Request for Proposal

Selection of Service Provider for Development & Implementation of the Application Portal and Operation of AMA SASANA initiative of Government of Odisha

RFP No.: OCAC-SEGP-MISC-0028-2024-25005

Vol-II | Terms of Reference

ODISHA COMPUTER APPLICATION CENTRE

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1 Background

The Odisha Computer Application Centre (OCAC) is a key government entity under the Department of Electronics & Information Technology (DeitY) of the Government of Odisha. OCAC serves as the central hub for implementing and overseeing e-Governance initiatives across the state. Its primary mission is to modernize government services through technology, ensuring better public service delivery and governance through efficient use of information and communication technology (ICT).

OCAC plays a pivotal role in driving digital transformation within various government departments and public sector organizations, leveraging technology to improve the efficiency, transparency, and accessibility of services for citizens. It is involved in the development and deployment of ICT-based solutions across various sectors such as education, health, agriculture, urban governance, rural development, and public distribution systems.

As the technology backbone for the Government of Odisha, OCAC is responsible for ensuring seamless digital service delivery, including the management and support of state-wide e-Governance applications. The center has also been instrumental in the creation of online platforms for public services, aiming to enhance citizen engagement and satisfaction through digital interfaces.

OCAC collaborates closely with various government departments, local bodies, and agencies to implement digital solutions that cater to the evolving needs of the public, thereby contributing to the state’s vision of being a digitally empowered government. Through its continuous efforts in fostering innovation and promoting digital literacy, OCAC aims to create a more transparent, responsive, and citizen-centric government in Odisha.

Ama Sasana is a key transformative initiative by the Government of Odisha. This is an initiative that attempts to bring in professionalism and behavioral change in public offices through a direct random feedback capturing system from citizens. Under this initiative, a platform will be established to capture feedback from citizens through multiple channels to enhance citizen engagement, improve service quality, and foster transparency and accountability. Odisha Government has planned to popularize this initiative and its benefits across the State with help of district administrations. Whenever a citizen visits any government office, his/her details will be registered through any application implemented by the respective department or offline at ground level. This data will be directly pushed to the Ama Sasana application for creation of a repository of beneficiaries. Randomly selected numbers will be picked up and calls will be made to take feedback from the respective citizen. Besides, citizens will be encouraged to give their feedback directly through web portal, social media, chatbot, email, phone call etc. A CRM and reporting console will be implemented for managing the citizen data and capturing feedback.

1.1 CURRENT CHALLENGES

The Odisha Computer Application Centre (OCAC) is tasked with driving digital transformation and improving the efficiency, transparency, and accessibility of government services across the state of Odisha. While significant progress has been made in deploying e-Governance initiatives, there are several challenges and limitations in capturing and analyzing citizen feedback, which hinders the continuous improvement of public services and policies. These challenges include:

Limited Feedback Mechanisms: Currently, there is gap in centralized system to capture feedback consistently across various government departments and public service initiatives. Citizens are often required to provide feedback via disparate, disconnected channels, leading to missed insights and fragmented data.

Low Citizen Engagement and Participation: While digital platforms and mobile apps are increasingly accessible, citizens are often disengaged due to the lack of user-friendly and easily accessible tools for providing feedback. There is also limited support for reaching rural populations or underserved communities where access to technology may be limited.

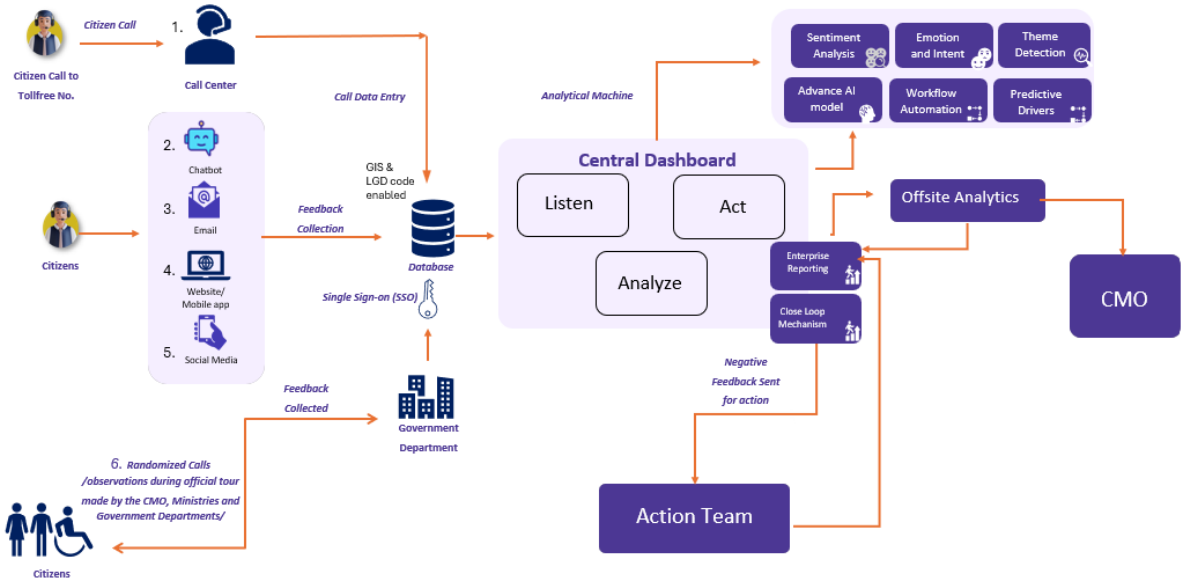
Lack of Real-Time Grievance Resolution: A gap exists in the ability to address public grievances effectively and in real-time. Complaints and concerns raised by citizens are often not routed to the appropriate authorities promptly, leading to delays in resolution and decreased public satisfaction.

Data Silos Across Departments: Feedback and survey data from various government departments are often stored in silos, making it difficult to aggregate and analyze data across the state. This lack of integration limits the ability to generate holistic insights into service delivery and policy impact, preventing OCAC from identifying trends or systemic issues.

Difficulty in Tracking Policy Impact: The government regularly implements new policies and programs, but there is a lack of a structured, systematic approach to measure the success and impact of these initiatives. Without clear data on public sentiment and service delivery outcomes, it is challenging for OCAC to gauge the effectiveness of these policies or make informed adjustments.

Compliance and Security Risks: As a government organization, OCAC needs to ensure that all data collected through surveys and feedback mechanisms comply with national and international data protection regulations. This includes securing personally identifiable information (PII) and ensuring that citizen data is managed securely to prevent breaches and misuse.

1.2 ENVISAGED SYSTEM WORKFLOW DIAGRAM



The Odisha Computer Application Centre (OCAC) wants a streamlined and comprehensive workflow to manage and analyze citizen feedback and complaints effectively. This process must integrate multiple channels for feedback collection, a centralized database for data aggregation, and advanced analytics to derive actionable insights.

Feedback Collection

- Call Center: Citizens can register complaints or provide feedback by calling the dedicated call center. The operator records the data, which is then stored in a centralized database.
- Digital Channels: Feedback can also be submitted through the official website, social media platforms, chatbot, or via email. All inputs from these channels are directly collected in the same centralized database.
- Randomized Feedback Collection: Government departments, the Chief Minister's Office (CMO), and various ministries proactively call citizens to gather randomized feedback. This approach ensures continuous engagement and inclusivity in feedback collection.

Data Management and Analytics

The collected data is stored securely in a centralized dashboard. This dashboard enables real-time monitoring and provides access to key stakeholders, including the CMO. Advanced analytics are performed to uncover insights:

- Sentiment Analysis: Determines the tone and emotion behind citizen feedback, categorizing it into positive, neutral, or negative sentiments.
- Text Analytics and Categorization: Classifies feedback into actionable categories, ensuring relevant departments can address concerns effectively.
- Total Insight Analytics: Generates comprehensive insights that inform policy and operational decisions.

Escalation and Action

Negative feedback triggers an automated alert mechanism. These alerts are forwarded to a designated Action Team responsible for promptly addressing and resolving citizen concerns.

Secure Access and Usage

The centralized dashboard is designed with robust security protocols, ensuring data integrity and privacy. Access is restricted to authorized personnel, primarily the Chief Minister's Office and other senior stakeholders, to maintain confidentiality and efficient decision-making.

By integrating feedback from diverse channels, leveraging advanced analytics, and fostering timely actions, OCAC's workflow enhances citizen satisfaction and ensures governance is transparent, responsive, and citizen-centric.

2 Project Background

To address the current challenges, OCAC is seeking a comprehensive Feedback management platform as well as an omnichannel operation involving :

Part A: Feedback Management Platform

- Streamline the creation, distribution, and analysis of surveys across government entities.
- Enable real-time feedback collection and grievance resolution.
- Provide advanced analytics and insights to drive continuous improvements in public services.
- Facilitate multi-channel feedback collection (Contact centre, Chatbot, email, web site/ mobile app, social media etc.) for diverse citizen engagement.
- Ensure data security, compliance, and integration with existing e-Governance systems.
- Support effective tracking and reporting of citizen satisfaction and policy impacts.
- Offer AI-powered insights and reporting tools for continuous improvement in service delivery.

- Provide MIS and Data Analytics related activities such as Social Media Listening, Social Media Sentiment Tracking, voice analysis, trend analysis, heat maps, GIS based performance matrices, reason specific insights, anomaly detection etc.

Part B: Contact Centre Operation & Data Analytics

- Set up of a 10-seater call Centre for both inbound and outbound calls.
- The call center must be located in Bhubaneswar, Odisha at a location of convenience. Cost of setting up the call center will be borne by the selected SP, including expenses for room rent, civil work, furnishing, IT infrastructure setup, and related requirements, which should be factored into the commercial bid.
- Internet connectivity and Telephone Connectivity would be provided by OCAC
- Establish a robust citizen feedback mechanism for assessing the effectiveness of government services and policies.
- To ensure actionable insights from collected feedback.
- To enhance citizen satisfaction and trust through responsive communication

2.1 SCOPE OF WORK

Odisha Computer Application Centre (OCAC) invites proposals for the procurement and implementation of an advanced solution for feedback collection and data analytics. The solution will serve as a centralized platform to efficiently capture, analyze, and resolve citizen feedback and grievances across various channels, including digital platforms, telephonic communications, and in-person interactions.

Key Features of the Proposed Solution

- **Centralized Platform:** A unified system to gather, process, and address citizen feedback and complaints.
- **Integrated Call Center Module:** Streamlined functionality for capturing feedback
- **Advanced Technologies:** Incorporation of Artificial Intelligence (AI), Machine Learning (ML), and data analytics to:
    - Identify gaps in service delivery.
    - Enable data-driven decision-making and policy development.

Government of Odisha's Vision

The Government of Odisha seeks to create a unified platform for citizens to share feedback on key public service facilities, such as police stations, district hospitals and other departmental services. The government envisions extending this initiative across the state, with active collaboration from local administrations, to maximize its impact.

This initiative reflects the Government of Odisha's commitment to improving governance and ensuring responsive service delivery for its citizens.

Project Scope in brief

The scope of the project includes:

- Development of Application portal and Mobile App for providing a comprehensive feedback management solution integrating multiple channels for feedback collection
- Set up of a contact Centre with requisite infrastructure.
- Operation of Contact Centre to improve citizen engagement and feedback management.
- Utilization of analytics for monitoring and improving service delivery.
- GIS enabled mobile app to upload the visit report of Senior Official
- All the software solutions should be cloud enabled

The bidder has to furnish unpriced Bill of Quantities of the items they have quoted in Technical bid.

The bidder has to furnish approach and Methodology including platform details for software applications as well as hosting requirements in Technical Bid

The detailed scope of the RFP are as follows

2.2 DESIGN

The Service Provider shall design the solution architecture and specifications for meeting the requirements mentioned as part of this document. The Service Provider shall be entirely responsible for the design and architecture of the system implemented to satisfy all requirements as described in this document including sizing of the required infrastructure.

The Service Provider shall design, implement/customize the solution and shall install supplied tools and licenses as mentioned in the BOQ.

2.3 DEVELOPMENT

The new Service Provider shall identify, design and develop components / functionalities for the Application Portal and Mobile App that are required to address the proposed application requirements mentioned in this RFP. The Service Provider shall provide the following documents along with the developed components:

a) Business process guides

b) Data model descriptions

c) Dashboard designs

d) Sample reports

e) Frequently asked question (FAQ) guides

f) Source Code of bespoke application, if any with proper documentation

g) Any other documentation required for usage of implemented solution

The Service Provider shall implement a system for monitoring the SLAs and ensure that the system addresses all the SLA measurement requirements and calculation of applicable penalties as indicated in the document.

2.4 INTEGRATION

The Service Provider is responsible for integrating the application with the following applications. OCAC shall facilitate required APIs/ web services. Any new integration items that may come up during the project period, the Service Provider shall implement those. The majority of the integrations are related to obtaining data of the citizens those who have visited Government office or have accessed any e-Governance application to avail some service. These minor integrations are need to be incorporated by the bidder without any additional charge. Below is the indicative list of integrations and up to 20 other integrations are in this scope. However, after that it can be done through proper change request management process. Below are some integrations and others to be followed during system study and project implementation.

Sl#	Application	Purpose of Integration
1.	Odisha State Dashboard	For Graphical representations of data for transforming raw feedback data into actionable insights.
2.	Jana Sunani Odisha	For redirecting to Jana Sunani Portal for lodging Grievance.
3.	SMS & Email	Automated Feedback Collection through SMS & Email
4.	WhatsApp	Automated Feedback Collection through WhatsApp

Sl#	Application	Purpose of Integration
5.	SPDP	Social Protection Delivery Platform to check the entitlement of citizen/beneficiary
6.	Crime and Criminal Tracking Network and Systems (CCTNS)	Fetching of beneficiary data
7.	e-District	Fetching of beneficiary data
8.	OeHMIS	Fetching of beneficiary data
9.	WAMIS	Fetching of beneficiary data
10.	CM KISAN	Fetching of beneficiary data
11.	PM KISAN	Fetching of beneficiary data
12.	SUJOG	Fetching of beneficiary data
13.	SARATHI & VAHAN	Fetching of beneficiary data
14.	PPAS	Fetching of beneficiary data

2.5 TESTING

The Service Provider shall design the testing strategy including Test Cases and conduct testing of various components. Application testing shall at least include unit testing, performance testing etc. At least the following activities will be carried out by the SP.

a) Ensure the solution meets all the functional & technical requirements as per the RFP including FRS.

b) Perform the testing of the solution based on the test plan, document the results and shall fix the bugs found during the testing.

c) Ensure that the integration aspects of the solution are successfully tested.

d) Connecting with multiple data sources, databases, their seamless integration etc. should be tested and verified.

The Service Provider needs to ensure that the end product delivered meets all the requirements of the implementation specified in this bidding document.

2.6 THIRD PARTY SECURITY AUDIT

a) The Service Provider needs to ensure that the solution follows the CERT-In Security Policy and Guidelines.

b) The Service Provider shall appoint CERT-In empaneled auditor who shall be responsible for performing the security audit of the solution.

c) The cost of audit & rectification of non-compliances shall be borne by the SP.

d) Carryout security audit before go-live of application and obtain the safe-to-host certification

e) Carry out the periodic audit & certification as and when it is required as per the

OSDC policy.

f) The audit shall be performed at least on the below mentioned aspects.
   - Accessibility Testing
   - Application Security Audit
   - Vulnerability Testing

2.7 SSL CERTIFICATION

The Service Provider shall carry out SSL certification.

a) Secure connection between Client and Server through Secure protocol HTTPS
b) Encryption of Data during transmission from server to browser and vice versa
c) Encryption key assigned to it by Certification Authority (CA) in form of a Certificate.
d) SSL Security in the application server

2.8 TRAINING

a) The Service Provider is required to undertake training of the Department Users.
b) Training would be done at State Headquarter in Bhubaneswar
c) OCAC will facilitate the training logistics.
d) The Service Provider shall set up the IT infra such as computer, network, LED, etc as required for providing the training in a successful manner.
e) The schedule / training calendar and the training material for imparting training shall be developed by the Service Provider in consultation with OCAC, and department officials. The Service Provider shall submit a hardcopy of the training material to OCAC before every training session.
f) In case of modifications, either in the training plans or substitutions of the regular trainers, proper communication with OCAC and Participating Department need to be made.
g) If required, the Service Provider may conduct the training in virtual mode.

2.9 DEPLOYMENT & CONFIGURATION

a) The Service Provider shall deploy the application / portal over the hardware infrastructure provided by the OSDC or any other infrastructure provided by OCAC.
b) The Service Provider shall be responsible for the end-to-end management of hosting and deployment of the application.
c) The Service Provider shall ensure deployment of the application as per the policy of OSDC.

2.10 UAT & GO-LIVE

After completion of the development work for application, OCAC will conduct the technical reviews of development work performed by the Service Provider as UAT. The Service Provider shall be responsible for:

a) Preparation and submission of test strategy, test cases and test results

b) Demonstration of module-wise functionalities/ features before the OCAC in staging environment

c) Support OCAC and its designated authority for conducting the testing and provide access of the systems as required by them.

d) Rectification in the application for any issues/ bugs/ and improvements/ Enhancements / up-gradations suggested Departments (if any) during the UAT without any additional cost.

2.11 DATA MIGRATION

The Data Migration to be performed by the Service Provider shall be preceded by an appropriate Data Migration Strategy & Methodology which is to be prepared by the Service Provider and approved by OCAC.

Data Migration should be carried out as per industry practice and all care must be taken to log in each error. The Service Provider should clearly define the data migration strategy in the proposal. The following activities will be carried out as part of the Data Migration:

a) Define all the specifications that are needed to populate the data into the new system

b) Prepare the Data cleaning and migration plan and submit to concern authority for approval.

c) Prepare uniform codification of all data sets

d) Identification, configuration or development of the data upload / download programs for the Data Migration

e) Ensure minimum business downtime at the time of data cleaning and migration

f) Ensure the accuracy and completeness of the migrated data

g) Ensure migration of all data is completed by the time of Go Live

h) Database of existing system would be migrated to the newly developed system

i) The Service Provider will be expected to understand the data which has been captured and devise a template so that meaningful information can be captured and entered into the new system

j) This template should have basic sanity check to prevent entry of incorrect information. E.g. numerals should not be allowed in patient name etc.

k) The application must have a provision to upload citizen data through Excel format by respective departments too.

2.12 AUDIT

i. The software and documents prepared for this project are subject to audit. The bidder should help OCAC during preparation of compliances of audit without any additional cost.

ii. Software including source code, licenses (if any) and all technical documents/manuals shall be in favour of OCAC and all records pertaining to this work shall be made available to the OCAC and its authorized agencies upon request for verification and/or audit, on the basis of a written request.

2.13 POST IMPLEMENTATION SUPPORT

2.13.1 Application Support

a) Fixing the bugs identified during the period

b) The defects will be covered, which occur due to development error(s), the subject of which appears in the requirements specification.

c) Minor changes to the business process will be addressed except new table, database etc.

d) Monitor application to ensure that the application does not suspend, hang etc.

e) Ensure the desired functioning of the Interface / integration

f) Ensuring uptime of the application developed

g) Ensure periodic backup and recovery of the Data

h) Perform Performance Tuning

i) Modification / improvisation of existing MIS reports

j) New software modules are not covered in this phase.

k) Quality audit compliance (if applicable)

l) Regular database maintenance activity

2.13.2 Operational Support

The Service provider will also set up an Operation unit to provide following support for the Application platform to all participatory departments of the AMA SASANA

a) Ensure the accuracy and timeliness of data uploaded as received
b) Resolve and report the data discrepancies to the designated OCAC persons
c) Submit document on the performance of the application on a quarterly basis
d) Provide handholding support
e) Present relevant information and impart training as applicable
f) Support for high level review meeting

The constituent of the Technical support Unit is as follows. This resource number and duration can be increased and decreased by client as per requirement.

Position	Qty	Skill
Program Manager	1	B.E./B.Tech/MCA + MBA with working experience in e-Governance projects / consultancy shall be preferred with working experience of minimum 10 years in IT/ITeS industry.
MIS Expert	2	B.E./B.Tech/MCA with working experience in e-Governance projects shall be preferred with working experience of minimum 4 years in IT Industry.
Business Analyst	1	B.E./B.Tech/MCA with working experience in e-Governance projects shall be preferred with working experience of minimum 5 years in IT Industry.

2.14 PROJECT MANAGEMENT

The envisioned project is a multi-disciplinary initiative. An effective project management plan and commitment to adhere to it is a mandatory requirement. The project plan should also include the resources, task and time plan for the entire duration of the project. The Service Provider shall employ best practices in project management methodology to ensure that the envisioned project components are developed and implemented within the defined time period. A copy of the project management plan shall be handed over to the department to keep track of the progress of the project

2.15 GUIDING PRINCIPLES

The proposed solution should adhere to the following principles.

2.15.1 Standards

a) The system architecture should be based on industry standards and protocols
b) The system will be centrally deployed and globally accessed
c) The system shall be designed to be scalable and easily extensible
d) The system should be flexible to cater to changing business, industry and compliance requirements (including reporting requirements in proper formats)

2.15.2 Application

a) All applications must consider appropriate security, performance, efficiency and maintainability issues.
b) The ownership of the product licenses would be with OCAC.
c) Upgrade to new releases should not become mandatory for the next three years from the date of installation.

2.15.3 Integration

The integrated solution design should include framework for integration of both internal and external applications and services using suitable architecture.

2.15.4 Data

a) Data will be owned, shared, controlled and protected as a corporate asset of the OCAC.
b) Data should only be accessed through application / interfaces to create, update and delete. There should not be any direct access to the data layer for users.

2.15.5 Data Security

a) The Service Provider shall provide a strategy to maintain data security at the application level
b) The Service Provider shall provide a strategy to maintain data security at the database level
c) The Service Provider shall provide a strategy to maintain data security at the messaging and middleware level
d) The Service Provider shall provide security strategies when the applications are accessed from outside the network or accessing resources outside the network.

e) The Service Provider shall provide strategies of encryption and security for external transaction with partner network and systems

2.16 ADHERENCE TO STANDARDS

The system shall comply with relevant defined industry standards (their latest versions as on date) wherever applicable. This will apply to all the aspects of solution including but not limited to its design, development, security, installation, and testing. The suggested architecture must be scalable and flexible for modular expansion. It should ensure ease of integration with software / applications developed using common industry standards since the solution may be linked and connected to other sources (websites, contents, portals, systems of other user departments etc.) as well as there may be loose/tight integration with backend system of other departments depending on individual service processes. The solution architecture should thus have provision to cater to the evolving requirements of the Department.

A reference list of the minimum industry standards which the system components should adhere to is mentioned below:

Component	Standards
Information Access / Transfer Protocols	SOAP, HTTP/HTTPS
Interoperability	Web Services, Open Standards
Portal Development	W3C Specifications
Document encryption	PKCS specification
Information Security	ISO 27001 certified System
Operation	ISO 9001 Certified
Service Management	ISO 20000 specifications or latest
Project Documentation	IEEE/ISO Specifications for documentation
Data Standards	All-important data entities should be in line with standards published by DeiTY.

2.17 SECURITY, INTEGRITY & CONFIDENTIALITY

a) Web Services Security: System shall comply to all the Web services including routing, management, publication, and discovery should be carried out in a secure manner. Those who are using the Web services should be able to utilize security services such as authentication, authorization, encryption and auditing. Encryption of data shall take place at client level itself. Application server shall provide SSL security.

b) Data Integrity and Confidentiality: Data integrity techniques need to be deployed to ensure that information has not been altered, or modified during transmission without detection. Similarly, Data confidentiality features are also to be applied to ensure that the data is only accessible by the intended parties.

c) Transactions and Communications: With respect to the Data Transactions and Communications, system needs to ensure that the business process are done properly and the flow of operations are executed in correct manner.

***d) Non Repudiation Security*:** The application shall have the Non-repudiation security services to protect a party to a transaction against false denial of the occurrence of that transaction by another party. End-to-End Integrity and Confidentiality of Messages The integrity and confidentiality of messages must be ensured even in the presence of intermediaries.

***e) Database Controls*:** The database controls for online transaction processing systems like access to database directly, access to database through application, access to log files, access by the remote terminals, DBA controls, backup policy and backup procedures.

2.18 EXIT PLAN

a) The selected firm will provide systematic exit plan and conduct proper knowledge transfer process to handover operations to OCAC technical team at least three months before project closure.

b) IT resource persons of OCAC will work closely with resource persons of the Service Provider at test, staging and production environment during knowledge transfer phase.

c) All knowledge transfer should be documented and possibly recorded.

d) The Service Provider will ensure capacity building of the IT resource persons of OCAC on maintenance of software and infrastructure.

2.19 PROJECT DOCUMENTATION

The Service Provider will share below list of documents to OCAC during the project contract period.

a) Latest version of Source Code
b) System Requirement Study Documents
c) High Level Design (HLD) / Low Level Design (LLD) documents including
   - Application architecture documents
   - ER diagrams and other data modelling documents
   - Database design
   - Application component design including component deployment views, control flows, etc.
   - Application flows and logic
d) Test Plans and Reports
e) Issue Logs
f) User Manual
g) Application Installation & Configuration Manual
h) Report of Security Audit & Safe-to-Host Certificate
i) Any other documents defined under Timeline & Tentative Deliverables
j) All the above documentation should be done as per IEEE/ISO/CMM Standard

3 Functional Requirements

3.1 MODULES TO BE DEVLEOPED:

3.1.1 Automated Feedback Collection - Listen

Sl#	Functional Specification - Citizen Journey Mapping
FR 1.	The SP shall map the Citizen Journey to better understand the interactions that citizens have with government services at every stage of their engagement.
FR 2.	The SP shall define Citizen Personas and map out key Touchpoints
FR 3.	The SP shall Identify Pain Points and determine Feedback Collection Opportunities.
FR 4.	The SP shall define Key Metrics and KPIs responsible for Citizen satisfaction

Sl#	Functional Specification - Program Design
FR 5.	The system shall provide an intuitive, user-friendly interface allowing administrators to design detailed questionnaires using drag-and-drop functionality with minimal technical support.
FR 6.	The platform should include Comprehensive Question Types including rating scales (stars, numbers, emojis), multiple-choice, NPS, open-ended responses, matrix ratings, ranking questions, picture choices, poll questions, and even file uploads.
FR 7.	The platform should provision to customize metrics such as CES, NPS, and Citizen Satisfaction.
FR 8.	The platform should have Skip Logic function which automatically transitions respondents to specific questions based on their answers.
FR 9.	The platform should have Display Logic function to show specific questions to certain groups based on demographics like districts, mandals, government departments visited, or other conditions.
FR 10.	The platform should have Question Randomization feature to minimize bias and fatigue by presenting questions in random order.
FR 11.	The platform should support Multi-Language survey forms including English and Odia, to encourage broader participation.
FR 12.	The platform should provide Survey Preview option for reviewing the survey design before publication.
FR 13.	The platform should provide option to customize the survey UI to incorporate logos, themes, colors, and taglines.
FR 14.	The platform should include pre-defined templates for quick survey deployment.

Sl#	Functional Specification - Feedback Collection through Multiple Channels
FR 15.	The platform should support capturing feedback at multiple touchpoints Web portal, Mobile App, Chatbot, Social media, contact centre, email etc.
FR 16.	The system shall have provision to send Email, SMS or WhatsApp,
FR 17.	The platform should have Advanced Scheduling option to schedule surveys for specific dates and times.
FR 18.	The platform should provide options to design and personalize emails, SMS, and WhatsApp messages for survey invitations.
FR 19.	The platform should generate unique QR codes for different locations across Odisha to facilitate localized survey collection.
FR 20.	The platform should have the Sampling option to distribute surveys to specific demographic groups (geography, government department, age group, occupation, education, gender, etc.) based on predefined sampling criteria.
FR 21.	The platform should allow respondents to submit feedback anonymously for sensitive topics or concerns.
FR 22.	The platform should have an AI chatbot to guide administrators in designing surveys by suggesting question types, skip logic, and templates based on survey objectives.
FR 23.	The Survey solution should support flexible configurations for survey workflows with minimal dependence on technical teams.
FR 24.	The platform must enable real-time citizen engagement and feedback collection while ensuring scalability and security.
FR 25.	The platform should automate feedback processes such as scheduling surveys, setting reminders, and tracking responses over time.

3.1.2 Automated Feedback Collection – Learn

Sl#	Functional Specification - Dashboard
FR 26.	The SP should provide a comprehensive reporting dashboard to visualize data insights, track participation rates, and monitor survey performance in real time.
FR 27.	The platform should offer a real-time dashboard to track, monitor, and completion statuses, and other key metrics.
FR 28.	The platform should monitor survey response rates and completion statuses in real-time.
FR 29.	The platform should identify best and worst-performing locations, departments, and functions, enabling targeted interventions.
FR 30.	The platform should pinpoint problem areas and prioritize improvements based on quantitative and qualitative feedback.

Sl#	Functional Specification – Data Analysis
FR 31.	The SP should ensure that the platform includes robust data analysis tools, enabling actionable insights from collected responses, along with support for advanced reporting metrics.
FR 32.	The feedback system should enable detailed analysis of citizen responses by categorizing them based on various demographic, geographic, and predefined criteria like Gram Panchayat, Government Departments (Health, Education, Revenue, etc.), Locations (district and mandal levels), and Citizen Types (LGD compliant)
FR 33.	The solution should provide correlation analysis to examine relationships between multiple survey parameters and identify factors affecting outcomes. • Positive or negative correlations for departments based on feedback scores, identifying areas of success or underperformance. • Analyze why some gram panchayats are performing better than others, identifying best practices. • Enable the government to focus on root causes and implement solutions that have the greatest impact.
FR 34.	The platform should have AI-powered tools to analyze open-ended citizen feedback for deeper insights.
FR 35.	The platform should automatically identify recurring themes, trends, and sentiments (positive, neutral, negative) from responses.
FR 36.	The solution should provide Sentiment breakdown for specific categories like healthcare, public transport, or education helps prioritize interventions.
FR 37.	The solution should provide a detailed evaluation of individual survey questions to identify which specific services, policies, or initiatives are driving satisfaction or dissatisfaction.
FR 38.	The platform should provide a comprehensive dashboard to analyze citizen feedback and visualize metrics like NPS, response rates, and engagement scores.
FR 39.	The platform should provide Trend Analysis to identify patterns and trends in citizen satisfaction and service delivery.
FR 40.	The platform should track individual citizen feedback across multiple touchpoints in their interaction with government services.
FR 41.	The platform should provide detailed insights for individual respondents to understand specific feedback and tailor responses.
FR 42.	The platform should provision API integration to integrate with Facebook, Twitter, Instagram, and other platforms to automatically capture comments, reviews, messages, and mentions related to government services.

Sl#	Functional Specification – Data Analysis
FR 43.	The platform implements keyword monitoring to track hashtags, mentions, or phrases such as #OdishaGovt, #PublicServiceFeedback, or #CitizenGrievance.
FR 44.	The platform should ensure that all feedback is anonymized to comply with data privacy regulations, protecting citizens' identities while analyzing their inputs.
FR 45.	The platform should continuously monitor and collect feedback shared via: • Comments on government posts and announcements. • Direct Messages (DMs) sent to official handles. • Reviews and ratings left on government or service-related pages. • Mentions of government services, departments, or officials in citizen posts. • Aggregating feedback in a centralized system collects data from platforms like Facebook and Twitter, categorizes it by content type (comments, reviews, etc.), and analyzes sentiment (positive, negative, or neutral) for easier analysis.
FR 46.	The platform should segment social media feedback by demographic and geographic parameters. Understand the concerns of urban vs. rural citizens.
FR 47.	The platform should have Issue Prioritization capability to Categorize feedback by urgency and importance based on High, Mid, and Low-Priority Issues.

3.1.3 Automated Feedback Collection - Act

Sl#	Functional Specification – Action Planning and Case Management
FR 48.	The platform should have an Action Planning feature to transform survey outcomes into actionable insights, helping to prioritize initiatives based on the rating.
FR 49.	The platform should ensure measurable improvements in public service delivery by setting specific, actionable objectives based on data.
FR 50.	The platform should provide tools to take instant action and respond to citizens based on their feedback, promoting transparency and accountability.
FR 51.	The platform should support case assignment to direct detractor feedback to the relevant department or official for resolution.
FR 52.	The platform should enable the creation of multiple processes and lifecycle stages across diverse e-Governance Services
FR 53.	The platform should automatically identify and flag negative feedback based on predefined thresholds (e.g., low ratings or critical comments).

Sl#	Functional Specification – Action Planning and Case Management
FR 54.	The platform should generate a case ticket and assign it to the relevant department or personnel for resolution
FR 55.	The platform should send real-time notifications via email or SMS to designated officials responsible for addressing adverse feedback
FR 56.	The platform should include a dashboard to track the status and resolution time of each escalated case
FR 57.	The platform should maintain a comprehensive log of all citizen details and feedback history.
FR 58.	The platform should enable automatic and manual assignment of cases to the appropriate government department or officer.
FR 59.	The platform should allow survey data to be exported in various formats, including Excel, CSV, and JSON.
FR 60.	The platform should provide export templates to generate reports tailored to specific government departments or schemes.
FR 61.	The platform should enable filtering of survey responses based on metadata, including location (district, gram panchayat, department, citizen type, age, gender, and service accessed.

3.1.4 AI Enabled Inbound Call

Sl#	Functional Specification
FR 1.	The system shall route inbound calls to a waiting queue for a minimum of 30 seconds if all call center agents are engaged on other calls.
FR 2.	The system shall allow the Citizen to provide In Call feedback.
FR 3.	The system shall allow the Citizen to give feedbacks through the AI Virtual Voice assistance or AI Bot.
FR 4.	Provision for the AI Bot to ask questions related to Services
FR 5.	All the Feedbacks collected shall be stored in the server.

3.1.5 Chatbot

The solution should include an AI-powered chatbot designed to assist and support users with their issues. The following are the key functionalities:

Sl#	Functional Specification
FR 1.	The system shall provide an intuitive interface that enables seamless interaction between the chatbot and users, allowing users to engage in conversations as if they were speaking with a human.
FR 2.	Users shall be able to simply type their questions into the chat window and receive instant, intelligent responses from the AI chatbot.

Sl#	Functional Specification
FR 3.	The chatbot shall continuously learn from user interactions to improve its problem-solving capabilities, efficiently updating its knowledge base with the latest, relevant information and solutions based on new issues and fixes.
FR 4.	The chatbot application shall be capable of enhancing contextual understanding, generating dynamic responses, and improving its learning abilities throughout the entire conversation process.
FR 5.	The chatbot shall be flexible enough to integrate smoothly with existing workflows and processes, adapting to the specific needs of different departments.
FR 6.	It shall be able to recognize and respond to new suggestions provided by users, adapting its responses accordingly.
FR 7.	Admin users shall have the ability to add, update, or delete queries and responses based on ongoing conversation analysis and insights gathered from chatbot interactions.

3.1.6 Development of Mobile app for uploading of Visit Report

The Service Provider shall design, develop, and deploy a GIS-based mobile application to automate field visits conducted by senior officials of the Government of Odisha. The app will facilitate real-time reporting, citizen interaction, monitoring of scheme implementation, infrastructure project inspections, and generate detailed Management Information System (MIS) and analytical reports at both district and state levels. The GIS-based mobile app should include following features

- **Field Visit Planning:** Scheduling and tracking of visits with GPS-enabled navigation.
- **Data Capture:** Allow officials to log issues, capture images, videos, and geotagged data during field visits.
- **Citizen Interaction Module:** Record citizen feedback and grievances with audio, video, and text input.
- **Scheme and Project Monitoring:** Enable data collection on the progress of schemes and infrastructure projects.
- **Offline Mode:** Facilitate data capture in areas with low or no connectivity, with auto-sync upon reconnection.

- Develop a web-based dashboard for senior officials and administrators to:
  - View consolidated reports and analytical insights.
  - Monitor field visit data in real-time.

  - Manage and allocate tasks to field officials.
  - Generate district-level and state-level MIS reports.
- Provide advanced GIS mapping features for visualization of data at various administrative levels.
- Integrate analytical tools to process and analyze field data for:
  - Identifying trends and patterns in citizen issues and grievances.
  - Evaluating the progress of schemes and projects.
  - Generating automated and customizable reports for decision-making.
- Enable visualization through charts, heat maps, and graphs for actionable insights.
- Ensure seamless integration with existing e-Governance systems and databases.
- Provide APIs for interoperability with other platforms, if required.
- The mobile app should be developed for Android and iOS platform

3.2 CONTACT CENTRE SOLUTION

3.2.1 Call Recording

The solution must have facility of recording the calls on real time basis. The recorded voice files must be encrypted to avoid any tampering. The detailed specification is given below table.

Sl#	Functional Specification
FR 1.	Should use the recording interface provided by ACD or PBX API
FR 2.	Should provide 100% voice call recordings for inbound & outbound calls.
FR 3.	Should provide a single license that can support recording on all IP Phones.
FR 4.	Should be able to record calls coming on any type of trunk line like PRI/IP and system should also record internal calls.
FR 5.	Should be able to record IP endpoints
FR 6.	Should support SIP or IP or TDM (Time Division Multiplexing) endpoints
FR 7.	Should support for search and replay of calls
FR 8.	Should have Rules-based storage and recording
FR 9.	Should be able to "Tag" or classify calls with user-defined labels for simplified search and replay
FR 10.	Should be able to provide online, and offline storage capability in any combination.

Sl#	Functional Specification
FR 11.	Should have an open storage platform that can provide instant access to call recording in the storage.
FR 12.	Should provide facility to store voice digitally in central database or to a hierarchical file system in any of the standard format like wav, mp3 etc.
FR 13.	Provision for archival to network attached storage or network drive should be included as a standard component with the recording platform
FR 14.	Should be provided in high availability configuration

3.2.2 IVRS (Interactive Voice Response Solution)

IVR shall be used during Out-bound calls to distribute communications to citizens. The IVR system should enable to make agentless outbound calls and blast calls to citizens. The detailed specification is given below table.

Sl#	Functional Specification
FR 1.	Provision for receiving all inbound calls on the toll free telephone number
FR 2.	Provision for identifying customer through command line interface (CLI) and support intelligent call routing.
FR 3.	Provision for calling on identified numbers for outbound calls.
FR 4.	The system should flexible enough to configure speech recognition engine in order to support and interpret multiple languages, especially English and Hindi in Future
FR 5.	Provision for Text-to-speech capability support for English and Hindi.
FR 6.	Should be an easy to configure system that enables the users to change the IVR tree with no hard coding.
FR 7.	Should support messages scheduling
FR 8.	Should support Outbound blast of Voice (pre-recorded or text to speech), email or SMS messages
FR 9.	Should support running multiple campaigns at the same time
FR 10.	Provision for capturing usage details of each citizen as the citizen traverses through a call. The IVR solution will have an interface through which usage details can be shared with other solutions.
FR 11.	Provision for integration with the rest of the proposed solution using web services / rest APIs to provide seamless Contact Centre performance.
FR 12.	Should support VXML, CCXML and MRCP
FR 13.	IVR VXML application should be able collect and provide UUI data to ACD Platform and agent desktop application.

Sl#	Functional Specification
FR 14.	Provision for Operator to send the caller back to any specific IVR node.
FR 15.	IVR VXML application should be able to collect digits entered by citizens.
FR 16.	IVR should support interaction with caller with SMS or mobile web app (if required in future) while caller is on voice call

3.2.3 ACD (Automatic Call Distribution)

The Automatic Call Distributor shall be capable of handling high call volumes and distributing the calls amongst the Call Centre Executives(CCEs). ACD shall support relaying of the information messages (marketing messages) to voice callers waiting in queues or on hold. It shall support Skill based routing with standard features like Call Transfer, Conference, Barge in, Dialed Number Identification Sequence (DNIS), Automatic Number Identification (ANI), Caller Line Identification (CLI), etc.

The detailed specification is given below table.

Sl#	Functional Specification
FR 1.	Should be capable to identify User availability and route the call to the identified executive.
FR 2.	Should be able to handle call & IP Phone as per capacity defined in scope
FR 3.	Should support skill base routing, multiple group support, priority handling and Queue status indicator.
FR 4.	Should have capability to distribute the calls based on Skill level of the user like efficiency of the user and work load
FR 5.	Should have Least Occupied User details
FR 6.	Should have functionality where Supervisor can observe the executive pattern or silently monitor the executive.
FR 7.	Should have functionality to provide best service to the caller like listen only, listen and talk only etc.
FR 8.	Should have local treatment for IP & ISDN
FR 9.	Should allow comparing specified skills, identifying the skill that will provide the best service to a call, and deliver the call to that resource. If no executives are currently available, the call is queued.
FR 10.	Should have expected Time for waiting in routing
FR 11.	Should support load balancing of all calls
FR 12.	Should support for multiple announcements be played to a caller on queue.
FR 13.	Should redirect unanswered calls.

Sl#	Functional Specification
FR 14.	Should provide interface to signal call release, call hold, requests from call takers
FR 15.	Should allow a call facility for executives. If a call taker enters clerical mode that will be signalled to ACD and call will not be routed to that executive until it becomes free.
FR 16.	Should be able to block nuisance callers against list of numbers captured in master database until either numbers is removed from the master database of nuisance callers.
FR 17.	Should allow non-voice communication channel like email, web chat and SMS to be routed to agent based on skill set and agent availability.
FR 18.	In the event of ACD failure for any reason, calls should be routed by the built-in mechanism in the PABX.
FR 19.	Should be enterprise grade and be scalable to support up to 2,000 agents.
FR 20.	Automatic Call back: The automatic call back function should enable calling back the missed calls or abandon calls which may be received on the system. It has to work in conjunction with the ACD as well.
FR 21.	Should be deployed in High availability

3.2.4 CTI (Computer Telephony Interface)

The CTI shall facilitate transfer of CCE screen in case of call transfers within the Contact Centre. The CTI shall be capable of activating the fast dialing feature of the ACD. The detailed specification is given below table.

Sl#	Functional Specification
FR 1.	Should be capable of integrating with CRM application as per requirement.
FR 2.	Should be able to provide the caller's CLI (Caller Identification) information. It shall be possible to send & populate Officers Desktop with CLI information
FR 3.	Should be able to pass events and information to the computer applications, e.g.:- If the citizen calls from the same no. from which caller had called earlier (registered Or unregistered), the CTI platform shall be able to automatically fetch and display at least last 5 service requests details for that citizen.
FR 4.	Should maintain the accounting and authorization logs of the users accessing the components of the telephony system. The logs shall include information users who have logged-in into the system and the specific commands entered by them.
FR 5.	Management Access to the system should be secure. Access mechanisms viz. SSH, HTTPS should be used to facilitate user

Sl#	Functional Specification
	authentication, authorization, accounting (AAA) using LDAP or Active directory or Directory services etc. and provide information about users who have login into the system and the specific commands entered by them.
FR 6.	Should have web-based GUI console for administration, configuration & management of the system, Real-time information or alerts and reports regarding health status e.g. up or down status, performance & resource utilization statistics etc. of the system shall be available through this console.
FR 7.	Should be SNMP (Simple Network Management Protocol) manageable such as SNMP v1, SNMP v2c and SNMP v3 protocols. It shall be able to send SNMP traps to the configured Network Management System (NMS).

3.2.5 Outbound Dialer

Outbound Dialers shall enable to place outbound calls to citizen for collecting feedback. It shall also facilitate conference calls between the citizen and Identified Department Authority as and when required. The detailed specification is given below table.

Sl#	Functional Specification
FR 1.	Provision for Contact Centre executives to dial identified numbers for relaying messages from the CM
FR 2.	Should support outbound preview dialing, either automated or user-initiated
FR 3.	Should provide campaign management tool for supervisors to manage the campaigns
FR 4.	Should have the capability to fetch missed calls data from the ACD and dial out whenever the executive is available
FR 5.	Should be able to perform a screen pop with caller information based on the campaign
FR 6.	Should support campaign management for data selection.
FR 7.	Should support Do not call list.
FR 8.	Should support agentless dialing.

3.3 CONTACT CENTRE INFRASTRUCTURE

The bidder will setup a 10-seater contact Centre at Bhubaneswar only. All the cost related to Contact Centre will borne by Service Provider and OCAC will only provide the toll-free number and an Internet connectivity. The contact center will be

operational from 6AM to 10 PM on All days of the Week including holidays. The site preparation for the call Centre is also be done by the Service Provider.

3.4 CONTACT CENTRE MANAGEMENT

3.4.1 Inbound Call Management

a) Receive calls from the citizen

b) Provide relevant information to the citizens if available or may inform about the source from where the information can be availed

c) Reply to inbound emails received

d) Register the feedback received from the citizens through mails and voice calls

e) Generate required reports and submit the same to the concerned authority

Resources having the following skill set shall be deployed to perform the inbound operation.

Manpower	Qualifications	Responsibility
Floor Manager – ***Inbound***	– Graduate with minimum 7 years of experience in managing inbound call centre operation – Must have excellent communication skill in English, Hindi & Odia	a. Responsible to maintain the Contact Centre operation without any disruption of its services b. Supervise the work of Contact Centre executives (CCE) c. Ensure CCEs have the knowledge about various schemes and skills required to execute their services. d. Plan for coaching, training regarding inbound call management and retention e. Implement suggested instruction and actions if any f. Handle the issues faced by CCEs g. Handle calls if required
Contact Centre Executive- ***Inbound***	– 10+2 (higher secondary or equivalent) – Must be able to listen comprehend and speak clearly – Should have good communication skill in Odia, Hindi & English	a. Handle inbound calls b. Register citizen feedback and complaints c. Access the complaint received through the CRM d. Identify and forward issues to the concerned department e. Maintain call logs and reports

3.4.2 Outbound Call Management

a) Receive request from official for outbound calls
b) Initiate calls to citizens through randomization logic
c) Capture citizens' feedback on a particular service availed by them on the CRM
d) Bridge calls between Department and respective citizens as and when needed
e) Update status of a particular feedback
f) Support data analytic services (if required)
g) Generate required reports and submit the same to the concerned authority

Resources having the following skill set shall be deployed to perform the outbound operation.

Manpower	Qualifications	Responsibility
Floor Manager – ***Outbound***	– Graduate with minimum 5 years of experience in managing inbound call centre operation. – Must have excellent communication skill in English, Hindi & Odia	a. Responsible to maintain the Contact Centre operation without any disruption of its services b. Supervise the work of CCE c. Ensuring that the Contact Centre executives have the knowledge about various schemes and skills required to execute their services. d. Plan for coaching, training and retention for out bound call management e. Implement suggested instruction and actions f. Handle the issues faced by the CCEs executives.
Contact Centre Executive - ***Outbound***	– Graduate with minimum 1 year of similar experience – Must be able to listen comprehend and speak clearly – Should have good communication skill in Odia, Hindi & English	a. Handle outbound calls b. Register citizen feedback c. Maintain call logs and reports

3.4.3 Contact Centre Operation Management

a) Deploy Contact Centre Executive for managing the contact centre operation
b) Increase or decrease the capacity of the resources for providing the required service as per the need of the client.

c) Contact Centre operation will be in 16x7 basis i.e. from 6:00 AM to 10.00 PM (IST) on all days (including holidays). If required operation may be done 24x7.
d) Public awareness campaigns shall be made to intimate them regarding the calling Hours.
e) Outbound call shall be done in business hours. For inbound calls in non-business hour the caller would be notified about the operation timing through Interactive Voice Response system.
f) Provide required information to OCAC officials ensuring quality of services rendered by the CCEs.
g) Impart regular training in soft skills; call handling, exposure to related application for preparing the CCE to answer different types of queries, or provide information as made available by the department.

3.4.4 Contact Centre Infrastructure

The service provider will bring following devices to manage the operation. The devices must be brand new from reputed OEM with the following minimum features :

Laptop/Desktop	Head Phone	License
– Processor: Core i3 or above – Memory: 8 GB or better DDR2 memory – I/O Port: Standard IO Ports with 4 USB 2.0 connectors – Storage: 500GB or more – Ethernet: 10/100 Mbps – OS: Windows 11 (32 or 64 bit) or above	– Head Set with Noise Cancelling Mike Gooseneck – Flexible Heads Smart Receiver – Type: Over the Ear	– Call Centre Agent License as per Contact Centre solution proposed
Server with OS	**Firewall**	**Storage**
– Windows server 2022 std / Linux – Intel/ AMD Tower – 16 Core Processor – 32 GB DDR4 RAM – HDD/SAS 2.4 TB usability with RAID 5	– Firewall Throughput of 2 Gbps or more. – IPS throughput of 1 Gbps or more. – Threat prevention throughput of 700 Mbps or more.	– NAS Server – Memory 16 GB or higher – Storage Controller :RAID SATA 6Gb/s RAID 0, 1, 5, 6, 10

– RPS	– Concurrent Sessions of 750K or higher. – New session or connection per second or 5000 or higher. – Support Deep Packet Inspection connection of 25K or higher. – TLS/SSL throughput of 300Mbps or higher. – IPSec VPN throughput of 750 Mbps or higher. – SSL VPN throughput of 300 Mbps or higher. – 50 or more IPSec VPN Clients. – 50 SSL VPN users support. – 1x Console port & 2x USB Port. – The device should have 8x1GbE Port from day 1.	– Usable 20 TB with RAID 5 – 100Mb LAN, 10 GigE, USB 3.0 Port connectivity – Dual Power supply

3.5 UNIFIED CALL CENTER MANAGEMENT VIA CRM

The CRM system will serve as the operational backbone of the call center, integrating feedback processes and enabling efficient tracking and resolution. Key features include:

- **Omni-Channel Communication:**
  - Integration of voice calls, emails, SMS, WhatsApp, social media, and web portals for a seamless citizen experience.
  - Unified platform for managing all interactions in one place, ensuring no feedback is missed.
- **Agent Tools:**
  - Unified agent desktop providing comprehensive caller data, call history, and ticket information.
  - Auto dialers for outbound campaigns to streamline feedback collection and outreach efforts.
- **Ticketing System:**
  - Feedback and complaints automatically converted into tickets with unique reference numbers.

    - Tickets categorized by priority and urgency, routed to appropriate departments with automated SLA tracking
- **Notification and Escalation:**
    - Automated notifications to citizens
    - Predefined workflows for escalation and SLA monitoring to ensure timely issue resolution.

3.6 CASE MANAGEMENT SYSTEM

A robust case management framework ensures end-to-end tracking and resolution of citizen issues.

- **Case Creation:**
    - Manual entry by agents or automated generation for feedback received through digital channels.
    - Citizens notified instantly with case ID and expected resolution timelines.
- **Case Categorization:**
    - Classification into predefined categories such as inquiries, complaints, or suggestions.
    - Prioritization based on urgency and severity.
- **Case Assignment and Tracking:**
    - Automated or manual assignment to relevant agents or departments.
    - Real-time dashboards for tracking case progress.
- **Case Closure and Feedback:**
    - Resolved cases closed with comprehensive documentation.
    - Citizens prompted feedback on the resolution process to measure satisfaction.

3.7 DATA ANALYTICS & QUALITY MONITORING

3.7.1 Data Analytics

A combination of On Site and Off-Site Team (resident coordinator and SMEs) need to be deployed for the Data Analytics and visualization while building a 360-Degree view in Analytical Dashboard of the Caller's Journey. Data Analytics service shall include the following activities.

a) Define Standard Operating Procedure (SOP) for contact centre operation
b) Generating Live Cross-Channel Insight Reports to create better understanding of related issues and their redressal
c) Make necessary changes in the layout, colour schema, Data Visualization reports format

d) Rectification of errors within the content management, addition or removal of feature from the developed solution.
e) Overall administration, operations, monitoring, maintenance of the database to ensure the maximum efficiency of the allotted process.
f) Evaluating citizen satisfaction with the govt. schemes/departments/ initiatives.

3.7.2 Analytical Dashboard

The resources engaged under this track shall perform the following value additions

Sl#	Functional Specification
FR 1.	Demographic Analysis: The system already collects citizens' demographic data, which can be used to map popular services in different regions. For example, analyzing service usage by age, gender, and location can identify patterns of service popularity across different geographies.
FR 2.	Service-Feedback Correlation: A dynamic analysis combining Service Type, Age Group, Gender, and Feedback Score can reveal trends or anomalies in service satisfaction based on geography and demography. This could help target areas needing further improvement.
FR 3.	Service Load Scoring: Since some departments offer multiple services (e.g., one department may have 20 services online while another has only one), a scoring mechanism could be introduced to normalize department performance based on the number of services offered. This would ensure fairer comparisons.
FR 4.	Unified Ranking Metric and Ranking Dashboard: The absence of a single ranking metric makes it difficult to compare departments objectively. Introducing a consolidated ranking system, weighing factors like service count, feedback, and user demographics, would enable more transparent and consistent performance evaluation across departments.
FR 5.	Detailed Question Answer Dashboard: As call center executives ask different sets of questions for each service, creating a dashboard to analyze citizen responses to each question would provide deeper insights into specific pain points in service delivery. This would help identify which questions are eliciting negative feedback and why.
FR 6.	The insights generated by the data collected by the application needs to be thoroughly analyzed and utilized for enhancing the service. The action part is the missing link.
FR 7.	Review meeting dashboard can help conduct reviews instantly without any preparation of data/PPT.
FR 8.	Historical Data of Previous Feedback: The system shall provide call center executives with access to historical data of all previous feedback submitted by the citizen. This will allow the executive to view the caller's demographic information and past feedback details for better context and personalized service.

3.7.3 MIS and Data Analytics

The bidder shall conduct various activities such as Social Media Listening, Social Media Sentiment Tracking, voice analysis, trend analysis, heat maps, performance matrices etc. during the engagement period. Hence, the bidder should factor providing third party tools required for the above activities and deploy following resources to carry out the above activities during the engagement poeriod

1. One Data Scientist
2. One Data Compliance Manager
3. One Data Visualization Manager

The major scope of the Service Provider (SP) includes implementing a robust framework for conducting sentiment analysis and feedback analysis of government initiatives, policies, and service delivery mechanism. The Service Provider will leverage advanced tools and technologies such as natural language processing (NLP), machine learning, and data analytics to analyze citizen feedback collected from multiple channels, including social media platforms, applications, call centres and community engagements. The SP will classify feedback into actionable categories, assess sentiment (positive, neutral, or negative), and generate comprehensive reports highlighting key trends, public sentiment, and priority areas. The SP will also provide visualization dashboards to present insights in an intuitive and user-friendly manner and enable continuous monitoring. Additionally, the SP will ensure data security and compliance with relevant privacy regulations while integrating seamlessly with existing systems to support data-driven decision-making for improved governance and citizen engagement.

3.7.4 Quality Monitoring

a) Do sample survey of calls on Call Quality
b) Facilitate OCAC officials to listen to any calls at any point of time and give access to relevant sub-systems/servers (including IVR, ACD, security measures including data & software backups, firewalls, antivirus software updates, etc. related to Contact Centre Setup)
c) Generate reports including those required for cross-verification of SLAs regarding calls and quality

3.7.5 Resource Engagement

To perform the above cited activities, the bidder needs to deploy following category of resources in **Technical Support Unit(TSU)**

Sl#	Designation	Minimum Educational Qualification and Experience
a)	Project Manager	B.E/ B.Tech/ MCA/ MBA or above with Minimum of 5 years' experience in the relevant field and 2+ year

Sl#	Designation	Minimum Educational Qualification and Experience
		experience with statistical tools or data mining tools (e.g., Business Objects, Tableau Reporting). He/ She should have excellent communication skills.
b)	Business Analyst	B.E/ B.Tech/ MCA with minimum 2 years of relevant experience in Business Analyst role. He/ She should have excellent communication skills.
c)	Data Scientist	B.Tech in (Computer Science or IT)/ Master degree in Economics/Data Science/ Statistics/Computer Application(MCA) preferably having 3 years experience in data analysis
d)	Data Compliance Manager	B.Tech in (Computer Science or IT)/ Master degree in Economics/Data Science/ Statistics/Computer Application(MCA) with minimum 3 years of relevant experience in the data compliance and protocols. He/ She should have excellent communication skills.
e)	Data Visualization Manager	BCA/ B.Tech/MCA/M.Tech with minimum 3 years of experience with data visualization tools like Tableau, Power BI, Qlik, D3, Ggplot, Pandas, Plotly, or similar. He/ She should have excellent communication skills.

4 Technical Requirements

Sl#	Technical Specification – Platform Features
TR 1.	The platform must operate on a secure and scalable cloud infrastructure to ensure high reliability, real-time data access, and uninterrupted citizen interaction for feedback management.
TR 2.	It must provide a minimum of 99.9% availability as part of the SLA.
TR 3.	It must provide a user-friendly, customizable dashboard for analytics, reporting, and performance monitoring.
TR 4.	It should enable the addition of multiple user accounts with granular, role-based permissions.
TR 5.	The platform should provide a mobile app for government officials to access real-time survey data and insights.
TR 6.	It should enable custom dashboards and deliver push notifications for updates.

Sl#	Technical Specification – Security and Data Privacy
TR 7.	The platform should comply with local and national data protection laws, including the latest MEITY guidelines.
TR 8.	It should ensure encryption for data at rest and in transit.
TR 9.	It should maintain the confidentiality of data, with a signed NDA ensuring data destruction upon contract termination, accompanied by a proof of deletion certificate.
TR 10.	The platform should have tools for quick identification, reporting, and resolution of system or security issues.
TR 11.	It should provide mechanisms for real-time notifications on API failures and system anomalies.
TR 12.	The platform should have Identity Access Management (IDAM) and Single Sign-On (SSO) solutions.
TR 13.	The platform should enable multi-factor authentication and secure concurrent sessions with encrypted session traffic.
TR 14.	The platform should ensure 99.9% availability in its SLA to maintain uninterrupted service delivery for mission-critical applications.
TR 15.	The system must support secure user access via web and mobile platforms, incorporating robust security measures to protect internet-based access points.
TR 16.	The proposed solution should leverage AI-based tools, like Cyberwarrior, to enhance the security posture of the application and its hosting servers.

Sl#	Technical Specification - Cybersecurity Compliance
TR 17.	The Contractor should adhere to Indian-specific regulatory standards, ensuring data privacy and security.
TR 18.	The Contractor should provide evidence of compliance with applicable legislation.
TR 19.	The Contractor should define responsibilities for security incident management, including notification procedures and remedies for breaches.
TR 20.	The Contractor should provide On-premises physical security for data centers, including 24x7 surveillance and restricted access, is mandatory.
TR 21.	The platform should have clearly defined and regularly tested backup policies, including encryption, retention periods, and restoration timelines, are mandatory.
TR 22.	The Contractor should implement robust patch and release management processes.
TR 23.	The Contractor should provide third-party VA/PT reports from CERT-In empaneled auditors.

Sl#	Technical Specification - Cybersecurity Compliance
TR 24.	The Contractor should implement stringent security controls, such as protecting against DDoS or APT attacks, ensuring tenant segregation, and maintain robust patch management practices.
TR 25.	The Contractor should provide Yearly certifications confirming no data breaches or exfiltration should be shared with OCAC
TR 26.	The Contractor should conduct regular independent security audits and provide SOC Type 2 compliance.
TR 27.	The Contractor should ensure logs are retained for a minimum of 180 days and made available for audit purposes.
TR 28.	The Contractor should provide robust monitoring and real-time reporting mechanisms for security incidents, including predefined escalation procedures.
TR 29.	The Contractor should provide Information regarding cryptographic protection for data must be shared, ensuring OCAC can audit these measures for compliance.
TR 30.	The Contractor should follow secure methods for disposing of data and hardware must be documented and auditable.
TR 31.	The solution must provide protection against common and advanced attack types, including SQL and API injections and Vulnerabilities listed in the OWASP Top 10.
TR 32.	The solution must utilize AI algorithms for advanced threat detection.
TR 33.	It should send prompt alerts to administrators through multiple channels, including: Email, SMS, WhatsApp.
TR 34.	When compatible firewalls are present, the system must: • Automatically ban attackers using AI commands simulating human-like responses. • Implement real-time protection through direct integration with servers or firewalls.

Sl#	Technical Specification - Technical Support and Implementation
TR 35.	The Contractor should support integration with e-Governance systems via APIs or SFTP.
TR 36.	The Contractor should provide mechanisms for exception handling and notifications on API failures.
TR 37.	The Contractor should offer L1, L2, and L3 production support, with live 24/7 email and phone support.
TR 38.	The Contractor should provide training and support during implementation, with ad-hoc survey setup and automation included.

Sl#	Technical Specification - Technical Support and Implementation
TR 39.	The Contractor should deliver initial implementation, including dashboards and reports, within 8 weeks.
TR 40.	The implementation team must be based in India, ensuring close collaboration with OCAC.

Sl#	Technical Specification - Compliance with Standards
TR 41.	The Contractor should document and disclose service functionality for classifying and labeling data.
TR 42.	The Contractor should ensure data is tokenized for PII (MSISDNs, emails, and names).
TR 43.	The Contractor should facilitate smooth data migration during provider transitions, ensuring no loss of logs, data, or masters.

Sl#	Technical Specification - Mobile Application for Data Access
TR 44.	The Contractor should provide a mobile app for government officials to view real-time survey data and insights.
TR 45.	The Contractor should enable users to customize dashboards for their specific needs, such as monitoring district-wise performance or citizen sentiment.
TR 46.	The Contractor should deliver notifications for key updates.

Sl#	Technical Specification - User Management
TR 47.	The Platform should provide role-based access control for users from different government departments.
TR 48.	The Platform should restrict access to survey data, ensuring one department cannot view data belonging to another department.
TR 49.	The Platform should allow permissions to be defined based on functions, such as survey creation, data analysis, or case management.

Sl#	Technical Specification - Communication and Exception Management
TR 50.	The Platform should support real-time notifications on API failures and provide mechanisms for exception handling.
TR 51.	The Platform should allow the configuration of reminder frequency and logic for incomplete feedback submissions.

Sl#	Technical Specification - Data Management
TR 52.	The Platform should support integration with existing e-Governance systems via APIs or SFTP for real-time or batch data synchronization.
TR 53.	The Platform should include mechanisms to handle API failures with real-time notifications and exception management tools.
TR 54.	The Platform should ensure encryption for data at rest and in transit to protect sensitive information.
TR 55.	The Platform should Comply with data protection regulations, including GDPR, CCPA, and applicable national standards.
TR 56.	The Platform should Restrict platform access to authorized personnel via IP whitelisting.

Sl#	Technical Specification - Compatibility and Logs
TR 57.	The Platform should ensure compatibility with OCAC’s Mobile Device Management (MDM) and Network Access Control (NAC) solutions.
TR 58.	The Platform should Restrict access from non-compliant devices to safeguard data integrity.
TR 59.	The Platform should Retain application, server, and identity logs for at least 180 days.
TR 60.	The Platform should ensure SOC Type 2 compliance for comprehensive security auditing.

5 Project Timeline

T- Issuance of Work Order/Purchase Order

Sl#	Milestone	Timeline	Responsibility
a)	Submission of SRS	T+15 days (T1)	Service Provider
b)	Approval of SRS	T1+7 Days (T2)	OCAC
c)	Completion of Development of AMA SASANA application	T2+45 Days (T3)	Service Provider
d)	User Acceptance Test of AMA SASANA	T3+7 Days (T4)	OCAC and Service Provider
e)	Security Audit & Go-live of AMA SASANA	T4+15 Days (T5)	Service Provider
f)	Go-live of Solution	T5+7 Days(T6)	OCAC and Service Provider
g)	Operation and Maintenance of entire solution	5 years from T6	Service Provider
h)	Deployment of resources as per scope including TSU except CCE	T6 + 7 days	Service Provider
i)	Operation of Contact Centre	T+60 days	Service Provider
j)	Engagement of CCE	T3+7 days	Service Provider

6 Service Level & Penalty

The Service Provider shall agree to the following service level agreement (SLA) parameters while providing Contact Centre services. These SLAs shall be tracked on a periodic basis and are envisaged to have penalty and/or liquidation damage clauses on non-adherence to any of them. The Service Provider has to provide the SLA tool which will facilitate generating the SLA reports. The SLA parameters are divided into 2 (two) types: -

6.1 DURING IMPLEMENTATION

In case of delay in implementation of the project as per the Delivery Schedule mentioned in the RFP/ PO/ Agreement, penalties shall be imposed as mentioned below:

a) In the event of delay in execution of work, specified in this Contract /furnishing of deliverables, the Service Provider shall be liable to a penalty 1% of the value of work order for the respective component/item, for delay of 15 days or part thereof, up to a maximum of 20%, after which OCAC shall be at liberty to take action against the Service Provider as deemed proper (such as cancellation of order forfeiting of Performance Guarantee., increase of penalty percentage etc.)
b) Penalty will not be applicable, if the delay is not attributable to the SI. However, in such cases, the Service Provider has to communicate in writing the reason of delay. The decision of the Chairman, OCAC in this regard shall be final.

6.2 POST IMPLEMENTATION

a) Solution Uptime

The solution uptime shall be based on the overall performance of the hardware, application software, system software, where the uptime represents the percentage of time the system remains operational.

The uptime shall be calculated as follows:
Total uptime in minutes*100/ Total minutes of operations in a month.

Measurement Interval	Reporting Period	Target	Penalty
Daily	Monthly	>=99.5%	Nil
		>=98.7% but <99.5%	.05% of Quarterly billed value
		>=97% but <98.7%	1.0% of Quarterly billed value

Measurement Interval	Reporting Period	Target	Penalty
		>=95% but <97 %	2.0% of Quarterly billed value
		<95 %	3.0% of Quarterly billed value

b) Inbound/ Outbound call

This is defined as the percentage of time a CCE is productive for Contact Centre against the total duration he/ she is connected using his/her login ID to the Contact Centre's Automatic Call Distribution (ACD) system.

This shall be calculated as follows:
(Productive Auxiliary Time - Non-Productive Auxiliary Time} *100 / Total Staffed Time)

Note:
"Productive Auxiliary time" is length of time spent by a CCE on briefing, outbound call, feedback, support and on-job training.
Any Time other than "Productive Auxiliary time" shall be considered as Non-Productive Auxiliary time.
"Staffed time" is length of time spent by a CCE connected using his/her login ID to Automatic Call Distribution (ACD) system in any mode pre-defined in Automatic Call Distribution (ACD) system.

Measurement Interval	Reporting Period	Target	Penalty
Daily	Monthly	>=80%	Nil
		>=75% & <80%	1% of Quarterly billed value
		>=70% & <75%	2% of Quarterly billed value
		<70 %	3% of Quarterly billed value

c) Average Update Time

This is applicable for Inbound/Outbound Voice calls. This shall be calculated as follows:

Total calls registered or made or answered*100/ Total Successful calls

Measurement Interval	Reporting Period	Target	Penalty
Daily	Monthly	>=95% Records	Nil
		>=90% and <=95% Records	1% of Quarterly billed value
		>=80% and <=90% Records	2% of Quarterly billed value
		<80 % Records	3% of Quarterly billed value

d) Reporting Procedures of SLA

The SI's representative will prepare and distribute Service level performance reports in a mutually agreed format by the 10th working day of the completion of each month. The reports will include "actual versus target” Service Level Performance, a variance analysis and discussion of appropriate issues or significant events. Performance reports will be distributed to Purchaser management personnel as directed by Purchaser. Discrepancies in the service levels shall be monitored as per Escalation matrix given below.

e) Escalation Matrix for Contact Centre

Sl#	Designation	Position in escalation matrix (L 1/L2/L3)	Escalation Time/ Period
a)	Floor Manager-Inbound	L1	Escalation In case of Call issue at the Contact Centre (inbound)
b)	Floor Manager-Outbound	L1	Escalation In case of Call issue at the Contact Centre (outbound)
c)	Business Analyst	L2	Escalation time period after 1 day in case of issue with Call and Contact centre management and resources management
d)	Project Manager	L3	Escalation time period after 2 days in case of issue with the application management

f) Escalation Matrix for CRM & Portal

Sl#	Designation	Position in escalation matrix (L 1/L2/L3)	Escalation Time/ Period
a)	MIS Executive	L1	Escalation time period in case of issue with the application management, Quality Analysis & Reporting
b)	Business Analyst	L2	Escalation time period after 2 days in case of issue with application Quality Analysis and Reporting
c)	Project Manager	L3	Escalation time period after 3 days in case of issue with application Quality Analysis and Reporting

6.3 SLA MANAGEMENT AND REPORTING

Service Level Agreements (SLAs) ensure operational efficiency and accountability. Key elements include:

- **Custom SLAs:**
  - Defined response and resolution times based on case type and priority.
- **SLA Monitoring:**
  - Real-time tracking with automated alerts for potential or actual breaches.
- **Performance Reports:**
  - Detailed SLA adherence reports highlighting bottlenecks and areas for improvement.

7 Payment Terms

SL#	CATEGORY/ACTIVITIES	PAYMENT TERM
1.	Application Design, Development, Integration and Implementation for AMA SASANA	• 60% of this component after UAT • 10% of this component after Go-live • The remaining 30% Cost of Application will be paid equally in 8 QGRs
2.	Mobile App	• 60% of this component after UAT • 10% of this component after Go-live • The remaining 30% Cost of Application will be paid equally in 8 QGRs
3.	10-seater Call Centre Setup Cost including 3-year support and AMC	100% of the cost shall be paid after setup of Call Centre subject to submission of inspection report by OCAC team
4.	One time cost for civil work for setting up call center at Bhubaneswar convenient to bidder	100% of the cost shall be paid after setup of Call Centre subject to submission of inspection report by OCAC team
5.	Rent & electricity charges	To be paid in quarterly basis starting from the date of submission of inspection report by OCAC team on Call Centre Setup
6.	Additional 2 years cost for 10-seater Call Centre Setup Cost after completion of initial 3 years	100% of this cost of the respective year shall be paid in advance during beginning of year
7.	Resource/Manpower cost	100% of the resource cost will be paid on a quarterly basis.
8.	MIS and Data Analytics (Pt 9.1 of Financial bid)	• 70% of the development/customization and implementation cost (Third party tool) shall be paid after Go-live • The remaining 30% Cost of development/ customization and

SL#	CATEGORY/ACTIVITIES	PAYMENT TERM
		implementation will be paid equally in 8 QGRs
9.	Operation and Maintenance cost of AMA SASANA Application	Cost of operation and maintenance will be paid equally in 20 QGRs (QGR Start will be made from the date of Go-live)
10.	EV SSL certificate(if provided by SP)	100% of the cost after SSL deployment for the respective year
11.	Security Audit	100% cost of the security audit will be released after submission of auditors report and Safe-to-Host Certificate of respective audit.
12.	Change Request	After Go-live of respective Change Request
13.	Any Third Party Tool (as quoted at pt 14 of Financial bid)	• First year cost towards third party tool subscription/license shall be paid after Go-live • From 2nd year onwards Cost towards third party tool subscription/ATS shall be paid beginning of respective year.

8 General Conditions

a) Payment schedule - Payments to the bidder/authorized partner, after successful completion of the target milestones (including specified project deliverables), would be made as under: -

b) The supplier's selected bidder's request for payment shall be made to the purchaser in writing, accompanied by invoices describing, as appropriate, the goods delivered and related services performed, and by the required documents submitted pursuant to general conditions of the contract and upon fulfilment of all the obligations stipulated in the Contract.

c) Due payments shall be made promptly by the purchaser, generally within thirty (30) days after submission of an invoice or request for payment by the supplier/ selected bidder/authorized partner, and the purchaser has accepted it.

d) The currency or currencies in which payments shall be made to the supplier/ selected bidder under this Contract shall be Indian Rupees (INR) only.

e) All remittance charges will be borne by the supplier/ selected bidder/authorized partner.

f) In case of disputed items, the disputed amount shall be withheld and will be paid only after settlement of the dispute.

g) Payment in case of those goods which need testing shall be made only when such tests have been carried out, test results received conforming to the prescribed specification.

h) Any penalties/ liquidated damages, as applicable, for delay and non-performance, as mentioned in this bidding document, will be deducted from the payments for the respective milestones.

i) Taxes, as applicable, will be deducted/ paid, as per the prevalent rules and regulations at the time of billing. Legitimate payment shall be made within 30 working days of the receipt of invoice along with supporting documents subject to penalties, if any.

8.1 TRAINING AND KNOWLEDGE MANAGEMENT

- **Knowledge Base:**
  - Central repository of FAQs, troubleshooting guides, and service protocols accessible to agents in real-time.
- **Agent Training:**
  - Comprehensive onboarding and regular refresher programs covering CRM usage, communication skills, and problem-solving.

8.2 PERFORMANCE MONITORING

- **Real-Time Dashboards:**
  - Supervisors can monitor key performance indicators such as call wait times, resolution rates, and agent efficiency.
- **Custom Reports:**
  - Tailored reports for analyzing operational trends and identifying areas for optimization.