NATIONAL INSTITUTE OF SECURITIES MARKETS
ICT DEPARTMENT

REQUEST FOR PROPOSALS
FOR
DIGITAL SIGNAGE AND INTERACTIVE KIOSK SOLUTION
FOR
NATIONAL CENTRE FOR FINANCIAL EDUCATION
(CAPEX Model)
(Document Reference No: NISM/ICT/RFP/14/2016-17)

Important Dates	
Issue Date of RFP	**27th October 2016**
Pre-bid meeting to seek clarifications regarding the RFP	**4th November 2016**
Date and Time of submission of duly filled and sealed proposal	**24th November 2016**
Opening of envelopes containing EMD (Envelope 1), Eligibility & Technical information (Envelope 2)	**25th November 2016**
Opening of Price Bids (Envelope 3)	**16th December 2016**

NISM Bhavan,
Plot No. : 82,
Sector – 17, Vashi,
Navi Mumbai: 400703
Tel: 022-66735100-05,
Fax: 022-66735110
Web: www.nism.ac.in

1. INTRODUCTION

National Institute of Securities Markets (NISM) is a public trust established by Securities and Exchange Board of India (SEBI) with the objective of enhancing the quality of securities market in the country through knowledge-based interventions. The institute therefore conducts a number of educational programs for Securities Market professionals and also various financial literacy initiatives for investors from all walks of life.

The National Centre for Financial Education (NCFE), comprising of representatives from all financial sector regulators i.e. RBI, SEBI, IRDAI, PFRDA and NISM, has been set up to implement National Strategy for Financial Education (NSFE), under the guidance of a Technical Group of Financial Stability and Development Council (FSDC) on Financial Inclusion and Financial Literacy catering to the entire population of the country. One of the key initiatives of the strategy is to set up "Financial Information Kiosks/Displays" across the country in several phases.

This Request for Proposal (RFP) is for setting up Digital Signage and Interactive Kiosk Solution for NCFE PAN India consisting of 30 Interactive Kiosks and 70 Large Format Commercial Displays (LFD).

2. SUBMISSION OF PROPOSAL

The proposals must be prepared covering the following information and submitted to NISM at the address contained herein on or before the closing date specified in Section-10 of this document. Please refer the checklist given in Section-2.2 to ensure that submissions have all required documents.

2.1. Proposal Submission Instructions

The proposal will be submitted in three separate sealed envelopes strictly following the instructions given below:

i. The first sealed envelope will contain the EMD as mentioned in Section-2.3 and the envelope will be super scribed as "EMD for Digital Signage and Interactive Kiosk Solution for NCFE (Document Reference No. : NISM/ICT/RFP/14/2016-17)".

ii. The second sealed envelope will contain documents as listed in Section-2.2 confirming "Eligibility and Technical capability" of the bidder and the envelope will

be super scribed as "Eligibility and Technical bid for Digital Signage and Interactive Kiosk Solution for NCFE (Document Reference No. : NISM/ICT/RFP/14/2016-17)".

iii. The third sealed envelope will contain the Price Bid as stated in Section-2.2 and the envelope will be super scribed as "Price Bid for Digital Signage and Interactive Kiosk Solution for NCFE (Document Reference No. : NISM/ICT/RFP/14/2016-17)".

iv. The three separate sealed envelopes should be put together in another sealed main envelope super scribing it as "Proposal for Digital Signage and Interactive Kiosk Solution for NCFE (Document Reference No. : NISM/ICT/RFP/14/2016-17)".

v. The first and the second envelopes mentioned above must not contain any documents showing the bid price of the proposed products and services. If bid price figures are mentioned in any of the documents enclosed in envelope one or two, the proposal may be disqualified and may not be evaluated. The Price Bid will be enclosed only in envelope-3 as mentioned Section 2.1 (iii).

vi. The Price Bid must be unconditional. Conditions, if any should be indicated in eligibility and technical proposal only.

2.2. Checklist of Proposal Content

The bidders are advised to carefully take note of the following table to ensure proper submission of proposal complete in all respects.

#	Checklist of Proposal Content
Envelope-1	
1	Earnest Money Deposit with cover letter.
	Note: The bidder must write the name of the company and the RFP Document reference Number at the back of EMD Demand Draft/Bankers Cheque/Pay Order.
Envelope-2	
1	Company profile in the format as given in Annexure – A.
2	Letter of compliance with RFP terms and conditions in a format as stated in Annexure-B.
3	Confirmation of "Scope of Work" in the format as mentioned in Annexure-C.
4	CVs of proposed Support Resources as given in Annexure – D.

5	Copies of Purchase orders and completion certificates confirming "Experience" as mentioned in Section 7.1 on Eligibility and Technical Criteria.
6	Audited Balance sheets with profit and loss account statements confirming "Company Turnover" as mentioned in Section 7.2 on Eligibility and Technical Criteria.
7	Letter of incorporation of the company or the lead company of the consortium responding to the RFP.
8	Degree of Fitness in the format as furnished in Annexure-F.
Envelope-3	
1	Price bid in the format as given in Annexure –J.

2.3. Earnest Money Deposit (EMD)

- Bidders are required to provide an EMD of Rs. 6,00,000 (Rupees Six Lakhs only) by Demand Draft/Bankers Cheque/Pay Order drawn on any bank in Mumbai in favor of "National Institute of Securities Markets". The EMD must be valid for a minimum period of 3 months. Cheques for EMD will not be accepted and bids accompanying cheques or without EMD will stand rejected.

- The bidder must write the name of the company and the RFP Document reference Number at the back of EMD Demand Draft/Bankers Cheque/Pay Order.

- The EMD will be placed in envelope-1 and submitted to NISM as indicated in Section-2.1.

- The EMD will be released to the unsuccessful bidders without interest soon after the tender is awarded.

- The EMD is liable to be forfeited in case the bidder withdraws after submission of the bid or after the acceptance of the bid by NISM or does not accept the purchase order or fails to sign the contract within the stipulated time.

- The EMD will not bear any interest.

- **Bids not accompanied by EMD will be rejected**.

- The EMD of the successful bidder will be released soon after receipt of the Performance Bank Guarantee in accordance with the condition stated in Section 8.

2.4.Other Terms and Conditions

- Please note that Bidders must quote for all items. If the bidder does not quote for all items, the bid shall be disqualified.

- The bidders are advised to study all technical and commercial aspects, instructions, forms, terms and specifications in the RFP carefully. Failure to furnish all information required in the bid or submission of a bid not substantially responsive to the RFP in every respect will be at the bidder's risk and may result in rejection of the bid.

- The bids not submitted in the prescribed format or incomplete in any manner are likely to be rejected.

- NISM is not responsible for non-receipt of proposals within the specified due date due to any reason including postal delay or holidays.

- The equipment/products quoted should not be from the discontinued production line. In case of discontinuation of production line after the issue of the purchase order, the bidder will supply the next higher configuration at the bid price on the same terms and conditions.

- The prices quoted shall be in Indian Rupees only.

- Submission will be valid only if
  - ➢ It is received on or before the closing date and time as stated in Section-10 of this document.
  - ➢ The submission is not by Fax or Email.

- **Only one response to this RFP from each bidder will be permitted. In case of partnerships / consortium, only one submission is permitted through the lead bidder.**

- All expenses incurred towards the preparation and submission of proposal by the bidder shall be entirely borne by the bidder.

- NISM reserves the right to reduce or increase the scope of this RFP or cancel this RFP without stating any reasons whatsoever.

- NISM reserves the right to accept or reject any proposal and to annul the bidding process and reject all proposals at any time prior to award of the contract/purchase order, without thereby incurring any liability towards the affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for NISM's action.

- In the event of NISM requiring additional quantities of any of the items stated in "Annexure – C" within 18 months from project sign off (in accordance with NISM's

Project Sign Off process), the selected bidder will be required to supply the additional quantity at the same prices as quoted in the proposal submitted in response to this RFP. However, the additional quantity of any of the equipment to be supplied will be restricted to a maximum of 50% the quantities stated in this RFP.

- Quantity of any of the items stated in this RFP may vary in the Purchase Order. NISM reserves the right to reduce or increase the quantity of an item or even completely remove an item while issuing the Purchase Order.

2.5. Contact Details

a) The Proposals must be submitted in the sealed envelopes as mentioned above to the following officer:

Mr. Narayana Maddala

Senior Vice President,

National Institute of Securities Markets,

5th Floor, NISM Bhavan, Plot No. 82,

Sector – 17, Vashi, Navi Mumbai – 400 703.

b) For any clarifications/queries contact the following officer:

Mr. Amol Athavale,

Manager -IT,

National Institute of Securities Markets,

5th Floor, NISM Bhavan, Plot No. 82,

Sector – 17, Vashi, Navi Mumbai – 400 703.

Email: amol.athavale@nism.ac.in

Contact Tel.: 022-66735130

3. SCOPE OF WORK

The bidder is required to install, configure, test, monitor service, maintain and insure the items mentioned in this section. The integrated solution must be thoroughly tested. The bidder shall also provide documentation as required by NISM and provide post installation support service. The entire scope of work must be completed in all respects and made usable as per NISM requirements. Also, the bidder should bid for and provide the entire end-to-end solution as a whole and not for any parts thereof in a

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piecemeal fashion. The bidder should account for and include costs of any hardware, software and service components which constitute the complete solution irrespective of whether they are included here or not. The comprehensive scope of work is as follows:

NISM intends to deploy 30 interactive Kiosks and 70 Large Format Displays (LFD) at various locations PAN India as mentioned in Annexure- G. The bidder can propose his own solution or a ready-to-provide arrangement with a supplier providing such services.

The selected bidder shall take total responsibility for successful deployment of end-to-end solution, maintenance, monitoring and insurance.

3.1. Material

The entire **Digital Signage Solution** shall comprise of the following components.

#	Component Code	Component Description	Brand	Quantity
1.	KSK	Kiosk	Multi Brand (See Annexure - E)	30
2.	DSS	Digital Signage Software	Scala, NUSYN, 3M, STREME, Wallflower, Xtreme, i-infinity, or any other equivalent software	100 (70 displays +30 kiosks) client licenses and requisite server license(s) (for kiosk and displays)
3.	DSP- I	Display Type I	LG, Samsung, Philips, VU,	70

			Panasonic, Videocon, Sharp	
4.	DSP-II	Display Type II Display with inbuilt media player	LG, Samsung	70
5.	DTC	Internet Data Card	Tata, Vodafone, Airtel, Aircel, Idea, Reliance, BSNL, Jio	100
6.	THIN-CLNT	Thin Client/ Player Hardware	HP, DELL, Intel, Lenovo, Scala, 3M, Samsung and N-Computing	70

NOTE

NISM shall procure either Displays of Type -I with thin client or Displays of Type –II but not both.

- The detailed specifications are furnished in Annexure – E.
- The bidders are required to propose an appropriate solution ensuring compatibility of all hardware and software components.
- All necessary cables, connectors, power adapters etc. will also be supplied by the bidder along with the equipment mentioned above.
- The quotation should be all-inclusive and should account for all the materials, services, accessories, incidentals, licenses etc. necessary to deploy fully functional Kiosks and Digital Displays at the locations mentioned in Annexure- G in quantities as mentioned in Annexure – J irrespective of whether they are explicitly mentioned in this RFP.

3.2. Services

The bidders are requested to render all services mentioned in this section.

3.2.1. Installation

The installation service to be provided by the bidder shall cover the following:

#	Activity	Description
1.	**Coordination PAN India**	The bidder to coordinate with the respective authorities in charge of premises where kiosks and LFDs are deployed. However, NISM shall facilitate this activity.
2.	**Installation**	The bidder is responsible for supply, delivery, unpacking, inspection, installation and testing of Digital Signage Solution PAN India at deployment locations mentioned in the Annexure – G.
3.	**Configuration**	The bidder will install and configure the server component of Digital Signage software on the dedicated server at NISM Bhavan. They will also configure Thin client/ Digital Media Player, Kiosks at PAN India deployment locations as decided by NISM.
4.	**Provisions**	• The bidder shall check all provisions (like power) prior to installation at each location and take necessary action if any of the items are damaged or missing or malfunctioning. • Any tools required for installation, testing and inspection shall be arranged by the bidder. • The bidder shall check and confirm the site readiness prior to delivery and installation of equipment at the location PAN India.
5.	**Cables**	All cables of the Digital Signage Solutions shall be neatly dressed and appropriately labelled. Power and other cabling supporting Digital Signage services should be protected from interception or damage. Bidder should follow stringent guidelines and injury preventions practices to protect the system from unauthorized access and wiretapping.

6.	Damage	In case of any damage to any of the Digital Signage premises during the delivery and installation of the Digital Signage which is attributed to the bidder, bidder has to take corrective action to compensate for the damages.
7.	Service Level Agreement	The bidder shall be responsible for maintaining uptime as defined in the Service Level Agreement (SLA). The key aspects of proposed SLA to be signed with NISM, are provided in Section-3.2.5.4
8.	Reformatting	Reformatting of the content provided by NISM as necessitated by the solution of the bidder shall be done by the bidder, if required.
9.	Labeling	The bidder will be responsible for labeling of all devices as per NISM standard requirements. Digital Signage software equipment i.e. Thin clients and Kiosks shall be named as per NISM standards for easy access through Digital Signage server software.

NOTE:
- NISM will provide space and power facility at premises where Digital Signage equipment has to be deployed PAN India.

3.2.2. Training Service
3.2.2.1. Training Plan
The bidder is expected to develop a training plan covering the required resources for the training schedule and training content prior to commencement of training.

3.2.2.2. Training Areas
The Bidder will deliver very comprehensive training to five officers in the areas mentioned below. The depth of the training must be adequate to operate & control all the remotely located Kiosks & LFDs from the centralized location. The training will be held at NISM Bhavan, Vashi, Navi Mumbai. Bidder will arrange necessary hardware and software to deliver the training. Amongst various other topics, the training must cover the following areas:

a) Digital Signage Solution
b) Monitoring of remotely located thin clients/ media players from central location.
c) Installation and configuration of Digital Signage Software
d) Content Management from the central location
e) Content pushing and designing templates for Kiosks & LFDs
f) Managing the vernacular language content for respective Kiosks & LFDs
g) Creating group of the remotely located devices for group messages and updating the content
h) Any other aspect of content delivery and monitoring as deemed fit by NISM.

3.2.2.3. Trainer

The trainer must be a competent professional in the concerned areas (Digital Signage Solution) with adequate monitoring and configuration experience on the proposed hardware and software.

3.2.2.4. Training Material

The Bidder will deliver two hard and soft copies of the following training material for each of the areas mentioned in Section-3.2.2.2.
a) Lecture Notes, PowerPoint presentations and Exercises
b) Comprehensive user manual for software and hardware

3.2.2.5. Training venue

The bidder shall install solution at NISM Bhavan to provide the training. NISM shall arrange the required space, power and network facilities.

3.2.3. Project Management Services

The bidder will appoint a suitably qualified and experienced Project Coordinator immediately after issuance of Purchase Order and He / she should be available till the Project Sign Off. Bidder should provide an escalation matrix up to a minimum of 3 levels above Project Coordinator, including Managing Director/CEO of the company. Amongst various other terms of reference, the following are key responsibilities of the project coordinator:

● Shall be a single point of contact.
● Shall organize extensive planning meeting within 2 days of issuance of purchase order to draw a comprehensive project plan

- Shall be required to be easily available on phone as and when needed
- Must attend weekly review meetings and any other ad-hoc project meetings at NISM from inception till the project sign off
- Shall coordinate effectively within his team, contractors/ sub-contractors and OEMs to deliver entire scope of work within the schedule.

3.2.4. Acceptance Testing

NISM will carry out the "Acceptance Testing" with the assistance of the Bidder. A comprehensive test plan will be prepared by the Bidder in consultation with NISM prior to commencement of testing. The test plan will cover performance and integration aspects comprehensively amongst other aspects.

3.2.5. Maintenance and Technical Support Service

The bidder will comply with the requirements mentioned in subsequent sub-sections furnished below regarding maintenance and technical support services.

3.2.5.1. Resources

a) Number of Resources

A suitably qualified competent resource shall be engaged for Maintenance and Technical Support Services. The maintenance and technical support services will be for a period of 3 years. The first 6 months of support service shall be delivered by the resource on-site. The services for the remaining period shall be delivered by the resource off-site.

b) Qualification

The resource must hold Bachelor degree in Commerce/ Science (Physics, Chemistry, and Maths)/ Information Technology/Computer Science/Computer Applications or a B.Tech. /B.E. degree holder in Computer Science/Information Technology/Electronics and Telecommunication or a Master's Degree in Computer Applications or a M.Tech./M.E. in Computer Science/Information Technology/Electronics and Telecommunication with a minimum of second class in Graduate or Post Graduate degree.

c) Experience

The Resource must possess a minimum of three years of intensive experience in implementing, operating and monitoring Digital Signage Solution mentioned in this document.

NOTE: The bidder must submit the CVs of the proposed resources in the format as given in Annexure-D. The resource will be deployed only after approval of CV by NISM. If dissatisfied with the CV of the resource or with the performance of the resource after the resource is deployed, NISM reserves the right to ask for immediate replacement of the resource.

3.2.5.2. Scope of Service

The maintenance and technical support services will be rendered in accordance with an agreement to be signed by the bidder with NISM. This agreement will be drafted by NISM stipulating the key aspects like Scope of Work, Days and Hours of Work, Responsibilities and performance measures.

Amongst various other tasks, the maintenance and technical support services cover the following:

#	Activity	Description
1.	**Operating System Hardening**	The bidder shall ensure that the operating system in kiosks and in thin clients is hardened from time to time as necessary to block the services which are not required.
2.	**Service Level**	The bidder shall adhere to the service level specified in the RFP for the maintenance of equipment and software supplied by the bidder.
3.	**Relocation of equipment**	• In case of relocation of equipment from one premise to another, the bidder will arrange decommissioning of the equipment, transport equipment and re-install at the new location. • Most of the relocations are expected to be confined to the concerned district only.

		• The cost of the relocation must be included in the Maintenance and Technical support service charges to be quoted by the bidder. • Relocations are not expected to happen frequently.
4.	**Configuration**	The bidder should be able to remotely reconfigure, maintain, and manage Digital Signage hardware, software and will make the system available at the deployed locations. This should include switching on and off of the equipment on a daily basis at stipulated times.
5.	**Monitoring**	The bidder shall remotely monitor all hardware and software components at regular intervals and provide health reports as per NISM guidelines.
6.	**Upgrades during contract period**	During the contract period, the bidder will apply patches and upgrades of all concerned software from time to time without any additional cost to NISM.
7.	**Content**	The bidder shall be responsible for content aggregation, reformatting if required, and content uploading.
8.	**Replacement and repair of equipment**	The bidder will either repair or replace the kiosks, displays, data cards and thin clients as necessary within the stipulated resolution time as stated in service level agreement. The key aspects of service level agreement are furnished in Section-3.2.5.4.
9.	**Preventive Maintenance**	Bidder shall carry out preventive maintenance (including but not limited to inspection, testing, satisfactory execution of all diagnostics, cleaning and removal of

		dust and dirt from the interior and exterior of the equipment and necessary repairing of equipment) at least once in a month to ensure that the equipment is in efficient running condition.
10.	**Physical Inspection**	The bidder should carry out physical inspection of each kiosk and digital display once a month. Reports for the same must be submitted to NISM.

3.2.5.3. Contract Duration

The bidders shall provide maintenance and technical support services for a period of 3 years after the project is signed off. The project will be signed off only after successful deployment of Digital signage software and required hardware at all locations mentioned in Annexure–G. First 6 months of maintenance and technical support service shall be rendered on-site from NISM Bhavan. The maintenance and technical support services shall be rendered from off-site for the rest of the period.

3.2.5.4. Key Aspects of Service Level Agreement

The bidder shall sign a service level agreement with NISM after the project is successfully signed off. The key aspects of the said agreement are as follows:

a) Incident management process
b) Response time (Time lapsed from the point of reporting an incident to the point of receiving a response) is expected to be a maximum of 15 min.
c) Resolution time for software issues (time elapsed from the time software issue is reported until the time it is resolved) is as follows:

- Software issues which can be resolved remotely shall have a maximum resolution time of 24 Hrs.
- Other software issues which can be resolved either by on site presence of a resource or by replacement of the concerned device shall have resolution time of 2 days (maximum).

d) Resolution time for issues that involve replacement of hardware components is 2 days (maximum). If repair work cannot be undertaken onsite, then the bidder will replace the equipment with a spare and take the faulty equipment for repair.

e) Penalty of two days' worth of prorated support & maintenance cost shall be paid for every day of outage or downtime of the kiosk/display beyond the above mentioned resolution time attributed to the selected bidder. However, if such breakdown, downtime or outage occurs more than 4 times a year, then the penalty will be doubled.

f) If it is found that the Kiosks and/or displays are playing any other content or portions thereof as against content approved and submitted by NCFE, the amount of time that such content is being played on the digital signage solution will be deemed as downtime/outage and may also attract termination of contract.

#	Activity	Duration	Action if bidder fails SLA
1.	Response time	15 min	Response time in Hrs in excess of 24 Hrs will be penalized at 2 days' worth of prorated support and maintenance cost for every day of delay attributed to the selected bidder. Any fraction of a day will be treated as a whole day.
2.	Resolution time for software issues which can be resolved through Remote Access	24 Hrs	Penalty of two days' worth of prorated support & maintenance cost and the charges for the concerned equipment for every day of outage or downtime of the kiosk/display beyond the agreed resolution time attributed to the selected bidder.

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3.	Resolution time for software issues which requires on site presence	2 days	Penalty of two days' worth of prorated support & maintenance cost and the charges for the digital signage software for every day of outage or downtime of the kiosk/display beyond the agreed resolution time attributed to the selected bidder.
4.	Resolution time for equipment replacement/ repair	2 days	Penalty of two days' worth of prorated support & maintenance cost and the charges for the concerned equipment for every day of outage or downtime of the kiosk/display beyond the agreed resolution time attributed to the selected bidder.

- Response time in Hrs in excess of 24 Hrs will be penalized at 2 days' worth of prorated support and maintenance cost for every day of delay attributed to the selected bidder. Any fraction of a day will be treated as a whole day.
- Delay reconciliation will be carried out after every month.
- Penalty for outage would be doubled if there have been more than four instances of outage in a year.

3.2.6. Insurance Service
- Should be from an IRDAI registered and approved National level insurance company.
- Should be drawn in the name of NISM as the beneficiary.

- The bidder shall stand responsible for settlement of all claims with the insurer and serve as the single point of contact for NISM to settle all insurance claims with the insurer.
- Should be for a period of three years (excluding the project implementation period)
- The bidder shall bear any insurance premium on all the above mentioned equipment for the period of project execution until project is signed off. NISM shall pay the insurance premium for a period of 3 years only after the project is signed off.
- Should be a comprehensive insurance policy covering Theft, Fire, Natural Calamities, Accidental damages & Vandalism and all other perceivable risks.
- Should be a comprehensive policy covering the following equipment:
  ➢ Kiosks (Touchscreen Monitor & PC)
  ➢ Displays of Type I/ Type II
  ➢ Thin clients

3.2.7. Sample Solution

A sample solution comprising of all proposed components shall be deployed by the selected bidder at NISM Bhavan, Vashi for review prior to issuance of purchase order. Installations can only be carried out by the bidder after successful review of the sample solution by NISM. Every component of the sample solution should be exactly the same as that of the proposed solution.

3.2.8. Regular Physical inspections

NISM or its appointed agencies will perform the physical inspection of kiosks and digital displays at regular intervals.

3.2.9. Internet Data Card Service

a) The bidders are expected to carry out a thorough analysis of the service footprint of different service providers available in each state mentioned in Annexure – G.
b) The bidder may propose multiple service providers covering the given states to ensure the high availability and good signal strength.
c) In view of the aforementioned, the bidders are expected to provide a brief Data Card Service Deployment Strategy Statement as mentioned in Section-c of Annexure – C.
d) Bidder may choose 3G, 4G or CDMA internet service provider as appropriate for a given state (Annexure - G).

3.2.10. Project Planning and Sign off

NISM will engage the selected bidder in a comprehensive Project Planning exercise soon after issuance of Purchase Order. The outcome of this exercise is a comprehensive Project Plan covering all project milestones. The entire project will be executed in accordance with the agreed Project Plan. The Project will be signed off following the process prescribed by NISM. The Sign-off of the entire project will be subject to completion of the following key milestones amongst many other aspects:

a) Completion of entire Scope of work as stated in this RFP and formal project sign off in accordance with the process prescribed by NISM.

b) Submission of Performance Bank Guarantee (or Extension of performance bank guarantees as required).

c) Delivery of signed service level agreement for maintenance and technical support service.

3.2.11. Location

1. The entire scope of work as mentioned in Section 3 will be managed by NISM team from the following location:

   National Institute of Securities Markets,
   NISM Bhavan,
   Plot No – 82, sector 17,
   Vashi, Navi Mumbai,
   Maharashtra
   400 703

2. The server component of Digital Signage Software shall be hosted and configured on servers located at the above mentioned address or on a server of a hosting service provider appointed by NISM.

3. All kiosks, displays and thin clients shall be deployed at various locations mentioned in Annexure – G.

3.2.12. Brand Compatibility and Integrated Solution

The bidders must propose appropriate brands of various components meeting the key specifications as mentioned in Annexure-E as **minimum requirements** and also must ensure interoperability of components of proposed brands.

The bidder will stand solely responsible for delivery of a well-integrated solution meeting all the requirements as stated in the RFP.

The final outcome should be a working and fully functional kiosk and digital signage solution as specified in the RFP at each designated location mentioned in Annexure – G.

4. Digital Signage Software Hosting Platform

The proposed digital software must support windows server 2012. NISM will provide hosting platform for the server component of the Digital Signage Software. The hosting platform shall comprise of following:

a) Server with adequate processing power, storage space and memory.
b) Windows Server 2012 – Standard Edition.
c) Internet Leased line with adequate bandwidth.

The bidder is required to install the server component of Digital Signage Software and any other utilities (as required) on the hosting platform, configure the same and make it operational.

5. PRICE VALIDITY PERIOD

The quoted prices for the equipment will remain valid for a period of 6 months from the date of closure of this RFP.

6. DELIVERY PERIOD

The estimated delivery period for the entire scope of work stated in Section-3 and project sign off is sixteen weeks from the date of issuance of Purchase Order. This includes comprehensive project planning, resource mobilization, material delivery, installation and configuration of all components, delivery of other associated services, acceptance testing and Project Sign Off. A delivery schedule will be issued after comprehensive assessment of the site readiness following the issuance of purchase order.

7. ELIGIBILITY & TECHNICAL CRITERIA

The Company/Bidder/Lead Bidder (in case of a consortium) must meet the following criteria. **The proposals of the bidders not meeting these criteria will be rejected.** NISM may ask for supplementary information or additional documents as necessary by email only to address inadequacy of information to develop more clarity at the time of eligibility assessment of each bidder within fifteen days from the date of opening of envelopes containing EMD and eligibility information (Envelope – 1 and 2). NISM is not responsible for any delay in receiving responses or non-receipt of any response from the bidders to such requests. All email correspondence will be addressed to email id mentioned under Section-2.5 (b). In case the bidder fails to respond to NISM's email or no response is received within 3 days, it will be presumed that the bidder has nothing to submit and the RFP will be evaluated based on the available information.

7.1. Experience

Should have carried out installation and configuration of Digital Signage Solution comprising of the Digital Signage Software, Interactive Kiosks and Displays at a scale as stated in Section-3 and must have operated the solution successfully. The Bidder must produce evidence of the said experience in the last 5 years (ending August 2016) as mentioned below.

I. Should have executed three orders of similar nature, each order not less than 1 crore 18 lakhs.

<div align="center">OR</div>

II.   Should have executed two orders of similar nature, each order value not less than 1 crore 48 lakhs.

<div align="center">OR</div>

III.   Should have executed one order of similar nature not less than 2 crores 38 lakhs.

The Bidder/Lead Bidder (in case of a consortium) must enclose copies of Purchase Orders and completion certificate in support of the above. In case of a Lead Bidder, the Purchase Orders must be in the name of the Lead Bidder. This should be submitted in Envelope-2 as stated in Section-2.1.

7.2. Company Turnover

The Bidder/Lead Bidder (in case of a consortium) must have a minimum turnover of 4 Crores 40 lakhs per annum for the FY 2014-15, FY 2013-14 and FY 2012-13 (Please note that the turnover for each year is expected to be a minimum of 4 crores 40 lakhs for similar works as mentioned in this tender document).

The Bidder/Lead Bidder (in case of a consortium) must enclose copies of Audited Company Balance sheet (along with Profit & Loss Account Statement) for the said financial years. In case of a Lead Bidder, the Balance Sheet & Profit and Loss Account Statements must be that of the Lead Bidder Company. This should be submitted in Envelope-2 as stated in Section-2.1.

NISM reserves the right to make enquiries with the parties where similar work has been carried out by the bidder including but not limited to physical site inspection, telephonic as well as email enquiries.

7.3. Scope of Work Confirmation

Bidder/Lead Bidder (in case of a consortium) will provide confirmation regarding scope of work to be executed in the format as stated in Annexure-C.

7.4. Functional Specifications of Digital Signage Software (DSS)

The bidders are required to submit confirmation regarding the functional specifications of the proposed DSS in the format as prescribed in Annexure – F.

All the information pertaining to Section 7.1 to 7.4 will be submitted in Envelope-2 as mentioned in Section 2.1.

8. Performance Bank Guarantee (PBG)

The selected bidder will be required to submit a Bank Guarantee of 10% of the Bid Price (inclusive of applicable taxes) covering the scope of work as stated in Section-3. The Bank Guarantee will remain valid for a period of 3 years from the date of issuance of the purchase order or 36 months from the Project Sign-off whichever is longer. Bank Guarantee will be submitted by the selected bidder within a week of issuance of Purchase Order. The Bank Guarantee will be drawn on a bank located in Mumbai or Navi Mumbai. The Bank Guarantee will be promptly extended by the bidder (if

required) by a suitable period in line with the above mentioned validity period. The bank guarantee from Cooperative Banks will not be acceptable. The Performance Bank Guarantee shall be forfeited if the work is not completed and services are not rendered as per the agreed project schedule and the requirements stated in Section - 3.

9. EVALUATION OF PROPOSALS

9.1. Evaluation Process

The evaluation process will be as follows:

i. Envelope-1 containing EMD will be opened first. If the EMD is found to be in order as per the terms stated in Section-2.3. Then the second envelope of the bidder will be opened.

ii. The Eligibility & Technical Information of all those bidders whose EMD is found to be in order will be checked against the criteria stated in Section-7 for compliance. Also the technical solution proposed by the bidder will be assessed as mentioned in Section-9.2.

iii. The Financial Proposals of only those bidders who meet the eligibility & technical criteria mentioned in Section- 7 and Section- 9.2 will be opened and evaluated by the evaluation committee of NISM. Price bids will be evaluated as stated in Section-9.2

iv. The tender will be awarded to the bidder who has submitted the lowest bid price by the evaluation committee.

All decisions made by the Evaluation Committee of NISM during the above mentioned evaluation process shall be final and binding on all bidders.

9.2. Technical Assessment

Each bidder will be awarded a technical score based on the following criteria

#	Assessment Component	Maximum Score
1.	Functional Specifications of Digital Signage Software (DSS)	70
2.	Solution Demonstration	30
	TOTAL	**100**

Assessment of Functional Specifications of Digital Signage Software

Reference is made to Annexure- F on Functional Specifications of Digital Signage Software. The degree of fitness of the proposed Digital Signage Software to the Functional Requirements of NISM will be assessed based on the following formula:

X1 -> Number of features directly supported by proposed Digital Signage software
X2 -> Number of features for which a workaround is available in the proposed Digital Signage software
X3 -> Number of features not supported by proposed Digital Signage software

Degree of Fitness = $(X1 + X2)/(X1 + X2 + X3)$

Amongst various other criteria as mentioned in Section- 7, the Degree of Fitness must be at least 0.95 for a bidder to qualify for evaluation of his/ her financial bid. This implies that the Digital Signage Software proposed by the bidder is expected to meet at least 95% of the Functional Requirements of NISM for DSS.

Score on "Functional Specifications of proposed DSS" = 70 x Degree of Fitness.

9.2.1. Solution Demonstration

All bidders will be required to demonstrate their solution. The demonstration must be in line with the approach as stated in Annexure –H.
The Evaluation Committee will evaluate the demonstration and award a score out of 30 points to a bidder on the demonstration of the solution.

9.2.2. Total Technical Score

The Total Technical Score awarded to each bidder by the committee shall be the sum of the score on "Functional Specifications of proposed DSS" and the score on "Solution Demonstration".

For a bidder to qualify on the proposed technical solution, the following criteria must be fulfilled:
a. The Degree of Fitness of the proposed DSS must at least 0.95
b. The Total Technical Score must be at least 94/100.

9.3. Evaluation of Price Bids

Reference is made to Annexure – J on price bid. The bid price will be the grand total charges of Hardware and Software, cost of Services and the Internet Data Card service. The bid price will be scrutinized for possible calculation mistakes (if any) and also compliance with the format stated in Annexure –J. Maintenance and Technical Support Service charges shall remain unchanged for 3 years from the date of project sign off. The bidders are required to obtain competitive quotations from Internet Data Card Service provider and quote the same in the proposal without mark up. NISM will pay the bidder for this service based on the invoices submitted by the "Data Card Service" provider.

9.4. Notification to Unsuccessful Bidders

Unsuccessful bidders will be notified by email after the entire procurement process is completed. Any queries regarding an unsuccessful proposal should be mailed to the contact address mentioned in Section-2.5 of this document.

10.   IMPORTANT DATES

Bidders are requested to take note of the following dates:

10.1. Date of Issuance of RFP

The date of issuance of RFP is 27/10/2016

10.2. Pre-bid meeting to seek clarifications regarding the RFP

The pre-bid meeting with all prospective bidders shall be held in the Board Room, 5th floor, NISM Bhavan, Plot no: 82, Sector-17, Vashi, Navi Mumbai. Only two to three representatives of each bidder are requested to attend the meeting. The meeting will be held on 04/11/2016 from 15.00 Hrs. to 17.00 Hrs.

10.3. Date and Time of submission of duly filled and sealed proposal

The duly filled and sealed proposals should be submitted by **17:30 Hrs on 24/11/2016** at NISM Bhavan, Vashi, Navi Mumbai.

10.4. Opening of envelopes containing EMD (Envelope 1), Eligibility & Technical information (Envelope 2)

The envelopes containing **EMD, Eligibility & Technical Information** will be opened on **25/11/2016 at 15.00hrs** in the Board Room, 5th Floor, NISM Bhavan, Vashi, Navi Mumbai.

10.5. Opening of Price Bids

The price bids of the eligible bidders will be opened on **16/12/2016 at 15.00 Hrs** in the Board room, 5thfloor, NISM Bhavan, Vashi, Navi Mumbai.

11. PAYMENT PLAN

NISM will issue a Purchase Order for the project covering the entire scope of work as stated in Section 3. Payment will be as per the terms described below.

#	Deliverable	Payment Terms
1.	**Hardware**	
	Himachal Pradesh	100% payment for all Hardware components (Kiosks, Displays, Thin Client/ Player Hardware, Data card etc.) will be made after delivery, installation, configuration, testing and making it operational for this state. Please see the deployment plan given Annexure - G
		20% of the cost of project implementation services mentioned in price bid shall be paid after successful deployment of the solution at designated locations in Himachal Pradesh

Odisha	100% payment for all Hardware components (Kiosks, Displays, Thin Client/ Player Hardware, Data card etc.) will be made after delivery, installation, configuration, testing and making it operational for this state. Please see the deployment plan given Annexure - G	
	20% of the cost of project implementation services mentioned in price bid shall be paid after successful deployment of the solution at designated locations in Odisha	
Karnataka	100% payment for all Hardware components (Kiosks, Displays, Thin Client/ Player Hardware, Data card etc.) will be made after delivery, installation, configuration, testing and making it operational for this state. Please see the deployment plan given Annexure – G	
	20% of the cost of project implementation services mentioned in price bid shall be paid after successful deployment of the solution at designated locations in Karnataka	
Chhattisgarh	100% payment for all Hardware components (Kiosks, Displays, Thin Client/ Player Hardware, Data card etc.) will be made after delivery, installation, configuration, testing and making it operational for this state. Please see the deployment plan given Annexure - G	
	20% of the cost of project implementation services mentioned in price bid shall be paid after successful deployment of the solution at designated locations in Chhattisgarh	
Maharashtra	100% payment for all Hardware components (Kiosks, Displays, Thin Client/ Player Hardware, Data card etc.) will be made after delivery, installation, configuration, testing and making it operational for this state. Please see the deployment plan given Annexure – G	
	20% of the cost of project implementation services mentioned in price bid shall be paid after successful	

		deployment of the solution at designated locations in Maharashtra
2.	**Digital Signage Software**	
	100% payment for the cost of Digital Signage Software mentioned in the price bid will be made after completion of following tasks: • Delivery, Installation and Configuration of the server component on the designated server at NISM • Deployment of client component of DSS on all Thin Clients/ Media player and Kiosks at all locations mentioned in Annexure -G • Software completely made functional	
3.	**Project implementation Maintenance and Technical Support Service**	
	• This service should be quoted as Annual Charges for a period of 3 years as mentioned in Annexure –J. The three years period is inclusive of first six months on-site support services. • Payment shall be made on prorated monthly basis upon submission of an invoice within the first week of every month for the services rendered in the previous month.	
4.	**Insurance Services**	
	• The charges for insurance services shall be paid after the equipment is insured. • The insurance premium will be paid in advance on an annual basis upon submission of invoice for the same.	
5.	**Data Card services**	
	• Data card charges shall be paid based on actual billing from the service provider on monthly basis. • The data card charges shall be reviewed annually.	
6.	**Payment for additional Kiosks/ Displays**	
	• Payment for the additional kiosks/ Displays and software licenses shall be made based on the quoted charges per unit. • The implementation charges for any additional quantity of Kiosks/ Displays will be paid proportionately to the quoted charges for implementation services of 30 Kiosks and 70 Displays. • Maintenance and Technical support service charges for additional Kiosks/ Displays (if any) shall be paid proportionately to the quoted charges for 30 Kiosks and 70 Displays.	

12. SIGNING OF PROPOSALS

The proposal shall be typed or written in ink and shall be signed (on the cover letter) by a person or persons duly authorized by the bidder to bind the bidder to the contract. All pages of the proposal, except un-amended printed literature, shall be initialed by the person or persons signing the proposal. The proposal shall contain no interlineations, erasures or overwriting except as necessary to correct errors made by the bidder, in which case such corrections shall be initialed by the person or persons signing the proposal.

13. INSPECTION

NISM or its representative will carry out inspection and testing to ascertain the conformity of the goods and services to the stated technical specifications. Should any inspected or tested equipment fail to conform to the specifications or it is not as per the purchase order, NISM may reject them and the bidder shall either replace the rejected goods or make all alterations necessary to meet specification requirements free of cost to NISM.

14. PENALTY FOR DELAY

The bidder must strictly adhere to the project schedule agreed with NISM immediately after issuance of purchase order. On completion of project, project delays will be reconciled and penalty will be imposed for the effective delay attributed to bidder. The bidder shall have to pay penalty to NISM @ One percent (1%) per week of the value of the purchase order inclusive of all taxes, duties levies etc. for late delivery, installation & configuration. There shall be an upper limit of 10% of the gross amount (i.e. total order value) for the penalty to be deducted. The applicable penalty will be deducted from the amounts due for payment. In case of delay beyond 3 months from the agreed project schedule, NISM reserves the right to terminate the contract and recovering the penalty. Also, the Performance Bank Guarantee will be forfeited by the bidder in the event of termination of the contract. The bidder will be asked to remove all equipment pertaining to any work in progress not acceptable to NISM and no charges will be paid for the concerned equipment and services.

In case the kiosks and displays are not functioning as per the Service Level Agreement, during project implementation support & maintenance period, the bidder will have to

pay a Penalty of two days' worth of prorated charges of support & maintenance services for every day of outage or downtime of the kiosk/display. The penalty will be doubled if there have been more than four instances of outage in a year at a particular location. NISM will draft a suitable Service Level Agreement in consultation with the selected bidder to manage the project implementation support and maintenance services. The key aspects of the said Service Level Agreement are provided in Section - 3.2.5.4

If it is found that the Kiosks and/or displays are playing any other content or portions thereof as against content approved and submitted by NCFE, the amount of time that such content is being played on the digital signage solution will be deemed as downtime/outage and may also attract termination of contract.

15. INDEMNITY

The bidder shall indemnify, protect and save NISM against all claims, losses, costs, damages, expenses, action suits and other proceedings resulting from infringements in respect of all hardware and software supplied or any loss suffered to NISM or any other third party.

16. ARBITRATION

In the event of a dispute or difference of any nature whatsoever between NISM and the bidder during the course of assignment arising as a result of this RFP, the same shall be referred for arbitration to the panel of arbitrators. The panel shall be constituted prior to commencement of arbitration and shall comprise of two arbitrators and an umpire. NISM and the bidder shall each nominate an arbitrator to the panel and these arbitrators shall appoint an umpire. Arbitration shall be carried out at NISM office in Navi Mumbai and as per Indian Arbitration Act/Laws.

17. JURISDICTION

The jurisdiction for the purpose of settlement of any dispute of differences whatsoever in respect of or relating to or arising out of or in any way touching the works awarded or the terms and conditions thereof shall be that of the appropriate court in Mumbai. The jurisdiction of any other court in any place other than Mumbai is specifically excluded.

18. FORCE MAJEURE

Should either party be prevented from performing any of its obligations under this RFP by reason of any cause beyond its reasonable control, the time for performance shall be extended until the operation or such cause has ceased, provided the affected party gives prompt notice to the other of any such factors or inability to perform, resumes performance as soon as such factors disappear or are circumvented. If under this clause either party is excused of performance of any obligation for a continuous period of 90 days, then the other party may at any time hereafter while such performance continuous to be excused, terminate this agreement without liability, by notice in writing to the other. In all such cases NISM's decision shall be final and binding on all concerned.

ANNEXURE –A

(This must be enclosed in Envelope-2)

Company Profile

Name of the company	
Legal Status (e.g., sole proprietor, partnership, limited liability partnership, corporation etc., (Attach a copy of the certificate of incor-poration)	
Physical Address	
Business Profile of the company (Attach a separate write-up or brochure that provides details of the business activities of the company)	
Email ID of the company	
PAN Number of the company	
TAN Number of the company	
TIN/VAT Number of the company	
Service Tax	

Registration Number	
Name of the Contact Person with Mobile and land line Number	
Company Name as it appears in its Bank Account	
Bank Account Number	
Type of Account	
Bank Name	
Bank's Branch Address	
Bank Branch IFSC Code	

Signature of the Authorized Signatory of Company
Name:
Designation:
Contact no (Mobile):
Email Id:
Company Name:
Company Seal:

ANNEXURE – B

(This will be enclosed in envelope-2)

Date:

To,
National Institute of Securities Markets,
NISM Bhavan, Plot No: 82,
Sector – 17, Vashi,
Navi Mumbai – 400703.

Dear Sir/Madam,

Subject: <u>Response to the Request for Proposals for Digital Signage and Interactive Kiosk Solution for NCFE (Document Reference No. : NISM/ICT/RFP/06/2016-17).</u>

1. Having examined the Request for Proposals including Annexures, the receipt of which is hereby duly acknowledged, we, the undersigned offer to install and configure the equipment, software and insure all associated services in accordance with the scope of work as stated in Section-3 of the RFP within the cost stated in our proposal.

2. If our proposal is accepted, we undertake to abide by all terms and conditions of this RFP and also to comply with the delivery schedule as mentioned in Section-6 of RFP.

3. We certify that we have provided all the information requested by NISM in the requested format. We also understand that NISM has the right to reject this offer if NISM finds that the required information is not provided or is provided in a different format not suitable for evaluation process or for any other reason as it deems fit. NISM's decision shall be final and binding on us.

4. We, here at, commit to supply additional quantities of all equipment and software stated in the above mentioned RFP at the charges quoted in our proposal for a period of 18 months from the date of project signoff. We also understand that the additional quantity of any of the equipment and software to be supplied will be restricted to a maximum of 50% of quantities stated in this RFP.

Thank you.
Yours faithfully,

Signature of the Authorized Signatory of Company
Name: _____, Designation:_____
Contact no (mobile):_____, Email Id: _____
Company Name: _____
Company Seal: _____

(This letter should be typed on the letterhead of the Company and must be signed by the Authorized Signatory of the Company/Lead Company of the Consortium.)

ANNEXURE – C

Confirmation of Scope of Work

(Fill in <u>all</u> blanks as appropriate)
(Also read Section-3 of the RFP before filling the following Form. The duly filled form must be submitted in envelope-2)

1. COMPANY NAME:

    _____

2. ADDRESS:

    _____
    _____
    _____

3. CONTACT PERSON: _____

4. PHONE NUMBER:_____

5. EMAIL: _____ 6. WEB SITE: _____

We confirm that the following components and services will be delivered in accordance with the Terms and Conditions of the RFP (Document Reference Number: NISM/ICT/RFP/06/2016-17) meeting the stated requirements.

a. Components

#	Component Code	Component Description	Brand	Model	Quantity	Specifications (Either provide Brochures/documents or URL on the Web or write comprehensive specifications)	Specify Additional features if any. Otherwise write "Yes" against each item if the proposed equipment meets specifications stated in Annexure - E of the RFP.
1.	KSK	Kiosk			30		
2.	DSS	Digital Signage Software			100 (70 displays +30 kiosks) client licenses and requisite server license(s) (for kiosk and displays)		
3.	DSP–I	Display type - I			70		
4.	DSP–II	Display Type II			70		
5.	DTC	Internet Data Card			100		
6.	THIN-CLNT	Thin Client/ Player Hardware			70		

NOTE:

- Multiple brand names can be indicated against kiosk if the Touch Screen and the PC inside the kiosk are from different OEMs.
- Similarly multiple Internet service providers can be indicated against Internet Data Card if multiple service providers are being suggested as per the Internet Data Card Service Strategy.

b. Services

#	SERVICE	Confirm (Yes/No)
1.	Delivery and Installation service as stated in Section – 3.2.1.	
2.	Training service as stated in Section -3.2.2.	
3.	Project Management service as stated in Section-3.2.3.	
4.	Required support to NISM team during "Acceptance Testing as per Section- 3.2.4"	
5.	Maintenance and Technical Support Services as stated in Section as stated in Section – 3.2.5.	
6.	Insurance Services as stated in Section - 3.2.6	
7.	Deployment of sample solution to the satisfaction of NISM as per Section- 3.2.7.	
8.	Facilitation of regular inspection work as per Section- 3.2.8.	
9.	Project planning service as per Section- 3.2.10.	
10.	Digital Signage Solution Hosting service as stated in Section- 4.0.	

c. Internet Data Card Service Strategy Statement

We propose the following deployment plan Internet for Data Card Services and to the best of our knowledge and understanding we see it as the most effective plan in terms of high availability and good signal strength.

#	State	District	Quantity	Service provider
1	Himachal Pradesh	Shimla	4	
		Lahaul & Spiti	4	
		Kinnaur	4	
		Chamba	4	
		Kangra	4	
2	Odisha	Khurda	4	
		Jajpur	4	
		Kendrapara	4	
		Mayurbhanj	4	
		Kalahandi	4	
3	Karnataka	Bengaluru Urban	4	
		Belgavi	4	
		Dharwad	4	
		Chigmaglur	4	
		Chamarajanahar	4	
4	Chhattisgarh	Bilaspur	4	
		Dhamtari	4	
		Korba	4	
		Rajnandgaon	4	
		Surguja	4	
5	Maharashtra	Thane	4	
		Pune	4	
		Nashik	4	
		Raigad	4	
		Ahmednagar	4	

Signature of the Authorized Signatory of Company

Name:
Designation:
Contact no (mobile):
Email Id:
Company Name:
Company Seal

ANNEXURE – D
CV Format
(This must be submitted in envelope 2)

NAME: _____

CURRENT DESIGNATION: _____

CURRENT EMPLOYER: _____

EDUCATION (BCA, MCA, B.Sc., M.Sc.,B.E., B.Tech., M.Tech)

#	Degree	University/College	Specialization	Year of passing	Grade

EXPERIENCE (gained at all previous organizations including the current employer):

#	Organization	Designation	From	To	Major Tasks Completed

NOTE: Major tasks completed should be stated comprehensively and this information will be used for evaluation of the relevant experience of the candidate.

Signature of the candidate

Name:
Designation:
Contact no (mobile):
Email Id:

ANNEXURE – E

Detailed Specifications

#	Component Code	Component	Brand
1.	KSK	**KIOSK** **Key Specifications:**	
		a) **General** • 21.5" Dual touch Interactive Kiosk • Space: 3 feet by 3 feet • Mount: Floor mount • Approximate Dimensions: (1400mm H x 500mm W x 450mm B)	NA

		b) **Interactive Touch Screen**
		• 21.5" factory fitted touch Monitor
		• Screen Resolution: 1280 x 1024
		• Display color: 16.7M
		• Contrast Ratio: 1000:1
		• Brightness: 250 nits
		• Response Time: 14ms
		• Dust, water & splash proof
		• Touch Technology: Surface Acoustic wave (SAW)
		• Touch Screen type:
		  • Anti-Glare
		  • Tempered
		  • Dust proof
		  • Water proof
			Elo, Genral Touch, 3M, Zytronics or any other equivalent brands

		c) **PC** • Hard disk: 250GB • Memory: 2GB RAM	Dell, Lenovo, HP

		• Processor: Intel Dual Core CPU or higher • Operating System – Windows /Linux / Android (Must be supported by the proposed Digital Signage Software) • For Industrial Rugged Use (16Hrs/7 days a week) • Form factor: small • Ports: 4 USB port, Ethernet Port, HDMI	
		d) Enclosure • Stylish 1.6 mm Cold Rolled Steel Enclosure Rugged Modular Construction • 5 mm Mountable Base Plate • Powder-Coated Surface • Color: White • 2 cooling fans • Approximate dimensions – 1400H X 500W X 450D (all in mm) • 4 power distribution socket • Should include lock with 3 set of keys and 3 master keys handed over to NISM. • Power chord: 3 pin plug • Power consumption: 36 W (max) • Power requirements: 100-120V AC, 50-60 HZ • The dimensions mentioned above are indicative. However the bidder must propose enclosure of appropriate dimensions to accommodate all components comfortably • Kiosk design is provided in the Annexure-I. • The enclosure must accommodate thin client/player, power adapters, cables, connectors and any such accessories and incidentals.	Any good quality brand subject to prior approval of the sample by NISM.
2.	DSP-I	**Display**	LG,

		Key Specifications: **a) Enclosure** • Stylish 1.6 mm Cold Rolled Steel Enclosure Rugged Modular Construction • 5 mm Mountable Base Plate • Powder-Coated Surface should be white in color • 2 cooling fans • Suitable brackets to mound the enclosure on the wall • Approximate enclosure dimensions – 900H X 1400W X 300 D (all in mm) • The dimensions mentioned above are indicative. However the bidder must propose enclosure of appropriate dimensions to accommodate all components comfortably i.e. the enclosure should accommodate thin client/media player, power adapters, power distribution units, connectors, cables etc. • 5 faces of the enclosure except the one for display shall be covered along with perforations for adequate ventilation • Should include lock with 3 set of keys and 3 master keys handed over to NISM. **b) Display** • 55 inch Display • Screen Resolution: 1920 x 1080 (16:9) • Display color: 16.7M • Contrast Ratio: 5000:1 • Brightness: 450 nits • For Industrial Rugged Use (16Hrs/7 days a week) **c) Power**	Samsung, VU, Panasonic, Sharp, Videocon & Philips

		• Power requirements: 100-120V AC, 50-60 HZ • Power consumption: 100W – 200 W • Power chord: 3 pin plug • Any other accessories and incidentals like cables, power adapters, connectors etc.	
3.	THIN-CLNT	**Thin client/ Player Hardware** **Key Specifications:** a) **General** • Preloaded with Player Software compatible with proposed Digital Signage Software • Preloaded with client component of Digital Signage Software • Hard disk: 16GB • Memory: 2 GB RAM • Processor: Intel Dual Core CPU or higher • Form factor: small • Approximate Dimensions - 200 H x 180 W x 35 D (all in mm) • Ports: 3 USB port, Ethernet Port, HDMI • Power chord: 3 pin plug Adapter of approximate specification to power the Media player if media player is not inbuilt • Loaded with required driver for the proposed Data Card device • Must be Wi-Fi enabled • Any other accessories and incidentals like cables, power adapters, connectors etc.	HP, DELL, Intel, Lenovo, Scala, 3M, Samsung and N-Computing
		• Power adaptors of required specification from reputed manufacturers	HP, Dell, Lenovo, MX
		b) **Operating System** • Windows/ Android/ Linux (Must be supported by the proposed Digital Signage Software)	

NiSM NATIONAL INSTITUTE OF SECURITIES MARKETS

REQUEST FOR PROPOSAL- DIGITAL SIGNAGE AND INTERACTIVE KIOSK SOLUTION FOR NCFE
(CAPEX Model)
(Document Reference No: NISM/ICT/RFP/14/2016-17)

4.	DSP-II	**Display with inbuilt media player**	Samsung, LG and VU
		Key Specifications: **a) Enclosure** • Stylish 1.6 mm Cold Rolled Steel Enclosure Rugged Modular Construction • 5 mm Mountable Base Plate • Powder-Coated Surface should be white in color • 2 cooling fans • Suitable brackets to mound the enclosure on the wall • 3 Power distribution sockets • Should include lock with 3 set of keys and 3 master keys handed over to NISM. • Approximate enclosure dimensions – 900H X 1400W X 300 D (all in mm) • The dimensions mentioned above are indicative. However the bidder must propose enclosure of appropriate dimensions to accommodate all components comfortably i.e. the enclosure should accommodate thin client/media player, power adapters, power distribution units, connectors, cables etc. • Any other accessories and incidentals like cables, power adapters, connectors etc. **b) Display** • 55 inch Display • Screen Resolution: 1920 x 1080 (16:9) • Display color: 16.7M • Contrast Ratio: 5000:1 • Brightness: 450 nits	

		c) Power • Power requirements: 100-120V AC, 50-60 HZ • Power consumption: 100W – 200 W • Power chord: 3 pin plug **d) Inbuilt Media Player** • Preloaded with Player Software • Preloaded with suitable operating system supported by the proposed Digital Signage Software • Preloaded with client component of Digital Signage Software	
5.	DSS	**Digital Signage Software** • Detailed functional specifications are given in Annexure-F • The server component of DSS must support windows server 2012 or any other suitable operating system. • The client component of DSS must support the operating systems mentioned in the specifications of Kiosk, Thin client and Display Type-II (DSP-II) • Must support unlimited number of client licenses. • Can be either a single software or two different software packages to manage the content on displays and kiosks.	Scala, NUSYN, 3M, STREME, Wallflower, Xtreme, i-infinity or any other equivalent software
6.	DTC	Internet Data Card • 1GB data plan • 3G/ 4G/ CDMA • Unlimited Internet Access	Tata, Vodafone, Airtel, Aircel, Idea, Reliance, BSNL, Jio

Interactive Functionality of Kiosk Digital Signage Software

#	Topic	Description
1.	Quiz	• A quiz should be available on the interactive

		screen of the kiosk constantly on the click of a button. • The response provided by the taker of the quiz must be stored in the local PC of the kiosk. • Facility should be available in the DSS. software on the central server to pull the data from the PC of the kiosk at regular intervals or as and when required.
2.	**Feedback**	• A button for feedback must be constantly available in the screen of the kiosk. • A form will be displayed for user's feedback • The feedback information must be saved in the local PC of the kiosk. • A facility will be available in the DSS software on the central server to pull the feedback information from the local PC of the kiosk at regular intervals or as when required.
3.	**Kiosk User Interface**	• Kiosk software should support development of a user interface which includes a home screen with various options to click upon in order to know more about various aspects of financial literacy.
4.	**Usage Statistics Reporting**	• Back-end data such as type of content accessed, usage time, input language, etc. This data must be captured separately for each location. The selected bidder must also submit the data file (.xlsx format) along with the report for further research and analysis.

ANNEXURE – F

Functional Specifications of Digital Signage Software Assessment of Degree of Fitness

#	Topic	Topic Description	Directly Supported (X1)	Work-around (X2)	Not Supported (X3)
A.	**Content Display Functionality**				
1.	**Multi Regions/ Zones**	Will be able to divide them with the screen as required & populate images, videos, flash, etc. using drag-and-drop facility			
2.	**Content Scheduling**	Easy and intuitive interface for scheduling content on as per time, date, display, layout, etc.			
3.	**Video content format**	Video Formats: wmv, avi, mpg, mpeg, flv, mov, mp4, mkv, vob, 3gp			
4.	**Image content format**	Image Formats: jpg, bmp, png, gif, tiff, tif			
5.	**Flash content format**	Flash Format: swf			
6.	**Text content format**	Show static as well as scrolling text (Tickers)			

7.	Webcast	Website, Show feed of live events received via a streaming server or Embedded HTML			
8.	RSS Feed	Changeable interval based updating of RSS Feed			
9.	Stretch to fit videos and images	Should Stretch/Skew any video or image to occupy entire display region without leaving bands at the sides, top or bottom.			
10.	Ticker Characteristics	Tickers Should support UNI code (Multi-lingual support) & can customize font name, font size, font type, foreground color and background color (Gradient & solid) & can scroll in any direction (Right to left, left to right, top to bottom and bottom to top)			
11.	Emergency/Instant Messages	Should support Overriding of scheduled or current content on the screen(s) with emergency messages			
12.	Pre-Crafted Templates	Should support choosing a Ready-to-use template and have relevant and unique content created within minutes. Standardize the			

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		animation, background, effects etc. of your display while changing the content automatically or manually as required any number of times			
13.	**Extensible**	Add gadgets like clock, weather, calendar, etc.			
14.	**Vertical / Horizontal support:**	Should support to Show content in horizontal/vertical formats in any required aspect ratio and resolution			
15.	**Preview**	Preview images, videos and layouts created before scheduling to the screens			
16.	**Playlist Creation**	Should support creation of text and media playlists of static images, web pages and movies as well as elements including visitor information.			
17.	**Playlist Modification**	Should support Drag and Drop ability to create a playlist, modify the position of the files in the playlist.			
18.	**Playlist features**	Playlist should have an option to play the items in sequential or shuffled manner.			
19.	**Individual Playlist**	Should support individual playlists for different parts of the screen			
20.	**Playlist Aggregation**	Create aggregate playlists that help organize and manage your content			

		within sub-playlists.			
21.	**Content Push & Pull**	Supports content push from server or pull from the media player. Content push can be done by button click or at a predefined interval or when content changes. Content pull can happen at predefined periodic interval. Both these feature support sync scheduling to avoid network usage during working hours.			
22.	**Schedule Content**	Schedule/delete content on any player remotely via server.			
23.	**Archive Content**	Facility to archive old digital signage content on the server			
24.	**Repeat Playback**	Option to repeat the playback of a particular layout on any screen on a set day of the week or entire week			
25.	**Multi-screen support**	Play/control multiple screens from one hardware			
26.	**USB Support**	The Thin client/ player hardware must support USB device and should play the content from the			

		USB device in case of non-availability of network connectivity. This will be triggered manually on Thin client			
27.	**Publishing rights**	Inbuilt media approval mechanism to allow supervisors to approve the content before publishing to the players			
28.	**Live monitoring**	See content being played on any remote display/ kiosk in real time			
29.	**Grouping**	Group displays/ Kiosks and schedule same content at once on all displays in the group			
30.	**User Access & Management**	Multi-Level user access, Administrator will have all the rights and he can create users/user groups and assign rights, user access can be provided for a player, group of players or each module like playlist creation, layout management, reports etc. Forgot password option available for users.			
31.	**Content Downloading**	Schedule a convenient time to download content on the player for better bandwidth management. Resume downloads in			

		case of connectivity issues. Bigger files are divided in smaller chunks for transfer. Option to force download. Status display of ongoing content downloading			
32.	**Upload & Download Time**	Information about the contents upload time from the server and media files download time from the player.			
33.	**Local Playback**	Download and store content locally on the player. Play earlier scheduled content in case of lost network connection.			
34.	**System messages on the client**	Never see warnings/errors/update messages of OS or any other application on the screen connected to the Thin client/ Kiosk.			
35.	**Remote Player Control**	View active players on your network & enable or disable any player on the network at any time. Set the different shutdown time and reboot time for all days of a week for the remote players. Reboot on a button click available.			

36.	Schedule/ Control your devices remotely	Turn LFD, Kiosks on/off, aspect ratio, change input source - AV/PC/HDMI/TV, increase/decrease volume, brightness, contrast, etc. from a central location. Turn LFD on/off on a button click as well. Scheduling the Kiosk/ LFD to turn on/ off.			
37.	Software Upgrade on Thin client/ Kiosk remotely	Should allow software updates on Thin client/ Kiosk remotely from central server.			
38.	Reporting	The system should keep a log of events and also usage details. The required information from these log amongst various other items are: storage & Memory utilization on Thin clients/ Kiosks Content activity log Thin client/ Kiosk uptime status report			
39.	Real Time Information – Network Connectivity	Network connectivity status between the media players and the central server, Players current IP Address, last access & last			

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		download.			
40.	**Real Time Information - Connected Devices**	Number of devices connected to the server at current time -> ONLINE			
41.	**Real Time Information - Memory**	Memory utilization on thin client/ Kiosks			
42.	**Hosting Capabilities**	The software should support both hosting options i.e. cloud hosting and hosting on a dedicated server.			
43.	**Limit on number of connections**	No Limit on the number of thin clients/ Kiosks			
44.	**Screenshot**	Should also have feature to obtain the screenshot of remote Display/ Kiosk			
45.	**Automatic Software Restart**	Email & SMS alerts to be sent to NISM if the Digital Signage software service on the central server is not up and running. SMS gateway and mass email services etc. for sending alerts to be provided by the bidder and accounted for in the server software licenses etc.			
46.	**Vernacular language support**	Should support all the vernacular languages for Ticker messages			
47.	**Naming Thin client/ Kiosk**	Thin client/ Kiosk shall be configured with specific names. The digital signage			

		software on the central server should be able to pick the Thin clients/ kiosks name.			
48.	**Number of Thin clients/ Media players/ Kiosks**	The Digital Signage Software must support unlimited number of Thin clients/ Media players/ Kiosks subject to availability of adequate computing and storage capability on the server.			
49.	**Virtual keyboard**	Should have virtual keyboard			
50.	**Kiosk User Interface**	Kiosk software should support development of a user interface which includes a home screen with various options to click upon in order to know more about aspects of financial literacy.			
51.	**Usage Statistics Reporting**	Back end data such as type of document accessed, usage time, input language, etc. This data must be captured separately for each location. The vendor must also submit the data file (.xlsx format) along with the report for further research and analysis.			
B.	**Interactive Functionalities of Kiosk**				
52.	**Quiz**	A quiz should be available on the interactive screen of the kiosk constantly on			

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		the click of a button			
53.	**Quiz - Response**	The response provided by the taker of the quiz must be stored in the local PC of the kiosk.			
54.	**Quiz - Data**	Facility should be available in the DSS software on the central server to pull the data from the PC of the kiosk at regular intervals or as when required.			
55.	**Feedback – Button**	A button for feedback must be constantly available in the screen of the kiosk			
56.	**Feedback – Form**	A form will be displayed for user's feedback			
57.	**Feedback – Information**	The feedback information must be saved in the local PC of the kiosk			
58.	**Feedback - Data**	A facility will be available in the DSS software on the central server to pull the feedback information from the local PC of the kiosk at regular intervals or as when required.			
59.	**Kiosk User Interface**	Kiosk software should support development of a user interface which includes a home screen with various options to click upon in order to know more about various			

		aspects of financial literacy.			
60.	**Usage Statistics Reporting**	Back-end data such as type of content accessed, usage time, input language, etc. This data must be captured separately for each location. The selected bidder must also submit the data file (.xlsx format) along with the report for further research and analysis.			
		TOTAL			

NOTE:

- Please note that part-B of Annexure-F provides high level requirements of Kiosk Application.
- The selected bidder will conduct comprehensive requirements gathering sessions with key users and arrive at specific functional requirements within the scope defined by the above mentioned high level requirements.

Degree of Fitness Assessment

The degree of Fitness to Functional Specifications of Digital Signage Software as required by NISM will be assessed based on the following formula

$X1$ -> Number of features directly supported by proposed Digital Signage software
$X2$ -> Number of features for which a workaround is available in the proposed Digital Signage software
$X3$ -> Number of features not supported by proposed Digital Signage software

Degree of Fitness = $(X1 + X2)/(X1 + X2 + X3)$
Cutoff Ratio >= 0.95

The above formula implies that the proposed Digital Signage Software is expected to meet at least 95% of the Functional Requirements of NISM stated in the above mentioned table.

ANNEXURE –G
Digital Signage Deployment Plan

NISM will decide the list of cities/towns where the Kiosks and Displays need to be deployed soon after purchase order is issued. The selected bidder shall also be provided with the address of the designated premises. The following table presents the deployment plan of Kiosks and Displays in terms of count.

| State | Displays | | | | | | Kiosks | | | | | | Total |
| | Bank branches | | Community Health Centres | | Post Offices | | Schools | | RSETIs (Rural Self Employment Training Institutes) | | Industrial Training Centres (ITIs) | | |
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	
Himachal Pradesh	1	4	1	4	1	3	1	1	1	1	1	1	20
Odisha	1	4	1	4	1	3	1	1	1	1	1	1	20
Karnataka	1	4	1	4	1	3	1	1	1	1	1	1	20
Maharashtra	1	4	1	4	1	3	1	1	1	1	1	1	20
Chhattisg	1	4	1	4	1	3	1	1	1	1	1	1	20

arh												
Total	5	20	5	20	5	15	5	5	5	5	5	5	100

Districts/ States	Maharashtra	Himachal Pradesh	Karnataka	Odisha	Chhattisgarh
Urbanized	Thane	Shimla	Bengaluru Urban	Khurda	Bilaspur
Rural	Pune	Lahaul & Spiti	Belgavi	Jajpur	Dhamtari
Rural	Nashik	Kinnaur	Dharwad	Kendrapara	Korba
Rural	Raigad	Chamba	Chigmaglur	Mayurbhanj	Rajnandgaon
Rural	Ahmednagar	Kangra	Chamarajanagar	Kalahandi	Surguja

NOTE

- All kiosks and digital displays must be installed in not more than 5 districts in a state.

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ANNEXURE –H

Approach for Solution Demonstration

Bidders are required to demonstrate the proposed solution. The demonstration is required to be in line with the following guidelines:

A. Scope of Demonstration

A proof of concept needs to be demonstrated comprising of the following components:

#	Component	Remarks
1	Kiosk	a) To be arranged by the Bidder. b) It is preferable if the bidder can arrange the proposed Brand and Model of the device.
2	Display with inbuilt Thin Client	a) To be arranged by Bidder. b) It is preferable if the bidder can arrange the proposed Brand and Model of the device.
3	Thin Client / Player Hardware	a) Thin Client / Player Hardware to be arranged by the Bidder if it is proposed as a separate unit in conjunction with a Normal Display. The normal display can be arranged by NISM. b) It is preferable if the bidder can arrange the proposed Brand and Model of the Thin Client / Player Hardware.
4	Digital Signage Software	The bidder has the following choices: a) The server part of the Digital Signage Software shall be hosted and configured on a dedicated server installed at a location of the selected bidder's choice or on the cloud. b) The client part of the Software needs to be installed on the Thin Client / Player Hardware. c) The bidder is required to demonstrate all the features as stated in Annexure- F of the RFP as bare minimum. Any additional features can

		also be shown.
5	Data Card	a) NISM will arrange the Data Card or the bidder may arrange it as necessary. b) The bidder is required to demonstrate the solution using the Data Card.

B. Location

The bidders are preferably required to arrange the demonstration at NISM office in NISM Bhavan, Navi Mumbai. Alternatively, the bidders may also arrange the demonstration at a suitable location in Mumbai or Navi Mumbai other than at NISM Bhavan.
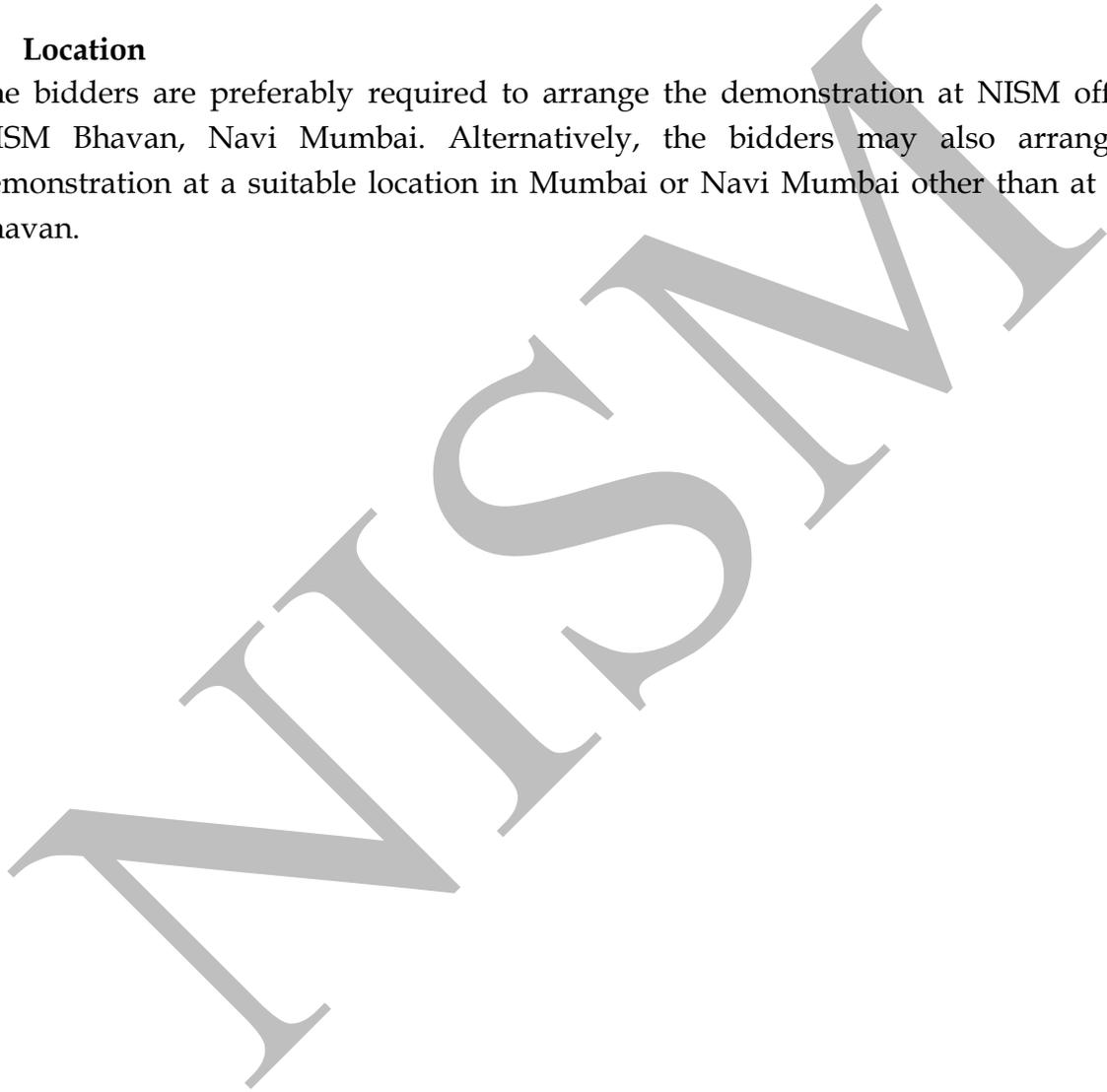
ANNEXURE –I

Kiosk Design

ANNEXURE – J
Price Bid

(This will be submitted in envelope–3)

a) Hardware and Software charge with display option-1 (DSP-I)

# (1)	Product Code (2)	Product Name (3)	Brand (4)	Model (5)	Qty (6)	charge per month per unit (inclusive of taxes)(Rs.) (7)	Duration (in months) (8)	Total charge (inclusive of taxes) (Rs.) (6) x (7) x (8)
1.	KSK	Kiosk			30		36	
2.	DSS*	Digital Signage Software 100 (70 displays +30 kiosks) client licenses and requisite server license(s) (for kiosk and displays)			01		36	
3.	DSP-I	Display Type – I			70		36	
4.	THIN- CLNT	Thin client/ Player Hardware			70		36	
							Total (a)	

b) Hardware and Software charge with display option-2 (DSP-II)

# (1)	Product Code (2)	Product Name (3)	Brand (4)	Model (5)	Qty (6)	charge per month per unit (inclusive of taxes)(Rs.) (7)	Duration (in months) (8)	Total charge (inclusive of taxes) (Rs.) (6) x (7) x (8)
1.	KSK	Kiosk			30		36	
2.	DSS*	Digital Signage Software 100 (70 displays +30 kiosks) client licenses and requisite server license(s) (for kiosk and displays)			01		36	
3.	DSP-II	Display Type – II (Display with inbuilt media player)			70		36	
							Total (b)	

NOTE:

- The above mentioned charges should include incidentals and accessories like cables, power adapter, connectors as required.

- * If the bidder is providing a solution that has two different client server software solutions for kiosks and digital displays, the server and client license components should incorporate the cost of both of these licenses.

c) Services

#	Service Component	Quantity (2)	Unit Cost (Inclusive of taxes) (Rs.) (3)	Total Cost (inclusive of taxes) (Rs.) [(2) x (3)]
1.	Training as per Section 3.2.2	1		
2.	Project Implementation services (covers services mentioned in Section – 3.2.1, 3.2.3, 3.2.4 and 4.0)	1		
3.	Maintenance and Technical Support Services: Annual charges for Maintenance and Technical support services as mentioned in Section -3.2.5	3 years		
4.	Insurance service: Annual insurance premium for the components as stated in Section – 3.2.6	3 years		
			Total (b)	

NOTE: The unit cost for item- 3 & 4 are the Annual charges.

d) Internet Data Card Service

Internet Data Card service charges shall be paid based on actual bills raised by the Internet Data Card provider.

#	State	District (2)	Service provider (3)	Quantity (4)	One time device cost (Inclusive of all taxes) (Rs.) (5)	36 months		Charges per data card per month (Inclusive of all taxes) (Rs.) (8)	Total (Inclusive of all taxes) in (Rs.) = item(4) * [item(5)+ { item(7) * item(8) }]
						No of months of free service (6)	Remaining months (7)		
1	Himachal Pradesh	Shimla		4					
		Lahaul & Spiti		4					
		Kinnaur		4					
		Chamba		4					
		Kangra		4					
2	Odisha	Khurda		4					
		Jajpur		4					
		Kendrapara		4					
		Mayurbhanj		4					
		Kalahandi		4					
3	Karnataka	Bengaluru Urban		4					
		Belgavi		4					
		Dharwad		4					
		Chigmaglur		4					
		Chamarajanahar		4					
4	Chhattisgarh	Bilaspur		4					
		Dhamtari		4					
		Korba		4					
		Rajnandgaon		4					

		Surguja		4					
5	Mahar ashtra	Thane		4					
		Pune		4					
		Nashik		4					
		Raigad		4					
		Ahmedna gar		4					
								Total (c)	

Note: Internet Data Card service charges shall be paid based on actual bills raised by the Internet Data Card provider.

e) Grand Total with display option-1 (DSP-I)

#	Cost Component	Total Cost (inclusive of taxes) (Rs.)
1.	Hardware and software Cost {Total (a) }	
2.	Services Cost {Total (c) }	
3.	Internet Data Card Service {Total (d)}	
	Grand Total (e)	

f) Grand Total with display option-2 (DSP-II)

#	Cost Component	Total Cost (inclusive of taxes) (Rs.)
1.	Hardware and software Cost {Total (b) }	
2.	Services Cost {Total (c) }	
3.	Internet Data Card Service {Total (d)}	
	Grand Total (f)	

g) Unit client license charges for DSS

#	Cost Component	Total Cost (inclusive of taxes) (Rs.)
1.	Unit client license charges	

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Note:

- The above will be required in case we deploy additional client equipment (Kiosk/ Display)
- If the bidder is providing a solution that has two different client software solutions for kiosks and digital displays, the unit client license charges for kiosk and displays must be shown separately.