TENDER NOTICE

Tender No. - DFY/PB/TEN/L/108A/24-25   **Date – 25ᵗʰ December, 2024**

Doctors For You invite tenders from eligible and qualified bidders for the **"Establishment of IVR System"** under **Technical Assistance to District Administration of Purnea and Gaya districts in SBC for quality KMC, Growth Monitoring and promotion of Community-Led ANC with focus on Prevention of Maternal Anemia and Identification of HRP"** at **Purnea , Bihar.**

Scope of Work:

- Supply, delivery, and installation of the equipment.

- Training for end-users on the operation of the equipment and software as per requirement.

- Maintenance and support services post-installation.

Technical Specification:

S. NO	PARTICULARS	SPECIFICATION
1.	**Establishment of IVR System**	ANNEXURE-1 & TECHNICAL SPECIFICATIONS

Eligibility Criteria:

- The bidder must have experience in supplying and installation of similar equipment.

- Financial stability and ability to provide post-installation support.

- The bidder must comply with all applicable legal and regulatory requirements.

- Supplies Materials / Product should be of quality standards or QC passed only

Tender Submission:

Sealed tenders, marked with " **Establishment of IVR System** under **Technical Assistance to District Administration of Purnea and Gaya districts in SBC for quality KMC, Growth Monitoring and promotion of Community-Led ANC with focus on Prevention of Maternal Anemia and Identification of HRP" Purnea, Bihar"** should be submitted to Mr. Sandeep Chauhan Contact No. +917388278908 or email at info@doctorsforyou.org. at, Doctors For You, Flat No. G6/312 Pocket-D, Ganga Apartment Vasant Kunj, Delhi: 110070 on or before **08th January, 2025**.

Tender Opening:

- Tenders will be opened on **09th January, 2025**, 01:00 p.m. at Doctors For You, Flat No. G6/312Pocket-D, Ganga Apartment Vasant Kunj, Delhi: 110070.

- Interested bidders or their authorized representatives are invited to attend the tender opening.

Validity Period:

Tenders should remain valid for a minimum period of **60 days** from the tender opening date.

Tender Format:

In the Letter head of the Supplier, kindly furnish the below details.

1	Name of the Supplier	
2	Type of Supplier (Proprietorship / Firm / Company etc.)	
3	Address of the Supplier	
4	GST Registration	
5	PAN	
6	Place of the Supplier	
7	Delivery duration	

Interested potential bidders are requested to send their financial quotation separately, as per the product specification and other details as per the tender notice containing Unit price and Delivery charges (extra) in the letter head of the bidder.

Contact Information:

For any clarification or further information, please contact Mr. Sandeep Chauhan at +917388278908 or email at info@doctorsforyou.org.

Doctors For You reserves the right to accept or reject any or all tenders without assigning any reason.

ANNEXURE - 1:

Sr.No.	Details	Quantity	Unit cost (INR)	Total Cost (INR)
1	a. Setup cost per district (including Infra cost) - IVR instances for content engagement, OBD (push) setup and call scheduler	1 Unit		
	b. Setting up Intuitive user interface to perform moderation activities			
	c. Setting up IVR enabled surveys and expert mediated Q&A management - user to record the questions which are responded by experts			
2	a. Tech management - Bug fixing, systems administration, configuring, and hosting of the application (instances, surveys and interface)	6 months		
	b. Resolution of issues related to technology and management			
	c. Technology upgradation (as required)			
3	a. SIP channel cost or call cost (usage basis)	6 months		
	b. SMS cost (usage basis)			
	c. SIM procurement and monthly rental cost			
4	a. Dashboard development and management - Setting up data analytics and visualization tools for monitoring content and call engagements	1 Unit		
	b. Database of FLWs and targeted population - Digitization of mobile phone numbers and demography data	20000 users		
5	a. Handholding & capacity building of JEEViKA's field & functional cadre for field mobilization and recording field stories, conducting interviews over IVR	Number of field personnel = 2		
	b. Project implementation and stakeholder coordination including DFY team and Monitor project activities and deliverables, ensuring adherence to timelines	No. of project coordinator = 1		
6	a. Preparation of audio content plan with key message as per campaign requirements	1		
	b. Audio content production (Language - Maithili) - Storyboarding + Call to action, scripting, vetting, recording & editing (File Type: ".WAV or mp3", Sample Size: 8-bit, Sample Rate: 8kHz)	Duration = 55 min		
	c. Recording of audio prompts - welcome, instruction and thank you prompts recordings for configuring IVR instances including survey setup	Duration = 15 Min		
	d. Content curation of field generated content (audio case studies collected and recorded by field personnel)	Duration = 15 Min		
7	a. Moderation unit - perform moderation activities including publishing content on the instances, maintaining the audio library over the interface, content tagging and data annotation/transcription	1		
	b. Content curation of field generated content	200 content		
	c. Q&A content and dataset management - Recording responses to questions received from users with technical inputs from experts	50 Q&As		
8	a. Travel Costs	6 months		
	b. Admin and overhead expenses	6 months		
	c. Stakeholder Engagement workshop (Experts for conducting sessions)	1		
	d. Any other (specify)			

TECHNICAL SPECIFICATIONS

Technical specification for selection of service provider for development, implementation and maintenance of a Technology platform (Interfaces include - Interactive Voice Response + Web) to provide services on specific awareness messages, regular automated reminders, recording user feedback over calls, Data management & Provide field support for coordination with health centres, stakeholder engagement and field mobilization support of (IVR system) in Purnea district of Bihar

The IVR-enabled platform is a voice-based interactive system that allows users to listen to pre-recorded audio content and contribute their own inputs. This technology-driven approach has been implemented and validated to improve awareness and promote behavior change among community members. By reaching people in an engaging and measurable way, the platform integrates seamlessly with local community processes to drive meaningful social impact.

In order to setup a voice-based communication network with the field team and catering to pregnant women, Doctors for You is seeking proposals from qualified and experienced Vendors to develop, implement, and maintain a Technology based community focused information & engagement platform (supporting Interactive Voice Response for message dissemination and data collection). The platform should be an easy-to-use bi-directional participatory medium enabling communication & engagement with & by the target stakeholders.

The terms of reference (TOR) and scope of the service provider for this assignment are specified here.

Scope of work

1. **Technology services**: The Service Provider shall provision an Intelligent IVRS stack (full solution) for basic mobile user which meets the below requirements:
a) Missed call registration and call back services – publicize 10 digits mobile number among community members to access the IVR platform. The user gives a missed call and in response a call is returned by the system to listen to content
b) The system should allow user to listen, like and forward the content during call using keypad/DTMF response
c) The system should allow keypad/DTMF response such as "Press 1 to skip the content, press 3 to record and press 9 to take the survey" during the call
d) Call Volume Management – The platform should be able to handle the Voice calls with the ability service multiple calls in parallel and the call flow shall utilize the available SIP bandwidth. Missed calls should be responded within 5 minutes of receiving data
e) Automatic Out Bound Dialling (OBD) scheduler – The system should enable to schedule periodic calls automatically to the specified numbers provided in excel and Txt formats
f) The system shall run on 24 x 7 x 365 basis i.e. round the clock and round the year and Outbound calls are to be scheduled during the specified timings in line with the regulatory norms.
g) Caller ID: The outbound calls shall display Caller ID number specified by SIP service provider
h) Consent management/Do-Not-Disturb/DND Management: System shall be able to filter out DND registered phone numbers to an internal DND List and also allowing users to opt out of calls. Opt outs will show up as a DND in the status reports and will automatically be filtered out of future call schedules

i)   The system should store Call Data Record (CDR) for the completed call. CDR should include at least the following data points: Call unique identifier, Call Destination extension/number, start of call (date/time), Answer of call (date/time), End of call (date/time), Call duration in seconds, status of the call: Answered, No Answer, Busy, Failed

j)   Unified Helpline Solution - enabling automatic call routing/patching, toll-free grievance registration, and interactive guidance.

Key deliverables and performance indicators

Activity	Outcome	Target	Means of verification
Platform outreach through IVR calling (inbound and outbound) to communicate with targeted individuals and family members	1. Ensuring the exposure of the thematic content through push calls (scheduling the calls to maximize the outreach of the content)	1. Women and family identified by VHSHND and block govt health centers of Purnea District 2. Mobile number of individuals and FLWs provided by DFY and UNICEF in Purnea 3. No. of cumulative users = 20,000 (max)	1. Monthly report - performance & usage report of SIP 2. Dashboard to monitor call usage

2. **Technical Support:** The technical Support to operate and manage the IVR system should be available 24x7 and provide the required support for the system.

a)   Execution of Technology operations for the system, monitor the services and should maintain an uptime of 99.9% monthly for the system

b)   Periodic review, maintenance, bug fixes and software upgrades to keep the platform up to speed with the latest technology developments to the best possible extent. The technology risk remains with the service provider

c)   Supporting the program/content teams with configuring, implementing and monitoring the applications – survey campaigns, info campaigns etc. The agency shall conduct trainings of the project team on usage of IVRS system

d)   The agency shall obtain necessary approvals for providing the services from TRAI or other statutory/regulatory bodies and incorporate the amendments to the system as per modified government regulation related to services.

Activity	Outcome	Target	Means of verification
Technical support 24x7	1. Monitoring and maintenance of the technology operations for the system and services 2. Operation management and performance of telephony services (provided by telco companies) 3. Firewall and security of server - Secure server from possible attacks like Dos, Poddle	1. Number of dedicated instances configuration per district = 2 2. Number of survey setup = 1 per quarter 3. Number of channels (as required) 4. Web interfaces = 3 (moderation, public interface, reports etc.)	1. Integration of IVRS and analytics systems along with database management for unified IVRS communication 2. Necessary approvals for providing the services from TRAI or other statutory/regulatory bodies and incorporate the amendments to the system as per modified government regulation related to services

3. **Content development and production** – Audio contents are one of the key requisites for the IVR platform for communication. Setting up content processes, developing content with UNICEF team, and user engagement through user recorded content are aspects of content development.

   I.   Develop a set of reminders/nudges on supplements intake, technical content on Health and nutrition theme – Defining key message of the contents
   II. Audio content development and production - 1 set of reminder messages (no. 12), 1 set of thematic episodic content (no. 6) and Field stories (no. 6), Promotional material for platform engagement
   III. Development of audio messages in local dialect – content plan, script and production, Content development in 1 language (Maithili)
   IV. Developing Call to Action (CTAs) – stirring questions/discussions to be developed for thematic episodes to entice action among listeners
   V.   Maintain content diversity through cross publication

Activity	Outcome	Target	Means of verification
Content development - audio based IVR (Interactive Voice Response) platform	1. All the recording should be should be clear, pleasant to the ears over IVR calls and good voice quality 2. Audio prompts - welcome, instruction and thank you prompts recordings for configuring IVR 3. New and engaging content based on Thematic requirement - key messages shall be provided by UNICEF and agency will need to produce the content (scripting, vetting, recording and production) 4. Q&A content management - Recording responses to questions received from users with technical inputs from experts	1. Total duration of Prompt recording = 5 min (one time) 2. 1 set of reminder messages (no. 12), 1 set of thematic episodic content (no. 6) 3. Promotional material for platform engagement 4. Number of user generated content from field = 6 5. Total content duration = (24x3) minutes maximum	1. Content and content details to be shared with UNICEF in the defined format 2. Content report on dashboard (theme wise, audio source wise and episode wise)

4. **Content Moderation -** Moderation is another critical component of managing the "Interface for publishing audio content and moderation of voice messages" received during the call.
a) The agency shall have in-house moderation facility and moderators to provide the moderation support for each of the platform – publishing audios on the platform as per hourly content scheduler between 8AM-8PM
b) Moderating the content by listening to the UGCs to validate the content, tagging the content with appropriate campaign tags

Key deliverables and performance Indicators

Activity	Outcome	Target	Means of verification
Content moderation of IVR platforms	1. Managing the platform moderation services through moderators – a) publishing audios b) Validating the content by listening to audios and c) Tagging the content with appropriate markers d) registering the information using audios	1. Number of platforms to moderate = 1 platforms 2. Duration of content scheduling = 12 hours daily 3. Number of user generated content to be moderated = 100	1. Monthly report to be shared with UNICEF

5. **Digitization of mobile numbers provided by Field team & stakeholders for sending specific set of messages –** The database is created and used for user onboarding through MV. Integration of the data also helps send specific messages to a set of users.
a) The agency shall digitize the mobile number received from field and partners
b) The database shall also be used to prepare the engagement reports at block and cluster level to monitor the engagement and taking appropriate actions to increase the engagement

Key deliverables and performance indicators

Activity	Outcome	Target	Means of verification
Database preparation of Women and family, FLWs through digitization of mobile phone numbers and demography data	1. Thematic communication with targeted families 2. Target specific messaging based on demography data 3. Data analysis and presentation across different level using the demography data	1. Women and family identified by VHSHND and block govt health centers of Purnea District 2. Mobile number of individuals and FLWs provided by DFY and UNICEF in Purnea	1. Database availability and report

6. **Data Management and reporting:** The system needs to store and process the IVR data on regular basis to generate the performance reports

a) The systems should have powerful analytics tools for continuous monitoring of the programme to measure the impact through successful calls, content and duration heard stats for specific themes or campaigns

b) The system should be integrated with customized front-end dashboard preferably using PowerBI tool to view the content and user engagement stats using month, project, content and theme slicers etc.

c) The system shall generate the performance reports of the system and other desired reports on periodic basis (weekly & monthly) to the registered set of users through mails

Key deliverables and performance indicators

Activity	Outcome	Target	Means of verification
Database management and reporting of key indicators	1. Setting up powerful analytics tools for continuous monitoring - Business intelligence and powerBI for processing and visualization 2. Setting up dashboard reports for monitoring successful calls, content engagement and duration heard stats with different slicers (platform, content type, month and date) to monitor the data in cumulative and disaggregated 3. Periodic performance reports of the system and other desired reports on periodic basis (weekly and monthly) to the registered set of users through mails	1. Number of CDRs generated per month (approx.) a) Average no. of successful calls per month b) Avg call duration min per call b) Average number of contents heard 2. Slides of the dashboard	1. Dashboard 2. Reports setup and generated reports 3. Online Website/Portal based access and user management

7. **Management services for Programme coordination, implementation and field mobilization** –
   Program Coordination shall be led agency and will need to provide following support:

Personnel details	No. of positions	Key tasks	Qualification and experience
Field personnel		a. Manage and digitize target group databases, ensuring follow-ups with health centers. b. Promote IVR-based services and facilitate user engagement. c. Create and collect hyperlocal content, including field stories and expert interviews. d. Conduct sessions for FLWs (ANMs, ASHAs, AWWs) during their trainings and guide them on using IVR. e. Coordinate with district teams (UNICEF, DFY) and stakeholders for smooth program implementation.	a. Bachelor's degree from university b. 1 year experience in media and development projects c. Knowledge of media and communication tools and techniques d. Exposure of working on the ground with low-income rural communities
Program Coordinator		a. Coordinate with internal teams and external stakeholders to ensure seamless project execution. b. Monitor project activities and deliverables, ensuring adherence to timelines and quality standards. c. Analyze data on content consumption and user engagement for actionable insights. d. Generate BI-enabled reports for real-time monitoring and program evaluation. e. Establish processes for key functions, including technology, content development, moderation, program coordination, and field mobilization. f. Oversee the setup and functionality of IVR platforms, ensuring effective flow and integration on the IVR platform.	a. A Master's Degree in Rural management/MBA/ social development from a leading institution b. 5 years of experience in ICTs for development, social and/or behaviour change communication and development. c. 3 years' experience in project management