

Invitation for Expression of Interest

for

Analytics Solution for MyGov

File No: MyGov/01-02/2015

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Data Sheet

S. No.	Particular	Date	
1.	Issuance of EOI	8 / 1 / 2015	
2.	Last date for submission of queries	13 / 1 / 2015	
3.	Pre-bid meeting	14 / 1 / 2015	
4.	Response to queries and issue of Corrigendum (if applicable)	By 16 / 1 / 2015	
5.	Last date and time for EOI submission	30 / 1 / 2015, 3 PM	
6.	EOI opening	30 / 1 / 2015, 4 PM	
7.	Period of Proof of Concept	9 / 2 / 2015 – 26 / 2 / 2015	
8.	Last date for submission of PoC report by shortlisted bidders	27 / 2 / 2015	
9.	Release of RFQ to shortlisted bidders	6 / 3 / 2015	
10.	Pre-bid meeting	9 / 3 / 2015	
11.	Response to queries and issue of corrigendum (if applicable)	By 11 / 3 / 2015	
12.	Last date for submission of financial proposal	25 / 3 / 2015 3 PM	
13.	Financial bid opening	25 / 3 / 2015 4 PM	
14.	Award of LoI to selected bidder	1 / 4 / 2015	

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Table of Content

1. Introduction		
2. Invitation for Expression of Interest	9	
3. Broad Scope of Work	10	
3.1. Functional requirements	10	
3.1.1. Data scraping (Input)	10	
3.1.2. Text Extraction (files)	10	
3.1.3. Data analytics (Processing)	10	
3.1.4. Analysis of statistics of "MyGov" on Google Analytics	15	
3.1.5. Quantitative analysis	15	
3.1.6. Dashboard	15	
3.1.7. Reporting (Output)	16	
3.2. Non functional	17	
3.2.1. Hosting	17	
3.2.2. Accessibility	17	
3.2.3. Reporting	17	
4. Information and Instructions to Bidders	18	
4.1.1. Availability of the EOI detail	18	
4.1.2. Completeness of Response	18	
4.1.3. EOI Proposal Preparation Costs & related issues	18	
4.1.4. Pre-Bid Meeting	18	
4.1.5. Responses to Pre-Bid Queries and Issue of Corrigendum	19	
4.1.6. Right to Terminate the Process	19	
4.1.7. Submission of Responses	19	
4.1.8. Authentication of bids	20	
4.1.9. Bid Submission Format	20	
4.1.10. Bid validity	20	
4.1.11. Bid Content	20	
4.1.12. Venue and Deadline for Submission	21	
4.1.13. Short Listing Criteria	21	

4.1.14. Evaluation Process			
4.1.15. Consortiums	2.		
4.1.16. Sub-Contracting			
5. Pre-Qualification Criteria	24		
6. Proof of Concept	30		
7. Terms and Conditions of Shortlisting	33		
7.1. Participation in RFQ	33		
7.2. Validity of Bid	33		
7.3. Clarifications to EoI	33		
7.4. Amendments in EoI	33		
7.5. Disqualification	33		
7.6. Confidentiality	34		
7.7. Force Majeure	34		
7.8. Non Waiver	3:		
7.9. Amendment	33		
7.10. Arbitration	3:		
7.11. Governing Laws	30		
7.12. Third Party Claims	30		
7.13. Limitation of Liability	30		
8. Annexures and Forms	3′		

1. Introduction

"MyGov" is a first-of-its-kind citizen engagement platform for participative governance in India, and among the first few globally, launched by Hon'ble Prime Minister Shri Narendra Modi on 26th July 2014. "MyGov" aims to facilitate a dialogue between citizens and government, bringing citizens closer to the Government and bringing the Government closer to the citizens it serves, all via the platform.

The key aspects of "MyGov" are the 'Discuss', 'Do', 'Disseminate' which help facilitate dialogue, discussion and deliberation between Citizens and Government. The major activities taking place are as follows:

- 'Discuss' To discuss and deliberate in various topical/cause-based groups such as Swachh Bharat, Digital India, Caring for Specially-abled etc.
- 'Do'- To do tasks (both online and on-ground) and collaborate (with multiple stakeholders such as citizens, volunteers, ministries) on key areas of development and governance.
- 'Disseminate' For the Government to reciprocate on the ideas, topics, suggestions etc. received from citizens and inform citizens on the follow-up action
- Creative Corner To facilitate ministries to organize various contests for crowdsourcing creative ideas such as logo designs and taglines. To mention a few, the logos and taglines / slogans of "Swachh Bharat" and "Pradhaan Mantri Jan Dhan Yojna" have been crowd sourced through MyGov.
- Open Forum Issues that do not conform to any particular group are published on Open Forum for citizen feedback
- Opinion Polls To gauge the pulse of the citizens through voting over recent issues of public importance, surveys organized by different departments to collect user information
- Mann ki Baat Corner A section to solicit topics from citizens for Prime Minister's monthly Mann ki Baat address
- Talk A section to hold physical discussions with ministers, senior government officials, top citizen contributors and volunteers, and various domain experts. These discussions are recorded and videos of such talks are hosted on the portal

MyGov is already catering to more than 7 lac users, adding about 20,000 users every week. It is being run by the Department of Electronics and Information Technology (DeitY). The technical support and infrastructure is being managed by the National Informatics Centre (NIC). There are more than 25 ministries onboard, reaching out to the citizens through the fundamental concepts of Do and Discuss through the platform. There are more than 80 volunteers who are already engaged with the platform. Such data is updated regularly and is available on http://analytics.mygov.in. As further improvements are made to the platform, more departments and organizations would be brought on board, leading to a greater uptake of the platform.

A weekly report providing synopsis of all activities and select user comments on the platform is sent to the government leadership. To collate and analyze the citizen views in discussions, and contributions made as task submissions, exhaustive executive summaries are prepared and sent to concerned participating ministries and departments highlighting the good contributions and emerging themes in the respective groups. The MyGov team analyzes the submissions made by users, selects such prevalent themes from the data every discussion / task generates.

Each existing group has a ministry assigned moderator controlling the group through a backend content management. Weekly newsletters are published emphasizing on major developments made through the platform. Blogs are regularly published covering major discussions points. MyGov identifies top contributors, based on quality of comments received in the groups. Recently, an interaction of MyGov featured contributors to the Digital India group with the Minister of Communications and Information Technology was organized, titled 'MyGov Samvaad'. Many such interactions are planned in the future for all participating ministries and departments.

MyGov, through a procurement process, now desires to deploy an analytics solution to analyse all the comments received in the groups for the purpose of assessing the pulse of the nation and preparing group-wise executive summaries for the consumption of the participating ministries and departments, and analyse and correlate comments of similar nature on social media and web portals of major Indian news agencies.

Broadly, the intention is to provide cumulative intelligence to the government, extracted from the numerous modern analytics features available today.

2. Invitation for Expression of Interest

MyGov, Department of Electronics and Information Technology (DeitY), Ministry of Communications and Information Technology (MoC&IT) invites EOIs from concerned agencies (hereafter referred as 'agencies') for the MyGov Analytics Solution that is needed to undertake content and semantics analysis across the MyGov portal, social media, and web portals of top 10 Indian news agencies. While this document contains a Scope of Work for the bidders, the detailed Scope of work will have to be carried out in accordance with the specifications in a detailed Request for Quotation (RFQ) document which will be brought out by DeitY after the EOI and Proof of Concept stage. The agencies who meet the pre-qualification and technical criteria specified in this document will be short-listed for the issue of the detailed Request for Quotation.

3. Broad Scope of Work

This section mentions the broad scope of work as required for MyGov.

3.1. Functional requirements

3.1.1. Data scraping (Input)

All the comments posted on MyGov are available without logging in, and the solution is expected to pick the data from the MyGov portal, as requested by the user through a User Interface to be developed as part of the overall solution. The solution will have a read-only access to the MyGov database for extracting meta data to be used for the analysis.

3.1.2. Text Extraction (files)

MyGov allows users to upload documents as submissions in the discussions, tasks, etc. The solution should be able to extract metadata and text content from an object file like excel, word, ppt, pdf, html etc. and include in all analysis as per the requirements mentioned in this document.

3.1.3. Data analytics (Processing)

3.1.3.1. Identifying trends / keywords

Tag clouds need to be created from three sources (MyGov data, social media, online media), with an option of collective display and source-wide display. These tag clouds should be differentiated based on size and should be colored based on sentiments (negative, positive, neutral) of the analysed comments. The solution should have a pre-defined set of rules and keywords for identification of sentiments, and manual keying of rules should be allowed per discussion / task. Thus, every discussion / task to be analysed should have its own set of rules and keywords library which would be a combination of the pre-defined set along with those manually keyed in, which should be used in learning by the tool for enhanced intelligent processing in every subsequent cycle.

The tag clouds created will have to be extended to MyGov to be hosted on the MyGov portal at the homepage showing relevant colored tag clouds based on the entire site's data and also on every group page and discussion/task/open forum. The solution should allow extending its database to the MyGov portal for publishing the tag clouds. These tag clouds will have to be updated in real-time by the solution based on user submissions on MyGov.

Further, MyGov will very soon add a feature of geo-tagging as part of its discussions and tasks. The solution is required to accommodate the same as part of the analytics under this

engagement.

3.1.3.2. Keyword matching

Every discussion / task is initiated with a defined description. While a set of keywords should be created by the solution, manually keying of keywords should be allowed per discussion / task. These keywords should then be matched by the solution against the user submissions and only those comments which match with the keywords (after accounting for spelling errors, similar meaning words) should be displayed on the UI of the solution, exportable in a report. Number of input comments, number of comments filtered, and number of comments picked after keyword matching should also be displayed in a reportable form at the UI for the user.

3.1.3.3. Hashtag analysis

MyGov intends to include hashtags for users as part of their submissions. This feature is required to assist in better categorization of comments and user sentiments. Historic and real-time hashtag intelligence needs to be built through analysis by the solution including identification of trending hashtags. Suggestions for new hashtags should be made to the users on MyGov based on analysed data. As with tag clouds, the solution would be expected to continuously update hashtags and extend these hashtags to be published on the MyGov portal.

The solution would also be expected to use hashtags for content analysis by the users.

3.1.3.4. Poll and survey analysis

MyGov has polls and surveys which are open to users for participation. These polls are defined and published group-wise. The solution should be able to present the results of such polls and surveys, both in terms of quantity and quality of responses. The solution would have read-only access to demographics fields of users from the MyGov database to present intelligent analysis on the polls and surveys.

3.1.3.5. Social media analytics

Government ministries and departments today have accounts on twitter and facebook. Based on a tag (rules and keywords) library, the solution should be able to present a tag cloud and sentiments from the submissions made by selected accounts. The solution should allow the user to define the boundaries of the social media search, such as period of search, number of tags to be created, and keywords for matching. The solution should also have the capability to analyse the inputs from other social media platforms, if required in the future.

3.1.3.6. Blacklisting content

The solution should have a pre-defined set of blacklisted keywords, including dictionary as well as non-dictionary words that are abusive, vulgar, offensive, threatening or harassing, personal attacks

of any kind, demeaning a particular religion, state, culture or ethnicity, or the Indian Republic in general, or offensive terms that target specific individuals or groups. In addition to be equipped with a self-learning library, the solution should also allow manual addition of keywords as blacklisted words, both for overall MyGov as well as for group/discussion/task-wise blacklisting. All user submissions containing these keywords should not be included for analysis. However, the solution should allow on-demand reporting of such keywords and matched submissions (number of comments, as well as the actual comments).

The solution may also be deployed to play a pro-active role of auto rejecting user submissions, before they are published on MyGov, based on defined blacklisted keywords.

Three use cases have been detailed below to convey a better understanding of requirements. These may be considered in line with the requirements mentioned in the entire section.

may be considered in line with the requirements mentioned in the entire section.						
	Analysis – MyGov					
As-Is	As-Is To-Be Remarks					
Discussion/Task-wise	Entry is made, through the UI	The solution is expected to				
comments are picked (in	of the solution, to pick	pick the comments, as per the				
excel format) from the	discussion/task-wise	applicable option(s), from the				
backend task management	comments from any one of	MyGov portal directly. Read-				
system and collated for the	/multiple options:	only access to the MyGov				
reporting month. The data	• Overall / Group /	database would be given to				
fields comprising the reports	Discussion / Task	the solution for picking				
are:	• Reporting period (From-	relevant data of the users and				
Post ID	date, To-date)	comments.				
Post date	Most liked comments					
• Likes	• Latest comments (Number	The data picked should				
• Post	to be defined by user)	include the following:				
Media (intranet link of		Comment				
uploaded media)		Date of comment				
User Name		 Name of user 				
City/State		User district				
• Country		Other relevant metadata				
• User ID		attached to the user				
Each comment in each	Two tag clouds are generated	• The solution should have				
discussion/task sheet is read,	by the solution, one showing	an existing dictionary of				
and good comments based on	words occurring the most and	words and similar words				
quality and alignment to	two showing words occurring	which the solution will				
discussion topic are	the least, from the comments	club under a single tag				
highlighted in bold	picked in the earlier step.	when generating the tag				
	User will have the option of	cloud, irrespective of the				
	choosing either of the	chosen option (A/B/C)				
	following options for	• In Option A, all comments				
	generating the tag cloud:	are analysed for				

	 Option A – Without defining any positive / negative keywords / hashtags Option B – Defining positive keywords / hashtags Option C – Defining negative keywords / hashtags 	 generating the tag cloud In Option B, only those comments which have the positive keywords are analysed for generating the tag cloud In Option C, only those comments which do not have the negative keywords are analysed for generating the tag cloud
Highlighted comments are analysed and top 10-20 comments based on quality and alignment to discussion topic are selected	Specific level-1 tags are selected from the tag cloud by the user, and the solution further presents another tag cloud by analyzing only those comments which contain the selected level-1 tags. This step is repeatable for up to 5 levels	The intention here is to undertake progressive analysis by filtering out unnecessary comments for analysis
A summary, in less than 200 words, is prepared based on the top comments received	The solution displays comments containing the selected tags. User manually analyses them and prepares a summary document. The solution also shows the names of users who authored the selected comments	
Actual comments and names of contributors are included in the summary document	The solution identifies users, whose comments have been selected, through the read-only access to user database	
The summary document is mailed to the concerned ministry / department and a physical copy is dispatched along with the cover letter from MyGov.	The summary document is uploaded in the solution, to be made available for the consumption of the user from the concerned ministry / department Ministry / Department user logs in to the solution and downloads the summary document uploaded by the MyGov team	A multi-level role based access system is required to be provisioned as part of the solution

Correlation – Social media			
As-Is	То-Ве	Remarks	
This analysis is not done today.	Verified twitter and facebook accounts of all government ministries and departments are added for listening by the solution	Solution should scan weekly and add new verified government twitter accounts into its listening database automatically	
	User enters keywords and the period into the solution		
	The solution accesses tweets/comments of all government of India handles for the desired period against the entered keywords		
	The solution presents a tag cloud of the most occurring tweets/comments against the keywords entered earlier		
	Specific level-1 tags are selected from the tag cloud by the user, and the solution further presents another tag cloud by analyzing only those comments which contain the selected level-1 tags.		
	This step is repeatable for up to 5 levels		
	The solution displays comments containing the selected tags. User manually analyses them and validates		
	against the summary document. The solution also shows the handles/users that authored the selected comments, along with the comment timestamps		

Correlation – Online media				
As-Is	As-Is To-Be			
This analysis is not	Websites of top 10 Indian news /	The target portals should be		
done today.	media are added for listening by the	user configurable in the		
	solution	solution		
	User enters keywords and the period			
	into the solution			
	The solution accesses matching			
	content for the desired period against			
	the entered keywords			

The solution presents a tag cloud of	
the most occurring news articles	
against the keywords entered earlier	
Specific level-1 tags are selected from	
the tag cloud by the user, and the	
solution further presents another tag	
cloud by analyzing only those news	
articles which contain the selected	
level-1 tags.	
This step is repeatable for up to 5	
levels	
The solution displays news articles	
containing the selected tags. User	
manually analyses them and validates	
against the summary document. The	
solution also shows the URLs that	
hosted the selected news articles	

3.1.4. Analysis of statistics of "MyGov" on Google Analytics

MyGov presently has a dedicated Google Analytics standard service available for generating detailed statistics for the MyGov platform. It is being used to understand the user demographics, website access statistics, user activity statistics, etc. The solution would be required to leverage the google analytics and integrate it for user analysis exercises, reporting, and presented on the dashboard.

The bidder will be extended an API for the MyGov Google Analytics one week prior to PoC for their analysis, collation, and presentation of relevant information.

3.1.5. Quantitative analysis

In addition to the analysis of user comments, the solution is required to undertake period-based quantitative analysis as per requirements mentioned in Annexure C.

3.1.6. Dashboard

The solution would display two sets of dashboards. One would be open in the public domain for open access. The other would be restricted through the multi-level role based access system provisioned by the solution.

3.1.6.1. Open-for-all Dashboard

The selected agency would develop an open dashboard, publish it on the internet, and link it with the MyGov portal (www.mygov.in). The dashboard would display multi-level real-time information as per the following levels:

- Overall MyGov view
- State level view
- District level view
- Ministry level view
- Department level view
- Domain level view
- Group level view
- Discussion / Task / Open forum level view
- Polls and surveys level view

The minimum information required to be displayed at each level is as below:

- Quantitative statistics
- Tag Clouds
- Names of relevant discussions/tasks/polls/surveys tagged to the level
- Customized Google Analytics results

3.1.6.2. User Dashboard

Different users will log in to the solution for different purposes. The solution will provision for a multi-level role based access system for users. After the login, users will be presented a dashboard, as part of the requisite analytics solution that would have, at a minimum, the following set of information:

- All information available on public dashboard
- Relevant summary reports
- Quantitative analysis (as per Annexure C)
- Real-time tag clouds

3.1.7. Reporting (Output)

The solution should be able to provide reports in the following formats:

- PDF
- Excel (.xlsx, csv)
- MS Word
- XML/JSON
- Ppt / pptx

Note – All analytical models, dictionaries and libraries created as a result of this engagement would

be DeitY proprietary, and all requisite IP rights shall be transferred to DeitY at the time of completion of the contract period.

3.2. Non functional

3.2.1. *Hosting*

The solution, along with all requisite models and scripts would be required to be deployed in the secure MyGov environment. The bidder is required to mention how it would cater to the functional requirements by filing the compliance table in Annexure A. MyGov will provide the requisite infrastructure (servers, intranet, web server, internet access, and storage) to the selected agency. The selected agency will be required to operate and maintain the solution, on-site, in the MyGov environment.

3.2.2. Accessibility

- MyGov database and the solution database would be in an API exposing and consuming relationship. There would be data that the solution would pull from the MyGov database and data that the solution would push to the MyGov portal
- The solution should be accessible through a User Interface (UI) to all users over the internet, 24x7, for the entire duration of the contract.
- Open access to the dashboard over the internet, unlimited user accessibility
- Assign role based access for 50 users, scalable to 1000.
- The solution should be sized to cater to 20 concurrent users, scalable to 100, for all analysis functionalities requiring a login. The configurable user based access parameters would be finalized in consultation with MyGov at the time of deployment of the solution, and would be operated and maintained by the agency's team throughout the contract period.
- The solution should scale up in real-time in case of addition in number of concurrent users, in multiples of 20 concurrent users, to maintain the expected response time.

3.2.3. Reporting

The solution should have a service level management system accessible through the web for MyGov team to generate time based system generated reports of the solution usage, whenever needed, containing the following information:

- Number and names of new users created
- Maximum number of concurrent users reached
- Average number of concurrent users
- Date and time of maximum number of concurrent users
- Names and timestamps of user logins
- Average response time for all queries from users
- Storage analysed (in GB)

4. Information and Instructions to Bidders

4.1.1. Availability of the EOI detail

The EOI detail could be downloaded from deity.gov.in as per dates mentioned in the data sheet.

4.1.2. Completeness of Response

- a. Bidders are advised to study all instructions, forms, terms, requirements and other information in the EOI documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.
- b. The response to this EOI should be full and complete in all respects. Failure to furnish all information required by the EOI documents or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the bidder's risk and may result in rejection of its proposal.
- c. DeitY may, to its discretion, request for clarification from the bidder based on any information contained in the submitted EOI proposal.

4.1.3. EOI Proposal Preparation Costs & related issues

- a. The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by DeitY to facilitate the evaluation process, and/or conduct of "Proof of Concept".
- b. DeitY will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- c. This EOI does not commit DeitY to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this EOI.
- d. All materials submitted by the bidder will become the property of DeitY and may be returned completely/partially at its sole discretion.

4.1.4. Pre-Bid Meeting

a. DeitY shall hold a pre-bid meeting with the prospective bidders, as per the Data sheet placed at the start of this EOI document, at DeitY, Lodi Road, New Delhi.

b. The Bidders will have to ensure that their queries for Pre-Bid meeting should reach to CEO MyGov

connect@mygov.nic.in

by post, facsimile or email on or before

the deadline mentioned in the Data sheet placed at the start of this EOI document.

c. All queries to be raised in the pre-bid meeting will relate to the EOI only.

4.1.5. Responses to Pre-Bid Queries and Issue of Corrigendum

- a. The Nodal Officer notified by DeitY will endeavor to provide timely response to all queries. However, DeitY makes no representation or warranty as to the completeness or accuracy of any response made in good faith.
- b. At any time prior to the last date for receipt of bids, DeitY may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the EOI Document by a corrigendum.
- c. The Corrigendum (if any) & clarifications to the queries from all bidders will be posted on deity.gov.in and emailed to all participants of the pre-bid meeting.
- c. Any such corrigendum shall be deemed to be incorporated into this EOI.
- d. In order to afford prospective Bidders reasonable time in which to take the corrigendum into account in preparing their bids, DeitY may, at its discretion, extend the last date for the receipt of EOI Bids

4.1.6. Right to Terminate the Process

- a. DeitY may terminate the EOI process at any time and without assigning any reason. DeitY makes no commitments, expression or implied that this process will result in a business transaction with anyone.
- b. This EOI does not constitute an offer by DeitY. The bidder's participation in this process may result in DeitY short listing the bidder to submit a complete technical and financial response at a later date.

4.1.7. Submission of Responses

- a. The bidders should submit their responses as per the format given in this document in the following manner:
 - EOI proposal (1 Original + 1 Copy + 1 CD) in a single sealed envelope
- b. Please Note that Prices should not be indicated in the EOI proposal but should only be indicated in the financial proposal to be floated as per the conditions and formats mentioned in the RFQ to be released after the EOI stage.
- c. The outer envelope thus prepared should also indicate clearly the name, address,

- telephone number, E-mail ID and fax number of the bidder to enable the Bid to be returned unopened in case it is declared "Late".
- d. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the bid.
- e. The original proposal/bid shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder itself. Any such corrections must be initialed by the person (or persons) who sign(s) the proposals.
- f. All pages of the bid including the duplicate copies, shall be initialed and stamped by the authorized person or persons who sign the bid.
- g. In case of any discrepancy observed by MyGov in the contents of the submitted original paper bid documents with respective copies, the information furnished on original paper bid document will prevail over others.
- h. Bidder must ensure that the information furnished by him in respective CDs is identical to that submitted by him in the original paper bid document. In case of any discrepancy observed by MyGov in the contents of the CDs and original paper bid documents, the information furnished on original paper bid document will prevail over the soft copy.

4.1.8. Authentication of bids

A Proposal should be accompanied by a power-of-attorney / board resolution in the name of the signatory of the Proposal submitted in response to this EOI.

4.1.9. Bid Submission Format

The entire proposal shall be strictly as per the format specified in this document and any deviation may result in the rejection of the proposal.

4.1.10. *Bid validity*

The offer submitted by the bidder should be valid for minimum period of 180 days from the date of submission of the EOI proposal.

4.1.11. Bid Content

The bidders will submit their response to the EOI document containing the following sections:

- Cover letter, signed by an authorized signatory (Form 1)
- About the bidder
- Compliance to pre-qualification criteria (along with requisite proof)
- Understanding of requirements

- About the proposed solution
- Compliance to scope requirements (as per Annexure A)
- Value added features (as per Annexure B)
- Compute, storage, and network requirements of the proposed solution
- Approach and detailed steps for Proof of Concept test cases
- Proposed date of Proof of Concept (to be conducted for 4 hours, including Q&A)
- Data sheets, Use Cases and feature documents of the proposed solution

After completion of the EOI stage, a detailed RFQ will be shared with shortlisted bidders and the bidder shall submit financial proposals against the same.

4.1.12. Venue and Deadline for Submission

a. Proposals must be received at the address specified below latest by date and time mentioned in the Data sheet placed at the start of this document:

Office of CEO MyGov,

Room No. 3015.

Department of Electronics and Information Technology,

Ministry of Communications and Information Technology,

6, CGO Complex, Lodi Road, New Delhi - 110003

- b. Any proposal received by DeitY after the submission deadline shall be rejected and returned unopened to the Bidder.
- c. The bids submitted by telex/telegram/fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- d. DeitY shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- e. DeitY reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.

4.1.13. Short Listing Criteria

- a. For technical marking, DeitY shall shortlist bidders who meet the Pre-Qualification mentioned in this EOI. Only those bidders who qualify the pre-qualification criteria will be considered technical evaluation and Proof of Concept.
- b. Final shortlist will be decided based on the marks scored on the technical criteria, which would include performance in the PoC.
- c. Only the shortlisted bidders shall be issued the detailed RFQ and shall be invited to submit the financial proposals.
- d. Any attempt by a Bidder to influence the bid evaluation process may result in the rejection of its EOI Proposal.

4.1.14. Evaluation Process

- a. A three stage evaluation process will be followed. After pre-qualification, shortlisted bidders will be technically evaluated based on technical criteria mentioned in this document, and these technical marks will be considered for financial evaluation in the RFQ stage.
- b. Only bidders who comply with all pre-qualification criteria will be technically evaluated and invited for the PoC.
- c. Only those bidders who score 70 in the technical criteria will be shortlisted for the subsequent stages of the procurement process.
- d. The winning bidder will be selected following a QCBS method mentioned as below:

B = Total marks after complete bid evaluation

Tn = Normalised technical marks

Fn = Normalised financial marks

B = 0.70*Tn + 0.3*Fn

- e. The bidder with the maximum value of B will be invited for contractual discussions.
- f. DeitY will constitute a Proposal Evaluation Committee to evaluate the responses of the bidders
- g. The Proposal Evaluation Committee constituted by DeitY shall evaluate the responses to the EOI and all supporting documents & documentary evidence. Inability to submit requisite supporting documents or documentary evidence, may lead to rejection of the EOI Proposal.
- h. Each of the responses shall be evaluated to validate compliance of the bidders according to the pre-qualification criteria, technical criteria, PoC, forms and the supporting documents specified in this document.
- The decision of the Proposal Evaluation Committee in the evaluation of responses to the Expression of Interest shall be final. No correspondence in this regard will be entertained.
- j. The Proposal Evaluation Committee may ask for meetings with the bidders to evaluate its suitability for the assignment
- k. The Proposal Evaluation Committee reserves the right to reject any or all proposals

4.1.15. Consortiums

Consortiums are not allowed to participate in this procurement process.

4.1.16. Sub-Contracting

Sub-contracting is allowed, but only for the purposes of maintaining a helpdesk, developing scripts for data scraping, User interface and any web designs. The bidder is required to declare, at the EOI stage, for any sub-contracting the bidder would undertake for the proposed engagement.

5. Pre-Qualification Criteria

The pre-qualification criteria include mandatory requirements for being shortlisted, for technical evaluation and undertaking the Proof of Concept.

Mandatory requirements

S.	Basic	Specific Requirements	Documents Required	
No.	Requirement			
1	Legal Entity	 i. Should be Company registered under Companies Act, 1956 ii. Registered with the Service Tax Authorities iii. Should have been operating for at least the last three years in India 	 Filled Form 2 Certificates of incorporation Registration certificates Self-declaration signed by authorized signatory (for Audited Balance sheet and Profit & Loss; OR Certificate from the statutory auditor 	
2	Sales Turnover	Average turnover in India during the last three financial years (as per audited balance sheets of 2011-12, 2012-13, and 2013-14), should be at least INR 50 Crore.		
3	Net Worth	The bidder should have a positive net worth in each of the last three financial years (as per audited Balance sheets of 2011-12, 2012-13, and 2013-14)	Audited Balance sheet and Profit & Loss; OR Certificate from the statutory auditor	
4	Blacklisting	Bidder should give an undertaking of the following: • We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment • We are not black-listed by any Central / State Government / Public Sector Undertaking in India	A Self declaration letter, as per Form 4	

5	Owner of solution	The bidder should propose a COTS solution and be the proprietary owner of the proposed solution, and should undertake to develop, deploy, operate and maintain the solution by self throughout the period of the contract.	Undertaking from an authorized signatory AND sharing relevant proof (such as published feature sheets, website links)
6	Language support	The proposed solution should support the English, Hindi language	A Self declaration letter
7	Completeness of proposal document	 Cover letter, signed by an authorized signatory About the bidder Compliance to pre-qualification criteria (along with requisite proof) Understanding of requirements About the proposed solution Hardware and Network requirements of the proposed solution Compliance to solution requirements (as per Annexure A) Value added features (as per Annexure B) Approach and detailed steps (for all PoC test cases) Data sheets, Use cases and feature documents of the proposed solution 	EOI proposal document

8	Consent for	The bidder is required to showcase a	Letter of undertaking, to	
	Proof of	PoC (indicative duration – 4 hours), as	conduct the PoC, with all test	
	Concept	per details mentioned in the document	cases, and an indicative date	
			(between 9 Feb 2015 and 26	
			Feb 2015) for conducting the	
			same. (In case other bidders	
			provide the same date and	
			time, the bidder who submits	
			the bid early will be given	
			priority and the other bidder	
			will have to propose a	
			separate date, as mutually	
			agreed by DeitY and the other	
			bidder)	

Technical criteria

S. No.	Requirements	Specific Requirements	Documents Required	Marks
				(Total 100)
1	Analytics experience	The bidder should have a content and semantic analytics experience, from the same solution as proposed in this engagement, building tag clouds, analyzing sentiments, and reporting, against a configurable rule and keyword set, for at least 3 projects in India (with different Indian clients)	Citation, as per Form 3 AND Client work order AND/OR Project completion certificate AND/OR go-live certificate	>3 projects (10 marks) =3 projects (5 marks) <3 projects (0 marks)
2	Data crawler / Data scraper from websites	The bidder should have a ready product for data crawling / data scraping directly from websites, or should have an experience of building customized scripts, for extracting data from web portals in at least 3 projects in India (with Indian clients)	Product fact sheet, brochures, and specifications. Citation, as per Form 3 AND Client work order AND/OR Project completion certificate AND/OR go-live certificate	>3 projects (10 marks) =3 projects (5 marks) <3 projects (0 marks)

3	Understanding of requirements	Bidder should detail its understanding of the project requirements, in its own words. Marks will be given based on alignment of understanding with analytics requirements of MyGov as mentioned in this document	Understanding of requirements Section in bidder's proposal document	5
4	Compliance to solution requirements	Bidder should provide details of compliance to all solution requirements of MyGov as per Annexure A	Compliance to solution requirements section in bidder's proposal document	15
5	Approach and detailed steps	Bidder should provide an approach and detailed steps to be followed by the bidder for all PoC test cases mentioned in this document, mentioning clearly the steps at each of the 3 stages (input, processing, and output). The bidder should also mention the steps explicitly wherever any manual interventions were required.	Approach and detailed steps section in bidder's proposal document	10

6	Proof of Concept	Bidder should be able to demonstrate the test cases as mentioned in the Proof of Concept section in this document	Proof of Concept exercise evaluated by the DeitY team and PoC report to be submitted by the bidder within the date mentioned in the Data sheet	 (Total - 50) Test Case 1 - 5 Test Case 2 - 5 Test Case 3 - 5 Test Case 4 - 5 Test Case 5 - 5 Test Case 6 - 5 Test Case 7 - 5 Test Case 8 - 5 Test Case 9 - 5 Test Case 10 - 5
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6. Proof of Concept

In order to finalise detailed requirements for the analytics solution, DeitY desires for all interested bidders to conduct a Proof of Concept (PoC) demonstrating all the solution features required for MyGov Analytics in the form of defined test cases, as mentioned in the document, and also showcase additional value added features that the bidder's solution can offer based on MyGov's requirements.

- a. Proof of Concept for purpose of this EoI is defined as demonstration of capabilities for Analytics to prove the idea and feasibility as envisioned by DeitY
- b. Failure to showcase any of the test cases would result in the bidder scoring zero in the PoC.
- c. Each shortlisted bidder, shortlisted based on the pre-qualification criteria, shall be eligible to demonstrate the PoC. The Bidder is expected to bear the cost of demonstrating the PoC and would also be responsible for making the demonstration.
- d. It will be the responsibility of the bidder to make arrangements for conducting the PoC in its premises, in the Delhi NCR region. Alternatively, the bidder may showcase the same through a virtual access from the DeitY premises. DeitY will not provide any facilities for the same, apart from a conference room equipped with projection facilities in DeitY.
- e. Test case wise marks would be awarded to the bidder, for each test case, based on the satisfaction of the demonstration of criteria as per the table below.

Test cases for Proof of Concept

TC#	Test case title	Test case details	Marks to be awarded for
1	Extraction of data from the MyGov portal (5 marks)	Real-time extraction of comments from two discussions selected through an interactive UI, for a selected period. Both discussion topics as well as period shall be decided by the DeitY team present for the PoC.	 Response time of system Ease of use Number of steps involved Presentation of output Ability to mask identities of users Impact on MyGov server
2	Extraction of data from twitter	Ability of solution to extract data from twitter and	• Response time

	and facebook	facebook for a defined period, based on configurable keywords. Keywords, period, and boundaries of search shall be decided by the DeitY team present for the PoC.	 Comprehensiveness of configuration options Presentation of output
3	Extraction of data and correlation from social media, internet news portals, generic blogs, and Indian government websites	Ability of solution to extract and correlate data from websites of popular Indian news agencies, generic blogs, and Indian government websites after putting keywords in real-time, and provide a prescriptive analysis	 Response time Comprehensiveness of configuration options Presentation of output Correlation features Quality of prescriptive analysis
4	Extraction, analysis and reporting of data from MyGov Google Analytics service	Ability of the solution to extract, analysis and report metric of MyGov available on Google Analytics API of Google Analytics will be shared with the bidder 1 week prior to the PoC	Extraction methodologyQuality of insightsPresentation of output
5	Tag Clouds-A	Formation of discussion-wise tag clouds of maximum occurring words and clusters, after filtering of words from a pre-defined and manually keyed in negative word library consisting of supporting words like and, the, if, of, etc. The solution should also display the ability to use a single keyword library for multiple discussions providing a single tag cloud	 Quality of pre-defined library Quality of clustering Presentation of output
6	Tag Clouds-B	Formation of level-2 tag cloud, after selection of specific tags from the level-1 tag cloud. The requirement is to analyse only those comments and	 Quality of pre-defined library Quality of clustering

		prepare the level-2 tag cloud, which contain the selected level-1 tag	 Presentation of output Presentation of quantitative analysis
		Number of input comments, number of comments filtered, and number of comments picked after keyword matching should also be displayed in a reportable form at the UI	
7	Quantitative analysis	Display of all parameters mentioned in table in Annexure C, to be generated real-time	Presentation of output
8	Sentiment analysis	Demonstration of ability to undertake sentiment analysis based on tags, by pre-loading 1-week's twitter and facebook feed from a sample of Indian users (tags to be defined by the DeitY team during the PoC)	 Methodology adopted Quality of analysis Presentation of output
9	Language support (0+5 marks)	Essential feature (no marks awarded, but failure to demonstrate English and Hindi capability would result in disqualification) Demonstration of capability of other official Indian languages (5 marks)	 Number of supported languages Quality of language support
10	Value Add	Demonstration of value added features bidder wishes to showcase in line with the requirements mentioned in this document.	Alignment of value added features with MyGov requirements

7. Terms and Conditions of Shortlisting

7.1. Participation in RFQ

Only the selected bidder from the EOI would be eligible to participate in the detailed RFQ process. However, DeitY reserves the right of altering / changing this condition and the decision of DeitY in this case shall be final.

7.2. Validity of Bid

Bid submitted by the bidders shall remain valid for a period of 180 (one hundred and eighty) days after the date of bid opening. Any bid valid for shorter period shall be treated and rejected as non-responsive. DeitY may solicit the bidders consent to an extension of bid validity beyond the mentioned time period but without the modification in the proposal.

7.3. Clarifications to EoI

During EoI evaluation, DeitY may, at its discretion, ask bidders for clarifications on their EoI. The bidders are required to respond within the time frame prescribed by DeitY during release of clarifications.

7.4. Amendments in EoI

At any time prior to deadline for submission of EoI, DeitY may for any reason, modify the EoI. The prospective bidders having notified DeitY of downloading the EoI shall be notified of the amendments through website and such amendments shall be binding on them.

7.5. Disqualification

DeitY may at its sole discretion and at any time during the evaluation of EoI, disqualify any bidder, if the bidder has:

- a. Submitted the EoI documents after the response deadline
- b. Made misleading or false representations in the forms, statements and attachments submitted in proof of the pre-qualification requirements
- c. Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the last three years
- d. Submitted an EoI that is not accompanied by required documentation or is non-responsive / incomplete
- e. Failed to provide clarifications related thereto, when sought
- f. Submitted more than one EoI
- g. Declared ineligible by the Government of India / State / UT for corrupt and fraudulent practices or blacklisted

7.6. Confidentiality

Information relating to the examination, clarifications and comparison of the EoI shall not be disclosed to any bidders or any other persons not officially concerned with such process. The undue use by any bidder of confidential information related to the process may result in rejection of its EoI.

7.7. Force Majeure

No failure or delay or omission by either party to fulfill any of its obligations under shortlist contract (other than the obligations to make payments when due) shall give rise to any claim against such party or be declared to be a breach of any terms and conditions defined in the shortlist contract if any to the extent such failure, delay or omission arises from the "Force Majeure" event not within the reasonable control and at the instance of such Party (each an event of "Force Majeure"). Events of force Majeure shall be:

- a. Blockade, Revolution, Riot, Bombs, Religious strife or civil commotion;
- b. Strikes, lock-outs or other industrial action (other than those involving primarily Service Provider's own employees or any of the contractors, sub-contractors, etc. directly associated with the provision of Services under this EoI);
- c. Act of war (whether declared or undeclared), terrorist or military action, politically motivated sabotage;
- d. A decision or the order of a court or tribunal, which has the effect of restraining or delaying the provision of Services;

- e. Explosions, accident, breakage of facilities, plant or equipment, structural collapse, fire chemical or radioactive contamination (other than resulting from an act of war, terrorism or sabotage), caused by a person not being the affected Party or one of its contractors or sub-contractors, sub-lessees or any other agencies of the affected Party or any of their respective employees, and not being due to inherent defects of the affected facility of the failure to properly operate the affected facility;
- f. Fire, lightening, earthquake, cyclone, hurricane, whirlwind, flood, landslide or any such natural disaster;
- g. Epidemic or plague;
- h. Any event or circumstance of the nature analogous to any of the above or any natural disaster

7.8. Non Waiver

Waiver of any breach of the provision of, or any default under the shortlisting must be in writing and signed by the Party granting the waiver. No failure or delay on the part of either Party in exercising or any omission to exercise any right or remedy accusing to either Party under the shortlist contract shall be a waiver thereof, nor will any partial exercise of any right or remedy particular be a waiver of further exercise of that right or remedy.

7.9. Amendment

Terms and conditions as defined in the shortlisting process shall not be modified, added to or amended in any manner except by mutual agreements in writing of the Parties. All modifications, additions or amendments under the shortlist contract must be in writing and signed by an authorized representative of the Parties hereto to be effective and enforceable between the Parties.

7.10. Arbitration

All disputes, differences, claims and demands arising under the shortlist contract shall be referred to arbitration of a sole arbitrator to be appointed by the mutual consent. All arbitration shall be held in New Delhi

If the parties cannot agree on the appointment of the Arbitrator within a period of one month from the notification by one party to the other of existence of such dispute, then the Arbitrator shall be nominated by the Department of Legal Affairs, Client. The provisions of the

Arbitration and Conciliation Act, 1996 shall be applicable and the award made there under shall be final and binding upon the parties hereto, subject to legal remedies available under the law. Such differences shall be deemed to be a submission to arbitration under the Indian Arbitration and Conciliation Act, 1996, or of any modifications, Rules or re-enactments thereof.

7.11. Governing Laws

- Shortlisting process shall be covered and construed in accordance with Laws of India including without limitation, the relevant Central and State Acts and Rules, Regulations and Notifications issued and amended there under from time to time
- Courts at New Delhi shall have the jurisdiction in case of litigation between the parties

7.12. Third Party Claims

Bidder (the "Indemnifying Party") undertakes to indemnify the client (the "Indemnified Party") from and against all losses, claims for damages including losses, claims for damages on account of bodily injury, death or damage to tangible

7.13. Limitation of Liability

There shall be no limitation of liability in case of any damages for bodily injury (including death) and damage to real property and tangible personal property as also intangible personal property and intellectual property rights

8. Annexures and Forms

Annexure A – Compliance against requirements

S No.	(A)Broad Scope of	(B) Compliance (Y/N)	(C) Ready product /	(D) Engagemen	nt model	(E) Deployi	nent model	(H) Servi	ce model	(K)Compute, network and	(L) Remarks
1,00	Work	(211)	Development	Deployment (in MyGov environment)	Available as a service (in bidder's environment)	(F) Name of product	(G) Licensing	(I) Name of product	(J)Licensin g	storage estimations	2.02.1.02

- A Broad Scope of work for the proposed engagement
- B Whether the bidder is able to cater to the scope requirement
- C Whether the bidder has a ready product available to achieve the scope requirement or would need to develop an application to achieve against the scope requirement
- D Whether the solution is available to be deployed in the MyGov environment, or is available as a service. Please tick one or both options as per the offerings of the bidder
- E Please fill only if ticked Deployment option in (D)

- F Name of product available for deployment
- G Licensing for the product as per offerings of the bidder
- H Please fill if ticked Service option in (D)
- I Name of product available for service
- J Licensing for the product as per offerings of the bidder
- K Please mention the estimations to cater to the scope requirement
- L Any remarks on the scope and bidder offerings as filled by the table against scope requirement

Annexure B – Value Added features

S No.	Feature	Product	Relevancy of feature for	Available as a bundled	Method of procurement, (if
			MyGov	feature with the proposed	not bundled with proposed
				solution (Yes / No)	solution)

$\label{eq:continuous} \textbf{Annexure} \ \textbf{C} - \textbf{Quantitative} \ \textbf{analysis} \ \textbf{requirements}$

Parameter	Content	Parameter	Reporting
			frequency
Overall	Number of groups	Total number of groups on MyGov	Real-time
	Number of active groups	Groups with comments received in the past 48 hours	Real-time
	Number of inactive groups	Groups with no comments received in the past 48 hours	Real-time
	Period of inactivity	Number of days since last comment received on MyGov	Real-time
	Most commented groups	Groups with most number of comments	Real-time
	Least commented groups	Groups with least number of comments	Real-time
Group-wise	Most commented discussions	Total most commented discussions and tasks	Real-time
	Least commented discussions	Total least commented discussions and tasks	Real-time
	Number of discussions	Total number of discussions in the group	Real-time
	Number of active discussions	Discussions with comments received in the past 48 hours	Real-time
	Number of inactive discussions	Discussions with no comments received in the past 48	Real-time
		hours	
	Period of inactivity	Number of days since last comment received in the group	Real-time
Discussion	Most commented day	Day of most comments being received for the discussion /	Real-time
/ Task-wise		task	
	Least commented day	Day of least comments being received for the discussion /	Real-time
		task	
	Number of comments	Total number of comments received in the discussion / task	Real-time
	Most commented week	Week of most comments being received for the discussion /	Real-time
		task	
	Least commented week	Week of least comments being received for the discussion /	Real-time
		task	

FORM 1: NOTICE OF INTENT TO SUBMIT EXPRESSION OF INTEREST

(*To be submitted on the Letterhead of the Bidder*)

{Place} {Date}

To

Mr Gaurav Dwivedi

CEO MyGov

Room No 3015

Department of Electronics and

Information Technology

Electronic Niketan

6, CGO Complex

Lodhi Road

New Delhi – 110 003

Subject: Submission of EoI for 'Shortlisting of Agencies for Analytics solution of MyGov'.

Dear Sir,

- 1. Having examined the EoI, we, the undersigned, offer to propose for Shortlisting of Agencies for Analytics solution of MyGov, in full conformity with the said EoI
- 2. We have read the provisions of the EoI and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our EoI shall not be given effect to
- 3. We agree to abide by this EoI, consisting of this letter, the detailed response to the EoI and all attachments, for a period of 180 days from the date fixed for submission of EoI as stipulated in the EoI
- 4. We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification
- 5. We understand you are not bound to accept any proposal you receive.

Our correspondence details with regards to this EoI are:

S. No	Information	Details
1	Name of Bidder	
2	Address of Bidder	
3	Name, Designation and Address of the contact person to whom all references shall be made	
4	Telephone number of contact person	
5	Mobile number of contact person	
6	Fax number of contact person	
7	Email Id of contact person	

We hereby declare that our EoI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely, [BIDDER'S NAME]

Name

Title

Signature

Date

FORM 2: DETAILS OF BIDDER

S .No	Particulars	Details to be furnished			
1	Details of the Bidder (Firm/	Company)			
	Name				
	Address				
	Telephone	Fax			
	E-mail	- Website			
	Details of Authorized person				
	Name				
	Address				
	Telephone	E-mail			
2	Information about the Firm/	t the Firm/ Company			
	Status of Firm/ Company				
	(Public Ltd. / Pvt. Ltd etc.)				
	Details of Registration	Date			
	(Ref eg. ROC Ref #)	Ref#			
	Number of full time professionals on rolls				
	Locations and addresses of offices (in India)				

FORM 3: DETAILS OF EXPERIENCE OF BIDDER

Using the format below, the bidder should provide details on handling projects of similar nature for clients in India as elaborated in the pre-qualification criteria

S. No	Item	Details			
General	In formation				
1	Customer Name				
2	Name of the Contact Person and contact details for the project				
Project D					
3	Name of the project				
4	Start Date and End Date				
5	Current Status (work in progress/completed)				
6	6 Contract tenure				
Size of tl	Size of the project				
7	Order Value of the project (in Rs)				

8 Total cost of the services provided (by the Bidder)

Project Classification

Please specify under which of the following area does the Project fall under:

• Project Implementation and support

• Post Implementation services

• Others: (Please specify)

Narrative description of Project:

Description of actual services provided by your staff within the assignment:

FORM 4: DECLARATION LETTER

{Place}

{Date}

To

Mr. Gaurav Dwivedi

CEO MyGov

Department of Electronics and Information Technology

Electronics Niketan

6 CGO Complex, Lodi Road

New Delhi - 110003

Ref: Declaration Letter for 'Shortlisting of Agencies for Analytics Solution for MyGov'

Dear Sir,

This is to notify you that our Firm <Name> intends to submit a proposal in response to EoI for Shortlisting of Agencies for Analytics Solution for MyGov. In accordance with the above we would like to declare that:

- a. We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment
- b. We are not black-listed by any Central / State Government / Public Sector Undertaking in India

Sincerely,

[BIDDERS NAME] Name

Title

Signature

Date