



REQUEST FOR PROPOSAL /BID DOCUMENT

Engagement of Agency

For

Providing WhatsApp Business Messaging Solution,
AI-based WhatsApp Chatbot, Bulk SMS Gateway
and integration with existing Billing & Consumer
Management Systems in Meghalaya Power
Distribution Corporation Limited.

Disclaimer: This document is meant for the exclusive purpose of RFP and shall not be transferred, reproduced, or otherwise used for purposes other than that for which it is specifically used.

1	RFP No.	MePDCL/CE(PMC)/Tech-108/2025-26/
2	Date of issuance	26.02.2026
3	EMD amount	Rs. 1,00,000/-
4	Document download start date	27.02.2026
5	Pre-Bid meeting	16.03.2026
6	Last date of bid submission	23.03.2026 ; Time: 5:00PM
7	Technical Bid opening	24/03/2026; Time: 03:00PM
8	Financial Bid opening	To be intimated latter
9	RFP fee	Rs. 10,000/- +18% GST (Non-refundable) through RTGS/NEFT payable to MePDCL Principal Account

EXECUTING AGENCY
CHIEF ENGINEER (COMMERCIAL), MePDCL,
LUMJINGSHAI, SHORT ROUND ROAD SHILLONG -793001.
MEGHALAYA (INDIA)

Disclaimer

- i. This RFP is not an offer and is issued with no commitment. MePDCL reserves the right to withdraw the RFP and change or vary any part thereof at any stage. MePDCL also reserves the right to disqualify any bidder, should it be so necessary at any stage. Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
- ii. MePDCL may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.
- iii. The Applicant shall bear all its cost associated with or relating to the preparation and submission of its proposal including but not limited to preparation, copying postage, delivery fees, expenses associated with any demonstration or presentations which may be required by MePDCL or any other costs incurred in connection with or relating to its proposal.
- iv. All such cost and expenses will remain with the Applicant and MePDCL shall not be liable in any manner whatsoever for the same or for any other expenses incurred by an Applicant in preparation or submission of the Proposal.
- v. MePDCL reserves the right to withdraw this RFP, if it is in the best interest of the organization.
- vi. Timing and sequence of events resulting from this RFP shall ultimately be determined by MePDCL.
- vii. No oral conversations or agreements with any official, agent or employee of MePDCL shall affect or modify any terms of this RFP and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of MePDCL shall be superseded by the definitive agreement that results from this RFP process. Oral communications by MePDCL to bidders shall not be considered binding on MePDCL, nor shall any written materials provided by any person other than MePDCL.
- viii. Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against MePDCL or any of their respective officials, agents, or employees arising out of, or relating to this MePDCL or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof). viii. Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection

process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.

- ix. Late Proposal: Any Proposal received by MePDCL after due date will not be accepted and shall be returned unopened to the Bidder.
- x. For all the bids received before the last date and time of bid submission, the proposals and accompanying documentation of the qualification proposal will become the property of MePDCL and will not be returned after opening of the qualification proposal. MePDCL is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. MePDCL shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.
- xi. In case of any bidder doesn't qualify as per the eligibility criteria mentioned in this document or submitted any false or invalid document to establish its eligibility shall be disqualified and EMD shall be forfeited.
- xii. By submitting a proposal, each bidder shall be deemed to acknowledge that it has carefully read all clauses of this RFP, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.
- xiii. This RFP is not an agreement by and between MePDCL and the prospective bidders or any other person. The information contained in this RFP is provided on the basis that it is non-binding on MePDCL, any of its authorities or agencies, or any of their respective officers, employees, agents, or advisors. MePDCL makes no representation or warranty and shall incur no liability under any law as to the accuracy, reliability or completeness of the information contained in the RFP document. Each Bidder is advised to consider the RFP document as per his understanding and capacity. The bidders are also advised to do appropriate examination, enquiry and scrutiny of all aspects mentioned in the RFP document before bidding. Bidders are encouraged to take professional help of experts on financial, legal, technical, taxation, and any other matters / sectors appearing in the document or specified work. Bidders are also requested to go through the RFP document in detail and bring to notice of MePDCL any kind of error, misprint, inaccuracies, or omission in the document. MePDCL reserves the right not to proceed with the project, to alter the timetable reflected in this document, or to change the process or procedure to be applied. MePDCL also reserves the right to decline to discuss the Project further with any party submitting a proposal.

- xiv. This issue of this RFP does not imply that MePDCL is bound to select and pre-qualify Bids for Bid Stage or to appoint the Selected Bidder or Concessionaire, as the case may be, for the project and MePDCL reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.
- xv. MePDCL , its employees and advisors make no representation or warranty and shall have no liability (for any cost, damage, loss or expense which may arise from or is incurred or suffered on account of anything contained in this RFP or otherwise, including but not limited to the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to be part of this RFP or arising in any way with eligibility of Bidder for participation in the Bidding Process) towards any Applicant or Bidder or a third person, under any law, statute, rule, regulation or tort law, principles of restitution or unjust enrichment or otherwise.
- xvi. MePDCL also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statement contained in this RFP.

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1. Invitation for Proposal

Sealed proposal against Request for Proposal (RFP) under two stage Quality-and-Cost Based Selection (QCBS) bidding system are invited from reputed and eligible Agency for **Engagement of Agency for providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration with existing Billing & Consumer Management Systems** for Meghalaya Power Distribution Corporation Limited for a period of 2 (two) years which may be extendable on a yearly basis for a maximum period up to 3 (three) years. The RFP can be downloaded from e-tendering website www.meecl.nic.in. Any subsequent corrigenda will be uploaded on the website. The schedule of RFP is as under:

1	RFP No.	MePDCL/CE(PMC)/Tech-108/2025-26/
2	Name & Address of the Procuring Entity	Meghalaya Power Distribution Corporation Limited, Lumjingshai, Short Round Road, Shillong 793001
3	Nodal Officer	The Chief Engineer (Commercial), MePDCL
4	Date of issuance	26.02.2026
5	EMD amount	Rs. 1,00,000/-
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11	RFP fee	Rs. 10,000/- +18% GST (Non-refundable) through RTGS/NEFT payable to MePDCL Principal Account
12	MePDCL Principal Account	Account No. 40564541417, IFSC Code: SBIN0000181, Bank: SBI, Branch: Shillong

The quotation/ bid in the prescribed proforma along with requisite documents should reach the office of the undersigned by speed post or by email (**with strong Password**) to the email address cecommercial.mepdcl@meghalaya.gov.in on or before **5.00 PM of 23th March 2026**.

Interested Bidders are advised to study this RFP document carefully before submitting their proposals in response to this RFP Document.

2. Introduction

2.1. About MePDCL

Meghalaya Power Distribution Corporation Limited (MePDCL), a wholly owned corporate entity under the Meghalaya Government, was incorporated under the Companies Act and functional with effect from on 1st April, 2012 after restructuring the erstwhile Meghalaya State Electricity Board to distribute electricity from the endpoint of transmission to the end consumers.

MePDCL is a Public Company in the category of 'State Government Company' registered under the Companies Act 1956, with the main objectives of developing, operating and maintaining the distribution system for supplying electricity to the consumer in its area of supply. As a deemed distribution licensee under section 14 of the Electricity Act 2003, MePDCL is carrying out the supply of power to the consumers as well as maintaining the wire business for the supply of such power.

Currently, MePDCL provides electricity throughout the State of Meghalaya. It serves more than 6 lakhs consumers. In terms of infrastructure, the Company operates a vast network comprising of 107 nos. of 33/11KV sub-stations and switching stations, approximately 350 nos. of feeders, 12405 nos. of Distribution transformers, 18000 KMs of 11KV lines, and approximately 1544.12 KMs of 33KV lines spread over 2.24 Thousand sq. km geographical area of Meghalaya covering 6,600 villages and 16 towns. Presently, the Company operates through a network of offices consisting of a Corporate Office, 2 Zonal Offices, 7 Circle Offices, 17 Divisional Offices, and 52 Sub-Divisional offices.

2.2. Objective

Electricity being an essential public service, MePDCL aims to enhance consumer engagement, service delivery efficiency, and revenue realization through adoption of secure and reliable digital communication channels. With a view to ensuring timely communication of billing information, payment confirmations, service alerts, complaint updates, and outage notifications, MePDCL proposes to implement an integrated **WhatsApp Business Messaging Solution, AI-based Chatbot, and Bulk SMS communication platform**. The initiative is intended to improve consumer convenience, strengthen transparency, reduce service response time, and support improvement in billing and collection efficiency. *The selected Agency shall be engaged for a period of two (2) years to implement, operate, and maintain the specified digital communication services in order to provide efficient consumer interaction, improve service accessibility, enhance revenue realization, and support reduction of operational losses. Based on satisfactory performance, the contract period may be extended on a year-to-year basis for a further period of up to three (3) years.*

3. Scope of Work

The selected bidder shall design, develop, integrate, deploy, and commission an integrated communications solution for **Meghalaya Power Distribution Corporation Limited (MePDCL)** to support official communications with electricity consumers through **WhatsApp Business API, AI-enabled WhatsApp Chatbot, and DLT-registered bulk & transactional SMS services**. The solution must be robust, scalable, secure, and compliant with regulatory requirements, including WhatsApp/Meta policies and TRAI/DLT rules.

The scope of work includes, but is not limited to, the following:

1. WhatsApp Business API Setup & Onboarding

The bidder shall provide:

- a) Official **WhatsApp Business API access** via a Meta-authorized Business Solution Provider (BSP)
- b) End-to-end assistance in **WhatsApp Business Account (WABA) onboarding**, including:
 - Facebook Business Manager verification
 - Business profile configuration
 - WhatsApp phone number provisioning and display name approval
- c) Support to obtain **Official Business Account Certification (Green Tick)** where applicable
 - All administrative and technical support for submission and approval of message templates in line with WhatsApp policies
 - Setup of secure hosting (cloud/on-premise) for WhatsApp handlers and message processing modules

2. WhatsApp Messaging and Notifications

The bidder shall implement a notification system capable of:

- a) Sending **template-based outbound WhatsApp messages** for:
 - Bill generation alerts
 - Payment reminders and confirmations
 - Outage notifications and restoration updates
 - Service request/complaint updates
 - Consumer account notifications (e.g., tariff changes, disconnections)
- b) Supporting **two-way messaging** for consumer queries and responses

- c) Ensuring affordable throughput rates and efficient queuing for bulk notifications
- d) Logging and tracking delivery status metrics (sent, delivered, read, failed)
- e) Compliance with opt-in and opt-out mechanisms as required by Meta/WhatsApp policies

3. AI-Enabled WhatsApp Chatbot

The bidder shall develop, deploy, and maintain an intelligent WhatsApp chatbot, with the following capabilities:

3.1 Functional Capabilities

- a) Automated responses for common consumer inquiries including but not limited to:
 - Bill details, dues, and history
 - Bill download links
 - Secure payment links
 - Complaint registration and tracking
 - Outage information by area/feeder
 - New service request updates
 - FAQs for general service information

3.2 Technical Capabilities

- a) AI/NLP capability for understanding and routing free-text queries
- b) Menu-based navigation with context retention across sessions
- c) Multilingual support (initially English; provision for future regional languages Khasi and Garo)
- d) Logging of conversations with role-based access for analytics
- e) Human agent handover support via CRM/Service desk integration
- f) High availability chat servicing

4. DLT-Registered SMS Gateway Integration

The bidder shall provide a **TRAI-compliant Distributed Ledger Technology (DLT) registered SMS gateway** with the following:

- a) Transactional SMS capability for critical alerts (Payment confirmations; OTPs; complaint alerts, others)
- b) Service/Informational SMS for bill reminders, outage alerts, advisories, others
- c) Comprehensive support for DLT template registration, header management, and compliance

- d) Real-time Delivery Reports (DLRs) and delivery status tracking
- e) Scalable infrastructure to support peak messaging loads
- f) The Bidder should have Mobile messaging platform with a state of the art framework that supports SMS, as well as WAP Push messaging. It should also support intelligent routing to deliver the messages through best available channels to satisfy the best performance objectives and ensure messages are delivered to the customer in any part of the world - 24x7x365 availability with access to all GSM networks nationally / internationally.
- g) The Service provider will be required to ensure that DISCOM application (UBS & others) seamlessly integrates with their application and all outward/ inward SMS are delivered to desired mobile numbers.

5. System Integration

The bidder shall integrate the above solution seamlessly with MePDCL systems including:

- a) Existing Billing System – for real-time bill generation/payment update and consumer verification and status update.
- b) CRM – for complaint logging and tracking
- c) Payment Gateway – for payment verification and link generation as and when required by MePDCL.
- d) Outage Management Systems (if available) – for localized outage information

Secure APIs, middleware, or web hooks shall be used for integration, along with complete API documentation and versioning control.

6. Central Dashboard & Reporting

The bidder shall deliver a **centralized administrative dashboard** with:

- a) Role-based access and audit logs
- b) Messaging campaign scheduling and template management
- c) Chatbot flow editing and analytics
- d) Real-time status dashboards for WhatsApp and SMS delivery
- e) MIS reports exportable in PDF/Excel/CSV formats

7. Security, Compliance & Regulatory Requirements

The bidder shall ensure:

- a) Compliance with Meta/WhatsApp Business policy and TRAI/DLT guidelines
- b) End-to-end encryption and secure data transmission (HTTPS/TLS)
- c) Secure hosting and data protection as per Government norms
- d) Consent management (opt-in/out) in alignment with latest policies

- e) MePDCL Logo alongwith with Nameplate should appear in the WhatsApp and Messaging Services.

8. Training, Documentation & Support

The bidder shall provide:

- a) Training for MePDCL administrators and operational staff
- b) Operational manuals and technical documentation
- c) Post-deployment support including SLA commitments
- d) Assistance during Go-Live and stabilization phases

4. Mode of Submitting of RFP.

The bidders shall follow the instructions mentioned herein under for submission of their RFPs through email to cecommercial.mepdcl@meghalaya.gov.in

5. Bidding Process

- a) For the purpose of selection of the firm/service provider, a two-stage Quality- and Cost Based Selection (QCBS) bidding process will be followed with 70% weightage towards Technical Bid and 30% weightage towards Financial Bid.
- b) The response to the present expression of interest is to be submitted in two parts, i.e., Technical Bid and Financial Bid. These are two distinct and separate parts of the RFP and shall be packed/ submitted in separate folders.
- c) The ‘Technical Bid’ will contain technical details, whereas the ‘Financial Bid’ will contain pricing information. The Technical Bid should NOT contain any pricing or Financial information at all.
- d) The bidder shall furnish along with the bid, RFP fee (non- refundable) of **Rs 10,000/- (Rupees ten thousand only) + 18% GST** as an RFP preparation Fees through RTGS/NEFT/IMPS payable to “Principal Account, MePDCL”.
- e) Submission of the wrong type of Technical Proposal will result in the Proposal being deemed non-responsive.
- f) The proposal as well as all related correspondence exchanged by the Firm(s) and the Employer shall be written in the English language unless specified otherwise.
- g) In the first stage, only the ‘Technical Bids’ will be opened and evaluated. Those companies whose bids satisfy the technical requirements and meet the minimum eligibility criteria as detailed in this RFP shall be short-listed for an individual presentation in front of the committee.
- h) Under the second stage, the Financial Bids of those companies whose bids will have

been short-listed earlier on the basis of evaluation of their Technical Bids and Presentation, will only be opened for further processing.

- i) Firm(s) shall express the price of their Assignment/Job in Indian Rupees.
- j) MePDCL may call for further clarifications, or additional particulars required, if any, on the Technical/Financial bids submitted. The firm/service provider has to submit the clarifications/additional particulars in writing within the specified date and time. MePDCL at its discretion may disqualify the bidder's offer, if the clarifications/ additional particulars sought are not submitted within the specified date and time.
- k) Amendments to this bid document may be issued at any time, prior to the deadline for the submission of bids. From the date of issue, amendments to the bid document shall be deemed to form an integral part of the bid document.
- l) MePDCL reserves the right to call for an individual presentation on the features etc., from the shortlisted bidders based on the technical bids submitted by them to make an evaluation.
- m) The Financial Bid shall include a comprehensive quotation for providing the complete end-to-end solution as specified in this RFP, including but not limited to WhatsApp Business API setup, Green Tick verification support, chatbot development and deployment, SMS gateway integration, system integration with MePDCL applications, hosting (cloud/on-premise as applicable), maintenance, technical support, and all associated licenses, platform charges, and operational costs.
- n) The bids must be submitted in accordance with the format specified in this document only.

Bidding companies must acquaint themselves fully with the conditions of the bids. No plea of insufficient information will be entertained at any initial assignment, i.e., contract, of the Providing Toll Free Helpline Services will be for a period of 2 years and can be extended further on a yearly basis for a maximum period of another 3 years. However, both parties will have the option to terminate the contract with a notice period of one month.

6. Eligibility /qualification Criteria

- a) Bidders are required to submit the Pre-Qualification documents in Folder-A as per **Annexure-I**
- b) The Bidder is required to submit all required documentation in support of the qualification criteria specified.
- c) The Bidder shall meet all the mandatory compliance requirements. Failure in meeting the mandatory compliance requirements will result in disqualification of the Bidder.

- d) All the bidders will be communicated of the results of evaluation of the pre-qualification bids.
- e) Joint Venture and association are not allowed.
- f) The Technical bids of those bidders who meet the requisite qualifying requirements stipulated here under subject to submission of satisfactory evidence thereof -
1. The Bidder must be a **registered legal entity** in India and must be in the business of development/ procurement/ IT services for Government/ Government undertaking/ power utilities companies for last three years.
 2. The agency should have experience for providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and system integration in **the last three financial years**. They should submit the performance certificate in proof of the same from Government/Government undertaking/ utilities companies for satisfactory completion of work for at least three years.
 3. The Bidder should provide an undertaking letter that it should be able to provide the updates to the software within 15 days as and when business requirements changes.
 4. That it has a minimum average annual turnover of INR Two Crores (Rs. 2 Crores) during the last three (3) financial years preceding FY2025-26, i.e., FY 2022-23, FY 2023-24 and FY 2024-25 (The bidder shall provide the photocopies of the relevant auditor certified documents as proof of this).
 5. The bidder must have adequate skilled staff and other qualified IT Professionals to handle the required volume of services. The complete list of staff involving in handling the services along with their name, qualification, experience, Mobile number, salary amount paid (along with document proof).
 6. The bidder should provide ISO 9001:2015 for quality management system and ISO 27001:2022 for information security management systems for IT service before execution of agreement. (Provide certificate /undertaking for same).
 7. Bidder should not have been black listed/debarred from any other DISCOM of the country or any government organization in India. Requisite self-declaration in support of same on non-judicial stamp paper of Rs. 100/- is to be provided.
 8. The bidders shall submit following documents:
 - Power of Attorney/Board resolution in favour of signatory of the bid.
 - Bidder should have valid Registration Number of GST Registration.
 - Bidder must have PAN Number and should fulfill all statutory compliances like PF & ESI registration etc.
 - Requisite tender cost and earnest money. The documents without requisite tender fee and EMD shall not be opened.
 - The bidder shall furnish along with the bid, RFP fee of **Rs 10,000/- (Rupees ten thousand only) +18% GST** as a RFP preparation Fees through RTGS/NEFT/IMPS to “Principal Account, MePDCL”, payable at Shillong.

Note. (1) Details of experience of the bidder must be provided with documentary proof in the prescribed format. (2) Bidders not submitting the required supporting documents for fulfilling the 'Eligibility criteria' will be summarily rejected without any further clarification.

7. Project Delivery Related Instructions

- a) The selected bidder shall adopt a structured and professional project management approach for successful implementation of the WhatsApp Messaging, WhatsApp Chatbot, and SMS integration project. The bidder shall deploy a **qualified and experienced project team** and nominate a dedicated **Project Manager** as the single point of contact for coordination with MePDCL.
- b) The bidder shall submit a **detailed project plan** covering activities, timelines, milestones, manpower deployment, integration stages, testing phases, and Go-Live schedule. The plan shall be reviewed and approved by MePDCL prior to commencement of work.
- c) The bidder shall ensure deployment of adequate technical manpower including, but not limited to:
 - Project Manager
 - Solution Architect
 - Integration/API Developer(s)
 - Chatbot/NLP Specialist
 - QA & Testing Engineer
 - Support Engineer(s)

Any replacement of key personnel shall be done only with prior approval from MePDCL and with professionals of equivalent or higher qualification and experience.

- d) The bidder shall coordinate closely with MePDCL's IT team and existing system vendors for integration with systems such as Billing, CRM, Payment Gateway, and other related applications. All integration work shall be executed without disruption to existing services.
- e) The bidder shall provide a **sandbox/testing environment** for integration and shall support MePDCL during User Acceptance Testing (UAT). All defects identified during testing shall be rectified at no additional cost before Go-Live.
- f) The bidder shall ensure that all required WhatsApp and SMS message templates are prepared, submitted, and approved well in advance to avoid operational delays.
- g) The bidder shall ensure that the solution and deployed infrastructure are scalable to

handle peak loads during billing cycles, outages, and emergency notifications.

- h) The bidder shall be responsible for end-to-end security of the solution, including secure API access, encryption, user access control, and protection of consumer data in compliance with applicable laws and policies.
- i) The bidder shall maintain comprehensive documentation covering system architecture, integrations, chatbot workflows, APIs, and operational procedures, and shall hand over all documentation to MePDCL before Go-Live.
- j) Any change in project scope, manpower deployment, timelines, or technical design shall be carried out only with prior written approval from MePDCL.
- k) The bidder shall ensure that the complete solution, including APIs, chatbot application, hosting environment, and integration layer, is subjected to Vulnerability Assessment and Penetration Testing (VAPT) by a CERT-In empanelled Information Security Auditor prior to Go-Live. The compliance report shall be submitted to MePDCL.
- l) The bidder shall ensure smooth transition to operations after Go-Live and provide stabilization support with adequate technical manpower during the post-Go-Live period.

8. Penalties for Non-Conformance

- a) If the selected bidder fails to perform the services in accordance with the Scope of Work, timelines, technical requirements, or service levels specified in this RFP and subsequent contract, MePDCL shall have the right to impose penalties for non-conformance.
- b) Penalties may be applicable for, but not limited to:
 - a) Delay in project implementation or Go-Live beyond agreed timelines
 - b) Failure to meet Service Level Agreement (SLA) parameters
 - c) Prolonged disruption of WhatsApp or SMS services
 - d) Failure to deliver critical notifications (billing alerts, outage alerts, etc.)
 - e) Non-compliance with WhatsApp policies, TRAI/DLT regulations, or statutory requirements
 - f) Security lapses, data breaches, or unauthorized data exposure attributable to the bidder
- c) The detailed penalty structure, calculation methodology, and maximum penalty limits shall be defined in the **Service Level Agreement (SLA) and Contract Agreement** executed with the selected bidder.

- d) MePDCL reserves the right to recover penalties by adjustment against payments due, security deposit, or Performance Bank Guarantee (PBG), without prejudice to its right to terminate the contract or seek other legal remedies.

9. Coverage of work and existing system

9.1 Coverage of Work

The proposed solution shall cover the implementation, integration, and operation of a unified digital communication platform for MePDCL consumers using **WhatsApp Business Messaging, AI-based WhatsApp Chatbot, and DLT-compliant SMS services**.

The system shall enable MePDCL to:

- a) Deliver automated, event-based notifications related to billing, payments, outages, and complaints
- b) Provide a 24x7 self-service chatbot interface for consumer queries and service requests
- c) Ensure two-way communication between MePDCL and electricity consumers
- d) Improve response time, transparency, and consumer engagement through digital channels
- e) Support communication for approximately **6 lakh registered consumers** across MePDCL's operational areas
- f) Handle peak messaging loads during billing cycles, outage situations, and emergency notifications

The scope covers both **transactional communication** (alerts, confirmations, service updates) and **interactive services** (bill enquiry, complaint registration, status tracking, etc.).

9.2 Existing System Environment

MePDCL currently operates multiple IT systems for managing consumer and operational data. The proposed solution must integrate with the existing ecosystem without disrupting ongoing operations.

The existing systems include, but may not be limited to:

- a) **Billing System** – Generates consumer bills, due amounts, payment status, and billing history

- b) **Consumer Information System (CIS)** – Maintains consumer master data including consumer number, mobile number, address, and connection details
- c) **Complaint/CRM System** – Used for complaint registration, assignment, and resolution tracking (including 1912 call center complaints)
- d) **Payment Gateway** – Used for online bill payment and transaction confirmation
- e) **Outage/Field Operations System** (where available) – Used for outage tracking and field service updates
- f) **e-Filing / Internal Workflow System** – An internal system used by MePDCL staff and officials for processing applications, approvals, document movement, file tracking, and internal correspondence related to consumer services and operational matters.

These systems are currently accessed through application interfaces and databases managed by MePDCL or its technology partners.

9.3 Integration Expectations

The selected vendor shall:

- a) Integrate the proposed WhatsApp and SMS platform with MePDCL’s existing systems using **secure APIs, web services, or approved middleware**
- b) Ensure **real-time or near real-time data exchange** for triggering notifications and chatbot responses
- c) Not require major modifications to core MePDCL systems; any additional integration components shall be part of the vendor’s scope
- d) Coordinate with MePDCL’s IT team and existing system integrators for smooth data flow and testing
- e) Provide complete API documentation and support during integration and UAT

The vendor must ensure that the proposed solution works seamlessly with the existing infrastructure and remains scalable for future system upgrades or additional digital services.

10. Duration of engagement

- a) The selected contractor shall be engaged for an initial period of **two (2) years** from the date of Go-Live to provide WhatsApp Business Messaging, WhatsApp Chatbot, and SMS communication services as defined in this RFP. Based on satisfactory performance and mutual agreement, MePDCL reserves the right to extend the

contract on a **year-to-year basis for an additional period of up to three (3) years**, under the same terms and conditions or with mutually agreed revisions.

- b) MePDCL reserves the right to terminate the contract at any time during the engagement period by providing **one (1) month's written notice** to the contractor, in the event that the services rendered are found to be unsatisfactory, non-compliant with SLA requirements, or in breach of contractual obligations.
- c) The contractor shall **not sublet, subcontract, assign, or transfer** the contract or any part thereof to any third party without prior written approval from MePDCL. Any unauthorized subcontracting shall be treated as a material breach of contract and may lead to termination.

11. Deliverables and schedule

- a) One time activity

Sl. No.	Particulars	Duration
1	Finalization of SRS, Project Plan & Solution Architecture with MePDCL	Within 15 days from date of LOI
2	WhatsApp Business onboarding (WABA setup, number registration, Green Tick application) and SMS DLT registration	Within 15 days from date of LOI
3	Setup of WhatsApp API platform (Production & Sandbox) and SMS Gateway configuration	Within 20 days from date of LOI
4	Integration with MePDCL systems (Billing, CRM, Payment Gateway, Webhooks/APIs)	Within 30 days from date of LOI
5	Development and configuration of AI-based WhatsApp Chatbot (including multilingual setup and consumer authentication)	Within 45 days from date of LOI
6	Creation, approval, and configuration of WhatsApp & SMS templates and automation of all notification triggers	Within 50 days from date of LOI
7	End-to-end system testing, performance testing, security validation, and User Acceptance Testing (UAT)	Within 55 days from date of LOI
8	Administrator training, user training, and submission of documentation (SOPs, manuals, API docs)	Before Go-Live
9	Go-Live of WhatsApp Messaging, Chatbot, and SMS systems with stabilization support	Within 60 days from date of LOI

- b) Monthly activities

Sl. No.	Particulars	Frequency / Duration
1	Hosting, monitoring, and maintenance of WhatsApp Business API platform	Monthly during contract period
2	Hosting, monitoring, and maintenance of AI-based WhatsApp Chatbot	Monthly during contract period

3	Operation and maintenance of SMS Gateway including routing and DLT compliance	Monthly during contract period
4	Monitoring of message delivery performance and system health	Monthly
5	Submission of MIS, analytics, and usage reports to MePDCL	Monthly
6	Chatbot tuning, intent improvement, and content updates	Monthly / As required
7	Template management (WhatsApp & SMS additions/modifications)	As required
8	Security monitoring, log management, and compliance support	Monthly
9	24x7 technical support and incident resolution as per SLA	Continuous
10	Minor updates, bug fixes, and performance optimization	Ongoing during contract

12. Terms of payment

- a) The payment to the selected bidder shall be made based on the **successful completion of milestones** and **provision of recurring services**, as defined in the Scope of Work and Deliverables Schedule. No advance payment shall be made.
- b) The commercial proposal shall clearly specify the **one-time implementation cost** and **recurring operational cost** (monthly/annual) for WhatsApp Business Messaging, Chatbot services, and SMS gateway services.
- c) **One-Time Implementation Charges** shall be paid in stages linked to project milestones, subject to successful completion, submission of deliverables, and written approval from MePDCL. Payment shall be released only after successful User Acceptance Testing (UAT) and Go-Live certification.
- d) **Recurring Operational Charges** shall be payable on a quarterly or monthly basis (as finalized in the contract) after Go-Live, based on actual services rendered and submission of performance reports. These charges shall cover platform hosting, chatbot operations, maintenance, monitoring, support services, and compliance management.
- e) Charges for WhatsApp conversations, SMS usage, and any third-party messaging fees shall be payable based on **actual consumption**, supported by detailed usage reports and logs. The bidder shall ensure complete transparency in billing.
- f) All payments shall be made subject to deduction of applicable **penalties for SLA breaches**, statutory deductions, and taxes as per Government of India rules.
- g) The bidder shall submit invoices along with supporting documents such as milestone completion reports, SLA performance reports, and usage summaries.
- h) No escalation in rates shall be permitted during the initial contract period. Any revision during the extended period shall be subject to mutual agreement and approval by MePDCL.
- i) All required cost of hardware and all the software shall be borne by the contactor & no extra payment shall be made on this account.

13. Applicable Rules and Regulations

- a) The job shall be carried out as per the rules, regulations and other procedures applicable for different categories of consumers as prevailing in MePDCL at that point of time, which shall be made available to the Agency before commencement of work. These regulations may be modified by MeECL, MePDCL or MSERC, which

shall be intimated to the Agency from time to time and all modifications shall be required to be incorporated and implemented in the software within 30 days of receipt of information.

- b) The agency may suggest amendments to these rules and regulation to improve performance.
- c) The Agency will also follow the labour regulations and also the provisions of others laws and directives and regulations of Government and other authorities and comply with any other relevant legislation in force during the currency of contract.

14. Insurance

The company shall obtain accident liability insurance for its employees on account of injury, fatal or otherwise due to any type of accidents during service. MePDCL is not responsible for any liability on account of injury, fatal or otherwise due to any type of accidents arising against the service holder's employees.

15. Indemnity

The service provider shall also indemnify MePDCL against any claim from their employees or their dependents and/or successors. Service provider shall also indemnify MePDCL for any loss caused by the service provider.

16. Safety of System and Data

The Agency shall be fully responsible for the upkeep, operation, maintenance, security, and safe custody of all documents and records, whether in electronic or physical form, that are provided to it by MePDCL or generated by the Agency during the course of execution of the services. All such documents and records shall be properly maintained in an updated and usable condition and shall be returned to MePDCL in good order upon completion or termination of the contract.

The Agency shall be liable to make good any loss, damage, or compromise suffered by MePDCL arising out of negligence, mishandling, or failure on the part of the Agency to safeguard such documents and records. The Agency shall implement adequate security features in the database and systems, including mechanisms to identify and log the user responsible for creating, modifying, or deleting any data entries. Complete audit trails shall be maintained and made available to MePDCL as and when required.

All data and databases created, processed, or maintained under this contract shall remain the sole property of MePDCL. Ensuring the safety, confidentiality, and integrity of such data

shall be the primary responsibility of the Agency.

17. Maintenance of Personnel

- a) The Agency shall deploy qualified, skilled, and experienced personnel for execution of the services under this contract. The Agency shall ensure continuity of key personnel throughout the project period and shall not replace any key resource without prior approval from MePDCL. Any replacement shall be with personnel of equivalent or higher qualification and experience.
- b) The Agency shall be responsible for the conduct, discipline, and performance of its personnel and shall ensure that they comply with all applicable rules, security guidelines, and instructions issued by MePDCL from time to time.

18. Agency Rights

- a) The Agency shall have the right to receive timely cooperation, required information, and necessary access to relevant systems or personnel from MePDCL for the purpose of executing the services under this contract.
- b) The Agency may propose technical improvements, process optimizations, or enhancements to the system for better performance and efficiency. However, implementation of such suggestions shall be subject to prior review and written approval by MePDCL.
- c) Except as expressly provided in the contract, the Agency shall not claim any ownership rights over data, systems, or intellectual property belonging to MePDCL.

19. Monitoring

- a) The Agency shall submit to MePDCL **weekly and monthly progress and performance reports** detailing the activities carried out during the reporting period. The reports shall include information such as volume of WhatsApp and SMS messages processed, chatbot usage statistics, system performance, SLA compliance, incidents handled, and overall service improvements achieved. These reports shall be provided in soft copy and, if required, in hard copy as directed by the authorized MePDCL officials.
- b) The Agency shall facilitate access to and availability of all relevant data, logs, reports, dashboards, and systems related to WhatsApp messaging, chatbot operations, and SMS services to MePDCL for monitoring, review, and audit purposes.

- c) The Agency shall make its project and technical management team available at all reasonable times for review meetings with MePDCL officials to discuss service performance, operational issues, improvements, and any other matters related to execution of the Agreement.

20. Other terms and conditions

- a) The bidders are required to furnish all required information and documents in English as specified in the tender document.
- b) Bid document shall be printed/typed or prepared in indelible ink. Every page of the bid document should be signed by the authorized signatory with seal. Additions, alterations and over-writings, if any, in the bid document or accompanying documents must be initialed by the person(s) who signs the bid.
- c) The bidder shall properly check the documents before submission to ensure that all information / documents required are included. The bidder shall give a list of enclosures / documents to be enclosed with the Bid.
- d) Bids shall be liable for rejection on the following grounds.
- (i) Bid is not responsive to the technical criteria laid down in the tender document.
 - (ii) Terms and conditions / technical response / quoted price is vague or ambiguous.
 - (iii) Bid is not accompanied by bid security deposit or required documents.
 - (iv) Bid is not valid for the specified period.
- e) The MePDCL reserves the right to reject any bid without assigning any reason at any time.
- f) Bidder may be required to make a presentation before the utility for the purpose of clarification on their bid proposal at their own cost, if so desired by the MePDCL.
- g) Bidder should furnish only relevant information/documents.
- h) Pre-bid Meeting:** A pre-bid meeting will be held at MePDCL Head Office in Shillong on **16/03/2026**.
- i) Bidders who require clarification on any aspect of the tender documents should email their queries by **12.03.2026** to cecommercial.mepdcl@meghalaya.gov.in and the Corporation will respond to such queries. Such clarifications and addendum/corrigendum issued will be treated as part of Bid document.

- j) At any time prior to deadline for submission of bids or extended date, if deemed necessary, MePDCL reserves the right to add/delete/modify any portion of the bid document by issuing an amendment. Such amendment(s) shall be placed on the website of the MePDCL/e-procurement system. The modification shall be binding on all bidders.
- k) Although details included in tender document have been compiled with all reasonable care, it is bidders' responsibility to satisfy themselves that the information/ documents submitted with the bid document are adequate and that there is no conflict between the bid documents and stipulations given in the tender document.

21. Technical Bid

The Technical Bid shall comprise the following:

- a) Copies of Companies Registration / Partnership Deed, Copies of Memorandum of Understanding /Letter of Association for the purpose of this Bid.
- b) Copies of Pan Number and valid GST registration.
- c) Compliance to the eligibility criteria presented in Clause 7. The bidder is required to provide the responses against each eligibility criteria as per **Annexure-I**.
- d) Details of relevant experience of the bidder in prescribed format (**Annexure-VI**)
- e) Manpower details along with qualifications, experience and curriculum vitae (**Annexure-VII**)
- f) Proposal submission form (**Annexure –IV**)
- g) Letter of authorization for authorized signatory from a person not less than the rank of Director of the Company

Note 1: Indication of price in Technical Proposal shall lead to outright rejection of Bid.

22. Financial/Commercial Bid

- a) The Financial/ Commercial Bid **Annexure-VIII & IX** shall include fees as mentioned under "Scope of Work". This amount should be firm and inclusive of professional fees, out of pocket expenses (including travelling, lodging, boarding etc.), profits and all applicable taxes and levies etc. No price variation and extra payment will be claimed.
- b) The price quoted by the bidders shall be on firm basis. No escalation for any reason

whatsoever shall be allowed over and above the bid price.

- c) Tax deduction at source under Income Tax Act shall be made from the amount as per the existing law/act in this regard.
- d) GST will be payable on actuals based on the prevailing applicable rate at the time of raise of invoice by the Agency.
- e) The bidder shall quote prices taking into consideration of the complete scope of work, any item left out and not specifically mentioned but are required for completion of the work shall be carried out by the bidder without any additional cost to MePDCL or its subsidiaries.
- f) The Agency shall submit the bills in triplicate to MePDCL addressed to an executive authorized by the Corporation.

23. Bid Validity

The Bid Proposal shall be valid for a period of 180 days from the last date of Bid submission.

24. Due Date

- a) The Bidder shall submit the Bid proposals latest **by 05:00PM (IST), 23/03/2026.**
- b) MePDCL may at its discretion, extend the deadline for submission of BID
- c) Bids received after the due date and time shall not be considered.

25. Bid Preparation Cost

The Bidder shall be responsible for all the costs associated with the preparation of the bid and participation in discussions and negotiations.

26. Bid opening and evaluation of proposals

26.1. Opening of Technical Proposal

The Technical Bid received by due date and time at the above address shall be opened on **24/03/2026; Time: 03:00PM** in the MeECL Conference Hall, Lumjingshai, Short Round Road, Shillong and the representatives of the bidders may be present either physically or through video conferencing at the time of opening. The link to join the virtual meeting for opening of the technical bids will be emailed to all bidders.

26.2. Evaluation of Technical Proposal

The Technical proposal would be opened and seen with respect to the following:

- a) The bidder should agree to the entire scope of work and deliverables. No proposal for deviation/ part scope of work will be considered.
- b) The Technical Proposal should contain Forms as per Annexure IV, V,VI, &VII duly filled and signed by authorized signatory.
- c) The proposal will be first evaluated against the eligibility criteria presented in **Clause 7** . The bidder is required to provide the responses against each eligibility criteria as per Annexure-E1. Only the eligible bidders meeting all the eligibility criteria will be considered for further evaluation.
- d) Details of past experience are to be provided in Technical Bid. Documentary evidence (e.g., Copy of work Order/Letter of Award/LoI/Purchase Order/ Completion Certificate or any other representative documents etc.) to be provided in support of past experience.
- e) Technical evaluation will be carried out based on the evaluation criteria as mentioned at 5.0 Selection procedure and criteria above.
- f) MePDCL may call for any clarifications/ information if required from the bidders.
- g) MePDCL may reference check with other utilities against the experience certificates submitted by the bidders.
- h) The technical scores assigned by MePDCL shall be final and binding.

26.3. Opening of Financial Proposal

The “Financial Proposal” would be opened after technical evaluation. The date and time of opening of Financial Proposal would be intimated to the bidders. The Financial Proposal will be opened in the presence of the authorized representatives of the agencies, who wish to be present.

27. Earnest Money

- a) The bidder shall furnish along with the bid, earnest money of **Rs 1,00,000/- (Rupees One lakhs only)** as a Bid Security through RTGS /NEFT/IMPS payable to “Principal Account, MePDCL”, payable at Shillong.
- b) Earnest money of unsuccessful Bidders shall be returned within 30 days after finalization of Bid without interest. .
- c) Earnest money will be forfeited, if:
 - A Bidder withdraws his Bid during its validity period specified in the proposal
 - A successful Bidder fails to sign contract agreement within the date specified by the MePDCL.
 - A successful Bidder fails to furnish performance security as mentioned hereinafter.

28. Performance Security

The successful bidder shall have to deposit Performance Security in the shape of irrevocable **Bank Guarantee for 20%** of the total value of work valid for a period from the date of Contract Agreement till six months after completion of the contract, after which it shall be released.

29. Technical Bid Evaluation Criteria

1. Only the responsive Bids shall be taken up for evaluation. The MePDCL may reject all proposals if they are found to be unresponsive or unsuitable either because they represent major deficiencies in complying with the terms of RFP or they involve cost substantially higher than the original estimate.
2. The proposal will be first evaluated against the eligibility criteria presented in **Section 7.0 Eligibility Criteria**. The bidder is required to provide the responses against each eligibility criteria as **per Annexure-E1**. Only the eligible bidders meeting all the eligibility criteria will be considered for further evaluation.
3. The bids will be evaluated on the Quality cum Cost based selection (QCBS) basis with 70% weightage for the technical score and 30% for the financial score. Technical bid shall be evaluated first. The financial bids of bidders who have secured minimum qualifying technical score after technical evaluation shall only be opened. The minimum qualifying technical score is 70% i.e. 70 marks out of 100 marks.

4. Technical Evaluation Criteria (to arrive at Technical Score):

Sl. No.	Evaluation Parameter	Maximum Marks
1	Relevant Experience of Bidder – Experience in implementation of WhatsApp Business API, Chatbot, and SMS solutions, preferably for Government/Utility organizations	20
2	Proposed Technical Solution & Architecture – Scalability, security, hosting model, redundancy, compliance with WhatsApp/TRAI norms	20
3	Chatbot Capabilities – AI/NLP features, multilingual support, conversation design, human escalation mechanism	15
4	System Integration Approach – Understanding of integration with Billing, CIS, CRM, Payment Gateway, APIs and real-time triggers	15
5	Project Implementation Methodology & Work Plan – Clarity of timelines, milestone planning, risk mitigation	15
6	Support, SLA & Team Strength – Proposed support model, monitoring mechanism, and qualification/experience of key personnel	15

30. RFP Document Fee

Notice Inviting RFPs and RFP can be downloaded from the website URL mentioned in the **Clause-5**. Bidder is required to submit the RFP document fee of INR 10,000/- (Non-refundable and not exempted) through RTGS/NEFT/IMPS payable to “Principal Account, MePDCL”. The scanned copy of the transaction for Bid Fee/RFP document Fee must be submitted **in Folder-A (Qualification Criteria)**.

31. Sub-Contracting

No Subcontracting is allowed any portion of the Services under this RFP without written consent of the MePDCL.

32. Pre-bid meeting

32.1. Bidders queries

Any clarification regarding the RFP document and any other item related to this project can be submitted to MePDCL as per the submission mode and timelines mentioned in the Bid document. Any requests for clarifications received after the expiry of the date and time mentioned in the RFP may not be entertained by MePDCL. Further, MePDCL shall reserve the right to issue responses/ clarifications/ corrigendum. The pre-bid queries should be submitted in the format as mentioned below, along with name and details of the Bidder submitting the queries.

#	Page No.	Clause (Name &No.)	Statement as per RFP	Query by Bidder	Justification for query (if any)
1					
2					
3					
4					

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

The MePDCL will organize a pre-Bid Meeting and may respond to any request for clarifications on, and/or modifications of this RFP.

Only persons, duly authorized by the Bidder, will be allowed to participate in the pre-bid meeting. The authorized representatives should carry a valid proof of identification for verification before the commencement of the pre-Bid Conference. Also, no separate conferences, will be conducted for any organization which has purchased the RFP at date later than the dates for the above events. The MePDCL will endeavor to provide timely response to all the queries. However, MePDCL makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does it undertake to answer all the queries that have been posed by the Bidders. Any modifications of this RFP, which may be necessary as a result of the pre-Bid Conference or for any other reason, shall be made available by MePDCL exclusively through a corrigendum. Any such corrigendum shall be deemed to be incorporated into this RFP. However, in case of any such amendment of the RFP, the Bid submission date may be extended by MePDCL in the sole discretion of MePDCL.

All clarifications and any other corrigendum / notification issued by the MePDCL subsequent to the issuance of this RFP, shall be uploaded in the MeECL website.

32.3. Amendment of the RFP document

At any time prior to the deadline for submission of bids, the Department, may, for any reason can modify the Bid Document by an amendment. All the amendments made in the document would be displayed on MePDCL's website & Meghalaya e-tender portal. The Bidders are advised to visit the MePDCL website and Meghalaya e-tendering portal on regular basis for checking necessary updates. The Department also reserves the rights to amend the dates mentioned in this Bid Document for bid process. The Department may, at its discretion, extend the last date for the receipt of Bids.

33. Period of Bid Validity

The Bids shall be valid for a period of 180 days from the closing date for submission of the bid. MePDCL may request the Bidder(s) for an extension of the period of validity.

34. Rights to Terminate the Process

MePDCL may terminate the RFP process at any time and without assigning any reason. MePDCL makes no commitments, express or implied, that this process will result in a business transaction with anyone. This RFP does not constitute an offer by MePDCL. The bidder's participation in this process may result in MePDCL selecting the bidder to engage in discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by the MePDCL to execute a contract or to continue negotiations. MePDCL may terminate negotiations at any time without assigning any reason.

35. Language of Bid

The Bids prepared by the Bidder and all correspondence and documents relating to the bids exchanged by the Bidder and MePDCL, shall be written and communicated in English language

36. Documents comprising of Bids

Following table is provided as the guideline for submitting various important documents along with the bid

Sl. No.	Type of folder	Documents to be submitted
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	<p>Pre-qualification folder (Folder A)</p>	<ul style="list-style-type: none"> i. Bid covering letter as per Annexure-I ii. Check list for the documents to be included in the pre-qualification folder as per Annexure- II iii. Power of attorney / board resolution to the authorized Signatory of the bid iv. Scanned copy of RFP document Fee and EMD. v. Financial statement of the company or a certificate from a Chartered Accountant should be provided for the turnover. vi. Copy of Agreement and work completion certificate. vii. Declaration regarding blacklisting as per Annexure- III viii. Copy of PAN Card and GST Registration Certificate ix. Undertaking for Data and Information Security
	<p>Technical Proposal folder (Folder B)</p>	<ul style="list-style-type: none"> i. Technical Bid Cover Letter as per Annexure- IV ii. Checklist for the documents to be

		<p>included in the technical proposal folder as per Annexure- V</p> <p>iii. Approach and Methodology</p> <p>iv. CV of resources persons (2 Data Analyst & 1 Project Manager) as per Annexure- VII</p>
	Commercial folder (Folder C)	<p>i. Commercial Proposal Cover Letter as per Annexure- VIII</p> <p>ii. Commercial/ Financial Bid as per Annexure- IX</p>

Bidders shall furnish the required information on their Pre-Qualification and Technical in the enclosed format only. Any deviations in format may make the RFP liable for rejection. Any deviations in format may make the bid liable for rejection.

37. Bid Evaluation process

The Bidder must possess the technical know-how and the financial wherewithal that would be required to successfully provide the services sought by MePDCL, for the entire period of the contract. The Bidder's Bid must be complete in all respect, conform to all the requirements, terms and conditions and specifications as stipulated in the RFP document.

The evaluation process of the RFP proposed to be adopted by MePDCL is indicated under this clause. The purpose of this clause is only to provide the Bidder an idea of the evaluation process that MePDCL may adopt. However, MePDCL reserves the right to modify the evaluation process at any time during the RFP process, without assigning any reason, whatsoever, and without any requirement of intimating the Bidder of any such change.

Phase 1 – Qualification Criteria

- a. Bidders are required to submit the Qualification documents in Folder-A along with the required supporting documents in the format specified in RFP.
- b. The Bidders Qualification proposal in the bid document will be evaluated as per the requirements specified in the RFP and adopting the qualification criteria spelt out in this RFP. The Bidder is required to submit all required documentation in support of the qualification criteria specified.
- c. The Bidder shall meet all the mandatory compliance requirements. Failure in meeting the mandatory compliance requirements will result in disqualification of the Bidder.

- d. All the bidders will be communicated of the results of evaluation of the qualification bids.
- e. If Commercials are provided along with the qualification Bid, the bid would be summarily be rejected and EMD will be forfeited.
- f. The Technical bids of those bidders who qualify in the qualification process only will be evaluated further against the Technical bid evaluation criteria specified in the RFP.

Phase 2 – Technical Evaluation

- a. The Technical Bids and related supporting documents shall be submitted in Folder B along with the required supporting documents in the format specified in the RFP. The Technical Bids of only those Bidders will be opened who have qualified the qualification stage.
- b. MePDCL will review the Technical bids of the short-listed bidders to determine whether the technical bids are substantially responsive. Bids that are not substantially responsive are liable to be disqualified at MePDCL's discretion.
- c. The bidders technical solutions proposed in the bid document will be evaluated as per the requirements specified in the RFP and technical evaluation framework as mentioned in **Clause 30**.
- d. Each Technical Bid will be assigned a technical score out of a maximum of 100 marks. Only the bidders who get an aggregate Technical score of 70% or more will qualify for commercial evaluation stage. Failing to secure minimum marks shall lead to technical rejection of the Bid and Bidder.
- e. Bidders are required to provide masked commercials in the Technical Bid. If Commercials are provided along with the Technical Bid, the bid would be summarily be rejected and EMD will be forfeited.
- f. Technical Bid Score: The Technical Bid Score 'St' of the Bidder, shall be derived as under

St = (Stm/SH) * 100, where

St is the Technical Bid Score

Stm = Score obtained by the concerned bidder

SH= Highest total technical bid marks amongst all evaluated bids.

Phase 3 – Commercial/ Financial Evaluation

- a) Bidders who obtain 70% marks will be technically qualified and will be considered for financial evaluation.
- b) The bidder must share per unit pricing for each of the components listed in Commercial bid format.
- c) Formula to determine the scores for the Financial Bids shall be as follows
 $S_f = (FL/F) * 100$, Where
- d) S_f is the Financial Score
FL is the value of lowest Financial Bid
F is the price quoted in the bid under consideration,

Phase 4 - Final Score calculation

- a) The Total score of the Bidder will be determined as under
- b) Total Score (Ts) = $(0.70 \times St) + (0.30 \times Sf)$
- c) The Bid of the Bidder, who obtains the highest Ts value, will be rated as the best Bid. In the event of a tie, the bid with the highest technical score (St) will be rated as the best bid. Beyond that, Authority will decide the matter in its full discretion.
- d) The three proposals in the combined technical and financial evaluation were ranked as
H-1 (Highest)
H-2
H-3
The bidder obtained highest score shall be recommended for award of contract.

38. Signing of Contract

The firm/service provider shall be required to enter into a contract with MePDCL, within 15 days of the award of the bid or within such extended period, as may be specified by MePDCL, on the basis of the Bid Document. However, it is to be noted that the date of commencement of the project and all contractual obligations shall commence from the date of issuance of Letter of Award (LOA).

39. Project Timelines and Payments

Sl. No.	Parameter	Time-Frame	Payments
1	Issue of Letter of Award (LoA) / Work Order	T (Date of LoA)	Not Applicable
2	Completion of System Implementation including WhatsApp Business onboarding, SMS gateway setup, system integrations, chatbot deployment, training, and Go-Live	T + 2 Months	One-Time Implementation Charges payable upon successful Go-Live and acceptance by MePDCL
3	Operation & Maintenance (O&M) Phase including WhatsApp Messaging, Chatbot Services, SMS Services, platform hosting, monitoring, and support	Will commence from the date of Go-Live and completion of training	Recurring Monthly Payments for a period of 2 Years

40. Award of Contract

- a) The successful bidder shall be required to execute a contract agreement within the time period as specified by MePDCL.
- b) The EMD of unsuccessful bidders shall be returned within one month of the auction date, without any interest.
- c) Failure on the part of successful bidder to execute contract agreement within the time schedule, as specified by MePDCL, may lead to cancellation of bid and forfeiture of EMD.

41. DATA Ownership

All data generated, processed, or stored under this project, including consumer details, billing information, communication records, chatbot interactions, and system logs, shall be the sole property of MePDCL. The Agency shall use such data only for the purpose of providing services under the contract and shall not share, disclose, or use the data for any other purpose without prior written approval from MePDCL. Upon completion or termination of the contract, the Agency shall hand over all data to MePDCL in a usable format and permanently delete all

copies from its systems, providing confirmation of deletion. These obligations shall survive the expiry or termination of the contract.

42. Confidentiality

The successful bidder shall maintain secrecy of all sources / information / data connected with the project. The successful bidder shall furnish bond of confidentiality of data / information handed over to them or processed by them for undertaking the consultancy job. Any intellectual property created as part of this assignment will not be published or shared with a third party without the express consent of MePDCL.

43. Contract Agreement

- a) In the event of award, the selected Agency will be required to enter in to a Contract Agreement with the MePDCL within 7 (seven) working days from the date of the Letter of Award (LOA) or within such extended time, as may be granted by the MePDCL.
- b) Formal Contract Agreement will be executed on non-judicial stamp paper of Rs. 100/- (Rs. one hundred only) as per the format provided by MePDCL. Two sets of Non-Judicial Stamp papers of Rs.100/- each and water mark papers to be purchased by the selected Agency.
- c) The Agreement will be signed in two originals and the selected Agency shall be provided with one signed original Agreement.
- d) The date of execution of the contract agreement in no case shall alter the date of start or completion period of the work.
- e) Till the time a 'Contract Agreement' is prepared and executed, the Letter of Award shall be read in conjunction with the Bidding Documents and will constitute a binding contract.
- f) The Agreement shall set out specific events of default that will entitle the other party to terminate the Agreement. The party committing an event of default, which is capable of being remedied, will be given a reasonable opportunity to remedy the default.
- g) The agency shall indemnify MePDCL against any claims, demands, cost and expenses whatsoever which may be made against it, because of failure of the agency or its representative in the performance of their duties and negligence on account of

any accident or injury or any form of default to any person, consumer and or a person employed by the Agency or their successors or assigns.

44. Fall Back Arrangement

The Agreement shall provide that in the event the Agency fails to perform its obligations, duties, or responsibilities as per the terms and conditions of the contract, MePDCL shall have the right to invoke a fallback arrangement. Under such arrangement, MePDCL may, after giving due notice as specified in the Agreement, take over control of the WhatsApp messaging platform, chatbot system, SMS gateway integration, related configurations, data, and associated infrastructure, whether operational or under implementation.

MePDCL shall be entitled to recover any losses, damages, or additional costs incurred due to such failure from the Security Deposit or Performance Bank Guarantee. In case the Security Deposit is insufficient, the Agency shall be liable to pay the balance amount to MePDCL. In such circumstances, MePDCL may manage the services either directly or through any other agency as deemed appropriate. No claim for compensation or damages shall be entertained from the Agency on account of such action taken by MePDCL.

45. Handing Over on Termination

- a) The contract agreement shall require the agency to co-operate in handing over the facilities and records in good working order to MePDCL. Upon termination of agreement, the company's authority to act in the area shall immediately cease. On termination of agreement, the contractor shall have to provide soft and hard copy of all latest data base in the desired format /files, its source code and the user manual.
- b) The contractor is expected to generally follow the existing practice so that there is no difficulty in taking over the system back by MePDCL on termination of the contract. Significant deviations from current practices would be allowed only after approval from MePDCL

46. Disputes

- a) Disputes under the Agreement shall be settled by mutual discussions. Failing this, the disputes will be refereed to arbitration by CMD, MeECL or her/his nominee.
- b) The Arbitration shall be carried out as per Indian Arbitration Act and the arbitration award shall be binding on both the parties. The cost of Arbitration shall be borne by the party initiating the request for arbitration proceedings.

- c) The parties to the Agreement shall continue to fulfill their obligations under the Agreement during arbitration proceedings and no payment shall be withheld on this account, unless it is a subject matter of the dispute.

47. Force Majeure

- a) Force Majeure means any of the following events or circumstances if such events or circumstances are beyond the reasonable direct or indirect control and without the fault or negligence of the Party claiming Force Majeure and which results in such party's liability, notwithstanding its reasonable best efforts, to perform its obligations in whole or in part in the area of work assigned to it as per the Agreement
- Strike lockouts or other industrial disputes or disturbances.
 - Act of foreign enemy, war (whether declared or undeclared), revolution, civil commotion, terrorist Act, blockage, insurrection or events such as arson, disturbance of public order, sabotage, explosion and Act of vandalism.
 - Lightning, storm, typhoon, flood, torrential rain, tidal wave, earthquake, landslide, epidemic or similar cataclysmic events.
 - Any legislation, law, directive, regulation, rule, decree, order, restraint or other action (including expropriation or compulsory acquisition) by a Public Sector entity or other governments and all supra-national, national or local agencies, authorities' departments, ministries and officials.

Note: Financial inability to perform or changes in market conditions shall not constitute an event of Force Majeure.

- b) In the event either party is rendered unable by reason of an event of Force Majeure in effect after the date thereof to perform wholly or in part, any obligation imposed upon it, then upon such Party's giving prompt notice the obligations of such party shall be suspended or excused to the extent affected by such event of Force Majeure.
- c) Time for performance of the relative obligations suspended by the force Majeure shall then be extended by the period of delay, which is directly caused by the event of Force majeure. The party giving such, notice shall be excused from timely performance of its obligations for so long, as the relevant, event of Force Majeure continues and to the extent that such party's performance is prevented, hindered or delayed, provided the party affected by the Force Majeure, makes due efforts to negate the effect thereof to fulfill its obligations.

48. Conduct of Agency's Staffs

- a) The Agency shall ensure that its personnel deployed for this project maintain professional conduct, integrity, and discipline while performing services related to MePDCL. All personnel shall comply with the rules, security policies, and instructions issued by MePDCL from time to time.
- b) The Agency shall be fully responsible for the behavior and actions of its staff and shall take appropriate action against any personnel found guilty of misconduct, negligence, breach of confidentiality, or violation of applicable laws or MePDCL guidelines.
- c) MePDCL reserves the right to require the removal or replacement of any Agency personnel whose conduct or performance is found unsatisfactory, and the Agency shall promptly comply with such directions without any additional cost to MePDCL.

49. Compliance

- a) The Agency shall comply with all applicable laws, rules, regulations, and statutory provisions in force in India while discharging its obligations under this contract. This includes, but is not limited to, labor laws, IT and data protection laws, telecom regulations, TRAI/DLT guidelines, and any instructions or policies issued by MePDCL from time to time.
- b) The Agency shall ensure that its personnel deployed for the project are adequately trained, qualified, and equipped to perform their assigned responsibilities related to system implementation, integration, support, and operations. The Agency shall be responsible for complying with all statutory requirements relating to employment, insurance, workplace safety, and welfare of its personnel.
- c) The Agency shall take all necessary precautions to ensure safety and security of MePDCL systems, applications, data, and infrastructure during the execution of the project. The Agency shall be fully responsible for preventing unauthorized access, data misuse, service disruption, or system compromise arising out of its actions or negligence.
- d) It shall be the responsibility of the Agency to familiarize itself with MePDCL's existing IT environment, operational procedures, and regulatory requirements before submission of the proposal. No claim for additional cost or extension of timelines shall be entertained on the grounds of lack of knowledge of system conditions, technical environment, or regulatory requirements.
- e) The Agency shall cooperate fully in handing over all systems, configurations, documentation, and records in good working order to MePDCL or its authorized representative upon completion or termination of the contract. Upon such termination, the Agency's authority to access or operate MePDCL systems shall

immediately cease.

- f) On termination or expiry of the agreement, the Agency shall provide MePDCL with the latest database, message logs, chatbot configurations, integration details, relevant source code (where applicable as per contract), and user manuals in both soft and hard copy formats, as required by MePDCL.

50. Other Terms and Conditions

- a) The financial proposal by the Agency shall be in Indian Rupees as per format enclosed.
- b) All claims shall be raised by the selected Agency as per the terms of payment after being due, and would be accepted for payment based on satisfactory progress recommended by MePDCL for which MePDCL has the sole discretion for assessing the quality of work.
- c) In case there is a delay by the selected Agency in accomplishing the work as per scope of work which in the opinion of MePDCL is attributable to the selected Agency, MePDCL reserves the right to get such specific work(s) done through any other Agency(s) at the risk and cost of the selected Agency for timely completion of the work.
- d) In case the performance of the proposed team member(s) is not satisfactory, the Agency will be asked to change/replace the team member(s) within three days of receipt of such request from MePDCL with a member acceptable to MePDCL.
- e) MePDCL can cancel the contract at any stage of the work, in case it is found that the knowledge of a team/team member(s) and or his/her performance is not satisfactory, any information given at the time of submission of the bid is found to be incorrect.
- f) The successful bidder shall submit all required documents, reports, system documentation, integration details, performance reports, data extracts, and other deliverables related to the WhatsApp Messaging, Chatbot, and SMS services in soft copy and/or hard copy format, as specified or required by MePDCL from time to time.
- g) From the time of opening of Bid and till its finalization, no correspondence of any type shall be entertained, unless called for by MePDCL. Any type of uncalled for clarifications on prices and / or rebates shall not be accepted. Unilateral correspondence / clarification / rebate / additions etc. from bidder's side may lead to cancellation of bid.

- h) Given the nature of the work being entrusted, the selected bidder would have to give an undertaking to the effect that the contents/ essence of any reference/ documents given would not be disclosed to any third person without the express approval of MePDCL, failing which the engagement of the Agency could be terminated.
- i) If due to any reason or decision of the MePDCL, the Assignment is dropped and the Agency is directed to discontinue work, the “Drop Dead Fee” would be limited to the payments received by the Agency and the claims already raised, as per the payment terms relating to the Assignment, till the point of calling off the Assignment or as mutually agreed.
- j) Conflict of Interest: Organizations would not be hired for any work whose interests are in conflict with their prior or current obligations to the other organizations/ clients or that may place them in a position of being unable to carry-out the work assigned to them at any point of time during the currency of engagement by MePDCL.
- k) MePDCL is neither under any obligation to select any bidder, nor to give any reason for selecting any bidder. MePDCL is also under no obligation to proceed with the work or part thereof.
- l) MePDCL reserve the right to accept or reject any or all Proposals/Offer or annul the bid Process or modify/ change the content of the bid document without assigning any reason.
- m) MePDCL shall not entertain any claim of any nature, whatsoever, including without limitations, any claim of expenses in relation to the preparation, submission or any other activity relating to bidding or any other expense till award of contract.
- n) Any dispute in connection with the Bid shall be subject to jurisdiction of Court at Shillong.
- o) If modifications become necessary during the currency of the contract, the same shall be made with consent of both parties. However no additional amount shall be payable due to such modifications.

ANNEXURE-I: QUALIFICATION CRITERIA COVER LETTER

(To be provided on the letter head of Bidder)

Date: dd/mm/yyyy

To,

The Chief Engineer (Commercial)

Meghalaya Power Distribution Corporation Limited

Lumjingshai, Short Round Road,

Shillong, Meghalaya- 793001

Sub: Providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration with existing Billing & Consumer Management Systems.

Ref: RFP Ref No. xxxx dt.xx-xx-xxxx

Dear Sir / Madam,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the professional services as required and outlined in the RFP for providing *WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration with existing Billing & Consumer Management Systems* in Meghalaya Power Distribution Corporation Limited.

We attach hereto our responses to qualification criteria as required by the RFP. We confirm that the information contained in these responses or any part thereof, including the exhibits, and other documents and instruments delivered or to be delivered to MePDCL, is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the selection process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so. We agree for unconditional acceptance of all the terms and conditions set out in the RFP document and also agree to abide by this RFP response for a period of 180 days from the date fixed for bid opening. We hereby declare that in case the contract is awarded to us, we shall

submit the contract performance Security in the form prescribed the RFP.

We agree that you are not bound to accept any RFP response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ services specified in the RFP response.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Enclosed:

1. Annexure-II (Checklist for the Documents to be included in the Qualification Criteria Folder)
2. Supporting documents

Signature of Authorized Signatory (with official seal) Name:

Designation: Address: Telephone & Fax: Email address:

ANNEXURE- II: CHECKLIST FOR THE DOCUMENTS TO BE INCLUDED IN THE QUALIFICATION CRITERIA FOLDER

Sl.	Eligibility Criteria	Response by Bidder	Documentary Proof	Page Reference
1	Copy of Companies Registration / Partnership Deed			
2	Copy of PAN			
3	Copy of GST Registration			
4	Copy of PF & ESI registration			
5	The Bidder must be a registered legal entity in India and must be in the business of development/ procurement/ providing of billing software/ IT services for Government/ Government undertaking/ power utilities companies for last three years for at least 2 government/utilities. (Immediately preceding February 2026).			
6	The agency should have experience for providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration. They should submit the performance certificate in proof of the same from Government/Government undertaking /power utilitiescompanies for satisfactory completion of work for at least three years (immediately preceding February 2026).			
7	The Bidder should provide an undertaking letter that it should be able to provide the updates to the software			

Sl.	Eligibility Criteria	Response by Bidder	Documentary Proof	Page Reference
	within 15 days as and when business requirements changes.			
10	That it has a minimum average annual turnover of INR Two Crores (Rs. 2 Crores) in power sector during the last three (3) financial years preceding FY2025-26, i.e., FY 2024-25, FY 2023-24 and FY 2022-23 (The bidder shall provide the photocopies of the relevant auditor certified documents as proof of this).			
13	The bidder should provide ISO 9001:2008 , ISO 27001:2003 for quality certification before execution of agreement.(Provide certificate/undertaking for the same).			
14	Bidder should not have been black listed/debarred from any other Discom of the country or any government organization in India. Requisite self-declaration in support of same on non-judicial stamp paper of Rs. 100/- is to be provided.			
15	Bidder should have cloud-based application to provide the services			
16	Tender cost/ RFP fee			
17	EMD			

ANNEXURE:IV: TECHNICAL BID COVER LETTER

To,

The Chief Engineer (Commercial)
Meghalaya Power Distribution Corporation Limited
Lumjingshai, Short Round Road,
Shillong, Meghalaya- 793001

Dear Sir,

Sub: For providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration with existing Billing & Consumer Management Systems in Meghalaya Power Distribution Corporation Limited.

Ref: RFP No: <No> Dated <DD/MM/YYYY>

Having examined the bid document, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration with existing Billing & Consumer Management Systems in Meghalaya Power Distribution Corporation Limited as required and outlined in the RFP.

We attach hereto the bid Technical response as required by the bid document, which constitutes our proposal.

We undertake, if our proposal is accepted, to provide all the services put forward in this RFP or such features as may subsequently be mutually agreed between us and MePDCL.

We agree for unconditional acceptance of all the terms and conditions set out in the bid document and also agree to abide by this bid response for a period of 180 days from the date of submission of bid and it shall remain binding upon us with full force and virtue, until within this period a formal agreement is prepared and executed. This bid response, together with your written acceptance thereof in your notification of award, shall constitute a binding agreement between us and MePDCL.

We confirm that the information contained in this proposal or any part thereof, including its exhibits, schedules, and other documents and instruments delivered to MePDCL is true,

accurate, and complete. This proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead MePDCL as to any material fact.

We agree that you are not bound to accept the lowest or any bid response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ service specified in the bid response without assigning any reason whatsoever.

It is hereby confirmed that I/We are entitled to act on behalf of our corporation/company/ firm/organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Enclosed: ANNEXURE-V: PROFORMA FOR TECHNICAL- BID

Signature of Authorized Signatory (with official seal) Name :

Designation :

Address :

Telephone & Fax :

E-mail address :

ANNEXURE-V: PROFORMA FOR TECHNICAL- BID

Sl No.	Technical Bid Evaluation Criteria	Supporting document Required	Reference with Page nos.
A	<u>Technical Qualification</u>		
	Experience of providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway during the last three financial years- FY22-23, FY- 23-24 & FY-24-25)	(Supporting document As per Annexure-VI)	
B	<u>Presentation & Demonstration</u>		
	<ul style="list-style-type: none"> - Demonstration of WhatsApp Business Messaging, AI-based WhatsApp Chatbot, Bulk SMS Gateway and system integration. 	Presentation of proposed Solution demonstration by Bidders (Approx. Time – 30 mins)	

ANNEXURE-VI: SERVICES CARRIED OUT IN LAST THREE YEARS

(Using the format below, provide information on each **reference assignment** for which your firm/entity, either individually or as a corporate entity or as one of the major companies within an association, was legally contracted)

	Name of Firm	
	Name of assignment	
	Location within the Country	
	Name of client and address	
	Duration of assignment	Start (Month/Year) Completion (Month/Year)
	Approx. value in Indian Rupees	
	Nos. of Clients	
	Name of senior staff (Project Director / Coordinator / team leader involved and functions Performed	
	Professional staff employed(Give profile in brief)	
	Narrative description of the project (in brief)	
	Reference contact person on client side:	

(Authorized Signatory)

(Name & Title of Signatory)

Name and Address of the Firm

[Note - Please provide work order/completion certificate/progress certificate duly signed by the client against each experience. Non providing the certificate will lead to not considering the experience provided.]

ANNEXURE-VII: PERSONNEL DEPLOYMENT SCHEDULE

- a. Name of Firm:
- b. Name of Staff:
- c. Contact Details:
- d. Designation:
- e. Areas of Expertise:
- f. Date of Birth:
- g. Years with the Firm: -
- h. Total Years of Experience:
- i. Nationality:
- j. Education:

Sl. No.	Degree Obtained	Institution	Dates

- k. Key Qualifications:
- l. Other Training:
- m. Countries of Work Experience:
- n. Languages:

Sl. No.	Language	Speak	Read	Write

- o. Employment Record:

From/To	
Employer	
Position held	
Key Duties Assigned:	

- p. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

Name of assignment:	
Year:	
Location:	
Client:	
Main project features:	
Activities performed:	

ANNEXURE-VIII: COMMERCIAL PROPOSAL COVER LETTER

Date: dd/mm/yyyy

To,

The Chief Engineer (Commercial)

Meghalaya Power Distribution Corporation Limited

Lumjingshai, Short Round Road,

Shillong, Meghalaya- 793001

Sub: RFP for providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration with existing Billing & Consumer Management Systems in Meghalaya Power Distribution Corporation Limited.

Ref: RFP Ref No. xxxx dt.xx-xx-xxxx

Dear Sir / Madam,

We, the undersigned Bidders, having read and examined in detail all the bidding documents in respect of “RFP for providing WhatsApp Business Messaging Solution, AI-based WhatsApp Chatbot, Bulk SMS Gateway and integration with existing Billing & Consumer Management Systems in Meghalaya Power Distribution Corporation Limited”, do hereby propose to provide services as specified in the RFP referred above.

1. PRICE & VALIDITY

- All the prices mentioned in our bid proposal are in accordance with the terms as specified in the RFP.
- All the prices and other terms and conditions of this RFP are valid for a period of 180 calendar days from opening of RFP.
- We hereby confirm that our RFP prices include all taxes. Taxes are quoted separately under relevant clauses, as specified in the RFP formats
- We have studied the clause relating to Indian Income Tax and hereby declare that if any income tax, surcharge on Income Tax, Professional and any other corporate Tax in altered under the law, we shall pay the same.

2. UNIT RATES

We have indicated in the relevant schedules enclosed, the unit rates for the purpose of on account of payment as well as for price adjustment in case of any increase to / decrease from the scope of work under the contract.

3. DEVIATIONS

We declare that all the services shall be performed strictly in accordance with the RFP documents and there are no deviations, irrespective of whatever has been stated to the contrary anywhere else in our bid.

4. QUALIFYING DATA

We confirm having submitted the information as required by you in your Instruction to Bidders. In case you require any other further information/documentary proof in this regard before evaluation of our bid proposal, we agree to furnish the same in time to your satisfaction.

5. BID PRICE

We declare that our Bid Price is for the entire scope of the work as specified in the RFP document. These prices are indicated in the subsequent sub-clauses of this Section.

6. PERFORMANCE SECURITY

We hereby declare that in case the contract is awarded to us, we shall submit the Performance Security as prescribed in the RFP.

We hereby declare that our RFP is made in good faith, without collusion or fraud and the information contained in the RFP is true and correct to the best of our knowledge and belief.

We understand that our RFP is binding on us and We confirm that no Technical deviations are attached here with this commercial offer.

Enclosed: ANNEXURE-IX: COMMERCIAL PROPOSAL FORMAT & INSTRUCTIONS

Thanking you, (Authorized Signatory) Name:

Date:

ANNEXURE-IX: COMMERCIAL PROPOSAL FORMAT & INSTRUCTIONS

The bidder shall quote rates strictly in the format given below. All rates shall be inclusive of GST and all applicable taxes, duties, levies, and charges. No additional payment shall be made other than the rates quoted below.

- One-Time Implementation Cost (Year 1)

Sl. No.	Item Description	Unit	Qty.	Unit Rate Inclusive GST (₹)	Total Cost Inclusive GST (₹)
1	WhatsApp Business API Onboarding including WABA setup and Green Tick assistance	Lump Sum	1		
2	Development & Deployment of AI-based WhatsApp Chatbot (including design, flow creation, testing, and integration)	Lump Sum	1		
3	Integration with Billing System / CIS / CRM / Payment Gateway / Complaint System	Lump Sum	1		
4	SMS Gateway Setup & DLT Registration Support	Lump Sum	1		
5	Training, UAT Support & Go-Live Assistance	Lump Sum	1		

Total One-Time Implementation Cost (Component A): ₹ _____

- Recurring Monthly Operational Cost

Sl. No.	Item Description	Unit	Estimated Monthly Qty.	Unit Rate Inclusive GST (₹)	Monthly Cost Inclusive GST (₹)
1	WhatsApp Outbound Notifications (Template Messages)	Per Message	As per actual usage		
2	WhatsApp Inbound Session Messages	Per Message	As per actual usage		
3	SMS – Transactional / Service Messages	Per SMS	12–15 Lakh		
4	Chatbot Platform Hosting & Maintenance	Lump Sum (Monthly)	1		
5	Helpdesk Support & Monitoring Services	Lump Sum (Monthly)	1		

Total Monthly Recurring Cost (Component B): ₹ _____

o Total Cost Summary

Component	Description	Amount (₹)
Component A	One-Time Implementation Cost	
Component B	Monthly Recurring Cost	
Total Cost for One Year (A + 12 Months of B)		

Note:

1. The quantities mentioned in the commercial format are **indicative monthly estimates** based on current communication volumes. The actual quantity of WhatsApp messages, SMS, and chatbot interactions may vary by **±20%** depending on consumer usage, billing cycles, outage situations, and operational requirements. Payment shall be made based on actual usage at the quoted unit rates.
2. Any usage-based items, if defined with a cap in the financial format, shall be payable only up to the specified limit. Any usage beyond the defined threshold, if caused due to inefficiency, system errors, or non-compliance attributable to the bidder, shall not be eligible for additional payment.
3. The bidder's quoted price shall include all operational expenses including manpower, technical resources, hosting infrastructure, software licenses, communication platform fees, compliance costs, and any other resources required to deliver the services as per the scope of work.
4. The one-time implementation cost (Component A), covering WhatsApp onboarding, chatbot development, system integration, configuration, and Go-Live support, shall be payable only once and shall be invoiced along with the first monthly operational invoice after successful Go-Live.
5. No column in the commercial bid format shall be left blank. Bidders must indicate "0" or "Not Applicable" wherever required. Incomplete financial bids are liable to be rejected.
6. Unit rates for usage-based services shall be quoted on a **per message basis** (for WhatsApp and SMS) and monthly lump-sum basis for platform hosting, chatbot maintenance, and support services.

7. The quoted fees shall be **inclusive of all applicable taxes, duties, levies, statutory charges, and commissions** under the laws of India. No additional payments shall be made by MePDCL on any account other than those specified in the financial bid.
8. The rates quoted shall remain firm and fixed for the entire contract period and any approved extension thereof.
9. Any deviation from the prescribed format may lead to rejection of the financial bid.