



Expression of Interest

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**Large Scale Deployment
of
eGalla™ - A Retail Management System
for Small and Medium Enterprises**

**Media Lab Asia
Registered as a Section 25 Company
Under
Department of Electronics and Information Technology,
Ministry of Communications and Information Technology,
Government of India**

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Expression of Interest for Large Scale Deployment of eGalla™ - A Retail Management System for Small and Medium Enterprises

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Expression of Interest for Large Scale Deployment of eGalla™ - A Retail Management System for Small and Medium Enterprises

1. Introduction.

The Media Lab Asia (MLAsia), a Section 25 Company set up by Department of Electronics and Information Technology, Ministry of Communications and Information Technology, Government of India, having its Corporate & Registered Office in Central MIDC Road, Andheri (East) Mumbai-400093 and Delhi Office at 708-723,7th Floor, Devika Tower- 6, Nehru Place, New Delhi. The MLAsia is mainly engaged in research, refinement of innovations in technology and large scale deployment through PPP model under unique national program and providing seamless communication connectivity to rural areas through distance education.

- 1.1 The MLAsia has developed 'eGalla' focusing the lower mid-segment of the market. It is a retail management solution designed to address the needs of the unorganized retail sector. The software is an easy to use, accurate and multi-user cheaper application which can be ported on any computers / laptops. It includes inventory, customer management, vendor management and bill printing modules in addition to various business reporting tools.

2. Specifications and allied Technical details.

2.1 Brief features of different modules of eGalla standalone software are given below:

Module No:	Module Name	Module Description
1	Customer Management	The customer management module helps the shopkeeper to manage customer data of his shop. This module offers provisions to add customer, view customer's purchasing history as well as list and edit customers. This feature allows a shopkeeper to add a new customer to the database.
2	Vendor Management	Vendor management module helps shopkeeper to manage the details of various supplier's.
3	Items Management	The item management module is used to manage items in the shop. All items can be categorized into groups and subgroups. (e.g. beverages is a group and juice is the sub group). This module provides other features like add items, edit items and create group etc. With the help of this module, shopkeeper can create a database of the products available in his shop.
4	Orders Management	With this module the shopkeeper can create a purchase order (PO), list & edit PO, create invoice, list invoice and manage the records of 'return goods' to the supplier.
5	Billing Management	The module allows the shopkeeper to generate the bills for existing customers or walk-in customers. It also helps to create new customer on spot. Bills can be generated by using barcode reader or manually by providing initial of the items (by drop-down list).
6	Report Management	This module is useful for a shopkeeper to track his business. Using this module, a shopkeeper can get report on top selling items, pending orders, customer credit status and sales summery etc.

2.2 The available version of “eGalla” software can be used by various retail segment based on size of the business / number of users. There are three basic users of ‘eGalla’ namely administrator, bill manager and inventory manager as described below:

- (i) **Administrator / Owner of the shop:** Administrator can manage items, vendor, orders, customer, bills and report modules as described above.
- (ii) **Bill Manager:** Bill manager can manage bills and customers modules.
- (iii) **Inventory Manager:** Inventory manager can manage orders, item and vendor modules.

2.3 Based on number of users, ‘eGalla’ is available in three different versions namely:

- (i) **Silver Version** – Single user (1 login account to manage admin tasks, inventory and billing)
- (ii) **Gold Version** – Up to 3 users (3 separate login accounts to manage admin tasks, inventory and Billing individually)
- (iii) **Diamond Version** – More than 3 users (1 administrator login and facility of creating multiple billing and inventory users)

2.4 **Demo Version of ‘eGalla’:** The eGalla software (Diamond Version) has been uploaded at <http://www.egalla.in> for demonstration purpose.

Username and password for different login are as follows:

- (i) **Administrator / Owner of the shop:** This login can be accessed by providing username: admin and password: admin123
- (ii) **Bill Manager:** This login can be accessed by providing username: bill and password: bill123
- (iii) **Inventory Manager:** This login can be accessed by providing username: item and password: item123
- (iv) **System Administrator:** This login can be accessed by providing username: super admin and password: password. System Administrator login can be accessed at :- <http://www.egalla.in/galla/admin/index>

3. Invitation of Expression of Interest:

3.1 Overall objective of this EOI is to shortlist and empanel the Agencies with proven capabilities for large scale deployment of Media Lab Asia’s retail management software named ‘eGalla’.

3.2 The empanelment of Agencies for deployment of software at the State level shall remain valid for a period of three years from the date of empanelment.

3.3 Upon successful completion of the initial phase, the Media Lab Asia can decide for roll-out of the contract and it shall be the discretion of the MLAsia to extend the contract or re-empanels the vendors for the same.

3.4 The interested bidders are advised to study the EOI document carefully and may download from the website www.medialabasia.in. There will not be any last date of submission of EOI document however, the Eoi document received would be evaluated periodically once in a quarter by the committee appointed by competent authority at MLAsia. The Eoi should be submitted at Media Lab Asia 708-723,7th floor, Devika Tower, 6, Nehru Place, New Delhi-110019. The document can also be obtained from office on any working day.

- 3.5 The interested parties may specify their deployment / marketing plan for specific District / State / in India / or any other region.
- 3.6 Media Lab Asia reserves all rights to decide to give the license on exclusive / non-exclusive basis. Empanelment of vendors does not guarantee work/business for the bidder.
- 3.7 The Media Lab Asia can stop the process of this empanelment without citing any reason.
- 3.8 EOI document is not transferable.

4. Scope of work.

- 4.1. The selected bidder shall procure, install, commission, operate and maintain the software's for a period of three years from the date of acceptance of licenses/work-order. An indicative scope of work to be undertaken by the selected bidder for setting up and operating the licenses at the State level is given below:-
1. Design phase
 2. Supply, installation, integration and commissioning phase
 3. Operation and Maintenance phase.

4.2 USP

- Addresses the needs of unorganized retail sector
- Available in different languages
- (currently in 4 languages – English, Hindi, Marathi & Malayalam)

4.3 Infrastructure required to run “eGalla” stand-alone application:

The minimum infrastructure required to run eGalla software are as follows:

- **Net Book / PC:** Minimum system requirement for 'eGalla' are Intel Pentium – 4 or above with at least 512 MB RAM. Operating System – Windows
- **Barcode & Bill Printer:** Barcode and bill printer are optional and depend on the requirement of the shopkeeper.
- **Software:** Following open source software are required to run 'eGalla' – JRE 5, MySQL Server 5.x, and Tomcat 5.x.
This software's will be provided with 'eGalla' installer CD/DVD.

- 4.4 **Proposed Selling Price:** The target customers of 'eGalla' are the small and medium retailers. Thus the software shall be provided on nominal price so that the number of the users can be increased. The proposed minimum selling prices of existing version of 'eGalla' are as follows:

Silver Version:	Rs 1500-00
Gold Version:	Rs 3000-00
Diamond Version:	Rs 5000-00

The above proposed pricing is the minimum basic price of the software and the deployment partner may propose their prices for end users as per their business plan.

- 4.5 **Minimum Target:** The bidder shall clearly mention the minimum number of 'eGalla' licenses proposed to be sold (**Annexure 9.3**) per year in their proposal.
- 4.6 **Proposed Revenue Model:** The bidder shall clearly mention the proposed revenue generation model in their business plan (**Annexure 9.3**).
- 4.7 The EOI shall be location specific i.e. district / state or any other region of India. The Media Lab Asia shall reserve the right to give the license on exclusive basis based on performance of the deployment partner.

5. Information and instructions to the bidders.

- 5.1 The bids may be submitted in two bid system as under:-
- (a) Technical bid consisting of all technical details along with commercial terms and conditions etc. in prescribed format (given at **Annexure-9.1 & 9.2**) shall be kept in one envelope and superscripted "**Pre-Qualification proposal**".
 - (b) Financial bid in prescribed format (**Annexure-9.3**) in a separate sealed envelope duly superscripted "**Price Bid**".
 - (c) The technical bid and Price bid should be sealed by the bidder in separate covers duly superscripted and both the envelopes may be put in a bigger cover duly super-scribed / marked "**Expression of Interest for deployment of 'eGalla'**".
 - (d) The technical bids shall be opened at the first instance and evaluated by the committee. At the second stage, financial bids of only technically acceptable offers shall be opened for further evaluation and ranking before awarding the contract.
- 5.2 The validity period of the proposal must remain valid for minimum period of six months (180 days) from the date of submission.
- 5.3 The period of empanelment shall be valid for an initial period of 3 (three) years which may be extended on mutually agreed terms.
- 5.4 There is no last date for submission of bids, however, the bid received will be considered periodically once in a quarter.
- 5.5 Presentation on technical bid by shortlisted bidders, if called for.
- 5.6 Process for empanelment of agencies for deployment of Software solution "eGalla" shall be decided on the basis of recommendations of Technical Evaluation Committee, appointed by the Media Lab Asia. Only those bidders who qualify the pre-qualification criteria and offers higher responsive bid above the minimum reserve price for their respective area shall be empaneled and the decision of the Media Lab Asia shall be final in this case.

- 5.7 The major criteria for selection of deployment partners would be a good marketing network (in the area proposed by them) extending up to small scale retailers. Preference shall be given to the organizations having prior working experience with unorganized retail sector. Deployment partners having prior working experience with un-organized retail sector and having knowledge / experience on computer systems would be considered as an added advantage. Media Lab Asia reserves the right to accept or reject any proposals and to cancel the EOI process and reject all proposals at any time.

6. **Major Roles & Responsibilities**

- 6.1 **Training / Orientation** - MLAsia would provide one time necessary training (Installation / Operation of S/w) to the deployment partner.
- 6.2 **Development / Customization Charges** – All the expenses incurred by MLAsia for customization / up gradation of 'eGalla', if required, will be on payment basis with mutual discussions with deployment partner.
- 6.3 **Deployment Charges:** Media Lab Asia would not invest / reimburse any cost incurred by deployment partner for capital and operational expenses for large scale deployment of 'eGalla'.
- 6.4 **Infrastructure (Hardware)**- MLAsia will only provide the eGalla software, the hardware (Laptop/PC, Bill printer, Barcode reader) required to install/run eGalla software will be the responsibility of shopkeepers (end user) / deployment partner.
- 6.5 **Authentication / Validation of 'eGalla' License:** Deployment partner will have to register the details of the shopkeeper on-line for payment etc. along with the Mac ID with MLAsia. The Authentication code for each Mac ID will be sent back to the Registered Shopkeeper/Deployment Partner.
- 6.6 **IP Rights** – All IP Rights of the 'eGalla' will be with MLAsia and the deployment partner will not have any IP Rights on 'eGalla' or any enhancements made to it. The deployment partner shall not transfer the 'eGalla' technology to any other party.

7. **Terms and conditions.**

- 7.1 Bidders shall submit all the required documents in prescribed format in **Annexures 9.1, 9.2 & 9.3**. It should be ensured that various formats mentioned in the EOI should be adhered to and no change in the format should be done.
- 7.2 Each copy of the tender should be complete document and should be bound as volume. The document should be page numbered and appropriately flagged and must contain the list of contents with page numbers. EOI document should be concise and contain only relevant information as required under EOI.
- 7.3 Based on the empanelment done through this EOI, shortlisted bidders shall deploy and operate the licenses in any of the state of their choice as given in their proposal. The EOI and all associated correspondence shall be written in English and shall confirm the prescribed formats. Any interlineations, erasures or over writings shall be valid only if it is initialed by the authorized person signing the EOI.

- 7.4 EOI received by facsimile/Email shall be treated as defective, invalid and rejected. Only detailed complete EOI in a physical format and properly sealed envelopes as mentioned below and received prior to closing time and date of the proposals shall be taken as valid.
- 7.5 The prospective bidders shall bear the cost of proposal, presentations, meeting for negotiating the contract including any visit to Media Lab Asia or States/UT and shall not be reimbursed by the MLAsia.
- 7.6 Information relating to evaluation of proposals and recommendations concerning award shall not be disclosed to the bidders or to other persons not officially concerned with the process.
- 7.7 During evaluation of the proposals, Media Lab Asia may, at its discretion ask the bidders for any clarification on their proposal. The bidders are required to respond within the time frame prescribed by the MLAsia.
- 7.8 At any time prior to deadline for submission of proposal, MLAsia may for any reason, modify the EOI. The bidders having received the EOI shall be notified of the amendments through website and such amendments shall be binding on them.
- 7.9 Media Lab Asia reserves the right to decide on the number of agencies to be empanelled. Decision of Media Lab Asia in this regard shall be final and binding and no further discussion/interface shall be held with the bidders whose bids are disqualified/ rejected based on pre-qualification criteria or disqualified by the Technical Evaluation committee.

8. Miscellaneous.

- 8.1 **Force majeure:** No Failure or delay or omission by either party to fulfill any of its obligations under this EOI shall give rise to any claim against such party or be declared to be a breach of any terms and conditions defined in the contract if any to the extent such as caused by occurrence beyond the control of either parties as the case may be, including but not limited to fires, floods, explosions, power shortage, failure / breakdown of UPS/DG set/Computer, acts of GOD, hostility, acts of public enemy wars, insurrections, riots, strikes, lockouts, sabotage. Either parties shall promptly but not later than 10 days of the commencement thereof notify the order in writing of such contingency and prove that such is beyond the control and affects the implementation contract adversely and materially. If such contingency continues beyond 30 days both parties, agree to discuss and agree upon an equitable solution.
- 8.2 **Assignment:** This EOI shall be binding upon each of the parties hereto and their respective successors and assignees, but it shall not be assigned in whole or in part by either party without the prior written consent of the other except, that either party's interests shall be assignable through merger, consolidation or reorganization or sale or transfer of substantially all its assets.

- 8.3 **Non-waiver:** No term or provision of this EOI shall be deemed as waived and no breach thereof shall be deemed excused, unless such waiver or consent is given in writing and signed by the party claimed to have waived or consented. No consent by any party to, or waiver of, a breach by the other, whether expressed or implied, shall constitute, consent to waiver of excuse for, any different or subsequent breach.
- 8.4 **Notice:** Any notice, request, demand, approval, consent or other communications provided or permitted hereunder shall be in writing and given by personal delivery or sent by registered mail or by ordinary mail, postage, prepaid or by telegram, telex addressed to the party for which it is intended.
- 8.5 **Covering Laws:** Any matter not covered specifically in the EOI shall be settled by mutual agreement. All disputes, differences, claims and demands arising under the contract shall be covered and construed in accordance with Laws of India including without limitation. The relevant Central and State Acts and Rules, Regulations and Notifications issued and amended there under from time to time. Courts at New-Delhi shall have the jurisdiction in case of Litigation between the parties and the decision of the court shall be final and binding on both the parties.
- 8.6 **Proposal:** The interested organizations may submit their proposals of EOI for large scale deployment of “eGalla” software for different locations (District / State / National level / any other proposed region). The proposals together with relevant documents etc. should be submitted in the prescribed format as attached with this document, addressed to Administrative Officer, Media Lab Asia, Devika Tower, 708-723, 7th Floor, 6, Nehru Place, New Delhi – 110019.

Signature of authorized dignitary.
Media Lab Asia

9. Annexures and Forms:

9.1 Notice of Intent to be submit Expression of Interest

(To be submitted on the letter head of the bidder).

To

The Administrative Officer
Media Lab Asia
708-723, 7th Floor, Devika Tower,
6, Nehru Place, New Delhi – 110019

Subject: - Submission of Expression of Interest for Large Scale Deployment of eGalla™ - A Retail Management System for Small and Medium Enterprises.

Dear Sir,

1. Having examined the EOI for Large Scale Deployment of eGalla™ - A Retail Management System for Small and Medium Enterprises, we agree to abide by this EOI, consisting of this letter and all attachments for a period of 180 days from the date fixed for submission of EOI.
2. We hereby declare that the period of empanelment shall be valid for an initial period of 3 (three) years which may be extended on mutually agreed terms.
3. That the EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.
5. We are not involved in any major litigation that may have an impact of affecting or compromising delivery of services as required under this assignment. We are also not black-listed by any Central/State Government/Public Sector Undertaking in India.
6. The proposal with following enclosures is submitted herewith:-
(Please refer **para 5.1 & 7.1** of the tender document.)
 - (i) Technical Bid with all its attachments duly marked as “**Pre-Qualification proposal**”.
 - (ii) Price bid in the prescribed Performa kept in a separate sealed envelope duly marked as “**PRICE BID**”.

Sincerely,

Signature of authorized dignitary
(Name & Designation)
Date and Contact No. E/mail

9.2 "Pre-Qualification proposal".

Large Scale Deployment of eGalla™ - A Retail Management System for
Small and Medium Enterprises: Pre-qualification criteria

Part A: Brief Profile of the Entity

Sl. No	Item
1	Name of Entity
2	Status of the entity (Company / Partnership firm/ NGO / Society / Others)
3	Postal Address
4	Telephone, mobile and Fax numbers
5	Website Address
6	Name and designation of the person authorized to make commitments
7	Email Address
8	Year of commencement of Business
9	Income Tax PAN Number
10	Any other relevant information.

Signature of authorized dignitary
Date & contact No

Part B: Business Plan for Deployment of 'eGalla'

Sl. No	Item
1	<p>Understanding of 'eGalla'</p> <p>(a) Understanding of requirements</p>
	(b) Specific approach to meet the requirement
2	<p>Deployment Plan of 'eGalla'</p> <p>(a) Goals & Approach</p>
	(b) Scope (area of Deployment – District / State / National / any other (please specify clearly))
	(c) Deployment Methodology / Strategy Operational plan with architecture of the proposed method.
	(d) Plan for training and services to the end user
	(e) Deployment schedule
	(f) Deployment management strategy
	(d) Progress reporting Feedback and Quality control
	(d) Deployment performance criteria
3	Brief description of facilities and infrastructure available for deployment of software along with the information on franchisee networks, sales network and after sales services etc.
4	Details of relevant experience, if any
5	Any relevant Information relating to experience in successfully executing the assignments similar to deployment of retail management software etc.
6	Details of Manpower Available with Name, Qualification and No. of years of experience for execution of this project.
7	Location of the proposed project, showing details of project, States/Districts

Signature of authorized dignitary
Date & contact No

Format for “Price bid”

(Please refer instructions at Para 4.4, 4.5 and 4.6)

(To be kept in a separate sealed cover)

9.3 Large Scale Deployment of eGalla™ - A Retail Management System for Small and Medium Enterprises.

Amount in rupees

Sl. No.	Model	No of licenses proposed to be sold in year 1 (separate sheet for subsequent years)	Reserve Price In INR	Rates per license	State / District / any other proposed region of deployment
1	Silver Version		1,500-00		
2	Gold version		3,000-00		
3	Diamond version		5,000-00		

Separate business plan should also be submitted for each year in following format:

Business Plan	(a) Expected Investment Cost (Capital and Operational)
	(b) Revenue Generation Plan
	(c) Return on Investment (ROI)

Note:

- 1) The highest rates above the reserve price for the respective area of deployment quoted by the bidders shall be taken into account for award of contract.
- 2) The VAT/Service tax as applicable on licenses shall be charged extra.

Signature of authorized dignitary
Date & contact No