

**The State Project Director  
UP Education for All Project Board  
Vidya Bhawan, Nishatganj, Lucknow**



**Invitation for Expression of Interest**

UP Education For All Project Board, Lucknow and UP Mid-day Meal Authority intend to establish a state help line/ call centre in Lucknow in order to enable the general public and the stakeholders to seek assistance in redressal of their grievances relating to implementation of various programmes under Sarva Shiksha Abhiyan & Mid Day Meal Programme in the state funded/aided Primary & Upper Primary Schools in the State of UP.

The help line/ call centre would consist of toll free numbers which will be duly publicized and used by the general public to raise questions, submit their grievances and seek guidance from the office of State Project Director, Sarva Shiksha Abhiyan, UP and Director Mid Day Meal Programme Authority UP.

On receipt of the calls it is intended to resolve the grievances through field level officials by taking suitable remedial actions at their end and get back the action taken report at short intervals.

Interested Operators would be required to use the latest information and communication technology, to provide solution to general public & stake holders.

Organisation with proven track records in the field of management of call centers/help lines are requested to submit proposals for the establishment of call centre/ help line for Sarva Shiksha Abhiyan, UP and Mid Day Meal Authority, UP.

**Submission of Expression of Interest**

The Expression of Interest (EOI) for selection should be submitted to Shri V.K. Pandey, Sr. Professional, UP Education for All Project Board, Vidya Bhawan, Nishatganj, Lucknow in a sealed cover superscribing 'Expression of Interest for establishment of Call centre/Helpline'. The Expression of Interest should reach the State Project Office, UP Education For All Project Board, Vidya Bhawan, Nishatganj, Lucknow within 15 days of publication of this notice (excluding the date of publication). The State Project Director, UP Education For All Project Board and Director, Mid-day Meal Authority reserve the sole right to except or reject any or all EoI's without assigning any reason.

Together with the Expression of Interest the following details will be sent.

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

- Names and experience of full time professionals.

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

**Eligibility :**

Reputed organizations having experience of atleast three years in establishment and management of Help lines and call centers and a minimum annual turnover of at least Rs. 25 lac per year during the last three years will be eligible. Institutions in Government sector are exempted from the eligibility condition regarding minimum annual turnover of Rs. 25 lac. Having sector specific experience and in house capability to manage the Helpline and call centers will be an added advantage.

**Presentation :**

Eligible applicants would be required to make a presentation of their credentials and proposal before a Committee of Officers constituted by Department of Basic Education on 6.7.2009 at 11 AM at Conference room State Project Office, Vidya Bhawan, Nishatganj, Lucknow. The detailed solution architecture, specification of hardware, software, manpower and other equipment to be used and the calendar of implementation plan (with Gantt Chart) should come out clearly in the presentation.

**Clarification :**

For any clarification Shri V.K. Pandey, Sr. Professional, UP Education for All Project Board, Vidya Bhawan, Nishatganj, Lucknow may be contacted (Telephone No. 0522-2782409). This notice alongwith the Terms of Reference for establishment of State Helpline is also available at the official website of Education for All Education Board ([www.upefa.com](http://www.upefa.com)) and MDM Authority's website ([www.upmdm.org](http://www.upmdm.org)).

**State Project Director  
UP Education For All Project Board  
Vidya Bhawan, Nishatganj, Lucknow**

## **Terms of Reference**

The UP Education for All Project Board, Lucknow is implementing various programmes of Elementary Education under Sarva Shiksha Abhiyan and UP Mid-day Meal Authority is providing cooked mid-day meal to all students of class I-VIII in state funded/aided primary and upper primary schools in the urban and rural are of state covering 71 Districts.

The State Project Director, State Project Office, UP Education For All Project Board, Lucknow and Director, UP Mid-day Meal Authority are considering to establish a State Helpline/Cell center in Lucknow in order to enable the general public and the stakeholders to seek assistance in redressal of their grievances relating to implementation of various programmes under Sarva Shiksha Abhiyan & Mid Day Meal Programme in the state funded/aided Primary & Upper Primary Schools in the State of UP. The Helpline/Call center consists of a **toll free number** which will be duly publicized and used by the general public to raise questions, submit their grievances and seek guidance from the office of State Project Director, Sarva Shiksha Abhiyan, UP and Director Mid Day Meal Programme Authority UP. Action on each complaint needs to be ensured and pending complaints need to be closely monitored. The operations will run with the use of latest information and communication technology to provide solutions to complainants on a real time basis. The project needs to be completed **within 30 days** from the date of award of contract.

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

- 2.1 Making of Telephone calls by users :** The telephone calls need to be made in Languages used by the general public/stake holders. The Helpline should be accessible from privately and government operated landline/mobile telephone lines.
- 2.2 Reception of calls :** In order to receive the calls and answer them properly, dedicated and trained manpower is the key requirement. People who are well acquainted with the subject should receive the calls, record the call details and provide the response also instantaneously. The persons who receive the calls not only have to be conversant with the subject but also be courteous and patient and must endeavor to satisfy the callers.
- 2.3 Number of persons making the calls :** The proposed system should have a capacity of handling at least 15,000 calls per month.

**2.4 Data entry of calls received :** The complaints should be entered in suitable software using good quality computing hardware. This should be properly stored for retrieval in future and for transmission to other nodes in the network.

**2.5 Complaint processing and satisfactory complaint disposal :**

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

The firm will hereby, maintain the Grievance Redressal Mechanism with following features :

- I- All the calls will be responded in a proper manner and a recording would be done to store in a CD/suitable media for at least 7 days. Some data would be selected randomly and preserved for a longer period for evaluation/verification process.
- II- The agency will deploy appropriate IT solutions and demonstrate within a week following features of the IT solutions to the satisfaction of the UP Education for All Project Board and Mid-day Meal Authority before the agreement comes in to effect.

(B) There will be broadly two kinds of responses to the calls received at the call centre. First kind of calls - the calls may be for some counselling/query about the scheme or the guidelines of SSA and MDM Authority which may be answered to the caller by the telephone operator instantly and which does not require any further action. The second kind of calls may relate to some kind of grievance that needs to be redressed by appropriate authorities. The firm must have an IT based Knowledge Solution deployed to capture the procedures etc. in SSA and MDM Authority and assist the operators electronically in fast search of the solutions for the queries. The agency will maintain log for all calls and a suitable IT solution will be deployed so that all the received calls as such are converted into a proper/suitable online searchable text format that will be maintained on a IT system linked to Internet in which the response made by the agency (if the call was about some counselling) or it

required further action from appropriate authorities, will be downloadable and printable.

(C) The IT solution provided as such will have minimum such features :

- I- An IT system linked to Internet with proper grievance redressal mechanism should be deployed by the call center. The IT system should be such that all calls received during the day are converted into text/online format and posted on a website in such a manner that district authorities may download the grievances pertaining to their district on day to day basis.
- II- Integration with Mobile Phones : As soon as the caller's call/grievance is converted into textual online format and up-loaded on the Internet, it informs the concerned officer to whom grievance has been marked on-line through SMS and email.
- III- The website should be such that district/block level authorities are able to upload the redressal report online.
- IV- Thus, the complaint grievance redressal solutions should be comprehensive enough to take care of auto escalation/proper monitoring/grading of calls converted into grievance
- V- The complaints/queries database should be searchable on various parameters like Full Text Search, Complainant Name and other complaint related parameters etc. in regard to the programmes of Sarva Shiksha Abhiyan and Mid-day Meal Authority. For example- complaint about teacher absenteeism in a school, poor quality construction of a school or poor quality of mid-day meal being provided to students in some particular schools.
- VI- The IT system should enable the senior management of the department to know the status and details of any complaint and provide instructions or comments on some specific complaint/query to the government officer concerned for appropriate redressal. In such cases a mobile phone alert through SMS to the officer concerned would be required to be sent.

**2.6 Monitoring of the Helpline System :** A mechanism should be established for monitoring of the Helpline system to find out the quality of performance of the system and the level of satisfaction of the users of the Helpline. An index of satisfaction of callers may be developed and used to evaluate authority-wise the working of the Helpline system.

- 2.7 Development of knowledge management system for handling the complaints and grievances :** A knowledge management system should be developed to facilitate the call agents who receive the calls to access the knowledge system easily and provide appropriate responses to the callers. This is required to improve the quality and promptness of responses to the callers.
- 2.8 Requirement of equipment, personnel, publicity and space :** This should be clearly spelt out. Consideration should be given for the need to establish a network of communication system that would connect **all the 820 block resource centres in 71 districts.**

### **3. Deliverables**

- 3.1** A network of ICT based and web enabled Help lines should be established that would connect major units of administration such as District and Blocks with the State Helpline. The Helpline should be accessible through telephones as well as internet. The operations should run with the use of latest information and communication technology to provide solutions to complainants on a real time basis.
- 3.2** A detailed proposal should be prepared including tentative cost and time taken for implementation shown in a Gantt chart.
- 3.3** A presentation should be made by eligible applicants of their credentials and proposal before a Committee of Officers on **6 July, 2009 at 11 AM at Conference Room, State Project Office, UP Education for All Project Board, Vidya Bhawan, Nishatganj, Lucknow**. The detailed solution architecture, specification of hardware, software, manpower and other inputs to be used and the calendar of implementation plan (with Gantt Chart) should come out clearly in the presentation.
- 3.4** The project needs to be completed **within 30 days** from the date of awarding of the contract.
- 3.5** A Bank Guarantee of an amount of Rs. one lakh must be furnished by the selected vendor.
- 3.6 Mode of Payment-** The vendor shall submit the bill to the State Project Director, UP Education For All Project Board, Vidya Bhawan, Nishatganj, Lucknow on monthly basis who shall make the payment to the vendor on behalf of UP Education For All Project Board & Mid-day Meal Authority after due satisfaction.