bidders should be agreeable for the same.

- i) Bids not conforming to the requirements of the Tender may not be considered by APEDA. However, APEDA reserves the right, at any time, to waive any of the requirements of the Tender, if in the sole discretion of APEDA, the best interest of APEDA be served by such waiver.

- j) Bidders who do not meet the technical criteria stipulated by the APEDA will not be considered for further evaluation.
- k) APEDA shall have the right to cancel the Tender process at any time prior to award of contract, without thereby incurring any liabilities to the affected Bidder(s). Reasons for cancel
- l) The bidder must download the tender documents from APEDA website & CPPP portal before the last date of tender document in order to bid for this tender.

ADD ON/REPEAT ORDER

APEDA reserves the right to place Add on/Repeat order for additional quantity / Services upto 100% of the original quantity / services at the same rate and terms & conditions.

TERMINATION FOR DEFAULT

The Purchaser, May, without prejudice to any other remedy for breach of contract, by written notice of default, sent to the Service provider, terminates this contract in whole or in part.

- a) if the Service provider fails to deliver any or all the goods/ services within the time period (s) Specified in the contract, or any extension thereof granted by the Purchaser
- b) If the Service provider fails to perform any other obligation(s) under the contract; and
- c) If the Service provider, in either of the above circumstances, does not remedy his failure within a period of 15 days (or such longer period as the Purchaser may authorize in writing) after receipt of the default notice from the Purchaser.
- d) On a notice period of 30 days.

In the event the Purchaser terminates the contract in whole or in part pursuant to above Para the Purchaser may procure, upon such terms and in such manner as it deems appropriate, goods similar to those undelivered and the Service provider shall be liable to the Purchaser for any excess cost for such similar goods. However, the Supplier shall continue the performance of the contract to the extent not terminated

TERMINATION FOR INSOLVENCY

The Purchaser may at any time terminate the Contract by giving written notice to the Service provider, without compensation to the Service provider if the Service provider becomes bankrupt or otherwise insolvent as declared by the competent court provided that such termination will not prejudice or effect any right of action or remedy which has accrued or will accrue thereafter to the purchaser.

Reference Checks

Vendors are required to provide a minimum of Two-reference site in Delhi or Anywhere in NCR. All the details of reference sites requested for in Annexure should be provided along with the names and contact details of persons who will be available for discussions. The APEDA, at its option, will contact these reference sites to obtain information.

Last date for submission of Quotation is 14th February, 2019 till 1600hrs. Super scribe the envelope with “Quotation for Transactional & Bulk SMS Push Services” and drop it in the Tender Box at APEDA.

The complete application should be addressed to:

DGM (C&I Division)
Agricultural and Processed Food Products
Export Development Authority (APEDA)
(Ministry of Commerce and Industry, Government of India)
3rd Floor, NCUI Building, 3 Siri Institutional Area,
August Kranti Marg, New Delhi-110016

ANNEXURE A

SCHEDULE OF REQUIREMENT AND PRICE BID

S no	Description	Quantity No's	Unit	Total Price (Rs)
1.	Transactional SMS	500000		
2	Bulk Push SMS Promotional	500000		
		(Inclusive of all taxes)		
			Total	

ANNEXURE B

DECLARATION

We have read and understood the terms & conditions of the above mentioned tender and comply with all Terms & Conditions of your Tender.

Company Profile, Maintenance and Service Support of the Bidder

Sl. No	Details	Response
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1.1 Company Name

1.2 Date of Incorporation

1.3 Name of Indian representative/office

1.4 Company Head Office address

- **Contact person(s)**
- **Phone Number**
- **Fax Number**
- **E-mail Address**

1.5 Address of Representative/office

- **Contact person(s)**
- **Phone Number**
- **Fax Number**
- **E-mail Address**

1.8 Location Support:

Since when has the support center existed?

ANNEXURE: C

Turnover of the Bidder in last 3 years

Year	Details	Turnover in Rs (Lakh)
2015-16		
2016-17		
2017 -2018		

Details of similar work / order executed during last 2 years (Please submit copy of Purchase Order or completion certificate from the client.)

Description of the Work/Order executed	Value of Work / Order Executed	Name of the Client	Start Date	End Date