



**Government of Maharashtra**

Department of Agriculture

**Nanaji Deshmukh Krushi Sanjivani Prakalp**

30B, Arcade, World Trade Center, Cuffe Parade, Mumbai 400 005

Telephone No. 022-22163351/52

e-mail: [pmu@mahapocra.gov.in](mailto:pmu@mahapocra.gov.in)

**No.NDKSP-20025(35)/10/202520**

Dated : 08.11.2025

To,

Subject : Quotation for Provision of Cloud-Based SIP Trunking and Outbound  
Telephony Services for Nanaji Deshmukh Krishi Sanjivani Prakalp

## 1. Background

The Nanaji Deshmukh Krishi Sanjivani Prakalp (NDKSP) aims to enhance climate-resilient agriculture in Maharashtra. To strengthen outreach and beneficiary communication, PoCRA intends to implement an automated outbound communication system to deliver agricultural advisory services directly to farmers.

To achieve this, NDKSP seeks to design and procure a cloud-based telephony platform using SIP trunking. The system will automate outbound calls to farmers, delivering agricultural advice through text-to-speech (TTS) or pre-recorded voice messages.

The platform will support:

- Uploading a list of farmer contact details (mobile numbers) via a simple interface.
- Adding text-based messages that will be converted to voice (TTS), or uploading pre-recorded voice messages for delivery.
- Integration with a third-party system to automatically fetch pre-recorded voice messages.
- Broadcasting these messages in the form of outbound calls to farmers.
- Ensuring the system is resilient, compliant, and auditable for regulatory purposes.

In addition to the system's features, the vendor will provision 200 SIP lines required for handling the outbound campaigns, which should be included as part of the overall solution.

## 2 Objective and Solution Requirements

The objective of this procurement is to acquire a scalable, reliable, and compliant cloud telephony solution that:

- Enables seamless uploading of farmer contact data.
- Allows either text-to-speech conversion or pre-recorded audio for delivering messages.
- Provides the capability to integrate with a third-party system for fetching pre-recorded voice messages automatically.

- Provisions 200 SIP lines for outbound calls as part of the system setup.
- Automates outbound calling campaigns to farmers for sending advisory messages.
- Can be executed quickly, with implementation within 10 days from the work order issuance.
- Allows for real-time monitoring and reporting of campaign results.

The telephony solution should include:

- SIP Trunking to handle the telephony requirements for outbound calls, including 200 SIP lines.
- Text-to-Speech (TTS) capability to convert advisory messages into voice for automated delivery.
- The ability to upload farmer mobile numbers (via CSV, XLSX, or API).
- Option to upload pre-recorded audio messages directly for broadcast, or integrate with a third-party system to automatically fetch pre-recorded messages.
- A campaign manager to schedule and monitor the outbound calls.
- Basic reporting and analytics to track delivery rates, success, and failures of calls.

### 3. Scope of Services

The selected vendor will provide a cloud-based SIP trunking solution that will facilitate automated outbound advisory voice calls to farmers under the Nanaji Deshmukh Krishi Sanjivani Prakalp (NDKSP). NDKSP does not have an existing system, so the vendor will be responsible for providing a complete, integrated solution, including provisioning 200 SIP lines.

SIP Trunk Provisioning:

- Provision 200 concurrent SIP channels (scalable up to 300 channels).
- Ensure secure SIP connectivity for outbound calls, using cloud-based infrastructure.
- The system must support up to 200 concurrent outbound calls at any given time with no degradation in call quality, setup delay, or re-origination speed at this concurrency level.

Message Management and Delivery:

- Provide Text-to-Speech (TTS) functionality to convert advisory text into voice messages.
- Enable the uploading of pre-recorded audio messages for broadcasting to farmers.
- Integrate with a third-party system to automatically fetch pre-recorded messages as required.

Outbound Calling Campaigns:

- The solution will automate outbound calling campaigns to deliver agricultural advisories to farmers.
- Provide scheduling functionality to control when calls are made to farmers.
- Provide features to control call pacing and retry logic for busy or unanswered calls.

Call Monitoring and Reporting:

- Provide a web-based dashboard for real-time monitoring of the calling campaign.
- Include daily Call Detail Records (CDRs) for auditing and tracking purposes.
- Ensure the system provides detailed reporting on call success rates, delivery status, and other relevant metrics.

Performance Management:

- Post-Dial Delay (PDD) should remain  $\leq 2$  seconds under sustained load and  $\leq 3$  seconds during bursts.
- Ensure call re-origination occurs within 1–2 seconds after call completion (answered, unanswered, busy, or failed).
- The system must sustain the following call setup rates:
- Sustained Call Setup Rate:  $\geq 8$  calls per second (CPS) under steady-state operation.

**Compliance and Security:**

- Ensure full compliance with regulatory standards, including TRAI, DoT, and the IT Act norms.
- Implement security protocols such as TLS and SRTP encryption for secure call delivery.
- Ensure that the system is auditable, with logs for all call-related activities and message deliveries.

**Support and Maintenance:**

- Provide 24x7 technical support for system maintenance and troubleshooting.
- Offer an escalation management process for resolving any critical issues swiftly.
- Maintain a minimum 99.5% uptime SLA for the SIP trunking service.

**Duration and Performance Monitoring:**

- The contract period is 6 months, with the option for extension based on performance and requirements.
- Regular monitoring and reporting to ensure the service meets the required performance standards.

Item	Quantity	All-Inclusive Cost per SIP Channel (₹)	Total (₹)
200 SIP Trunk Channels (Provision of 200 concurrent SIP lines with integration to outbound calling software, cloud infrastructure, and all setup, testing, and maintenance for 6 months)	200	₹ _____	₹ _____
GST			₹ _____
Grand Total (in words and figures)			₹ _____

**1. Eligibility and Qualification Criteria**

Sr. No.	Criteria	Supporting Documents Required
1	Legal Entity: Registered Company or LLP in India	Certificate of Incorporation
2	Experience: At least two similar projects for Govt/PSU/BFSI in last 3 years	Work Orders / Completion Certificates
3	Financial Strength: Minimum average turnover of ₹ 6 Lakh for FY 2023–24 & 2024–25	Audited Balance Sheets / CA Certificate
4	Non-Blacklisting: Confirmation of non-blacklisting from any government agency	Self-declaration

## 2. Quotation Price

- A. The price will include all taxes.
  - B. Goods and service tax should be shown separately.
  - C. The rates submitted by the vendor will be fixed for the Contract Period.
  - D. The Quotation rates should be submitted in Indian Rupee.
3. Each vendor shall submit a single sealed quotation or Online Quotation through Email. The vendor will not contact the other vendors regarding this quotation.

## 4. Validity of quotation

The quotation will be valid for 60 days from the date of submission of the quotation.

## 5. Appraisal of quotation

The buyer will compare and evaluate the quotations with the quotation response to the following matters.

- i. The quotation should properly signed.
- ii. Meet the terms, conditions and criteria mentioned in the quotation.
  - Quotation should be signed, stamped & properly sealed
  - GST rates will not be considered for assessment.
  - The bidder should submit the copy of Registration certificate (Shop Act Certificate).
  - The bidder should submit copy of GST Certificate & Pan Card
- iii. Compliance with:
  - TRAI guidelines (Telecom Regulatory Authority of India)
  - ISO 27001 or equivalent certification

## 6. Issue of Work-Order

Delivery shall be delivered within ten- days after receipt of Work Order. The Work Order will be issued to bidder whose quotation is the most responsive (Most Appropriate quotations) bidder and whose rate is the lowest.

- A. The Buyer shall have the right to approve or reject any quotations and to cancel all quotations by cancelling the process of quotations.
- B. The terms of the agreed rate will be included in the supply order .
- C. Contract Period: - The initial duration of the contract shall be 3 months, with a possible extension of up to an additional 3 months, based on requirements and under the same terms and conditions.

#### 7. **Payment mode**

Payment shall be made within thirty (30) days upon submission of the original invoice, based on actual services delivered and accepted during the billing period. Billing cycle should be monthly basis.

#### 8. **Warranty & Service Assurance**

The selected vendor shall ensure uninterrupted access to the telephony platform, with a guaranteed minimum uptime of 99.9% during the contract period. All functional components, including voice channels, call recordings and analytics dashboard, shall be maintained and supported at no additional cost. The vendor shall provide after-sales technical support for a minimum period of three months from the date of activation, ensuring resolution of any issues affecting service quality, uptime, or data access.

You are requested to provide your sealed Quotation or Online Quotation through Email (procurement.pmu@mahapocra.gov.in) or at Nanaji Deshmukh Krushi Sanjivani Prakalp, 30B, Arcade, World Trade Centre, Cuffe Parade, Mumbai-400005 for Supply of **Cloud Telephony Services** and Submit by 14/11/2025 before 03:00 PM, in the format given with this request for quotation. The quotation will be opened at 03.30 pm on the same day.

**(Santosh Mamadapure)**

**Dy Project Director, NDKSP**

**Format of Quotation**  
**(on the Letter Head of Supplier)**

**Date:**

**To,**

**The Project Director,  
Nanaji Deshmukh Krushi Sanjivani Prakalp, 30 B, Arcade,World Trade Centre,  
Cuffe Parade, Mumbai-400005.**

**Subject :- Submission of Quotations for Telephony Services for the Nanaji Deshmukh Krushi Sanjivani Prakalp**

**Ref: RFQ No:**

**Dated:**

Item	Quantity	All-Inclusive Cost per SIP Channel (₹)	Total (₹)
200 SIP Trunk Channels (Provision of 200 concurrent SIP lines with integration to outbound calling software, cloud infrastructure, and all setup, testing, and maintenance for 6 months)	200	₹ _____	₹ _____
GST			₹ _____
Grand Total (in words and figures)			₹ _____

1. The total cost for cloud telephony services for Nanaji Deshmukh Krushi Sanjivani Prakalp, is Rs. \_\_\_\_\_ (Amount in figures) Rs. \_\_\_\_\_ (Amount in Words) on a per minute call basis and we are ready to do so within the period mentioned in the quotation.
2. We also certify that no person acting on our behalf will engage in any corrupt practice, fraud, coercion, undue influence, obstruction or any other unethical conduct. We have taken appropriate measures to ensure that such practices are not adopted during the submission of the rate sheet or in the execution of the contract .

(Signature and Seal of the Supplier)