



No.J-16019/2/2008-NREGA
Government of India
Ministry of Rural Development
NREGA Division
Krishi Bhavan, New Delhi.

INVITATION FOR EXPRESSION OF INTEREST

Ministry of Rural Development is implementing National Rural Employment Guarantee Act in the entire rural area of the country covering 34 States and Union Territories, 614 Districts, 6,096 Blocks and 2.65 lakh Gram Panchayats. Over 1.3 lakh functionaries are dedicated to the implementation of this Programme. More than 7.88 crore rural households have been given job cards during the current year. During 2007-08, 3.3 crore households were provided employment and over 17.76 lakh projects were taken up with an investment of Rs.15,678 crores.

The Ministry is considering establishment of National Helpline in New Delhi in order to enable NREGA households and others to seek assistance from the Ministry 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 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 Ministry. On receipt of the calls, Ministry 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. 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. Thereafter, the vendor will provide maintenance support.

Organizations with proven track record in the field of management of Call Centres and Helpline are requested to submit a detailed proposal for the establishment and management of Helpline and Call Centres for NREGA.

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, Ministry of Rural Development, Krishi Bhavan, New Delhi 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). Ministry of Rural Development reserves the sole right to accept or reject any or all EOIs without assigning any reason.

Together with the Expression of Interest the following details should be sent:

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

- Names and experience of full time professionals;
- Unabridged annual reports or audited financial accounts for the last three years.
- Names and short CVs of the full time & part time professionals proposed to be involved in the work (the CVs would need to be backed by written commitment of the persons of availability of their service.)

- Details of major assignments undertaken of a similar nature, during the last ten years.

Eligibility:

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.

Presentation:

Eligible applicants would be required to make a presentation of their credentials and proposal before a Committee of Officers constituted by Ministry of Rural Development on **12th August, 2008 at 3 PM at Unnati in Krishi Bhawan, New Delhi**. The detailed solution architecture, specification of hardware, software, manpower and other equipment 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.

General Criteria:

The applicants would be assessed broadly on the following criteria :

- a) Efficiency and effectiveness of the solution proposed to be provided.
- b) Methodology and work programme for the proposed assignment.
- c) Credentials of the organization and constitution,
- d) Core business and experience,
- e) Technical and managerial capability of the organization,
- f) Performance record of the last two years, and
- g) Experience in the field of assignment and qualification of key team members to be deployed (full time & part time separately).

The technical and financial bids will be invited only from those organizations who are shortlisted on the basis of the general criteria indicated and the presentations made before a Committee constituted for the purpose. The manner of quoting the technical and financial bid will be decided after the presentations are made.

Clarifications:

For any clarification, Shri Raman Kant Sood, Under Secretary(NREGA), Ministry of Rural Development (**Tel 23073787**) may be contacted. This notice along with the Terms of Reference for establishment of National Helpline is also available at the official website of the Programme Division-nrega.nic.in.

(Raman Kant Sood)
Under Secretary(NREGA),
Ministry of Rural Development,
Krishi Bhawan, New Delhi-110001



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Terms of Reference for Establishment of National Helpline under NREG Act

1 Background and Purpose :

Ministry 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, 614 Districts, 6,096 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 284 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 1.73 lakh functionaries are dedicated to the implementation of this Programme. More than 7.88 crore rural households have been given job cards during the current year. During 2007-08, 3.3 crore households were provided employment and over 17.76 lakh projects were taken up with an investment of Rs.15,678 crores.

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 Ministry 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 Ministry. 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, Ministry 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.

2 Minimum features of Helpline to be established :

- 2.1 Making of Telephone calls by users :** The telephone calls needs 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.
- 2.2 Reception of calls :** 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



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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.

- 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 entered in a suitable software using good quality computing hardware. This should be properly stored for retrieval in future and for transmission to other nodes in the network.
- 2.5 **Complaint processing and satisfactory complaint disposal**: Complaints should be processed by authorized persons in a time bound manner. Proper monitoring mechanism needs to be established to ensure that all the complaints are processed without undue delay. Pending complaints should be regularly reviewed for immediate disposal by the competent 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.
- 2.6 **Monitoring of the Helpline System** : A mechanism should be established for monitoring of the Helpline system to find out the quality of performance of the system and the level of satisfaction of the users of the Helpline. An index of satisfaction of callers may be developed and used to evaluate authority-wise the working of the Helpline system.
- 2.7 **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.
- 2.8 **Requirement of equipment, personnel, publicity and space**: This should be clearly spelt out. Consideration should be given for the need to establish a network of communication system that would connect all the 6,096 blocks, 614 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 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.



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- 3.3 A presentation should be made by eligible applicants of their credentials and proposal before a Committee of Officers constituted by Ministry of Rural Development on **12th August, 2008 at 3 PM** 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.
- 3.4 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. Thereafter, the vendor will provide maintenance support.
- 3.5 A Bank Guarantee of an amount fixed by the Ministry should be furnished by the selected vendor.