

Brief about Setting up and Commissioning a Helpdesk for the Department of Fisheries, Government of Maharashtra

Date: 01/03/2024

Address:

Commissioner of Fisheries,
C-24 2nd floor, Mittal Tower C- wing,
Nariman Point near Vidhan Bhavan
Mumbai-400021.
(Maharashtra state, India)
Tel.- 022-02235210561
E-mail: commfishmaha@gmail.com

Contents

1. Introduction	3
2. Important Dates	3
3. Duration	4
4. Scope of Work & Deliverables	4
5. Eligibility:	4
5.1. Pre-Qualification Criteria	4
5.2. Technical Evaluation Criteria	5
5.3. Financial Evaluation Criteria	8
6. Other points	8
7. Earnest Money Deposit	9
8. Security Deposit	9

1. Introduction

The Fisheries Department of Maharashtra plays a pivotal role in the management and development of the state's aquatic resources. With its primary objective to sustainably harness the potential of marine and inland fisheries, the department implements various policies and initiatives. Through the establishment of fishery extension services, it aims to educate and empower fishermen regarding modern techniques and practices. Additionally, the department actively engages in aquaculture promotion, encouraging fish farming to augment production and meet growing consumer demands. Moreover, it emphasizes conservation efforts to preserve biodiversity and ensure the long-term viability of fish stocks, thereby contributing significantly to the socio-economic growth of Maharashtra's coastal and inland communities.

In this background, Fisheries Department, GoM intends to on-board an agency to assist and support the State Government in Setting up and Commissioning a Helpdesk capable of offering swift and immediate solutions to Fish Farmers. To leverage the potential of Information and Communication Technology (ICT) in the fisheries domain, the Department of Fisheries is initiating the "Fisheries Helpdesk" scheme. The primary objective of this project is to address fish farmers' inquiries over telephone calls in the local language (Marathi or Hindi, if required in English). This Helpdesk is essential for providing crucial support, information, and assistance to diverse stakeholders involved in fisheries.

The engagement shall be for the period of eight (8 years) year and may be extended based on mutually agreed terms.

2. Important Dates

Interested agencies can make a note of the important dates and time.

Table 1 Important Dates and Information

Issuing Authority	Department of Fisheries, Government of Maharashtra
Date of issue	01 / 03 / 2024
Last date and time of receiving queries.	03 / 03 / 2024 up to 2:00 PM
Pre-bid meeting	04 / 03 / 2024 at 3:00 PM
Last date and time for submission of bids	07 / 03 / 2024 at 5:00 PM
Date and time for technical bid opening	08/03/2024 at 11:00 AM
Mail id on which application to be sent	pmmsymaharashtra@gmail.com

3. Duration

The duration of the contract shall be for a period of 8 years and mutually extendable based on the performance of the Bidder.

4. Scope of Work & Deliverables

The Scope of Work will include:

1. Setting up, commissioning and managing a responsive helpdesk to address the queries of the Fisherman in the state of Maharashtra. A call centre will be established with eligible professionals and their strength shall be increased according to the response received. The recruited resources should hold degrees in Fisheries, BFFC, MFFC, or equivalent, and must be proficient in Marathi, Hindi, and English, if required.
2. Developing a platform including Website, chatbot, Integrated apps, WhatsApp groups/e-mail groups, etc. The agency is required to establish a database for the government to disseminate information about government schemes, advisories, etc., through SMS, emails, etc.
3. Developing new apps and integrating existing apps already developed by ICAR Institute, Government of India.
4. The model will incorporate the provision of expertise through personal counseling and visiting consultations on a fee basis. The revenue to be shared with the State Government will be sourced from personal counseling fees, visiting counseling fees, advertisements/publicity on the website and apps, and registration fees.
5. The platform should facilitate e-commerce related to fishermen and address their business requirements. To ensure project viability, revenue will not be shared, as the call centre will address queries free of charge. Therefore, no revenue will be collected on goods sold.

5. Eligibility:

To be eligible for pre-qualification and short-listing for evaluation of Technical and Financial Bid, the agency shall fulfil the following criteria.

There will be a 50-50% weightage to Technical and Financial Criteria evaluation.

5.1. Pre-Qualification Criteria

The bidder shall fulfil all the following eligibility criteria independently, as on date of submission of bid.

Table 2 Pre-qualification criteria

Sl. No.	Criteria	Supporting document
1	The bidder should be a company registered under the Companies Act 1956 or 2013 or a Limited Liability Partnership (LLP) firm registered under the LLP Act 2008 and should be in existence for a minimum period of 5 years as on date of submission of the bid	Copy of the certificate of incorporation
2	The Bidder should have a valid PAN and GSTIN Number. In the case of a consortium, the lead bidder and consortium partner (both) should have valid Pan and GSTIN Numbers.	Copies of GST and PAN to be attached
3	The bidder should have minimum average annual turnover of more than INR 5 Cr. for the last 3 financial years (FY 20-21, FY 21-22, FY 22-23)	Copy of audited P&L Statement Along with CA certificate
4.	The bidder should not be blacklisted / debarred by any State / Central Government ministry / department / entity as on date of submission of the bid	Self-declaration on company letterhead by the authorised signatory

5.2. Technical Evaluation Criteria

Only Bidders who meet the Pre-qualification criteria specified in the clause above shall qualify for Technical Evaluation.

Table 3. Technical evaluation criteria

Sl. No.	Criteria	Marks	Supporting document
1	The Average Annual Turnover of the Bidder in the past three (3)	<ul style="list-style-type: none"> • \geq INR 5 Crores: 1 Marks. 	Audited Annual report along with

Sl. No.	Criteria	Marks	Supporting document
	financial years (FY 20-21, FY 21-22, FY 22-23)	<ul style="list-style-type: none"> • For each 1 Crore up and above 5 crores 1 marks each. <p>Maximum marks: 15</p>	CA certificate shall be submitted.
2	The Bidder should have experience in successfully implementing similar works (providing Helpdesk/Call Centre services) with a minimum 25 helpdesk professionals in a single project during the last 5 years ending the last day of the month previous to the one in which applications are invited for any Central Government or State Government Organization/Board/PSU/Private in India	<ul style="list-style-type: none"> • One Project with 25 FTEs: 0 marks. • Two Projects with 25 FTEs each: 5 marks. <p>OR One project with 50 FTE: 5 marks</p> <ul style="list-style-type: none"> • Three projects with 25 FTE each: 10 marks. • Four projects with 25 FTE each: 15 marks <p>OR one project with 100 FTE: 15 marks</p> <p>Maximum marks: 15</p>	Copy of the Letter of Intent / Work Order / Agreement / Letter from client.
3	Level of call centre and Human resources expertise. Level would mean if call centre were operational at State/ National / International level)	<p>On the basis of level of call center:</p> <ul style="list-style-type: none"> • State level call centre: 5 marks. • National level call centre: 10 marks 	Relevant document

Sl. No.	Criteria	Marks	Supporting document
	Awards/ recognition accomplished	<ul style="list-style-type: none"> • International level call: 15 marks <p>Maximum marks: 15</p> <p>marks</p> <p>Awards and achievements:</p> <ul style="list-style-type: none"> • State level award: 5 marks. • National level award: 10 marks • International level award: 15 marks. <p>Maximum marks: 15</p>	
4	Number of Beneficiaries in a year through call centre, apps and other service provided	<ul style="list-style-type: none"> • No. of beneficiaries in a year below 10,000: 0 marks • Per 5000: 1 mark <p>Maximum marks: 10</p>	Relevant document
5	Presentation of Project concept which will include: <ul style="list-style-type: none"> • Services provided and convergence with other social sector schemes like Banking, Insurance, e-Commerce. • Modules which will be provided. 	30 marks	A detailed Presentation with any supporting documents if required.

Sl. No.	Criteria	Marks	Supporting document
	<ul style="list-style-type: none"> • The onsite visitation plan for personal counselling and visiting consultation. <p>IT capabilities: This will include:</p> <ol style="list-style-type: none"> 1. The IT platforms like website, apps and suggestion of other new IT applications. 2. Plan on operationalisation of the Call centre. 3. Hiring plan of right resources with required qualification and trained to use the IT system 		

5.3. Financial Evaluation Criteria

The revenue generated by the helpdesk will be categorized into two types:

- A. Revenue generated from services provided, including personal counseling, visiting consultations by advisors/experts/consultants, advertisement/publicity on the website and apps, and registration fees.
- B. Revenue from the e-commerce platform, including goods sold through consultants, advisors, or the website.

For the financial evaluation, bidders must specify a percentage of revenue sharing with the State from **category A**. The financial evaluation criteria will be based on the quoted percentage of revenue to be shared with the State government, carrying a **weightage of 50%**.

6. Other points

- Upon the successful execution of the project, expansion to other states will be permitted, maintaining the revenue-sharing model.
- Services like Banking loan, Health Insurance etc can be converged.

- The agency will be responsible for popularising the concept by making appropriate publicity in

7. Earnest Money Deposit

- The Earnest Money deposit should be a refundable **INR 25000/**.
- Proposals without the EMD shall be treated as non-responsive and shall be summarily rejected.
- The EMD shall be denominated in Indian Rupees only. No interest will be payable to the bidder on the amount of the EMD.

8. Security Deposit

A Security deposit of **INR 5 lakhs** will need to be deposited.

*****End of the Document*****