



No.J-16019/2/2008-NREGA

**Government of India
Ministry of Rural Development
Department of Rural Development
NREGA Division
Krishi Bhavan, New Delhi-110114.**

INVITATION FOR EXPRESSION OF INTEREST

The Ministry is considering establishment of National Helpline with its hub in New Delhi in order to enable NREGA households and others to seek assistance from the Department of Rural Development and other NREGA Authorities for protection of their entitlements under the Act and also for proper implementation of the Act and the Schemes made under the Act.

The National Helpline consists of a **toll free MTNL number (1800110707)** that will be duly publicised and used by the NREGA households and other individuals and groups to raise their questions, submit their grievances and complaints and seek guidance from the Department of Rural Development. Other source of grievance and complaints are E-mails, Phone, Fax, letters, etc. State Governments and Districts have been requested to obtain helpline numbers and engage dedicated persons for the management of the Helpline. On receipt of the calls, Department of Rural Development intends to resolve the grievances by requesting the field level NREGA Authorities to take suitable remedial action and obtain feed-back. Action on each complaint needs to be ensured and pending complaints need to be closely monitored. The Helpline should be accessible through telephones as well as internet. The operations will run with the use of latest information and communication technology to provide solutions to complainants on a real time basis which may be received from one of the either sources viz. Email, Fax, Letters, phone calls etc. The project needs to be completed **within 45 days** from the date of awarding of the contract. The selected vendor should provide operational support for two years, to be extendable by another year. Thereafter, the vendor will provide maintenance support in a manner that the system is operated with the use of latest technical know-how and equipment and obsolescence of the system is avoided.

Eligibility to submit proposals- Reputed organizations having an experience of at least 3 years in establishment and management of Helplines and call centers and a minimum annual turnover of at least Rs. one crore per year during the last three years will be eligible. Institutions in Government sector are exempted from the eligibility condition regarding minimum annual turnover of Rs. one crore. Having sector specific experience and in house capability to manage the Helpline and call centers will be an added advantage.

Submission of Expression of Interest:

The Expression of Interest (EOI) for selection should be submitted to Shri Raman Kant Sood, Under Secretary, Room No.366-A (Tel. 23073787), Ministry of Rural Development, Krishi Bhavan, New Delhi, who may be contacted for any clarification, in a sealed cover superscribing "Expression of Interest for Helpline under NREGA" and should reach the Ministry **within 15 days** of publication of this notice (excluding the date of publication) between **10.00 AM to 05.00 PM**. Ministry of Rural Development reserves the sole right to accept or reject any or all EOIs without assigning any reason. This notice along with the Terms of Reference for establishment of National Helpline is also available at the official website of the Programme Division- <http://www.nrega.nic.in/>

(Raman Kant Sood)
Under Secretary(NREGA),
Ministry of Rural Development,
Krishi Bhavan, New Delhi-110114



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Terms of Reference for Establishment of National Helpline under NREG Act

1 Background and Purpose :

- 1.1 Department of Rural Development, Government of India, is implementing National Rural Employment Guarantee Act in the entire rural area of the country covering 34 States and Union Territories, 615 Districts, 6,459 Blocks and 2.65 lakhs Gram Panchayats. National Rural Employment Guarantee Act commenced in 200 Districts of the country on 2nd February 2006. It was extended to additional 130 Districts from 1.4.07. From 1.4.08, the Act was brought into force in the remaining 285 rural Districts of the country. The Act provides guarantee of employment to all rural households who volunteer to do unskilled manual work in the rural areas. It is implemented through the Schemes formulated by the State Governments. Central Government provides 90% of the funds and balance 10% is contributed by the State Governments. This constitutes an important flagship programme of the Government. Over 2.35 lakh functionaries are dedicated to the implementation of this Programme. More than 9.48 crore rural households have been given job cards during the current year. During 2007-08, 3.3 crore households were provided employment and over 17.88 lakh projects were taken up with an investment of Rs.15,856 crores.
- 1.2 The Department of Rural Development is considering establishment of National Network of Helpline with its hub in New Delhi in order to enable NREGA households and others to seek assistance from the Department of Rural Development and other NREGA Authorities for protection of their entitlements under the Act and also for proper implementation of the Act and the Schemes made under the Act. The National Helpline consists of a **toll free MTNL number (1800110707)** that will be duly publicized and used by the NREGA households and other individuals and groups to raise their questions, submit their grievances and complaints and seek guidance from the Department of Rural Development. Other source of grievance and complaints are Emails, Phone, Fax, Letters, etc. State Governments and Districts have been requested to obtain helpline numbers and engage dedicated persons for the management of the Helpline. On receipt of the calls, Department of Rural Development intends to resolve the grievances by requesting the field level NREGA Authorities to take suitable remedial action and obtain feed-back. Action on each complaint needs to be ensured and pending complaints need to be closely monitored. The operations will run with the use of latest information and communication technology to provide solutions to complainants on a real time basis which may be received from one of the either sources viz. Email, Fax, Letters, phone calls, etc.



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2 **Minimum features of Helpline to be established:**

2.1 **Sources of complaints or query:** The source can be either from Email, Fax, Letters, phone calls, etc.

2.2 **Making of complaints or query by users and Reception of calls:** The telephone calls need to be made in the languages used by the NREGA workers. The Helpline should be accessible from privately and government operated landline/mobile telephone lines or through internet.

In order to receive the calls dedicated and trained manpower is the key requirement. People who are well acquainted with the subject should receive the calls, record the call details and provide the response also instantaneously. The persons who receive the calls not only have to be conversant with the subject but also be courteous and patient and must endeavour to satisfy the callers. Besides an Interactive Voice Recording System (IVRS) should be installed to enable callers to record their grievance or query according to their choice. Calls may be recorded in a voice message form and stored in web based application software. The calls should be transcribed in writing in a prescribed web based form subsequently to facilitate administrative action on the complaint or query.

2.3 **Number of persons making the calls:** The proposed system should have a capacity of handling at least 20,000 calls per month.

2.4 **Data entry of calls received:** The complaints should be coded and entered in suitable web based software using good quality computing hardware. This should be properly stored for retrieval in future. Data on calls received should be accessible to the NREGA Authorities through the web application software.

2.5 **Forwarding of the Complaint or Query to competent NREGA Authority:** The complaints or queries should be resolved by the NREGA Authorities. In most cases the Authorities are located at the District level. The proposed system should enable reception of the message by the competent authority for appropriate administrative action. For this purpose messages should be properly classified and forwarded to the appropriate authorities by fax, SMS, email, etc.

2.6 **Reception of Action Taken Report:** The proposal should clearly indicate the method for receiving the details of administrative action taken on a message received on the Helpline. There may be a combination of tools used such as fax, SMS, email, voice recording, etc. On receipt of the report, it should be uploaded in the web based application software for sending the response to the user and higher NREGA Authorities.

2.7 **Management Information System:** Analytical reports should be generated to



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review and monitor the receipt of messages and pendency in disposal according to the regions, types of complaint, NREGA Authorities, duration, etc. The system should be integrated with the NREGA MIS (NREGASoft) only.

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

2.9 **Monitoring of the Helpline System** A mechanism should be established in which an independent and an external body be established to continuously monitor the functioning to maintain quality and integrity of the Grievance Redressal system. This body will also be submitting regular reports (on the level of satisfaction of the users of the Helpline, quality of performance of the system, deliverables achieved, expected actions, and any issues and challenges raised). An index of satisfaction of callers may be developed and used to evaluate authority-wise the working of the Helpline system. The complainant should also be able to grade the quality of disposal as 'satisfactory', 'fairly satisfactory', 'not satisfactory', 'can't say'. A report should be generated periodically to assess the overall quality of working of the system as a whole.

2.10 **Development of knowledge management system for handling the complaints and grievances:** A knowledge management system should be developed to facilitate the call agents who receive the calls to access the knowledge system easily and provide appropriate responses to the callers. This is required to improve the quality and promptness of responses to the callers. This may include a comprehensive directory of NREGA Authorities, Frequently Asked Questions on NREGA, compendium of circulars and instructions on NREGA, etc. Proper training of the personnel handling the calls should be provided to facilitate proper disposal.

2.11 **Provision of equipment, personnel and space:** This should be clearly spelt out. Consideration should be given for the need to establish a network of communication system that would connect all the 6,459 blocks, 615 districts and 34 States and UTs.

3 Deliverables

3.1 A network of ICT based and web enabled Helplines should be established that would connect major units of administration such as State, District and Blocks with the National Helpline. The Helpline should be accessible through telephones as well as internet. The operations should run with the use of latest



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information and communication technology to provide solutions to complainants on a real time basis.

- 3.2 A detailed proposal should be prepared including tentative cost and time taken for implementation shown in a Gantt chart.
- 3.4 The project needs to be completed **within 45 days** from the date of awarding of the contract. The selected vendor should provide management support for two years, to be extendable by another year. Thereafter, the vendor will provide maintenance support in a manner that the system is operated with the use of latest technical knowhow and equipment and obsolescence of the system is avoided.
- 3.5 A presentation should be made by eligible applicants of their credentials and proposal before a Committee of Officers constituted by Department of Rural Development on a date & time to be announced later at Unnati in Krishi Bhawan, New Delhi. The detailed solution architecture, specification of hardware, software, manpower and other inputs to be used and the calendar of implementation plan (with Gantt Chart) should come out clearly in the presentation. The presentation should be completed in 5-8 minutes.
- 3.5 Performance Security for an amount of five percent of the value of the contract should be furnished by the selected vendor.

4 Tender Specification

- 4.1 **Two Part Tender:** Sealed tenders are invited in two-part system. Part-I will be technical bid and Part-II will be commercial-cum-price bid. As world-class quality services and customer satisfaction are of essence in a programme of this magnitude, any bidder who meets the mandatory criteria but falls short of minimum 50 marks in technical evaluation will be rejected in the technical evaluation stage itself. This means to say that commercial-cum-price bids of those bidders who get less than 50 marks in their technical bids will not be opened. For further evaluation of the successful bidders in the technical bids, their commercial-cum-price bids will be opened. The lowest commercial-cum-price bid (L I) will be assigned 100 marks. Others will be assigned according to their commercial-cum-price bid proportionately less marks.
- 4.2 For overall evaluation of the bidders, weights are assigned to technical as well as commercial-cum-price bids. The technical bids will carry a weight of 70 percent in the overall evaluation of the bidders while 30 percent weight will be given to the commercial-cum-price bids. The contract will be awarded to that Bidder who will be overall winner in this competitive bidding process that includes technical as well as commercial-cum-price bids in evaluation.