

भारत प्रतिभूति मुद्रण तथा मुद्रा निर्माण निगम लिमिटेड
Security Printing and Minting Corporation of India Limited

मिनिरत्न श्रेणी-I, सीपीएसई
(भारत सरकार के पूर्ण स्वामित्वाधीन)
Miniratna Category-I, CPSE
(Wholly owned by Government of India)

SPMCIL/Mktg/33/10/6626

Dated: 23-06-2010

To,

As Per List

Sub: Engagement of Consultant for carrying out customer satisfaction survey for different products being produced by SPMCIL

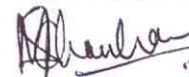
Sir/Madam,

We are enclosing herewith a copy of Request for Proposal (RFP) document No. F. NO. SPMCIL/Mktg/33/10 dated 23-06-2010 containing scope of work, terms of reference, etc for engagement of consultant for carrying out the work mentioned at aforesaid subject.

2. Due date of Submitting the tender is **23-07-2010 (Friday) at 15:00 Hrs.**
3. We solicit your institute's participation in the tender.

With kind regards,

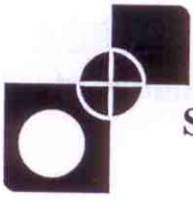
Yours faithfully,


23.06.2010

(Mahender Singh)

Asstt. Manager (Marketing)

Encl.: as above



भारत प्रतिभूति मुद्रण तथा मुद्रा निर्माण निगम लिमिटेड
Security Printing and Minting Corporation of India Limited

भारत सरकार के पूर्ण स्वामित्वाधीन
Wholly owned by Govt. of India

एसपीएमसीआईएल/विप/33/10/6626

दिनांक 23.06.2010

सेवा में,

सूची के अनुसार

विषय:- भारत प्रतिभूति मुद्रण तथा मुद्रा निर्माण निगम लिमिटेड द्वारा उत्पादित विभिन्न उत्पादों के "ग्राहक सन्तुष्टि सर्वेक्षण" हेतु परामर्शदाता की नियुक्ति।

महोदय/महोदया,

उपरोक्त विषय के संदर्भ में प्रस्ताव हेतु अनुरोध संख्या एसपीएमसीआईएल/विप/33/10 दिनांक 23.06.2010 को संलग्न कर आपकी सेवा में प्रस्तुत किया जा रहा है, जिसमें परामर्शदाता की नियुक्ति संबंधी कार्य का क्षेत्र, संदर्भ की शर्तें, इत्यादि का उल्लेख हैं।

2. निविदा दस्तावेजों को जमा करने की अन्तिम तिथि 23.07.2010 (शुक्रवार) 15.00 बजे तक हैं।
3. आपके संस्थान के उपरोक्त टेन्डर में भाग लेने हेतु आपसे सादर आग्रह हैं।

सादर।

भवदीय,
महेन्द्र सिंह
(महेन्द्र सिंह) 23/6/2010

सहायक प्रबंधक (विपणन)

संलग्न : उपरोक्तानुसार



011-23701225-26
011-23701141-42

16वीं. मंजिल, जवाहर व्यापार भवन, जनपथ, नई दिल्ली - 110001
16th Floor, Jawahar Vyapar Bhawan, Janpath, New Delhi-110001

फैक्स: 011-23701223

E-mail: spmCIL@rediffmail.com



**SECURITY PRINTING AND MINTING CORPORATION OF
INDIA LIMITED**

(Wholly owned by Government of India)

REQUEST FOR PROPOSAL (RFP)
For
CUSTOMER SATISFICATION SURVEY-2010-11

F. No.: SPMCIL/Mktg/33/10

Dated: 23-06-2010

1. ABOUT SPMCIL :

Security Printing and Minting Corporation of India Ltd. (SPMCIL), a mini Ratna category-I CPSE & wholly owned Schedule A company of Government of India based at New Delhi, operates four Mints, two Currency Note Printing Presses, two Security Printing Presses and one Security Paper mill located in various parts of the country. These nine units having 18,000 employees were transferred to SPMCIL from Ministry of Finance with effect from 10 February 2006 and have recorded a combined turnover of about Rs.2339 Crores for the fiscal year 2008-2009. Further details about Organization and its units is available at the website of SPMCIL–www.spmcil.com

2. BACKGROUND:

2.1. Sealed offers in two parts (Part I-Technical bid & Part II -Financial bid) are invited from experienced, reputed management/technical institutes hereinafter for the purpose of proposed work called as “Consultant¹” **for carrying out Customer Satisfaction Survey for different products being produced by SPMCIL and sold to its customers.** These customers are located in different cities across the country:

S.N.	Product Categories	Major customers	Indicative Location of Customers
a)	Currency Printing (Bank Notes), Security inks	Different location of Reserve Bank of India offices, BRBNML offices at Bangalore, Mysore & Salboni ,etc	Kanpur, Lucknow (U.P.), Kolkata Salboni (West Bengal), Faridabad(Haryana), Gwalior (Lashkar), Indore, Jabalpur, Bhopal, Ujjain (Madhya Pradesh), Kochi(Kerala), Shillong
b)	Security Paper	04 units of SPMCIL	

c)	Mint Products (Coins, Medals, Commemorative coins, Bullion work etc.)	Reserve Bank of India's various locations, universities, Defences forces, big corporates, institutions, govt departments, Individual coin collectors, diff. Registered numismatic societies, etc	(Meghalaya), Imphal (Manipur), Dehradun (Uttaranchal), Chennai (Tamil Nadu), Thiruvananthapuram, (Kerala), Ajmer, Jaipur (Rajasthan), Agartala (Tripura), Ranchi (Jharkhand), Ludhiana (Punjab), Hyderabad, Itanagar, Gauhati, Patna, Chandigarh, Raipur (Chattisgarh), Silvassa (Dadra & Nagar Haveli), Daman, Delhi, Panaji, Port Blair,
d)	Security Printing Products viz Bank Cheques, Judicial, and non-Judicial Papers, non-postal stamps, railway warrants, identity cards, etc).	Reserve Bank of India, State Governments, Govt. departments, Banks, Financial Institutions, Registration & stamps departments of State govts, Universities, treasuries, defence ministry, etc	Ahmedabad, Gandhinagar (Gujrat) Shimla, Jammu & Kashmir, Bangalore, Mysore (Karnataka), ,Mumbai, Nagpur (Maharashtra), Aizawal (Mizoram), Lakshdweep Kohima (Nagaland), Bhubneshwar (Orissa), Pundicherry.
e)	Passport , VISA Stickers and Postal Stationary (Stamps, Envelope, Inland Letters, Post Cards, Kisan Vikas Patra etc)	Regional Passport Offices, ministry of external affairs, Reserve Bank of India, Postal Department, Central Stamp depot, state govts, central government departments, etc	(<u>Location mentioned above is illustrative only. Consultant is expected to meet Representative & major customers for feedback /data collection. Other customer's feedback can be obtained through mail, telephonic discussion followed by filled in Questionnaire.</u>)

- 2.2 The survey & evaluation shall be performed for the following product categories:
- (A) Assessment of customer satisfaction index for different product categories taken together & for each product category.
 - (B) Assessment of customer satisfaction index specifically for Non Judicial Stamp Paper.

3. DESIGN OF THE SURVEY:

- 3.1. The Selected Bidder may compute Customer Satisfaction Index based on following parameters, though not limited to, using questionnaire on a ten point scale ranging from 0 to 10.

- (A) **Product components:** It may include the parameters such as product specification, product defects, quality of packaging, improvement needed in products, usage of latest technology, ability to meet technical needs of the customers.
- (B) **Order and order delivery process:** This parameter may include information about the perception of SPMCIL's customer with respect to variation in receipt and ordered value, timeliness of order execution, quality of documentation and security measures at sending deliveries.
- (C) **Responsiveness of the employees of SPMCIL towards customers needs:** This parameter includes customer perception of eight criteria, such as, understanding the needs of the customer, keeping the customer informed of progress of the work, helpful attitude of the employees, access to the appropriate person in case of any requirement, provision of technical expertise to resolve the customer problem, providing the right information on phone and addressing the need of the customers and is demonstrates capability to carry out design changes as required by the customers.
- (D) **Parameters with respect to Personnel:** This parameter includes information feedback from the customers about the competency, talent, sensitivity of the personnel of SPMCIL towards its customers, and efficiency of the personnel of SPMCIL. It also includes feedback about their relations with customers.
- (E) **Pricing Issues of Product & Services of SPMCIL:** This parameter includes pricing of SPMCIL's products & services vis-à-vis their value to the customer in terms of quality and security etc.
- (F) **Overall Rating services of SPMCIL:** This parameter includes collection of data on six attributes such as relationship between SPMCIL and its customers, quality of products, variety of the products, behaviour of SPMCIL's employees, approach of SPMCIL's employee and quality of customer services.
- (G) **Complaint handling by SPMCIL:** The data under this parameter includes statements with respect to complaint handling. viz. its easy to make contact with SPMCIL, getting attention, solving the problem quickly, effort and approach of SPMCIL.

3.2. Customer Satisfaction Index may be computed assigning weightage to various parameters as below:-

Satisfaction parameter	Weightage assigned
Product components	20%
Order and order delivery	20%
Responsiveness	15%
Personnel	15%

Pricing	10%
Complaint handling	10%
Overall services	10%
Total	100%

The above mentioned parameters are given as an indication of requirements of the proposed study. Subject to the prior approval of SPMCIL, the Consultant shall be allowed to set or take into consideration any other parameter(s) as it may deem fit for computing Customer Satisfaction Index. It may be noted that SPMCIL is primarily interested to have assessment and measurement of the present level of customer satisfaction. The consultant is free to design the survey as he deems fit, however, the consultant shall get, the design of survey and methodology adopted in conducting the survey, approved from SPMCIL prior to conducting the survey. The survey design, methodology of survey, detailed analysis of the feedback received & computation of customer satisfaction index shall be submitted in detail in the report, which shall be submitted by the consultant to SPMCIL as per the prescribed schedule.

4. SCOPE OF WORK:

4.1. Stage-I : Pre- Survey :

- (A) The consultant shall designate a key personnel to act as Project Coordinator on its behalf to deal with SPMCIL in all matter related to the survey.
- (B) Collection of customer list from nine units, for each product category, identification & finalization of representative customers for sampling from the customers list in consultation & approval with the head of the respective unit under intimation to corporate office. The consultant shall visit all 09 units of SPMCIL for collecting the relevant data
- (C) While deciding sampling list, consultant shall assign appropriate weightage to major revenue generator/ major contributor in turnover, bulk buyer, valuable customer, etc. The selection of the customers must be appropriate for soliciting the desired information.
- (D) Resource mobilization for collection of primary data & thereby collection of data using structured questionnaire from the sampling list for each product category.
- (E) Design of survey instrument (questionnaire), methodology of collecting data & get it approved from SPMCIL

4.2 Stage -II : Conduct of Survey (Field work) :

- (A) Fixing appointment with major Customers for data collection & ensure that appropriate hierarchy of surveyors be used to collect data.
- (B) On fortnightly basis, the consultant shall submit the progress report on work done.
- (C) Data analysis & interpretation, computation of product category wise customer satisfaction index on 10 point scale as per the pre-assigned weight-age to each parameter.

- (D) Identification of area for improvement pertaining to the customer satisfaction
- (E) Specific or any significant customer comments, which require immediate action/attention.
- (F) Analysis of customer comments and recommendation for improvement
- (G) Identification of priority areas requiring top management focus for computing customer satisfaction across customer base

4.3 Stage-III : Submission of Draft report & Discussion:

Preparation of draft report, discussion for incorporating suggestions and submission thereof:

The report may contain the following but need not be limited to:

- (A) Design of the survey
- (B) Methodology of conducting the survey
- (C) Methodology of computing Customer Satisfaction Index (CSI) with working example
- (D) Overall customer satisfaction Index (CSI)
- (E) Product Category wise customer satisfaction index (CSI)
- (F) CSI for Non Judicial Stamp Paper
- (H) Voice of the customers (their comments about SPMCIL)
- (I) Wherever ratings are low (dissatisfaction, needs improvement, fair), the consultant may consider to indicate the customers identity & their expectation from SPMCIL & suggestion to improve. This would enable SPMCIL to spell out the problem clearly and to take effective remedial action
- (J) Comparison of SPMCIL performance benchmarked with competitors (If any) as perceived by the customers
- (K) Specimen format of survey instrument to be used for study.
- (L) Workable/feasible suggestions for improvement in performance and/or customer satisfaction index.

4.4. Stage-IV : Final report submission & organizing workshop :

- (A) Submission of final report for approval of SPMCIL.
- (B) After submission of report, the consultant shall conduct a workshop of representatives from SPMCIL's 9 units for communicating salient features of report, feedback received & measures to be taken for improvement in CSI. The workshop would be arranged at any one unit of SPMCIL.

Feedback obtained for the study shall be submitted to SPMCIL along-with final report in Two Hard copies and also softcopy.

5. TIME FRAME:

Time period for completion of scope of work covered in Para 4 above shall be 20 weeks or earlier, from the date of issue of work order by SPMCIL

Stage-I	: 4 weeks from the date of issue of work order
Stage-II	: 12 weeks from the date of issue of work order
Stage-III	: 16 weeks from the date of issue of work order
Stage-IV	: 20 weeks from the date of issue of work order

It may be noted that SPMCIL have signed memorandum of Understanding with Ministry of Finance, Government of India for certain performance related targets in Year 2010-11. One of the targeted activities of the MoU is assessment of Customer Satisfaction Index for its different products. Government of India is consistently monitoring SPMCIL's performance related to achievement of these targets. Hence, conducting survey & submission of report in time is critical for the project and the same should be adhered under all circumstances. Thus, time is of the essence for the present project.

6. TERMS OF PAYMENT:

Payment will be made in four stages as under:-

- (a) 20% on completion of stage-I
- (b) 30% on completion of stage -II
- (c) 30% on completion of stage-III
- (d) 20% on completion of stage-IV

No money by way of advance will be paid along with the order. However, SPMCIL may at its own discretion consider giving money in advance for resource mobilization. Provided, a suitable Bank Guarantee equivalent to the amount required for resource mobilization shall be submitted by the consultant for release of advance. Provided, further, that such Bank Guarantee shall remain valid and enforceable for a period of thirty (30) days after the work is approved and accepted by SPMCIL.

Consultant shall raise the invoice on SPMCIL for payment for each stage only after the work for such stage is approved and final accepted copy of the report has been submitted by the consultant to SPMCIL. SPMCIL reserves the right to withhold payment of the part or entire bill, in case the time schedule as prescribed in Article 5 (Time Frame) herein for the job is not met or maintained by the consultant. However, SPMCIL may, at its discretion, decide further course of action.

7. ELIGIBILITY CRITERIA:

- 7.1. Bidder shall have conducted customer satisfaction survey or similar study for at least two PSUs/Govt./Statutory Govt. bodies in the last five years. The similar study may be related to survey based user perception/market research study. The Bidder shall submit a certificate of satisfactory performance/credentials from their existing clients.
- 7.2. Bidder shall have at least 02 number of experienced (minimum five years) qualified professional on their rolls who have conducted/coordinated such surveys/study.
- 7.3. Similar survey should have been conducted by the bidder in last five years.

Note: Eligibility of any joint partners, Associates not in the employment of the Bidders shall not be considered.

Certified copies of documents and other details in support of eligibility criteria as mentioned above should be submitted by the Bidders along with their technical proposal. Non-submission of relevant documents as mentioned above shall render the offer as incomplete and liable for rejection.

8. VALIDITY:

The offer shall be kept open for acceptance for a period of **180 days (one hundred and eighty days)** from the date of opening of the tender (Technical offers). Incomplete offers will not be considered for evaluation and shall be liable for rejection.

9. NON CONDITIONAL OFFER :

It is essential for the bidders to quote the lowest price at the time of making the offer in their own interest. SPMCIL will entertain the lowest quoting bidder, provided the offer is found to be technically compliant and responsive. Any conditional offer shall forthrightly be rejected by SPMCIL without having any liability or obligation to assign any reasons therefor.

10. CONFIDENTIALITY:

All the data collected, reports generated shall be kept confidential and shall be the property of SPMCIL. Any loss at any stage sustained by SPMCIL due to breach of contract committed by the Consultant or any of its personnel shall be ascertained by SPMCIL and shall be made good by the consultant.

11. RESPONSIVENESS

The Bids to be submitted by the bidders should bear all the information as sought by SPMCIL in this RfP. Submission of any wrong, false, incorrect or incomplete information or statement in the bid by any bidder shall render it non-responsive and the same will be liable to be rejected by SPMCIL without assigning any reasons therefor.

12. APPLICATION PROCEDURE:

Consultants fulfilling the eligibility criteria may submit their offer in two sealed envelopes as explained below to the address given hereunder:

12.1. First envelope super scribed as the “technical bid” followed by the title of the project, should contain the profile of the consultant together with the descriptive note and documents in support of their meeting the eligibility criteria given in para 7 above. They shall also indicate their offer validity & acceptance of terms & conditions of the request for proposal document. They shall also submit their acceptance to the terms & condition of this tender document as mentioned at Annexure -A

12.2. Second envelop super scribed as the “financial bid” followed by the title of project should mention the fee, the consultant will charge for this assignment as per the format given at Annexure-B.

Both the envelopes should be placed in an outer envelop super-scribing “Engagement of Consultant for Conducting Customer Satisfaction Survey” and clearly mentioning “Not to be opened before **03:30 PM** on **23-07-2010**”. The name of tenderer & tender no. shall also be mentioned on the envelope. On due date; only the technical bid shall be opened and the financial bid of technically qualified bidders shall be opened on a later date. The date and time of opening the financial bid shall be intimated to those who will qualify the technical criteria. Consultants may submit their offers till **3:00 PM** on or before **23-07-2010** to:

Director (Technical)

Security Printing & Minting Corporation of India Limited (SPMCIL)

16th Floor, Jawahar Vyapar Bhawan, Janpath, New Delhi -110 001

Ph: No-011-3701225 / 26, Fax: 011-23701223, Web: www.spmcil.com

Annexure -A**SPECIFICATION CHECK LIST TO BE SUBMITTED ALONGWITH
TECHNICAL BID**

Consultant acceptance to SPMCIL's terms & conditions
(To be submitted along with the offer- please do not change the format)

Tender Enquiry No <u>SPMCIL/Mktg/33/10</u> Dated <u>23.06.2010</u> Due on <u>23.07.2010</u>	Bidder's Confirmation / response
Confirmation to SPMCIL's Technical Specification	Fulfilled / Not fulfilled
Supporting documents/ Information	Furnished / Not Furnished
Validity of offer (we require a minimum period of 180 days from the date of Tender opening – please specify)	
Time frame for project completion <ul style="list-style-type: none"> • Time period for completion of Scope of Work covered in para 4 of tender document shall be 16-20 weeks from date of order by SPMCIL as per following schedule. a) Stage-I- 4 weeks from the date of acceptance of offer b) Stage-II-12 weeks from the date of acceptance of offer c) Stage-III 16 weeks from the date of acceptance of offer d) Stage-IV 20 weeks from the date of acceptance of offer 	Accepted / Not Accepted
Payment terms Payment should be made in four stages as under:- <ul style="list-style-type: none"> a) 20% on completion of stage-I b) 30% on completion of stage -II c) 30% on completion of stage-III d) 20% on completion of stage-IV <p>No money by way of advance will be paid along with the order. However, SPMCIL may at its own discretion consider giving money in advance for resource mobilization. Provided, a suitable Bank Guarantee equivalent to the amount required for resource mobilization shall be submitted by the consultant for release of advance. Provided, further, that such Bank Guarantee shall remain valid and enforceable for a period of thirty (30) days after the work is approved and accepted by SPMCIL.</p>	Accepted / Not Accepted
Other Terms and Condition of Tender document	Accepted / Not Accepted

Signature of the Authorised Signatory of the bidder & Office Seal of the bidder

Annexure -B**FORMAT OF PRICE BID**Tender Enquiry No.: **SPMCIL/Mktg/33/10** Dated **23.06.2010** Due on **23.07.2010**

S.N.	Description	Basic Rate (In Rs.)	Service Tax @...% (In Rs.)	Total (In Rs.)
(A)	(B)	(C)	(D)	(E = C+D)
1.	Lump sum professional fee to be charged (The lump sum should budget in travel costs (including boarding, lodging, local traveling and all incidental expenses) covering at least two short visit (2-3 days) to each of the nine units of SPMCIL and also take into account expense towards travel for meeting the major customers and finally conduction of workshop at any one unit of SPMCIL. Cost break-up under following categories shall be provided: a) Fee of consultant/professional charges. b) Travel – Boarding & Lodging. c) Documentation Charges. d) Misc. and contingent charges.			

(Note: The tenderers should fill up the rates in this format & submit alongwith terms & conditions of their offer duly signed & stamped in separate envelope super scribed as the “financial bid” followed by the title of project)

Signature of the Authorised Signatory of the bidder & Office Seal of the bidder