



SHRI MATA VAISHNO DEVI SHRINE BOARD, KATRA

TENDER DOCUMENT

FOR

**“OPERATION AND MANAGEMENT OF 10
SEATER SMVDSB HELPLINE/CALL
CENTERSERVICES ON
24X7X365 DAYS BASIS”**

NIT NO.: CO/Oprs./CC/329/2069

DATED: 23-10-2026

DUE ON: 14-11-2026

**Address: Central Office, Shri Mata Vaishno Devi
Shrine Board, Katra (J&K)-182301**

Website: www.maavaishnodevi.org,

Email: operations@maavaishnodevi.net



**OFFICE OF THE CHIEF EXECUTIVE OFFICER
SHRI MATA VAISHNO DEVI SHRINE BOARD**

Notice Inviting e-Tender
e-NIT No. CO/Oprs./CC/329/2069, Dated: 23.10.2026

- A. e-Tenders on the prescribed format are invited on behalf of the Chairman, Shri Mata Vaishno Devi Shrine Board, Katra from reputed professional IT firms / companies dealing / having expertise in operation and management of Call Centre / Contact Centre of reputed Multinational Companies, Corporate, PSUs, State and Central Governments.
- B. **Name of the Work:**
Operation and Management of 10 Seater Shrine Board's Helpline / Call Centre (24x7x365 days) for a period of consecutive Three (03) years reckoned from the date of commencement of Call Center Operations.
- C. The e-NIT consisting of Qualifying Information, Eligibility Criteria, Specifications, Bill of Quantities, (B.O.Q), set of Terms & Conditions of Contract and other details can be viewed / downloaded from the official website of Shri Mata Vaishno Devi Shrine Board www.maavaishnodevi.org and the bidders shall submit their bids only through e-procurement platform at www.jktenders.gov.in.
- D. **Schedule of Events of e-tender:**

Publishing Date	23.10.2026 at 02.00 PM
Download Start Date	23.10.2026 at 02.30 PM
Pre Bid Conference	31.10.2026 at 10:30 AM
Bid Submission Start Date	31.10.2026 at 03.00 PM
e-NIT Download Sale End Date	13.11.2026 at 05.00 PM
Bid submission End Date (Online)	14.11.2026 at 12.00 PM
Date of Opening of Technical Bid (Online)	16.11.2026 at 12:00 PM (In the Office of Joint Chief Executive Officer, SMVDSB, Katra)
Date of Opening of Financial Bid (Online)	To be communicated separately to technically eligible bidders only.

- E. The e-NIT document should be accompanied with:
- Earnest Money Deposit (EMD) in the form of CDR/FDR/TDR/BG, amounting to **₹5,00,000/- Lakhs (Rupees Five Lakh Only)** from any Nationalized / Scheduled Bank, duly pledged in favour of FA/Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, Katra.
 - E-NIT Fee of **₹1000/- (Rupees One Thousand Only)** in the shape of Demand Draft pledged to FA/Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, Katra.

- iii) The bidder shall mention e-NIT Fee, EMD and other details in the prescribed Technical Bid Form given at **Schedule-‘A’** of this e-NIT.
- iv) The e-NIT should be submitted strictly in accordance with the provisions of the detailed e-NIT. No Bid will be accepted in physical form. Bids received without EMD & e-NIT fee of requisite amount shall be out-rightly rejected.
- v) Complete bidding process will be done online on e-Tender portal www.jktenders.gov.in only. The tenders should be submitted strictly in accordance with the provisions of the detailed e-NIT.
- vi) The DD and CDR/FDR/TDR/BG/UTR in respect of e-NIT Fee and EMD shall be submitted in original minimum 01 day before the opening of technical bid by person or through Speed post or by courier addressed to Joint Chief Executive Officer, Central Office, Shri Mata Vaishno Devi Shrine Board Katra, District: Reasi, Jammu & Kashmir-182301.

Instruction to Bidders regarding e-Tendering process:

1. The interested bidder can download the e-NIT / bidding document from the website www.jktenders.gov.in & www.maavaishnodevi.org.
2. To participate in bidding process, bidders have to get (DSC) “Digital Signature Certificate” as per Information Technology Act-2000. This certificate will be required for digitally signing the bid. Bidders can get above mentioned digital certificate from any of the approved vendors.
3. The Bidders, who already possess valid (DSC) Digital Signature Certificates, need not to procure new Digital Signature Certificate.
4. The bidders have to submit their bids online in electronic format with Digital Signature. The bids cannot be uploaded without Digital Signature. No Proposal will be accepted in physical form.
5. Bids will be opened online as per the schedule of event mentioned in the e-NIT.
6. Before submission of online bids, bidders must ensure that scanned copies of all the necessary documents have been attached with bid.
7. The Shrine Board will not be responsible for delay in online submission of bids for whatever reasons from the bidder side.
8. All the required information for bid must be filled and submitted online.
9. Before submitting the bid, the bidder should keep ready the scanned copies of the details showing deposit of tender fee and EMD document, as specified in the tender.
10. The amount of tender fee and EMD specified in the tender documents should be the same, as submitted online (scanned copies) otherwise bid will not be accepted.
11. Bidders are advised to use “My Documents” area in their user on <http://jktenders.gov.in>, e-tendering portal to store important documents like Balance sheet, GST Registration Certificate, Tax Clearance Certificate, IT certificate, Manufactures authorization and other related documents etc., and attach these certificates as Non-Statutory documents while submitting their bids.
12. Bidders are advised not to make any change in BOQ (Bill of Quantities) contents or its name. In no case they should attempt to create similar BOQ manually. The BOQ downloaded should be used for filling the item rate as prescribed and it should be saved as it is in the tender document.

13. Bidders are advised to scan their documents at 100 DPI (Dots per Inch) resolutions with Black and White in PDF format.
14. The guidelines for submission of bid online can be downloaded from the website <http://www.jktenders.gov.in>.
15. The Bidder(s) should carefully study the document and prepare the tender with consideration of all provisions of the document. He should fully acquaint himself with site conditions and all other factors which may influence preparation of his tender.
16. Language of Bids: The Bids prepared by the Bidder and all correspondence and documents relating to the bids exchanged by the Bidder and the Department, shall be written in English language, provided that any printed literature furnished by the Bidder may be written in another language so long the same is accompanied by a duly certified English translation in which case, for purpose of interpretation of the bid, the English translation shall govern.

Sd/-
Joint Chief Executive Officer
SMVD Shrine Board, Katra

No.: CO/Oprs./CC/329/2069
Date: 23.10.2026

A. About Shrine Board:

1. Shri Mata Vaishno Devi Shrine Board (hereinafter, the “Shrine Board”) has come into existence through the Jammu and Kashmir Shri Mata Vaishno Devi Shrine Act, 1988 (hereinafter the “Shrine Board Act”). The Shrine Board Act also entrusts the Shrine Board the responsibility of taking up various developmental activities in respect of the area of the Shrine and its surroundings for the benefit of the pilgrims.
2. The Shrine is one of the most revered shrines in the country, which is visited by millions of devotees every year. It has earned the reputation of being one of the best managed shrines in the country. Due to sustained endeavors of the Shrine Board, the Shrine area has witnessed tremendous improvements in facilities for the pilgrims like comfortable tracks, stairs, protective shelter sheds, well maintained hygienic toilets, catering units, cloak rooms, blanket stores, accommodation units, water supply, landscaping, medical facilities, etc.
3. As a result of the pilgrim friendly management of the Shrine Board, the Yatra, which was only 13.96 Lakhs in the year 1986, has witnessed an enormous increase over the years and crossed the number of more than one (01) Crore in the year 2011. The substantial increase in the number of pilgrims over the years further indicates that the Shrine Board has made each and every effort to provide par-excellence facilities to the pilgrims.

B. Existing Shrine Board’s Helpline Facility:

1. Shri Mata Vaishno Devi Shrine Board (SMVDSB), since its inception, has been continuously striving to provide the best possible facilities and services to devotees visiting the Holy Shrine of Shri Mata Vaishno Devi Ji. Over the years, the Shrine Board has undertaken various initiatives aimed at enhancing pilgrim convenience, safety, accessibility and the overall pilgrimage experience, resulting in a sustained increase in the number of pilgrims visiting the Holy Shrine.
2. In order to provide timely, accurate and reliable information to pilgrims and facilitate them through a single-window, integrated communication mechanism, the Shrine Board established a dedicated 06-seater Call Centre in the year 2021, which was subsequently upgraded to a 10-seater Call Centre in the year 2023. The Call Centre operates 24×7 throughout the year with the objective of ensuring that pilgrims are provided with authentic, updated and consistent information relating to the pilgrimage and various facilities/services being provided by the Shrine Board.
3. The Call Centre facilitates pilgrims in planning and undertaking their pilgrimage by providing information relating to, inter alia, Yatra status, weather conditions, registration, accommodation, helicopter services, battery-operated vehicles, ropeway services, track status, availability of facilities, route-related information, medical assistance, emergency services and other facilities/services available at the Shrine
4. In the event of any emergency, difficulty or requirement for assistance during the pilgrimage, pilgrims may also contact the Call Centre for guidance and necessary assistance. Wherever required, the Call Centre coordinates with the concerned

Wing/Department/Agency of the Shrine Board for obtaining the requisite information and facilitating appropriate action.

5. The Call Centre also provides services through various communication channels, including telephone, SMS, e-mail, IVR, outbound calling and WhatsApp/other approved digital communication platforms, as applicable. The facility operates round the clock throughout the year to ensure uninterrupted assistance and support to pilgrims.
6. The Call Centre also serves as an important interface between pilgrims and the Shrine Board for the registration, processing, tracking and monitoring of grievances relating to various services/facilities, including, inter alia, accommodation, battery-operated vehicles, ropeway, helicopter services, sanitation, track facilities, transportation and other pilgrim-centric services. The system facilitates the recording, categorization, forwarding, monitoring, escalation and closure of grievances in coordination with the concerned Wing/Department of the Shrine Board.
7. The existing Call Centre is presently being managed by a private agency at the Spiritual Growth Centre, Katra, on a round-the-clock basis through three shifts. The Call Centre presently has provision for 10 seats/workstations, with calls, queries, grievances and other requests being handled through telephone and other approved communication channels.
8. The existing contractual arrangement with the present service provider is nearing completion. In view of the importance of the Call Centre as a critical pilgrim facilitation and grievance redressal service, the Shrine Board intends to engage a suitable and experienced Firm/Company for the operation, management, maintenance and comprehensive management of the Integrated Call Centre, with the detailed mandate and scope of services as elaborated under Clause No. 01 of this e-NIT.

C. Mission/Vision/Objectives:

- a) To Provide an Integrated Single Point of Contact (Helpline) for Pilgrims to avail Services extended by Shri Mata Vaishno Devi Shrine Board via Digital & Voice Modes.
- b) To dispose-off the grievance/queries of the pilgrims in a professional but digital way.
- c) Improving the Pilgrim experience by aiming for faster response time through different responding modes/channels.
- d) Addressing replies to the pilgrims on real time basis.
- e) Re-addressing the queries of devotees through the IVR technology.
- f) First-Call Resolution.
- g) Setting up pilgrim Satisfaction Score.
- h) Designing of integrated feedback Management Information System.

List of Abbreviations used in the Tender Document

Abbreviations	Full Form
AT	Acceptance Test
BPO	Business Process Outsourcing
CA	Chartered Accountant
CRM	Call Record Management
CSE	Customer Service Executive
DD	Demand Draft
FAQs	Frequently Asked Questions
FY	Financial Year
GMS	Grievance Management System
SMVDSB	Shri Mata Vaishno Devi Shrine Board
ITB	Instructions to Bidders
IVRS	Interactive Voice Response System
LAN	Local Area Network
LOI	Letter Of Intent
MIS	Management Information System
OSP	Other Service Provider
GMS	Grievance Management System
SLA	Service Level Agreements
SMS	Short Message Service
TRAI	Telecom Regulatory Authority of India
W.R.T.	with respect to
SMVDSB	Shri Mata Vaishno Devi Shrine Board
NIT	Notice Inviting Tender
CO	Central office
PSD	Performance Security Deposit

TERMS & CONDITIONS OF THE E-NIT

1. Fact Sheet:

S. No.	Particular	Information
1.	Place of Technical and Financial Bid Opening	The Technical and Financial Bids would be opened by the designed committee in the Office of Joint Chief Executive Officer, Central Office, Shri Mata Vaishno Devi Shrine Board, Jammu Road, Katra
2.	Queries to be addressed at	operations@maavaishnodevi.net
3.	Cost of e-NIT Document	In the form of DD amounting to ₹1,000/- (Rupees One Thousand Only) pledged to FA/Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, Katra.
4.	Earnest Money Deposit (EMD)	In the form of CDR/FDR/TRD/BG amounting to ₹5,00,000/- (Rupees Five Lakh Only) pledged to FA/Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, Katra.
5.	EMD Validity Period	40 months
6.	Validity of Proposal	120 days from the date of opening of proposal
7.	Method of Selection	Quality and Cost Based Selection (QCBS)
8.	Any Addendum / Corrigendum	<p>Any addendum, corrigendum, clarification, or other amendment issued with respect to this e-NIT shall be published only on the official website of the Shri Mata Vaishno Devi Shrine Board and J&K e-Tendering Portal www.maavaishnodevi.org and www.jktenders@gov.in.</p> <p>Bidders are advised to regularly visit the ibid official websites for updates. The Shri Mata Vaishno Devi Shrine Board shall not be responsible or liable for any omission, delay, or failure on the part of a bidder to obtain or act upon any information, addendum, corrigendum, or clarification published on the website.</p>

2. Responsibilities of the Successful Bidder:

- a) **Round-the-clock Operation of Call Centre:**
Operation and management of the **10-seater Integrated Call Centre** at Spiritual Growth Centre, Katra, on a **24x7x365 basis**, in three shifts, including deployment of adequate manpower for uninterrupted operations.
- b) **Deployment of Manpower:**
Deployment of **10 Call Executives and 01 Supervisor in each shift**, or such manpower as may be specified by the Shrine Board from time to time, along with

adequate leave reserve/reliever manpower to ensure that the prescribed strength is maintained at all times and that no service disruption occurs due to absenteeism, leave or attrition.

c) **Trained and Competent Personnel:**

Deploy suitably qualified, trained, courteous and competent Call Executives and Supervisors having adequate communication skills and knowledge of computer applications. The personnel shall be trained specifically regarding Shrine Board facilities, pilgrimage procedures, services, emergency protocols and frequently asked questions.

Qualification of Manpower to be deployed:

S. No.	Position	Minimum Qualification
1.	Call Executive	12th Pass from a recognized Board, One Year Computer Diploma with a minimum of 02 years' experience in handling calls/customer support/call centre operations. The candidate should possess good communication skills and basic computer proficiency.
2.	Supervisor	Graduate from a recognized University, with a minimum of 02 years' experience in handling/supervising Call Centre operations in a supervisory capacity. The candidate should possess good communication, coordination, team management and reporting skills.

d) **Facilities to the deployed personnel:**

- i. Ensure payment of wages to all personnel deployed for Call Centre operations strictly in accordance with the **minimum wages applicable in the Union Territory of Jammu & Kashmir**, as notified by the competent authority from time to time, corresponding to the applicable category of **Skilled/Semi-Skilled/Unskilled** personnel.
- ii. The Successful Bidder shall ensure timely deposit of all applicable statutory contributions, including **EPF and ESIC**, in respect of the deployed personnel, as per applicable laws and regulations.
- iii. In addition to the above, the Successful Bidder shall, at its own cost, provide the following facilities/items to all personnel deployed at the Call Centre:
 1. **Uniform:** Two (02) sets of uniform (decent colour and stuff) comprising shirts and trousers to each deployed personnel every year.
 2. **Winter Uniform:** Sweaters/winter wear, as appropriate, to personnel deployed during the winter season.
 3. **Footwear and Accessories:** One pair of suitable formal shoes, along with prescribed **tie/belt**, as applicable.
 4. **Name Badge and Identity Card:** Proper **name badges and Identity Cards** to all deployed personnel. Identity Cards shall be issued/replaced as required and shall be renewed annually or whenever necessary.

5. The Successful Bidder shall bear all costs associated with the above facilities/items/hardware/software and shall ensure their timely provision, replacement and maintenance throughout the contract period. No additional payment shall be admissible from SMVDSB on account of these facilities/items unless specifically provided for elsewhere in the contract.
 6. **First-Aid and Basic Health Equipment:** Provide and maintain a properly stocked **First-Aid Box** at the Call Centre premises at all times, containing essential first-aid items as per applicable norms along-with **digital Blood Pressure (BP) Monitor** for basic health monitoring of the deployed personnel, along with necessary batteries/accessories. The First-Aid Box shall be inspected periodically and expired/consumed items shall be replenished promptly by the Successful Bidder at its own cost.
- e) **Call Centre Management Software:**
Provision, installation, configuration, operation and maintenance of a comprehensive Call Centre Management solution having all features required for efficient management of inbound and outbound calls, complaint registration, query management, call logging, call recording, escalation, reporting, monitoring and MIS generation, as specified in the e-NIT.
- f) **Omni-Channel Communication:**
The system shall have capability to manage and integrate multiple communication channels, including **telephone calls, IVR, SMS, e-mail, WhatsApp / approved messaging platforms, web-based queries and outbound calls**, as specified by the Shrine Board.
- g) **Inbound Call Management:**
Efficient handling of all incoming calls, including identification of the caller's requirement, provision of accurate information, registration of requests/complaints wherever required, escalation of unresolved matters and maintenance of complete call records.
- h) **Outbound Calling Facility:**
Management of outbound calling campaigns as and when required by the Shrine Board for **feedback collection, grievance follow-up, service confirmation, information dissemination, public awareness, emergency communication and other official purposes**.
- i) **Integrated Grievance Management System:**
The Firm shall operate and manage an integrated grievance management mechanism through which pilgrims may register complaints/requests relating to Shrine Board services. Each grievance shall be assigned a **unique complaint/reference number**, categorized, prioritized and forwarded to the concerned Wing/Department for necessary action.

- j) **Grievance Tracking and Escalation:**
The system shall facilitate real-time tracking of grievances from registration to final disposal. Provision shall be made for automatic/escalation alerts in respect of grievances which remain unattended or unresolved beyond the prescribed response/resolution time.
- k) **Call Recording:**
All inbound and outbound calls, wherever technically and legally applicable, shall be recorded and securely stored for the period prescribed by the Shrine Board. The system shall permit authorized retrieval of recordings for quality monitoring, verification, grievance resolution, audit and other official purposes.
- l) **Voice and Data Backup:**
Secure and regular backup of **call recordings, call logs, complaint records, e-mails, SMS records, system data and other relevant information** generated through the Call Centre. Appropriate backup and restoration mechanisms shall be maintained throughout the contract period.
- m) **Server and IT Infrastructure Management:**
Management, monitoring and maintenance of servers, databases, networking equipment, applications, storage systems and other IT infrastructure deployed for Call Centre operations, whether hosted locally or through an approved cloud/data-centre environment.
- n) **Data Security and Confidentiality:**
The Firm shall ensure appropriate measures for **data security, access control, user authentication, confidentiality, protection against unauthorized access, data leakage and cyber threats**. All information/data pertaining to pilgrims and the Shrine Board shall remain confidential and shall not be disclosed or shared with any unauthorized person/entity.
- o) **Real-Time Dashboard:**
Provision of a web-based/desktop dashboard for authorized Shrine Board officers for real-time monitoring of **incoming calls, answered/missed calls, waiting calls, average handling time, abandoned calls, grievances registered, grievances pending/disposed, response time, agent performance and other relevant parameters**.
- p) **MIS and Reporting:**
The Firm shall generate and submit daily, weekly, monthly and periodic MIS reports in the format prescribed by the Shrine Board. Reports shall include, inter alia, call volumes, call disposition, missed/abandoned calls, peak-hour analysis, grievance status, category-wise complaints, response/resolution time, agent-wise performance and other operational parameters.
- q) **Web based Quality audit tool & Quality Monitoring:**
Web based quality audit tool with live dashboard for audit & monitoring of calls quality. A systematic Quality Assurance mechanism shall be established for monitoring the performance of Call Executives. Calls may be randomly selected

and evaluated on parameters such as **accuracy of information, communication skills, courtesy, response time, adherence to approved scripts/SOPs and proper recording of complaints.**

r) **AI Chat Bot based Knowledge Base tool:**

The Firm shall provide AI based FAQ tool for all executives & supervisors to maintain and regular update a centralized **Knowledge Base/FAQ repository** containing approved information relating to Yatra procedures, accommodation, helicopter services, battery-operated vehicles, ropeway, weather, track status, medical facilities, emergency contacts and other Shrine Board services. The information shall be updated as and when instructed by the Shrine Board.

s) **Authorized Information Only:**

Call Executives shall provide only the information approved/provided by the Shrine Board. No employee of the service provider shall independently interpret, modify or communicate any policy, instruction, tariff, restriction or operational decision of the Shrine Board without authorization.

t) **SOPs and Escalation Matrix:**

The selected Firm shall prepare and maintain Standard Operating Procedures (SOPs), call-handling protocols and escalation matrices in consultation with the Shrine Board for routine queries, complaints, emergencies and critical incidents.

u) **Emergency and Critical Incident Handling:**

The Call Centre shall have suitable procedures for handling emergency calls and shall immediately escalate such calls to the designated officers/agencies of the Shrine Board, including matters relating to **medical emergencies, accidents, missing persons, security-related issues, track emergencies, weather-related situations and other critical incidents.**

v) **System Availability and Uptime:**

The Firm shall ensure high availability of the Call Centre application, telephony system, database, connectivity and other essential components. Any technical failure shall be attended to immediately and restored within the response/resolution time prescribed by the Shrine Board.

w) **Hardware/Software Upgradation:**

Any required **hardware, software, application, configuration, integration, security patch, version upgrade or technological enhancement** required for maintaining effective Call Centre operations during the entire contract period shall be carried out by the Successful Bidder, without any additional cost to the Shrine Board, wherever such requirement falls within the scope of the contract.

x) **Integration with Shrine Board Systems:**

The system shall have provision for integration, as required by the Shrine Board, with existing or future digital platforms/applications, including website, mobile applications, grievance systems, booking systems and other pilgrim facilitation systems.

- y) **Language Support:**
The Call Centre shall have adequate capability to provide assistance in **Hindi, English and other languages as may be prescribed by the Shrine Board**, commensurate with the requirements of pilgrims.
- z) **Training and Refresher Training:**
Provide initial and periodic refresher training to all deployed personnel. Training shall cover communication skills, Shrine Board services, software operation, grievance handling, emergency response, data confidentiality, cyber security and any changes in policies/procedures.
- aa) **Business Continuity and Disaster Recovery:**
Maintain suitable business continuity and disaster recovery arrangements to ensure continuation of essential Call Centre services in the event of **server failure, network failure, power disruption, hardware/software failure, cyber incident or any other unforeseen event**.
- bb) **Connectivity Redundancy:**
Ensure adequate redundancy for critical communication and IT infrastructure, including provision for routing calls through the remote office, so as to ensure uninterrupted functioning of Call Centre operations and minimize avoidable disruptions in case of any emergency.
- cc) **Complaint Closure and Feedback:**
The system shall facilitate confirmation/feedback from pilgrims regarding resolution of their complaints, wherever applicable. Complaints shall be closed only after following the prescribed procedure and recording the necessary remarks/action taken.
- dd) **Performance Monitoring and Service Levels:**
Comply with the **Service Level Agreement (SLA)** prescribed by the Shrine Board relating to call answering time, abandoned calls, system uptime, grievance response time, resolution time, manpower availability, data backup, technical support and other performance parameters.
- ee) **Audit and Inspection:**
The Shrine Board shall have the right to inspect and audit the Call Centre operations, records, call recordings, system logs, MIS reports, manpower deployment and other relevant records at any time. The Firm shall extend full cooperation and provide access to authorized officers.
- ff) **Data Ownership:**
All data, call recordings, call logs, grievance records, reports, databases and other information generated/collected during the course of providing the services shall remain the property of the **Shri Mata Vaishno Devi Shrine Board**. The service provider shall have no right to use, reproduce, transfer or commercially exploit such data.

gg) **Data Handover on Completion of Contract:**

Upon expiry/termination of the contract, the Firm shall hand over all data, records, call recordings, databases, reports, configurations and other relevant information to the Shrine Board in the prescribed format, without any additional cost.

hh) **Scalability:**

The proposed solution shall be scalable to accommodate future enhancement in the number of seats, call volume, communication channels, grievance categories and other pilgrim facilitation services, as may be required by the Shrine Board.

ii) **Continuous Improvement:**

The Firm shall periodically analyze call trends, frequently raised queries, complaints and pilgrim feedback and submit suggestions to the Shrine Board for improvement of pilgrim services and reduction in recurring queries/grievances.

jj) **Compliance with Applicable Laws and Instructions:**

The Firm shall comply with all applicable laws, rules, regulations, directions, security requirements and instructions issued by the Government, Shrine Board or any competent authority in relation to operation of the Call Centre, data protection, telecommunications, employment and information security.

kk) **No Additional Cost for Essential Components:**

All manpower, software, licenses, technical support, maintenance, updates, backups, training, reporting and other resources essential for satisfactory execution of the scope of work shall be arranged by the Firm within the quoted contract price, unless specifically excluded in the e-NIT.

ll) **Coordination with Shrine Board:**

The Firm shall nominate a responsible **Project/Call Centre Manager** who shall remain the single point of contact with the Shrine Board and shall be responsible for overall coordination, operational performance, manpower management, reporting, compliance and resolution of issues relating to the Call Centre.

mm) **Any Other Related Requirement:**

The selected Firm shall undertake any other activity incidental and necessary for the **smooth, uninterrupted, efficient and professional operation of the Integrated Call Centre and Grievance Management System**, as may reasonably be required by the Shrine Board from time to time and as specifically covered under the terms and conditions of the contract.

3. **Responsibilities of the SMVDSB:**

The contribution of the Shrine Board shall be limited to the providing the following:

a) **Hardware Infrastructure:**

Provide the required hardware infrastructure, in working condition, on an **“as-is-where-is” basis**, for the operation and management of the 10-seater Call Centre at Spiritual Growth Centre (SGC), Katra.

b) **PRI Line, Toll Free Number, Electricity, Internet, CCTV and Biometric Infrastructure:**

Provide the required **PRI Line, Toll-Free Number, internet connectivity, electricity, CCTV system, and biometric attendance machine** at the Call Centre. The monthly recurring charges associated with the aforesaid facilities/services shall be borne by the Shrine Board. However, the day-to-day operation, upkeep, preventive maintenance and necessary servicing/maintenance of the said infrastructure throughout the contract period shall be the responsibility of the Successful Bidder, without affecting the ownership of such infrastructure, which shall remain with SMVDSB.

Further, the Shrine Board shall provide the APIs for SMS, WhatsApp, and other approved media platforms for dissemination of information to pilgrims, and shall also bear the applicable monthly recurring charges associated with such services.

c) **Furniture and Fixtures:**

The furniture, fixtures and other basic infrastructure available at the Call Centre premises shall be provided by and remain the property of SMVDSB. The Successful Bidder shall be responsible for their proper use, upkeep and day-to-day management during the contract period.

d) **Premises:**

The Call Centre shall be operated from the designated premises at **Spiritual Growth Centre (SGC), Katra**, as earmarked by SMVDSB. The Successful Bidder shall ensure proper use and upkeep of the premises and shall not make any structural or other alterations without the prior written approval of SMVDSB.

e) **Accommodation:**

No accommodation shall be provided by SMVDSB to any personnel deployed by the Successful Bidder for operation of the Call Centre. The Successful Bidder shall make its own arrangements for accommodation, transportation and other personal requirements of its deployed personnel.

f) **Increase in Manpower Requirement:**

In case the number of Call Executives/CSEs is required to be increased in future due to an increase in call volume or expansion of Call Centre services, SMVDSB may direct the Successful Bidder to deploy additional manpower, subject to the terms and conditions of the contract.

g) **Payment for Additional Manpower/Seats:**

Where any increase in the number of seats or manpower is approved by SMVDSB during the contract period, payment for such additional manpower/services shall be made on a **pro-rata basis at the approved contractual rates**, subject to the actual deployment and authorization by SMVDSB.

h) **Operational Directions:**

SMVDSB shall provide necessary operational directions, approved information, instructions, policies, procedures and other inputs required for the effective functioning of the Call Centre and for dissemination of authentic information to pilgrims.

i) **Coordination with Concerned Wings:**

Where required, SMVDSB shall facilitate coordination between the Call Centre and the concerned Wings/Departments/Agencies of the Shrine Board for providing updated information and for processing/escalation of pilgrim queries, requests and grievances.

j) **Ownership of Data and Assets:**

All infrastructure, equipment, systems, data, records and other assets/information provided by or belonging to SMVDSB shall remain the **exclusive property of the Shrine Board**. The Successful Bidder shall have no ownership rights over the same.

k) **No Liability for Personal Requirements:**

SMVDSB shall not be responsible for the **accommodation, transportation, meals, personal requirements or other incidental expenses** of personnel deployed by the Successful Bidder, except where specifically provided for under the contract.

l) **No Guarantee of Fixed Call Volume:**

SMVDSB does not guarantee any minimum number of calls, queries, grievances or other transactions during the contract period. The volume of calls/queries may vary depending upon the pilgrimage season, weather, operational circumstances and other factors.

m) **Other Infrastructure as Specifically Provided:**

Any infrastructure, facility or service to be provided by SMVDSB, other than those specifically mentioned above, shall be governed strictly by the provisions of the e-NIT, agreement and subsequent directions issued by the Shrine Board from time to time.

4. **Call Handling Procedure:**

- a) The SMVDSB Helpline would receive the calls from pilgrims/ general public through a Toll Free number/PRI Line. SMVDSB would bear the charges of the incoming calls on the Toll Free Number and also the outbound calls that are made.
- b) Calls should be answered within 3 rings with hold time not more than 15 seconds.
- c) The caller can choose from the language options English or Hindi through an IVRS.
- d) The caller should then be prompted by the IVRS to choose whether he/she has a query or a grievance; this would be in the language previously selected by the caller.

- e) Based on the response, the caller should be connected to a CSE.
- f) All interactions will be logged and maintained in the Call Center for analysis at a later stage.
- g) The Successful Bidder should also provide Voice Logging facility for recording and playing back CSE's conversations so that it can be used to monitor agent performance on random basis and to provide proof of transaction records. Such recordings shall be preserved for at least six months.
- h) The incoming calls from the pilgrims will be of broadly two types:
 - i. **Query Related Calls** - Seeking Information about the yatra routes, facilities and services provided by SMVDSB.
 - 1) These calls will usually be made by pilgrims/general public to enquire about yatra route, facilities and services provided by SMVDSB.
 - 2) The CSE will respond to information requested by the pilgrim(s) by looking up the details in SMVDSB Official Website.
 - 3) The CSEs should record the name, address, contact details, queries, reply to the query etc. in a suitable format which is approved by SMVDSB. The information would be stored in the CRM and would be used for the purpose of preparing MIS reports. The information would be required for analysis by SMVDSB at regular intervals.
 - 4) Upon a response to the complete satisfaction of the caller's query the CSE should also log the details requested in the CRM and then disconnect the call.
 - 5) If in case, the CSE is unable to respond to the request of the caller, the CSE should redirect the call to Grievance Related Calls.
 - ii. **Grievance related calls**- Grievance about any services rendered by SMVDSB.
 - 1) These calls may be made by the pilgrims using services provided by SMVDSB (Battery Car, Water ATMs, Helicopter, Ropeway, Toilet Blocks, Accommodation etc.) to report a grievance about the services.
 - 2) The CSE should record the complaint with all the necessary details in the GMS. The caller information should also be logged in the GMS.
 - 3) The CSE should then provide the Grievance ID that is generated by the GMS. This will be used in tracking the status of the Grievance.
 - 4) The CSE should now forward the complaints to concerned authority in SMVDSB via Email, SMS or Phone, following up / escalating whenever required. These all activities will have to be managed through a Grievance Management System.
 - 5) Depending on the type of complaint and severity of the complaint the CSE should notify the concerned authority of the grievance.
 - 6) These requests should reflect in the GMS access given to SMVDSB team. They should also be notified of the Request through system generated emails sent to the concerned SMVDSB officers. The email body should contain the exact request/grievance of the caller.
 - 7) The SMVDSB official, each having an unique user ID and password for accessing the SMS via internet from a office should only be able to view

the Grievances, severity and their status (i.e. Grievance logged / Work in Progress / Escalated / Closed) which are specific to their location.

- 8) The CSE will also have to make outbound calls in cases where:
 - a. A grievance is of a high priority and needs to be notified to the concerned authority of SMVDSB immediately.
 - b. An escalation has to be made of a high priority grievance due to non-resolution of the grievance in the defined timelines.

5. **Escalation of a Grievance:**

- a) In case the Grievance is not closed by the concerned authority within the pre-defined timelines, the GMS should be capable of auto-escalating the Grievance to the higher authority.
- b) Depending on the severity of the Grievance, the CSEs may also be required to call the higher authority notifying the escalation due to non- closure of the Grievance.

6. **Functional Requirements:**

6.1 IVRS:

- a) The IVRS should support English & Hindi languages.
- b) It shall be possible to customize the IVRS welcome prompt, menu and sub-menus as per the requirement of SMVDSB.
- c) It shall have Automatic Call Distribution feature based on Skill, Idleness, and utilization of each CSE.
- d) It should also support to hold calls in case all the CSEs are busy.
- e) It should be able to generate MIS reports automatically.

6.2 Call Record Management (CRM):

The Call Record Management will have to be developed/ maintained/ customized by the successful bidder.

- a) The CRM should be capable of logging the following details:
 - Name of Caller
 - Exact Query of the caller
 - Category of Query/Grievance
 - Sub Category of Query/Grievance
 - Brief Response of the CSE to the Query/Grievance
 - Time of call
 - Name of CSE who handled the call
- b) The CRM should be capable of auto-generating a query/Grievance ID for each query /Grievance recorded.
- c) Facility for searching the call record database on various attributes and combination of attributes should be provided.
- d) The application may also have the provision to build database of FAQs and their standard answers.
- e) Database of all calls received since start of the SMVDSB Helpline should be maintained in the CRM.
- f) The CRM application should have a report generation module providing various MIS and statistical reports based on the call records database as required by SMVDSB from time to time.

- g) The user should be given the choice to set various filters like period (from-date and to-date), time of day, category of query and various other attributes and their combinations while generating an MIS report from the database.
- h) Some ad-hoc/on-demand MIS Reports may also need to be generated as and when required by SMVDSB.
- i) SMS functionality should also be available for sending SMS for grievance calls to pilgrims & SMVDSB officers.

6.3: Grievance Management System (GMS) - Hosted on Cloud Data Center:

The Grievance Management System will have to be developed / customized / maintained by the successful bidder.

- a) The GMS should allow the CSE to log the following details:
 - Caller Name
 - Address
 - Nature of Grievance
 - Severity of Grievance (will be pre-defined by SMVDSB)
 - Concerned Authority responsible for resolution of the Grievance (pre-fetched from data already fed in the GMS)
 - Time of logging the Grievance
 - CSE's Name who logged the call
- b) Once the Grievance is logged, the concerned authority (will be pre-defined by SMVDSB) should be notified via Email, SMS or Phone Call depending on the severity of the Grievance.
- c) Although a Phone Call to the concerned authority will depend on the Severity of Grievance, an email/SMS has to be sent for every grievance logged.
- d) A grievance link to be created on SMVDSB website to log grievances for monitoring wing & Estate offices.
- e) A grievance link to be created on SMVDSB website for consumers to register grievances related to Accommodation, Helicopter, Battery Car services etc. These grievances should be integrated with the GMS and SMS along with the complaint no. should be generated instantly upon registration of grievance on SMVDSB Portal.
- f) The GMS should also be integrated with the CM dashboard and real time data of the grievances registered and resolved/pending should be available at any given point of time.
- g) All customization during the currency of the contract should be duly handed over to SMVDSB after expiry of contract.
- h) There should be a feedback link for pilgrims to submit their response on satisfaction with regard to Grievance Redressal.

6.4: Access of the GMS to the regional offices of SMVDSB:

- a) The successful bidder should also provide access to the GMS to the concerned Officials/Unit Heads of SMVDSB.
- b) The SMVDSB official, each having an unique user id and password for accessing the GMS via internet from office should only be able to view the Grievances, severity and their status (i.e. Grievance logged / Work in Progress / Escalated / Closed) which are specific to their locations.
- c) The concerned SMVDSB official should be able to update the status of the Grievance to 'Work In Progress' & 'Closed'.

- d) A super user access should also be provided at the Central Office of SMVDSB where the GMS should reflect status of Grievances across all Units/Sections.
- e) SMS functionality should also be available for sending SMS for grievance calls to pilgrims & SMVDSB officers.
- f) GMS should be hosted on Data Center & Backup DR to be created at Shrine Board Call Center.

6.5: Outgoing Calls:

The CSE may have to call the various officers of SMVDSB for escalation purpose. All the call details - like calls made to which number, duration of call, date and time of the call etc. details will have to be provided by successful bidder on a regular basis.

6.6: Management Information System (MIS) Reports Requirement:

The Successful bidder shall install necessary hardware/software and make available the same to SMVDSB to use the same for generating reports on operation of the Call Centre.

MIS Reports:

Few sample reports are as below. These are only indicative. Exact reports will be decided after award of contract.

- Number of incoming calls handled
- Number of outgoing calls placed
- Average talk time for calls handled - measured
- Average active time per call
- Summary of the interval of time required for handling incoming calls
- Number of calls exceeding threshold (i.e. calls waiting in queue longer than given time)
- Average time in queue by call type
- Number of abandoned calls

The Successful Bidder will provide any other reports relevant to demonstrate the functioning of the Call Centre. The required report must be generated from the system automatically not manually

7. Resilient Operations:

The Successful Bidder shall have adequate provisions for a Business Continuity/Disaster Recovery (BC/DR) arrangement, including a suitable backup location, to ensure uninterrupted Call Centre operations of SMVDSB. In the event of any disruption or failure arising from manpower-related issues, technology/system failures, infrastructure failure, natural calamities, or any other unforeseen circumstances, the Successful Bidder shall be capable of temporarily shifting and operating the Call Centre services from the backup location until normal operations are restored at the primary location.

8. **Call Centre Timings and Holidays:**

The Call Centre shall operate on a 24×7×365 basis, i.e., round the clock throughout the year, including Sundays, national holidays, public holidays, and other holidays, without any interruption.

9. **Training of CSEs:**

- a) SMVDSB will provide classroom training to the complete (first) batch of CSEs and supervisory staff.
- b) This training will cover the SMVDSB official website (which will be used to answer most of the Query-related calls) and various services for the pilgrims.
- c) The Successful Bidder will have to make sure that ALL the CSEs who will be involved in the operations have to attend the training.
- d) A CSE who has not attended the training provided by SMVDSB will not be allowed to participate in the operations for a period of first 6 months after the operations go live.
- e) Training of any CSE being recruited / replaced in SMVDSB operations will be the responsibility of the Successful Bidder.
- f) Although SMVDSB will not charge the Successful Bidder for any training, the Successful Bidder will bear all other charges during the trainings. (e.g. Lodging, Conveyance).

10. **Complying to Laws and Regulations:**

SMVDSB will not be responsible for any operation and/or management related activities of the Successful Bidder's call centre operations. The Successful Bidder will be expected to comply with any laws (including Labor Laws) and regulations or licenses required by the TRAI or any other Governmental Body.

11. **Miscellaneous activities by the successful bidder:**

The successful bidder will be responsible for the complete end to end solution and successful implementation of the Call Centre operations.

An indicative list is provided below:

- a) Development/ Customization/ Installation/ Maintenance of the hardware/software's, for CRM, GMS. The IT infrastructure that is maintained by the successful bidder should be able to support the volume of transactions from the SMVDSB offices. All will be included as part of the project.
- b) Infrastructure setup including office space, telephones and systems etc. for CSE.
- c) MIS reporting tool etc.

The bidder shall submit the software, data and other intellectual property of SMVDSB upon the completion of contract with SMVDSB.

12. **Post-Call Feedback:**

Upon completion of each call, an automated feedback message shall be sent to the concerned pilgrim through the registered communication channel, enabling the pilgrim to rate the service on a scale of 1 to 5 and submit feedback/comments regarding the service provided. The feedback mechanism shall facilitate the identification of service deficiencies and support continuous improvement in the quality and efficiency of Call Centre services.

13. Contract Period:

The initial contract period shall be 03 (three) years. The contract may be extended for a further period of up to 02 (two) years, subject to (a) Satisfactory completion of the initial 03-year contract period and satisfactory performance of the Successful Bidder; and (b) Approval of the Competent Authority of the Shrine Board.

Any such extension shall be at the sole discretion of the Shrine Board and shall be granted on a year-to-year basis, subject to satisfactory performance and fulfillment of the applicable terms and conditions of the contract.

14. Activities after Award of Contract:

- a) Upon award of the Contract, the Successful Bidder shall take over the operation and management of the Call Centre on the date specified by the Shrine Board. The Successful Bidder shall deploy the requisite qualified and trained manpower and make all necessary arrangements to ensure the seamless, uninterrupted and continuous operation of the Call Centre from the date of commencement of services.
- b) In case of recruitment of any new employee/personnel for deployment at the Call Centre, such personnel shall undergo mandatory training for a minimum period of 15 days prior to deployment at the Call Centre. The Successful Bidder shall ensure that all deployed personnel are adequately trained and fully conversant with the Call Centre operations, systems, procedures and services before being assigned duties.
- c) The deployed personnel shall be provided with uniform, shoes and other requisite articles/items as specified in the Tender Document, at the cost and responsibility of the Successful Bidder.
- d) The transition and takeover of the Call Centre operations shall be planned and executed in such a manner that there is no disruption or adverse impact on the continuity of Call Centre services. The Successful Bidder shall ensure uninterrupted operation of the Call Centre throughout the transition period and thereafter.
- e) In the event the Successful Bidder fails to offer/provide the services and system within the period specified in the Bid/Tender Document, SMVDSB shall, without prejudice to any other rights and remedies available to it under the Contract, be entitled to levy Liquidated Damages at the rate of 5% of the total Bid/Contract Price for each day of delay, for a maximum period of 03 (three) days. The applicable Liquidated Damages may be recovered from the Performance Security Deposit (PSD) or from any amount due or becoming due to the Successful Bidder under the Contract
- f) The total Liquidated Damages under this clause shall be limited to a maximum of 15% of the total Bid/Contract Price. In the event the delay exceeds 03 (three) days, SMVDSB shall have the right to terminate the Contract and forfeit/encash the Performance Security Deposit (PSD), without prejudice to any other rights and remedies available to SMVDSB under the Contract or applicable law. SMVDSB may also, in accordance with the applicable provisions of the Tender/Contract and after following due process, blacklist/debar the firm from participating in future tenders of the Shrine Board for a period of 05 years.

15. **Service Level Parameters and Penalties:**

15.1 Unattended calls (Calls routed to CSEs but not responded to)

Penalty as mentioned below will be levied on the Successful Bidder on each monthly billing cycle.

Sr. No.	Unattended Calls (as % of total calls routed to CSEs)	Penalty per month
1.	Less than 1%	NIL
2.	1% - 2%	2% of monthly payment
3.	2% - 3%	4% of monthly payment
4.	3% - 4%	6% of monthly payment
5.	4% - 5%	8 % of monthly payment
6.	Beyond 5%	10% of monthly payment

15.2 **Delay in Answering of Calls:**

If the CSEs answer the calls after a delay of 15 seconds then a Penalty as mentioned below will be levied on the Successful Bidder on each monthly billing cycle.

Sr. No.	Calls answered after 15 seconds (as % of total calls attended by all CSEs)	Penalty per month
1	Less than 1%	NIL
2	1% - 2%	1% of monthly payment
3	2% - 3%	2% of monthly payment
4	Beyond 3%	5% of monthly payment

15.3 **Disposal of Grievances:**

Sr. No.	Disposal of Grievances	Penalty per month
1	Upto 5%	NIL
2	05% - 10%	Rs.10,000/-
3	10% - 15%	Rs. 20,000/-
4	15% - 20%	Rs. 30,000/-
5	Beyond 20%	Opportunity would be given to the Successful Bidder to reduce the pendency within 15 days and for each day, a penalty of Rs. 5,000/- will be levied and after 15 days the Contract Agreement should liable to be terminated.

15.4 **Penalty:**

SMVDSB shall be at liberty to impose monetary penalty to the selected firm on account of complaints received from pilgrims/ officers / Nodal Office Contact Centre of SMVDSB. The type of complaint and penalty amount shall be as under:

S. No.	Type of complaint	Amount (in Rs.)
1.	For non wearing of Uniform	1000/-per employee per occasion

2.	For non wearing of I-card	1000/- per employee per occasion
3.	<u>Poor Call handling as detected in audits of the recorded calls:</u> Calls handled by the CSEs will be monitored through checks on the recorded calls. If it is found that a CSE is providing wrong/incomplete information or is not responding properly.	2000/- per complaint
4.	<u>Poor response / misbehavior by a CSE:</u> If complaint(s) are received from callers regarding misbehavior and/or poor response by any CSE, and if such complaint(s) are established to be true beyond reasonable doubt by the Nodal Officer / Committee of Shrine Board.	2000/- per complaint
5.	Complaint about the charging money from the pilgrims	5000/- per complaint
6.	Complaint about the Smoking of cigarettes or use of any tobacco products or pan chewing or playing of cards within or around the Contact Centre or consumption of alcohol	2000/- per complaint
7.	Sharing of data with any non authorized person.	A penalty of ₹5,000/- per complaint shall be imposed and in the event more than 03 such substantiated complaints are reported in a calendar month, the Shrine Board shall have the right to terminate the Contract and forfeit the EMD with blacklist / debar the Company from participating in SB tenders for a period of 05 years

16. **Pre-bid Conference & Clarifications:**

- a) A pre-bid conference will be held on **31.10.2026 at 10:30 AM** in the office of Joint Chief Executive Officer, Central Office, SMVDSB, Katra, District Reasi, J&K in order to clarify any queries of the prospective bidders.
- b) **Shrine Board reserves the right to modify the terms & conditions of this e-NIT subsequent to the pre-bid conference in view of any practical modalities which may emerge during the pre-bid conference,**

ensuring that the bidding process remains fair and accommodating to all stakeholders.

- c) All clarifications with regard to the published e-NIT shall be through e-mail i.e. operations@maavaishnodevi.net (Only email queries shall be replied).
- d) In case of any modifications to the e-NIT, all the Bidders shall be communicated through a corrigendum/addendum. It's imperative that all bidders remain vigilant and regularly check the official website of the Shrine Board and J&K e-Tendering Portal at www.maavaishnodevi.org and www.jktenders@gov.in to stay informed of any updates or amendments to the e-NIT requirements, as the Shrine Board will not hold any responsibility for any unavailability of information.

17. Payment Schedule:

- a) The Successful Bidder shall be paid on a monthly basis for the Call Centre operations, upon submission of the original bills/invoices along with the requisite MIS reports and supporting documents to the SMVDSB.
- b) The bills/invoices shall be duly verified and certified by the Manager/In-charge, Operations Section, with official stamp and signature, confirming satisfactory provision of services during the relevant billing period. Thereafter, upon obtaining approval of the Joint Chief Executive Officer/Deputy Chief Executive Officer/Assistant Chief Executive Officer dealing with the Operations Section, the bills/invoices shall be forwarded to the Accounts Section for processing and release of payment.
- c) Any penalties, liquidated damages or other recoveries applicable for the relevant billing period shall be deducted from the corresponding bill/invoice amount before release of payment to the Successful Bidder.
- d) The Operation In-charge may, at any time, require the Firm to furnish its bank statement or other relevant documentary evidence confirming the transfer of monthly salaries to the employees deployed at the Call Centre SGC, to ensure that the salaries are paid in accordance with the applicable provisions of the Jammu & Kashmir Minimum Wages Act.

18. SMVD Shrine Board Right to Accept or Reject Any Bid or All Bids:

SMVDSB reserves the right to accept or reject any bid as well as scrap bidding process and reject all bids at any time prior to award of contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the ground for the SMVDSB action.

19. Execution of agreement:

The Successful Bidder shall execute an Agreement with the Shrine Board, in the prescribed format, within **fifteen (15) days** from the date of award of the contract. Failure to do so within the stipulated timeframe shall attract the penalties as specified below:

- a) Upto 15 days @ Rs. 20,000/- per day, (b) From 16 days upto 22 days @ Rs. 40,000/- per day, (c) From 23 days upto 30 days @ Rs. 60,000/- per day, (d) Beyond 30 days, the work order shall be deemed to have been cancelled automatically. In case of cancellation of work, the EMD of the successful

Bidder shall be forfeited in favour of SMVDSB, Katra and the work may be allotted to the HS2 bidder at the HS1 approved rates.

- b) The Successful Bidder shall bear all the legal expenses, which shall be incurred on the execution of the agreement.

20. **Termination for Default:**

Without prejudice to any other rights, remedies, or powers available under the Contract or applicable law, the SMVDSB may terminate the Contract, in whole or in part, by issuing a written notice to the Operator if:

- a) The Operator continuously fails to restore, resume, or maintain the services within the timelines prescribed by the Authority;
- b) The Operator commits repeated or material breaches of the Contract;
- c) The Operator fails to rectify deficiencies or non-compliances within the period specified by the Authority;
- d) The Operator is found involved in fraud, misrepresentation, unauthorized information sharing, or any activity detrimental to the interests of SMVDSB or pilgrims; or
- e) Penalties are imposed repeatedly or frequently for the same or different violations, or where the nature, severity, frequency, or cumulative impact of the violations indicates persistent non-performance, negligence, or inability of the Operator to discharge its contractual obligations satisfactorily.

The Shrine Board may, at its sole discretion, terminate the Contract if the Operator incurs penalties beyond the permissible limits prescribed by the Authority or if the recurring imposition of penalties demonstrates unsatisfactory performance. The decision of the Shrine Board regarding the levy of penalties and/or termination of the Contract shall be final and binding upon the Operator.

In the event of termination of the Contract on account of default, breach, or non-performance by the Successful Bidder, the Earnest Money Deposit (EMD) and/or Performance Security, as applicable, shall be liable to forfeiture. Further, the Firm/Company shall be liable to be debarred/blacklisted from participating in any tender or procurement process of the Shri Mata Vaishno Devi Shrine Board for a period of five (05) years, without prejudice to any other rights, remedies, or legal action available to the Shrine Board under the Agreement or applicable law.

- 21. Shrine Board shall not be liable for whatsoever consequences arising out of any accident, incident, mishap or any event relating to the operation and management of Call Centre by the successful Bidder, who shall be solely and exclusively liable for any injury, damage or liability of any kind arising out of its operations. Further, the successful bidder has undertaken to indemnify and keep indemnified the Shrine Board against any damages, compensation, costs, charges, or expenses arising out of any claims or proceedings related to its operations and/or this e-NIT.

22. The Successful bidder shall Obtain and maintain all statutory licences, approvals, registrations, permits, and insurances required for execution of the work. Further, Comply with all applicable labour laws, tax laws, GST, EPF, ESI, minimum wages, and other statutory obligations relating to its employees.
23. **Procedure for submission of e-NIT:**
Bidders are invited to submit their e-NIT for “Operation and Management of 10 Seater Shrine Board’s Helpline / Call Centre (24x7x365 days) for a period of consecutive Three (03) years, reckoned from the date of commencement of Call Center Operations” in two Covers viz. Technical Bid (**Schedule-‘A’**) and Financial Bid (**refers to BoQ Online only**) as per enclosed Performa (**Schedule-‘B’**) along with supporting documents, application fee, EMD etc. The bids shall be submitted only through e-tendering portal i.e. www.jktenders.gov.in as per given below:

Cover-I (Technical Bid):

(This cover shall contain the followings):

A. Technical Bid:

Note: Only those firms/companies that meet the minimum eligibility criteria prescribed under **Clause 23(A)** of this e-Tender Document shall be considered for further evaluation in accordance with the Technical Evaluation/Point-Based Evaluation Matrix specified under **Clause 24** of this e-NIT. Bids submitted by firms/companies that fail to meet the prescribed eligibility criteria shall be rejected and shall not be considered for further evaluation.

The firms/companies are required to submit their technical bids documents as per the following and the document submitted shall be valid and issued before the issuance date of this e-NIT:

- a) Firm / Company Registration Certificate.
- b) GST Certificate and Pan Card.
- c) Valid Labour Licence.
- d) E-Tender Document Fee of Rs. 1000/- in the shape of Demand Draft pledged to FA/Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, Katra.
- e) **EMD:** In the form of CDR/FDR/TRD/BG amounting to Rs. 5,00,000/- pledged to FA/Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, Katra.
- f) The EMD shall be returned to all un-successful bidders after the award of the work. However, the EMD of the successful bidder (s) shall be retained as Security Deposit and released after expiry of contract period subject to satisfactory operation of the Call Centre during the awarded period. The e-NIT will be considered of only those firms who had submitted requisite EMD.
- g) The Bidder must have a minimum of 03 (three) years of continuous experience in the operation and management of Helpline/Call Centres having a minimum capacity of 10 (ten) seats, equipped with and providing inbound and outbound calling facilities, IVR (Interactive Voice Response), CRM, GMS etc., for Government Departments/Organizations, Semi-Government Organizations, Public Sector Undertakings, Autonomous Bodies, or reputed Corporate Sector organizations.

The experience claimed by the Bidder shall relate to the actual operation and management of Helpline/Call Centre services, including manpower deployment, call handling, monitoring, reporting and day-to-day operational management. The Bidder shall submit valid documentary evidence in support of the claimed experience, such as work orders/contracts, completion certificates, performance certificates or other relevant documents issued by the concerned client organization.

The nominated officer(s) of the Shrine Board may, at its discretion, undertake physical verification of the experience credentials, work orders, performance certificates and/or other supporting documents submitted by the Bidder at the location(s) mentioned in the Bid.

In the event any information, experience credential, certificate or document submitted by the Bidder is found to be false, fabricated, misleading or unverifiable, the Bid shall be liable for rejection, and the EMD shall be liable to be forfeited. Further, the Shrine Board may, after following due process and in accordance with the applicable rules/provisions of the Tender Document, blacklist/debar the Bidder from participating in tenders of the Shrine Board for a period of 05 (five) years, without prejudice to any other rights and remedies available to the Shrine Board under the Tender/Contract and applicable law.

- h) The Bidder shall have handled a minimum of 2,00,000 (two Lakh) calls per annum during each of the last 03 (three) financial years. The Bidder shall submit documentary evidence in support of the claimed call-handling volume, duly authenticated/certified by the concerned client organization or supported by relevant MIS/call reports, work orders, completion certificates, or other verifiable records.
- i) The Bidder shall have a minimum of 05 (five) IT Engineers and 35 (Thirty Five) Call Centre Executives on its regular payroll. The Bidder shall submit documentary evidence in support of the same, such as employee-wise details, payroll records, EPF/ESIC records, salary statements along with bank statement, or any other relevant documents duly authenticated by the competent authority/concerned statutory authority, as applicable.
- j) Bidder should be original OEM of Call Center Software (ACD), Voice Logger Software (Telephone Recording), IVRS & Artificial Intelligence Technology. Valid NSI Certificate mentioning these products as developer should be presented.
- k) The Bidder must have ISO Certification anyone of the followings: 27001:2013, 9001:2015, 14001, 18295-1:2017, 20000-1:2018, 45001:2018, 50001:2018 CMMI level 3 (or above). Certification must be valid at the time of bidding.
- l) The Bidder shall have a minimum cumulative annual financial turnover of ₹300.00 Lakh during the last three financial years viz. 2023-24, 2024-25 & 2025-26. The Bidder shall submit a Turnover Certificate issued by a Chartered Accountant, duly bearing the UDIN, along with documentary proof of the payments/receipts corresponding to the reported turnover.
- m) The Bidder should not have incurred financial losses during the last 03 (three) financial years, ending on 31st March of the preceding year. Further,

the Net Worth of the Bidder should not have been negative and should not have eroded by more than 30% (thirty percent) during the last 03 (three) financial years, ending on 31st March.

- n) Declaration Certificate, Schedule–‘C’, to be submitted on the bidder’s official letterhead.
- o) No Deviation Certificate, Schedule–‘D’, to be submitted on the bidder’s official letterhead.
- p) Bidder’s Details, Schedule–‘E’, to be submitted on the bidder’s official letterhead.

B. Financial Bid:

- a) The Bidder shall quote the “Monthly amount to be charged for the Operation and Management of the 10-Seater Shrine Board Call Centre on a 24×7×365 basis, including the cost of deployment of requisite manpower, maintenance of hardware and software, and execution of all assignments/services specified in this e-NIT/Tender Document throughout the entire contract period”, in the Financial Bid (Schedule ‘B’) of this e-NIT. The quoted amount shall be inclusive of all applicable costs and expenses required for the satisfactory performance of the contracted services.
- b) In the event of any discrepancy between the amount quoted in figures and that quoted in words, the amount quoted in **words** shall prevail. The decision of the Shrine Board in this regard shall be final and binding on all bidders.
- c) The conditional, illegible, ambiguous bid (s) received after the stipulated date and time shall be out rightly rejected.

24. **Technical & Pre-Qualification Points:**

Bidders found to have qualified the technical eligibility criteria specified under Clause 23(A) of this e-NIT shall be considered for detailed technical evaluation and shall be awarded marks in accordance with the Point-Based Technical Evaluation Matrix provided below:

S. No.	Description	Particulars	Max Points
1.	Cumulative turnover from IT business: (Atleast 3.00 Crores cumulative in last 03 financial years 2023-24; 2024-25 & 2025-26, excluding the turnover from subsidiaries and sister concerns).	>4 Crores	5
		3-4 Crores	4
		3 Crores	3
2.	Latest Bank Solvency Certificate	>100 Lakhs	5
		40-60 Lakhs	4
		30-40 Lakhs	3
3.	Technical Engineer & Call Service Executive on Pay Roll	>10 Engineers+ 40 CSE	10
		7 Engineers+35 CSE	5
		5 Engineers+30 CSE	3

4.	Experience of running 24x7 Call Center / Customer Care Support with minimum 10 seats for Government / Public Sector Undertakings / Corporate / Autonomous Bodies,	>3 years	10
		2-3 years	8
		1 year	5
5.	Experience in Handling the Maximum Number of Calls in a Single Day During the Last Three Financial Years	>1 Lakh Calls	15
		70K-100K Calls	10
		50K-70K Calls	5
6.	Experience in executing and managing single-site 24x7 Call Centre operations with number of seats, on a similar nature of work, including provision of Call Centre solutions, Automatic Call Distributor (ACD), Interactive Voice Response System (IVRS), and other allied Call Centre technologies, for Government Departments / Organizations, Public Sector Undertakings (PSUs), Autonomous Bodies, during the last 03 (three) financial years.	>200 Seats	10
		100-200 Seats	7
		10-100 Seats	5
7.	Total year-wise experience in Call Centre Solutions/ IVRS/ ACD	>08 Years	10
		03-08 Years	7
		01-03 Years	5
8.	Valid Telecommunication Engineering Centre - Essential Requirements (TEC-ER) Media Gateway from Telecommunication Engineering Centre - Department of Telecommunications (TEC/DOT) Certified.	4 PRI	15
		2 PRI	10
		1 PRI	5
9.	Valid Labor License & presence in multiple states with valid GST Number.	>3 States	10
		2-3 States	5
Total Score (One Hundred)			100

24.1 Technical & Financial Bid Evaluation criteria:

- a) For qualifying in the Technical Evaluation, the Bidder must secure a minimum of 70 marks out of 100 marks as specified against S. Nos. 1 to 9 of the Point-Based Technical Evaluation Matrix provided above. Bidders failing to achieve the prescribed minimum qualifying score shall be disqualified from further evaluation, and their Financial Bids shall not be opened.
- b) In the event of insufficient competition, the Chief Executive Officer, SMVDSB, may, at his discretion, suitably relax/reduce the minimum technical qualifying score to ensure adequate and healthy competition at the Financial Evaluation stage, subject to the applicable rules and provisions.

- c) The Financial Bids of only those Bidders who qualify in the Point Matrix based Technical Evaluation shall be opened. The final selection shall be made on the basis of the combined weighted score of Technical and Financial Evaluation, in accordance with the prescribed 60:40 weightage. The Bidder securing the highest overall combined score shall be considered for award of the Contract.
- d) In the event of a tie in the final combined scores of two or more Bidders, preference shall be given to the Bidder securing the higher score in the Technical Evaluation. If the tie still persists, the Shrine Board may adopt an appropriate tie-breaking mechanism in accordance with the applicable procurement rules and the terms of the Tender Document.

25. **Selection Criteria:**

- a) The Bidder shall first be required to fulfill the minimum eligibility criteria prescribed under Clause 23(A) of this e-NIT. Only those Bidders who qualify the said eligibility criteria shall be considered for Technical Evaluation in accordance with the Point-Based Technical Evaluation Matrix provided in the Clause No. 24 of this Tender Document. A Bidder securing a minimum of 70 marks out of 100 marks in the Technical Evaluation shall be considered technically qualified and shall be eligible for opening of its Financial Bid. The Financial Bids of Bidders securing less than 70 marks out of 100 shall not be opened and such Bidders shall be disqualified from further evaluation.
- b) The final selection of the Successful Bidder shall be made based on a weighted evaluation, with 60% weightage assigned to the Technical Evaluation and 40% weightage assigned to the Financial Evaluation, in accordance with the applicable provisions of the General Financial Rules (GFR), 2017, issued by the Ministry of Finance, Department of Expenditure.
- c) The combined score shall be calculated using the following formula:

$$\text{Final Combined Score (FCS)} = (\text{TS} \times 0.60) + (\text{FS} \times 0.40)$$

Where:

- **TS** = Technical Score of the Bidder (out of 100).
- **FS** = Financial Score of the Bidder (out of 100).
- **0.60** = Weightage assigned to Technical Evaluation.
- **0.40** = Weightage assigned to Financial Evaluation.

- The **Technical Score (TS)** shall be the marks obtained by the Bidder in the Technical Evaluation Matrix, expressed out of 100.
- The **Financial Score (FS)** shall be calculated on the basis of the lowest evaluated financial bid, as under:

$$\text{FS} = (\text{Lowest Evaluated Bid Price} / \text{Bidder's Evaluated Bid Price}) \times 100$$

The Bidder securing the **highest Final Combined Score (FCS)** shall be considered for award of the Contract, subject to fulfillment of all other terms and conditions of the e-NIT and approval of the Competent Authority.

Illustration: If a Bidder obtains **80 marks in Technical Evaluation** and its Financial Score is **90**, its Final Combined Score shall be:
 $(80 \times 0.60) + (90 \times 0.40) = 48 + 36 = 84$ marks.

26. **Award of Work:**

- a) The work shall ordinarily be awarded to the Highest Scorer Bidder (HS1). However, in the event the HS1 Bidder fails to deploy the requisite manpower, equipment, infrastructure, systems, or any other resources necessary for successful commencement and implementation of the project within the timelines prescribed under the e-NIT/Tender Document or the Agreement, the Shrine Board shall have the right to cancel/terminate the award and, at its discretion, offer/allot the scope of work to the HS2/HS3 or subsequent eligible Bidder, as applicable, at the same rates, terms and conditions offered by the HS1 Bidder, subject to the consent of such Bidder and approval of the Competent Authority.
- b) In such an event, the Earnest Money Deposit (EMD) furnished by the HS1 Bidder shall be liable to forfeiture. Further, the Shrine Board may, after following due process and in accordance with the applicable rules and provisions of the Tender Document, blacklist/debar the defaulting Bidder from participating in tenders of the Shrine Board for a period of 05 (five) years, without prejudice to any other rights and remedies available to the Shrine Board under the Agreement, Tender Document or applicable law.

27. **Arbitration:**

In case of any dispute arising between the parties hereto, relating to the “operation & management of Call Centre” and all matters connected therewith, both parties shall make every effort to resolve it amicably by direct informal negotiation. If the parties have not been able to resolve the dispute amicably, then such disputes/differences shall be resolved by arbitration as per The Arbitration and Conciliation Act, 1996:

- i) Either party may request other of its intention that a dispute be submitted to Arbitration and both the parties shall meet within 15 days from the date of receipt of such request, to nominate / appoint a sole arbitrator mutually for the resolution of dispute and venue/seat of Arbitration shall be at Jammu.
- ii) In the event that the parties cannot agree upon the nominate / appoint of the sole Arbitrator, either of the party or both of the parties may move an application before the Hon’ble High Court at Jammu, under The Arbitration and Conciliations Act, 1996, for the appointment of sole Arbitrator with seat/venue at Jammu for the resolution of disputes between the parties.
- iii) The competent authority of SMVDSB reserves the right to exempt any of the qualify criteria, in case the bidder (manufacturer or principal of authorized representative) who is a successful past supplier of ‘The Product’ in at least one of the recent past three procurements, who do not meet any or more of

requirements above, would also be considered to be qualified in view of their proven credentials, for the maximum quantity supplied by him in such recent past, subject to meeting the specifications and quality of the product.

28. **Force Majeure:**

Any failure or omission to carry out the provisions of the order shall not give rise to any claim by one party against the other, if such failure or omission arises from an "Act of God" which shall include all acts of Natural Calamities such as fire, flood, earthquakes, hurricanes, pandemics or any pestilences or from civil strikes, compliances with any statute or regulations of the Government lock outs and strikes, riots, embargoes or from any other reasons beyond the control of the parties including the war (Whether declared or not) Civil War or State of Insurrection.

29. **Jurisdiction:**

All the disputes are subject to Jurisdiction in the Court of Law at Katra. The arbitration proceedings shall be conducted as per The Arbitration and Conciliation Act, 1996.

30. The SMVDSB shall have absolute right to reject any bid or all the bids at any stage without assigning any reason thereof.

31. **Queries may be addressed to:**

General Manager (Adm. & Oprs.)
operations@maavaishnodevi.net,

Sd/-
(Satish Kumar Sharma), JKAS
Joint Chief Executive Officer

No.: CO/Oprs./CC/329/2069
Dated: 23.10.2026



**OFFICE OF THE CHIEF EXECUTIVE OFFICER
SHRI MATA VAISHNO DEVI SHRINE BOARD**
Central Office, Jammu Road, Katra (J&K) – 182301
E-mail: operations@maavaishnodevi.net

Schedule – “A” Technical Bid

Name of the Bidder: _____

Detail of e-NIT Fee:

a. DD No. No. _____, Amount: _____, Date: _____

Bank _____, Branch _____

Detail of EMD:

b. CDR/FDR/TDR/BG/UTR No. _____, Amount: _____

Date: _____, Bank _____, Branch _____

To,

Chief Executive Officer,
Shri Mata Vaishno Devi Shrine Board,
Katra.

Sir,

I hereby submit e-NIT for the work namely “Operation and Management of 10 Seater Shrine Board’s Helpline / Call Centre (24x7x365 days) for a period of consecutive Three (03) years reckoned from the date of commencement of Call Center Operations” along-with the particulars given below:

Clause No.	Particulars	Documents enclosed at page No.
CREDENTIALS OF THE BIDDER		
23 (A) (a)	Firm / Company Registration Certificate	
23 (A) (b)	GST Certificate and Pan Card	
23 (A) (c)	Labour Licence	
23 (A) (d)	Authorized manufacturer / distributor/ dealer certificate	
23 (A) (e)	Scanned copy of e-NIT Fee	

23 (A) (f)	Scanned copy of EMD	
23 (A) (g)	Operational experience certificates	
23 (A) (h)	Call handled Experience	
23 (A) (i)	IT Engineers and Call Service Executive Strength	
23 (A) (j)	Original OEM of Call Center Software (ACD), Voice Logger Software (Telephone Recording), IVRS & Artificial Intelligence Technology. Valid NSI Certificate mentioning these products as developer should be presented.	
23 (A) (k)	ISO Certifications	
23 (A) (l)	Financial Turnover Certificate	
23 (A) (m)	Networth Certificate	
23 (A) (n)	Schedule – 'C'	
23 (A) (o)	Schedule – 'D'	
23 (A) (p)	Schedule – 'E'	

e-NIT No.: CO/Oprs./CC/329/2069

Dated: 23.10.2026

Signature of the Bidder

Name:_____

Designation_____

Date _____



**OFFICE OF THE CHIEF EXECUTIVE OFFICER
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E-mail: operations@maavaishnodevi.net

Schedule –“B”

Financial Bid

S. No.	Particulars	Amount in numeric	Amount in word
1.	Monthly amount to be charged for the Operation and Management of the 10-Seater Shrine Board Call Centre on a 24×7×365 basis, including the cost of deployment of requisite manpower, maintenance of hardware and software, and execution of all assignments/services specified in this e-NIT/Tender Document throughout the entire contract period.		

Note:

- The above amount quoted by the Bidder in the Financial Bid shall be **inclusive of all applicable taxes, including GST**.
- Schedule ‘B’ (Price Bid) of this e-NIT is provided solely for the information and understanding of the Bidders. The same shall not be required to be filled in or submitted along with the Technical Bid documents.
- The Financial Bid shall be submitted strictly online through the www.jktenders.gov.in in the relevant Financial Bid document provided on the e-tendering portal. Bidders shall ensure that the Financial Bid is submitted only through the prescribed online mode.



**OFFICE OF THE CHIEF EXECUTIVE OFFICER
SHRI MATA VAISHNO DEVI SHRINE BOARD**
Central Office, Jammu Road, Katra (J&K) – 182301
E-mail: operations@maavaishnodevi.net

Schedule-‘C’

(ON THE LETTER HEAD OF THE FIRM)

DECLARATION

I / We hereby declare that no case is pending with the police / court against the bidder / firm / company (Agency). Also, I / We have not been suspended / blacklisted by any PSU / Government Department / Financial Institution / Court etc.

e-NIT No.: CO/Oprs./CC/329/2069

Dated: 23.10.2026

Signature of the Bidder

Name: _____

Designation _____

Date _____



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E-mail: operations@maavaishnodevi.net

Schedule-‘D’

(ON THE LETTER HEAD OF THE FIRM)

NO DEVIATION CERTIFICATE

Notwithstanding anything mentioned in our bid, we hereby accept all the terms and conditions mentioned in the e-NIT. We hereby undertake and confirm that we have understood the terms & conditions and shall provide the Service as per the e-NIT to SMVDSB during the Contract Period.

e-NIT No.: CO/Oprs./CC/329/2069

Dated: 23.10.2026

Signature of the Bidder

Name: _____

Designation _____

Date _____



**OFFICE OF THE CHIEF EXECUTIVE OFFICER
SHRI MATA VAISHNO DEVI SHRINE BOARD**
Central Office, Jammu Road, Katra (J&K) – 182301
E-mail: operations@maavaishnodevi.net

Schedule-‘E’

**(ON THE LETTER HEAD OF THE FIRM)
BIDDER’S DETAIL**

- a) Name of the Supplier / Party / Firm
- b) Name of the Authorized Representative
- c) Mailing Address:
- d) Phone/Landline No
- e) Mobile No.
- f) Fax No.
- g) E-mail Address
- h) Website Address (if any)
- i) Bank details for payment through NEFT / RTGS
- j) Name of the Bank:
 - Branch Account No
 - IFSC Code MICR No

Note: Submit a cancelled cheque for verification of above bank details.

e-NIT No.: CO/Oprs./CC/329/2069

Dated: 23.10.2026

Signature of the Bidder

Name: _____

Designation _____

Date _____