



**THE KANGRA CENTRAL CO-OPERATIVE BANK LIMITED
HEAD OFFICE DHARAMSHALA**

EXPRESSION OF INTEREST (EOI)

for

**Supply, Installation, Testing, Configuration, Integration, Implementation,
Commissioning and Maintenance of BUSINESS INTELLIGENCE & DATA
ANALYTICS (DASHBOARD) SOFTWARE AND DIGITAL MARKETING (as
per the Bank's requirement)**

EOI REFERENCE NO. EOI/KCCB/IT/2020-1

1	Date of EOI Document	From 11:30AM on 24.04.2020 from Bank's website www.kccb.in
2	Date of Pre Bid Meeting	At 3:00PM on 16.05.2020
3	Last Date for Submission of EOI	30.05.2020 till 1.00PM
4	Date of Opening of EOI	30.05.2020 at 3:00PM
The above schedule is subject to COVID – 19 Lockdown/Curfew directions issued by Centre / State / District Administration from time to time. For update, please check Bank's website http://www.kccb.in regularly.		

COST OF EOI: RS. 10,000/-

(This document can be downloaded from Bank's website www.kccb.in. The prospective bidder should pay the cost of the EOI document along with the Bid by means of Demand Draft favoring Managing Director, The Kangra Central Cooperative Bank Limited payable at Dharamshala. Payment made through any other mode will not be accepted and decision of the Bank in this regard shall be final, conclusive and binding on the prospective Bidder.)



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1. About the Bank

The Kangra Central Co-Operative Bank Limited, Dharamshala is a DCCB currently operating in five districts of Himachal Pradesh viz. Kangra, Hamirpur, Una, Kullu and Lahaul & Spiti with its Head Office at Dharamshala and a network of 18 Zonal Offices, 216 Branches and 11 Extension Counters. The Bank has its Data Center at Dharamshala and Disaster Recovery Site at Bengaluru. The Bank is a direct member of National Financial Switch. The Bank is fully computerized and networked in order to achieve the effective and efficient customer services and back office operations.

Growing smart-phone usage and availability of affordable broadband is increasing the number of active social media users. The Kangra Central Cooperative Bank Ltd intends to implementation digital marketing to develop brand awareness and advertising various products related to Saving, Loan and Festive/Seasonal Offers.

Also, the Bank intends to implement Business Intelligent (BI) tools to effectively manage and utilise banking data – both internal (i.e. customers and business data) and external (i.e. regulatory compliance) to analyse, to generate real – time reports and thus to make business decisions. Therefore, the Bank invites sealed Expression of Interest (EOI) for Supply, Installation, Testing, Configuration, Integration, Implementation, Commissioning and Maintenance of following:

1. Business Intelligence & Data Analytics (Dashboard, etc.)
2. Digital Marketing

2. Definitions

The following definitions shall govern for the respective terms as hereinafter mentioned in this document:

Bank	The Kangra Central Cooperative Bank Limited, Dharamshala, HP 176 215. http://www.kccb.in
Bidder	The prospective vendor who intends to offer proposed solution
Original Equipment Manufacturer (OEM)	Original equipment manufacturer in case of hardware and original developer in case of software

3. Purpose of This EOI

The objective of this request for EOI is to identify and preregister eligible applicants who have relevant experience in Banking Domain, suitable capacity & capability and are interested for Supply, Installation, Testing, Configuration, Integration, Implementation, Commissioning and Maintenance of following softwares:

1. Business Intelligence & Data Analytics (Dashboard, etc.)
2. Digital Marketing



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4. Schedule of EOI

- 4.1 EOI Inviting Authority Designation and Address The Managing Director
The Kangra Central Cooperative Bank Limited,
Head Office Dharamshala, HP, 176 215
Phone: 01892-224969/223280/229346
Fax: 01892-222386/225600
EMail: it@kccb.in
Website: <http://www.kccb.in>
- 4.2 EOI Document Availability From 11:30AM on 24.04.2020. Proposal Document can also be downloaded from the Bank website <http://www.kccb.in>
- 4.3 Cost of EOI Rs. 10,000/- per Set
- 4.4 EOI Submission Response completed in all respects must be submitted by hand on address given above as per the specified date time time. Proposals received after the due date and time will be summarily rejected.
- 4.5 Pre Bid Conference A pre bid conference is scheduled to be held at at 3:00 PM on 16.05.2020. The purpose of the conference is to understand and clarify issues and to answer questions on any matter that may be raised upto that stage. A maximum of 2 (two) representatives of each prospective Bidder will be permitted to attend it.
- 4.6 Last Date and Time for EOI Submission On or before 1:00PM, 30.05.2020.
- 4.7 Date and Time for Opening of EOI On 3:00PM, 30.05.2020
- 4.8 Presentation/Demo of Proof of Concept (POC) After examining the EOI, the Bank may ask the participants to make presentation/Demo of Proof of Concept (POC)/visit live sites at the cost of the Bidder(s).

5. Detailed Scope of Work

The scope of work is to Supply, Installation, Testing, Configuration, Integration, Implementation, Commissioning and Maintenance of:

1. Business Intelligence & Data Analytics (Dashboard, etc.) Module : - Banking Dashboard is an integral element in business intelligence and shall : -
 - a) include the set of techniques and tools for the transformation of raw data (information) into meaningful and useful information for Business analysis (finding trends/forecasting trends etc.
 - b) include the use of analytics software to create data visualizations that are interactive.
 - c) be either hosted on the cloud or configured to run on private dedicated servers.
 - d) capable of handling massive amount of multi - structured data laying in desperate systems.
 - e) connects across heterogeneous systems, removing the need to generate reporting



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- from each one individually.
- f) removes the need to manually wrangle data by plugging directly into core systems databases
 - g) being able to visualize Key performance indicators, or KPIs
 - h) allows to track performance both currently and historically.
 - i) use predictive analysis to forecast future performance.
 - j) Identify and track the specific areas of concern - to generate real-time reports and thus to facilitates business decisions.

2. Digital Marketing Module - (Search Engine Optimization/App Store Optimization (SEO/ASO), Email Marketing, Marketing Automation, Pay – Per – Click/Search Engine Marketing (PPC/SEM), Social Media Marketing, Account Based Marketing, etc.).

These software modules shall help the Bank to effectively analyses performance/resources/assets/staff/ infrastructure and respond to the compliance demands efficiently. The proposed solution should be able to provide both technological and business benefits to the Bank.

6. Eligibility Criteria

S.N.	Criteria	Documents to be Submitted
6.1	The Bidder should be a registered company in India under Companies Act 1956/2013.	Copy of the Certificate of Incorporation should be enclosed as Annexure EG–1.
6.2	Bidder should be the Original Equipment Manufacturer (OEM) or their authorized Sub Dealer/Dealer/ Channel Partner/Distributor in India.	Manufacturer Authorization Certificate from OEM be enclosed as Annexure EG– 2.
6.3	The Bidder's Company should be in existence for minimum Three years.	Copy of the Certificate of Incorporation should be enclosed as Annexure EG –3.
6.5	The Bidder should not have been blacklisted/debarred by the Government of India or their undertakings, any State Governments or their undertakings previously. In such cases the bid will be summarily rejected and no correspondence in this matter shall be entertained by the Bank.	Undertakings from the Bidder or the OEM in this regard should be enclosed as Annexure EG–4.
6.6	Bidder must have 3 years experience in the field of implementation proposed solutions.	Certificate from customers to be produced as Annexure EG–5.
6.7	The proposed solutions should have been supplied & managed by the bidder in at least three Public Sector Banks/Private Sector Banks/ Cooperative Banks/Regional Rural Banks during the last 2 years and be	Bidder/s required to submit document as follow Annexure EG -6: - 1. As per Annexure - III -A for Business Intelligence & Data Analytics (Dashboard, etc.) Module.



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currently running in India.

2. As per Annexure - IV -A for Digital Marketing Module.

- 6.8 In case of OEM as Bidder, should have a turnover of more than Rs. 50 Core in the last successive three Audited Financial years and in case of Authorized Channel Partner/Distributor as a bidder should have a turnover Rs. 30 Crore in the last successive three Audited Financial years cumulatively. Copies of the Audited Balance sheets and Profit and Loss account for last 3 Financial years should be enclosed as Annexure EG-7.
- 6.9 The Bidder should have been posting profits for last three financial years and should have a net positive worth. Copies of the Audited Balance sheets and Profit and Loss account for last 3 Financial years should be enclosed as Annexure EG-7.

7. Earnest Money Deposit (EMD)

1. Earnest Money @ Rs. 5,00,000/- (Rupees Five Lakhs Only) should be submitted along with the EOI in the form of Demand Draft payable in favour of the Managing Director, The Kangra Central Cooperative Bank Limited at Dharamshala. EOIs without Earnest Money shall be out rightly rejected.
2. The EMD amount is interest free and will be refundable to the unsuccessful bidders without any accrued interest on it.

8. Refund of Earnest Money

The Earnest Money of unsuccessful bidder shall be refunded soon after short listing of the successful bidder.

9. Forfeiture of EMD

EMD may be forfeited:

1. If a bidder withdraws its bid during the period of bid validity.
2. In case of a successful bidder, if the bidder fails to sign the contract in accordance with this EOI.

10. General Terms & Conditions

1. Minimum validity of the Bid must be 180 days from the date of opening of the EOI.
2. Bidders participation is on their own risk & cost and nothing can be accounted for against the Bank.
3. Software/services offered should be capable of being fully integrated with the existing system of the Bank.
4. The Bidders are required not to impose their own terms and conditions to the EOI.
5. The Bidder should cooperate with Bank or any other agency which has been entrusted with or involved in the work of providing and managing other components of the CBS project of the Bank.



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6. To ensure efficient and effective rollout of the project as well as to ensure smooth operations of the complete system during the entire project life, the prospective Bidders will be required to work in collaboration from the beginning of the project with any agency providing services to the Bank.
7. The Bidder shall ensure that the entire IT infrastructure to be provided as part of this EOI shall be in conformity with the requirements of applicable ISO standards, applicable provisions of Information Technology Act, 2000, Reserve Bank of India guidelines and other statutory and regulatory authorities. The Bidders shall specifically mention and attach the various guidelines of GOI/RBI/NABARD etc which are being complied.
8. The Bidder shall attend to and put forth the best efforts to rectify any problem to the supplied components irrespective of the holidays.
9. The Bidder shall adhere to all IT Governance rules, IT securities policies implemented by the Bank and to be implemented in future.
10. With this EOI the Bank intends to explore the practical feasibility of these modules in operational area of the Bank and is not bound to continue the process. Any decision in this regard shall be final, conclusive and binding on the Bidders.
11. The Bank reserve right to issue purchase order in phase manner or for any one/both modules. Any decision of the Bank in this regard shall be final, conclusive and binding on the Bidders.
12. The modules shall be evaluated independently of each other. Therefore, the prospective bidders are free to quote for either or both the modules.
13. The Bank in its best interest reserves the right to accept or reject any technology / make proposed by the Bidder without assigning any reason thereof.
14. The Bank reserves the right to accept or reject any bid in part/full or annul the bidding process and reject all bids at any time prior to award of contract without assigning any reason, without thereby incurring any liability to the affected Bidder's or any obligation to inform the affected Bidder's of the ground for its action. Any decision of the Bank in this regard shall be final, conclusive and binding on the Bidders.
15. The Bank reserves the right to re-issue the EOI and or any part thereof without assigning any reason whatsoever, at the sole discretion of the Bank. Any decision in this regard shall be final, conclusive and binding on the Bidders.
16. The Bidders required to submit detail of Hardware and Softwares prerequisites as follow :-
 1. As per ANNEXURE – III – B for Business Intelligence & Data Analytics (Dashboard, etc.) Module.
 2. As per ANNEXURE – IV – B for Digital Marketing Module.

11. Submission of EOI

1. All pages of the response to EOI shall be initialed and stamped by the authorized signatory.
2. The sealed envelope containing complete set of hard copy of EOI (the response to EOI along with the required documents, EMD) and cost of EOI document shall be superscribed on the top of the envelope “EOI for Supply, Installation, Testing, Configuration, Integration, Implementation, Commissioning and Maintenance of Business Intelligence & Data Analytics (Dashboard) and Digital Marketing” in response to EOI/KCCB/IT/2020-1 dated 24.04.2020”.

The EOI response should be deposited on or before 1:00PM, 30.05.2020 at:



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The Kangra Central Cooperative Bank Limited
Dharamshala, District Kangra, HP -176 215.

3. The Bank will not be responsible for proposals misplaced, lost or premature opening, if the outer envelope is not sealed and/or marked/superscribed as stipulated. This circumstance may be a cause for rejection of proposal and no communication will be entertained in this regard.
4. EOI with any one or more of the following conditions will be summarily rejected and shall not be entertained for further examination for fulfillment of Eligibility Criteria as mentioned at point No. 6 above :
 - i. Bids found in unsealed cover, unsigned bids, bids not signed by authorized person and unsigned corrections in the bids.
 - ii. Bid proposal received after the last date and time specified in this document.
 - iii. Bids without earnest money deposit.
 - iv. Bids without document fee.
 - v. The submission of more than one bid under different names by one Bidder. If the same is found at any stage, all the bids by that Bidder will be rejected.

12. Opening of EOI

The EOI will be opened on 30.05.2020 at 3:00PM at Conference Hall of The Kangra Central Cooperative Bank Limited, Head Office Dharamshala. The applicant's representative may be present during the bid opening at our office address mentioned above well in time along with the authorization letter from the company, if they are interested to attend. The applicants may note that no further notice in this regard will be given. Further, if the date of submission of EOI turn out to be nonworking day, then the EOI will be accepted up to 01.00PM on the immediate next working day and EOIs will be opened at 3:00PM at the same venue on the same day. The response not received in conformity with the above will not be evaluated.

13. Evaluation of EOI

1. All the applications received in response to the notice for EOI will be scrutinized for orderly submission of EOI in accordance with point No. 11.
2. Only EOI found to be submitted in accordance with point No. 11 will be evaluated for their eligibility based on qualifying criteria.
3. Those proposals which meet qualifying criteria, will be considered for technical evaluation and proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
4. The Bank shall undertake technical evaluation based on the proposal submitted and feedback received from various clients through informal channels. The decision taken by the Bank shall be final and no representation or correspondence shall be entertained in this matter.
5. The bidders qualifying Technical evaluation will be invited to participate in next stage of commercial bidding process.
6. This is first stage of a multistage procurement process.
7. The Expression of Interest is not an offer by the Bank but an invitation to get the response from the interested bidders for the implementation of proposed solution. No contractual obligations whatsoever shall arise from the Expression of Interest process.



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**ANNEXURE – I
Covering letter format**

Reference No:

Date:

To

The Managing Director,
The Kangra Central Cooperative Bank Limited,
Dharamshala. H.P.
176 215.

Dear Sir,

“EOI for Supply, Installation, Testing, Configuration, Integration, Implementation, Commissioning and Maintenance of Business Intelligence & Data Analyses (Dashboard, etc.) and Digital Marketing Module Tool in response to EOI/KCCB/IT/2020-1 dated 24.04.2020.”

Terms & Conditions

I / We, the undersigned Bidder(s), having read and examined in detail the EOI document and all bidding documents in respect of this EOI do hereby propose to provide goods and services as specified in the EOI document.

I / We, the undersigned Bidder(s), having submitted the qualifying data as required in your EOI, do hereby bind ourselves to the conditions of your EOI. In case any further information/documentary proof in this regard before evaluation of our bid is required, I / We agree to furnish the same on demand to your satisfaction.

All terms and conditions of this proposal are valid for a period of 180 days from the date of opening of the bid.

I / We further declare that our proposal is in accordance with your terms and conditions in the bidding document.

Earnest Money

I / We have enclosed the earnest money as required in Clause No. 7 of the EOI Document. In case of default it is liable to be forfeited in accordance with the provisions enumerated therein.

Details of cost of RFP Document:

Value	
Demand Draft /Cash Deposit/EFT Detail	
Name and Branch of the Bank	



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Declaration

I / We hereby declare that my / our proposal is made in good faith, without collusion or fraud and the information contained in the proposal is true and correct to the best of my / our knowledge and belief and nothing has been concealed there from.

Thanking you

Yours faithfully,

(Signatures)

Date:

Place:

Name:

Designation:

Seal



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ANNEXURE – II
Bidder's Profile

1	EOI Reference Number & Date	
2	Applicant's Name and Address	
3	Contact Person Designation Telephone Number Fax Number e-mail Address	
4	Name and Designation of the Person Authorized to make Commitments to the Bank	
5	GST registration copy	
6	Enclose Company's PAN Card copy and the latest Income-tax Clearance letter	
7	Enclose printed leaflets / specification sheets of the products being offered.	
8	Copy of the Certificate of Incorporation of Company	EG-1.
10	Please enclose a list of support Centres containing office address, telephone numbers, contact person etc.	EG-2
11	Please enclose an undertaking on the letterhead of the Bidder that they have not been blacklisted / debarred by the Government of India or their undertakings, any State Governments or their undertakings.	EG-3
12	If the Bidder is not OEM for any particular goods or services, please enclose relevant Authorization Certificates.	EG-4



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13	Please enclose Copy of Purchase Orders for such systems/solutions during last three years	EG-5
14	Bidder/s required to submit document as per Annexure - III – A & IV - A	EG-6
15	Please enclose financial accounts (Profit and Loss account and Audited Balance sheet for last three financial years)	EG-7

(Signatures)

Date:

Place:

Name:

Designation:

Seal



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ANNEXURE – III -A

Documents to be submitted in response to point no. 6.7 above
BUSINESS INTELLIGENCE & DATA ANALYTICS (DASHBOARD, ETC.)

Sr. No.	Name of Bank	Contact Person	Designation	*Contact Detail	In operation since
1					

Enclosure to be submitted in response to each entry shown above :-

1. Copy of Purchase Order.
2. Copy of Agreement.
3. Letter from the Bank regarding continuing Support.
4. *Contact Detail must include Mobile Number, Phone Number, Email ID.

(Signatures)

Date:

Place:

Name:

Designation:

Seal



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ANNEXURE – III -B

**Hardware & 3rd party Software required for the implementation of
BUSINESS INTELLIGENCE & DATA ANALYTICS (DASHBOARD, ETC.)**

1. HARDWARE REQUIREMENT

Sr. No.	Specification	Quantity

2. LIST OF 3rd PARTY SOFTWARE/UTILITY

Sr. No.	Software/ Utility Software	Version	Freeware/Proprietary/ Open Source	Licenses Type

Note : During the contract period, support & licenses renewal of all above are the responsibility of the bidder and no separate payment will be made for any of above software/utilities.

(Signatures)

Date:

Place:

Name:

Designation:

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ANNEXURE – IV -A

Documents to be submitted in response to point no. 6.7 above
DIGITAL MARKETING

Sr. No.	Name of Bank	Contact Person	Designation	*Contact Detail	In operation since
1					

Enclosure to be submitted in response to each entry shown above :-

5. Copy of Purchase Order.
6. Copy of Agreement.
7. Letter from the Bank regarding continuing Support.
8. *Contact Detail must include Mobile Number, Phone Number, Email ID.

(Signatures)

Date:

Place:

Name:

Designation

Seal



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ANNEXURE – IV -B
hardware & 3rd party software required for the implementation of
DIGITAL MARKETING

3. HARDWARE REQUIREMENT

Sr. No.	Specification	Quantity

4. LIST OF 3rd PARTY SOFTWARE/UTILITY

Sr. No.	Software/ Utility Software	Version	Freeware/Proprietary/ Open Source	Licenses Type

Note : During the contract period, support & licenses renewal of all above are the responsibility of the bidder and no separate payment will be made for any of above software/utilities.

(Signatures)

Date:

Place:

Name:

Designation:

Seal