

Clarification to Queries for EOI-cum-RFQ on Shortlisting of Agencies for Partnering in Dilli Bazaar initiative

S.No.	Query	GNCTD's response
1. Octashop eRetail Services Pvt Ltd		
1	What would be agreement period of MSP/SI, this will help to send the commercials	The Applicant should make suggestions as per the listed scope of work in the presentation. Currently, the agreement period is envisaged to be for 5 years extendable upto 2 years or more basis mutual agreement.
2	Please do let us know more on the Microsite of the seller. Would seller configure the microsite on their own? Template could be provided to them. OR if MSP/SI has to create microsite for each seller? Then how many microsities are created	The Microsite Template is expected to be provided by the MSP/ SI to enable relevant data capture while on-boarding of Sellers, which may be further utilized for the development/designing of microsite/storefront for each seller onboarded on the portal. The portal aims to onboard a million sellers, in phases, over a period of two years or earlier.
3	More information on Inventory Management Service. Is MSP/ SI has to integrate with Inventory Management module or ERP.	The MSP/ SI is expected to enable Inventory Management Service for the Sellers. The portal architecture is expected to have capability to integrate with ERP and Inventory management modules for the Sellers. The Applicants should suggest possible methodology/ approach towards inventory management service in the presentation.
4	What are the points you need to cover under Compliance with security standard?	All the statutory compliances which are mandatory like SSL certifications, PCI DSS etc. are applicable. The Applicant should enumerate different types of technologies which could be leveraged for maintaining the best security standards.
5	Need to know more on Risk mitigation plan.	As per Clause 4.5, Page 14, the Applicant is expected to suggest possible risks related to portal development and maintenance, analysis and planning for the associated risks, monitoring, and control measures to be adopted.

6	Need to discuss on Partner Management & Compliance Management	Query is not very specific, however please refer to Clause 2.1, Page 8.
7	Need to discuss more, what information should be required in "Presentation for Qualification". Is Annexure –II. response to be mentioned here?	Please refer to Clause 4.5, Page 14. The presentation should contain suggestions under the twelve presentation heads given in Clause 4.5. The presentation should be in Microsoft-PPT format. Annexure II- No response required.
8	In the S.No 3:- To discuss more, need clarification.	Query unclear.
9	Is this signify that presentation will only happen for the shortlisted MSP/SI after the completion of EOI – Cum – RFQ process. So at present not require to send the PPT on the same. Please clarify?	Yes, the presentation is to be submitted as a part of EOI-cum-RFQ shortlisting process. Please refer to Clause 4.2(b), Page 13. It is required by the MSP/SI to submit a presentation covering the areas mentioned in Clause 4.5, Page 14. For making the presentation as per Clause 4.5, GNCTD may decide to invite only the Applicants prequalifying under Clause 4.4. The exact schedule and time for the presentations will be decided and shared after the examination of all the Applications.
10	Annexure 1, In "To" --- whom it should be addressed.	Commissioner Industries, Industries Department, Government of National Capital Territory of Delhi Department of Industries, Office of the Commissioner of Industries, 419, FIE, Udyog Sadan, Patparganj Indl. Area, Patparganj, Delhi-110 092 Website: www.industries.delhigovt.nic.in , Phone: +91-11- 22157034
2. KeStone Global		

11	How many sellers are expected to onboard the platform in the first phase	As per the current plan, it is envisaged that the Sellers shall be onboarded in a phased manner starting with onboarding of Sellers from few iconic markets of Delhi. The portal aims to onboard a million Sellers in phases over two years or earlier.
12	What will be the phase-wise development that is expected out of a MSP? –	The phase-wise development plan is to be suggested by the Applicant in the submission. The aim is to launch the portal/buyer/seller apps preferably within 3 months of award of work. Please refer to Clause 4.5, Page 14, Presentation Head no.1.
13	What all will be the key validation parameters for onboarding a seller/ service provider? For example, GSTIN, Udyog Aadhar, IEC, etc.	The Seller onboarding plan envisages a robust verification & validation (reference check) mechanism by market associations, RWAs or any other stakeholder. Further details on the same shall be shared in due course of time. The Applicants should make suggestions in the presentation.
14	Will the responsibility of MSP include convincing the seller/ service provider to be part of the portal or will it be taken up by the Market associations?	The Applicant is expected to suggest new ideas and strategies for Seller onboarding in the presentation. Please refer to Clause 4.5, Page 14.
15	Once the buyer enters the keyword i.e. product/ market/ location, will the seller listing be in alphabetical order or according to popularity? –	The Applicant is expected to suggest best practices which could be adopted for neutral/ non-discriminatory listing in the presentation.
16	Will we have any paid listing option as well for sellers interested in appearing in the top search results?	The Applicant should provide suggestions on the same in the presentation.
17	In the B2B transaction, will the buyer also be validated? For example, will they have to register themselves as business buyers with their company details? –	The current plan envisages a separate onboarding for B2B buyers to capture relevant customer/ buyer data as required by a Seller. The Applicant is expected to suggest ideas/ approach which could be followed for validating B2B buyers in the presentation.

18	Can we get an extension on the timeline for application submission till the 21 st of April 2022? Getting into legal understanding with partners for bidding in the consortium will take time.	Please refer to Corrigendum.
19	Can you please specify/ clarify the nature of 100,000 transactions that are referred in the requirement criteria?	The number refers to the total online customer transactions on the quoted platform.
3. C1 India Pvt Ltd		
20	This criterion describes that department is looking for a existing platform which is capable of 10,000 user accounts a day. Our Solution do have the capability of handling more than 10,000 user accounts on a day as per the requirement. Kindly clarify the above-mentioned criteria.	Query unclear.
21	This criterion describes that department is looking for a existing platform which is capable of 10,000 user accounts a day. Our Solution do have the capability of handling more than 10,000 transactions on a day as per the requirement. Kindly clarify the above-mentioned criteria.	Query unclear.
22	Kindly Clarify if the qualification criteria would be similar for all types of bidder or any MSME/Start-ups will be getting required exemption as per GOI Guidelines	Please refer to Clause 4.5, Page 15. Startups registered with any Government authority will need to score a minimum of 80 marks to be declared shortlisted. These Startups may not meet the experience and capability requirement under Clause 4.4, Page 14.
23	Kindly Clarify the revenue model to be followed by the department for this work.	The Applicant should suggest a sustainable business model in the presentation. Please refer to Clause 4.5, Page 14, Presentation Head no. 3.

24	Kindly elaborate more on this unconditional declaration	The declaration is towards Unconditional Acceptance of all terms & condition of the EOI-cum-RFQ document.
25	We have received the EOI today itself and need some more time for deep evaluation of the EOI related to Scope of work and technical specifications. Request the department to allow us further extension to send more queries.	Open House was conducted on 7th March 2022 and further extension for query submission has already been given till 24:00 hrs, 7th March 2022
26	Based on the Pre-bid Queries response we would require some more time to prepare the exact estimation. Request the department to extend the bid submission deadline by at least one more week from the current deadline (21.03.2022, 1800 hrs)	Please refer to Corrigendum.
4. Oasys		
27	API integration – Ability to integrate with multiple partners and utilize APIs to standardize integration, improve communication and facilitate transaction across applications and devices Hope all the API for integration would be provided by the department.?	The expected role of the MSP is to design, develop, operate, manage and maintain the entire program, including the digital portal as well as other services. (Please refer to Clause 1.2, Page 6). The MSP should coordinate with the required partners for desired integration as per Clause - Partner management in Clause 2.1, Page 8. The APIs are expected to be provided by the respective partners.
28	Grievance Handling: The MSP is expected to create a grievance redressal system to address all grievances. This will include a comprehensive solution for all disputes faced by the partners, market associations, sellers, and buyers. How many calls would be handled per day? What are the languages to be known by the staff?	The Applicant is expected to provide suggestions on the grievance handling system. The number of calls will eventually depend on the total number of users in the platform. Hindi & English language could be considered initially, applicant should further suggest on the same. The aim is to provide a robust Grievance redressal cell to address grievances/ issues of all the stakeholders including partners, Market Associations, sellers, and buyers.

29	<p>The partner is expected to conduct offline trainings & workshops for sellers & market Associations while providing constant technical help to use their platform and Integration facilities. The partner may record all the transactions related to Dilli Bazaar sellers, to be made available on real-time basis.</p> <p>How many levels of training would have to be conducted? Number of resources to be trained?</p>	<p>The Applicant is expected to suggest new ideas and strategies for Seller onboarding including training and capacity building programmes in the presentation. Please refer to Page 14, Clause 4.5, Presentation head no. 2.</p>
30	<p>Showcased Platform should have successfully managed at least 100,000 transactions on a day. In case of Consortium, any one of the members may meet the requirements related to a Platform.</p> <p>Need relaxation on this.</p>	<p>It is expected that in case of Consortium, any one of the members may meet the transactional requirements related to a Platform.</p>
5. Happiest Minds		
31	<p>What is the expected start date and duration of the project?</p>	<p>The Applicant should suggest timelines as per the listed scope of work in the presentation. Please refer to Clause 4.5, Page 14, Presentation Head no.1. The aim is to launch the portal/buyer/seller apps preferably within 3 months of award of work.</p>
32	<p>Are there any specific technology preference?</p>	<p>The Applicant should suggest the technologies which can be leveraged to build the portal in the presentation.</p> <p>It is envisaged that the portal architecture and technology used must be compliant with ONDC framework (Open Network for Digital Commerce).</p>
33	<p>Assuming provider will be responsible to host the application; is there any preference for the application hosting environment– Cloud/On Premise Data Center?</p>	<p>The Applicant should give suggestion on the most viable option for hosting the application in the presentation.</p>

34	Is there any expected duration of support after the Go live?	The Applicant is expected to suggest possible timelines in the presentation. The aim is to launch the portal/buyer/seller apps preferably within 3 months of award of work.
35	How many Sellers and Buyers are expected to on board in 1 yr, 3 yrs, 5 yr time frame?	As per the current plan, it is envisaged that the Sellers shall be on-boarded in a phased manner starting with onboarding of Sellers from few iconic markets of Delhi. The aim is to launch the portal/buyer/seller apps preferably within 3 months of award of work. The Applicants should include possible methodology/ approach for phased onboarding of sellers in the presentation.
36	Do you want to capture customer journey at all touch points such as prior, during & after the purchase of a product ?	The Applicants should include possible methodology/ approach in the presentation.
37	Do you want to capture quantitative data (KPIs) such as NPS , CLTV , customer attrition rates etc or other financial / Operation metrics that will give details about consumer journey to Sellers ? Will the KPIs be managed by each stores / entities ?	The microsite could feature an independent dashboard capturing all the relevant sales data. The microsite ownership would lie to individual/ respective Sellers. The Applicants should include their suggestions in the presentation.
38	Do you want to offer customers to use loyalty points across private label & brands?	The proposed plan envisages a broad seller-centric approach, where a Seller could adapt their own marketing strategies for their microsities. Additionally, the Applicants should include their suggestions in the presentation.
39	Analytics reports, Recommendation engine, personalization features need historical data points. Do you have enough data points to perform Analytics?	Query unclear. Please refer to Clause 2.1 for listed scope of work.
40	Do you want to have the capability to pick up goods at store (BOPIS) Or curbside pickup or store in a locker ?	The Applicants should include their suggestions in the presentation.

41	Do you want to have the capability to re-target the customers who abandoned carts in last few visits ?	The portal plans to provide a Seller Dashboards and these facilities/features could be included in the development process by the MSP. Additionally, the Applicants should include their suggestions in the presentation.
42	Do you have any mandate of finish timeline?	The aim is to launch the portal/buyer/seller apps preferably within 3 months of award of work.
43	Have you procured the softwares ? If yes , could you please list down	None have been procured, the Applicants needs to procure relevant software and further should provide their proposals on the software requirements.
44	Will Each store have their own marketing strategy to attract customers or will it be managed centrally? If by each store, does each Microsite will have feature to attract customers by pull or push marketing (such as SEO, social media marketing et al)	The proposed plan envisages a broad seller-centric approach, where a Seller could adapt their own marketing strategies for their microsites. Additionally, the Applicants should include their suggestions in the presentation. The aim of the portal is to provide an online 'Bazaar' to the Sellers of Delhi on Zero commission model.
45	Will you allow transfer of product from one store to another when there is a stockout situation?	It would be preferable to allow transfer of products. Further, the Applicant should suggest feasibility and possible approach/ methodology on the same.
46	Do you intend to operate in MTO ("make-to-order") Mode along with MTS ("Made-to-Stock") Model ? ie , Do you want to provide customers the ability to "Customize" the product online ?	The proposed plan envisages a broad seller-centric approach, where a Seller could adapt and build their microsite as per their requirement. This MTS & MTO mode could be allowed as a useful proposition for Sellers. The Applicants should include their suggestions in the presentation.
47	What are the integration requirements	The integration primarily focuses on facilitating e-Commerce, payment and logistics on individual Seller's microsite, with the Seller solely accountable for related liabilities. The Applicants should suggest possible approach/ methodology as per their understanding of the project requirement in the presentation.

48	Can you please share some of the To-Be Business process documents to understand the Complete ecosystem?	Query unclear. The Applicant may provide suggestions on the To-Be Business processes.
49	How many transactions / day we expect the marketplace will support in year 1 , year 3 , year 5 post GO-LIVE ?	The plan aims to onboard more than a million Sellers on the portal. Buyer related data is difficult to comprehend at this stage.
6. Go Frugal		
50	Is it mandatory to participate as a MSP?	Please refer to Clause 1.2, Page 6, as per which an Applicant may choose to collaborate with GNCTD as being one or more type of Partner. The Applicant's decision to participate as any or all the four Partners may be based on its interest and capability.
51	Can we participate as Seller App provider alone?	Query unclear. Refer to clause 1.2, Page 6 and may apply.
52	Are we expected to identify the MSP and submit a proposal together or Dilli Bazaar will select a MSP for us to join hands and work together?	Please refer to Clause 1.2, Page 6, as per which an Applicant may choose to collaborate with GNCTD as being one or more type of Partner. The Applicant's decision to participate as any or all the four Partners may be based on its interest and capability. The Applicant should make suggestion on possible model and terms of partnership between GNCTD and the various Partners.
53	Can Seller App provider be a consortium?	Query unclear. Refer to clause 1.2, Page 6 and may apply.
54	How is the catalogue listing going to be? Is it Category driven or Search driven?	The proposed plan envisages advanced search capabilities with location, category, market and product driven approach. The Applicant should provide suggestions on the same.
7. Bikayi		

55	What's going to be the role of e-commerce platforms? What would be the level of integration? How is the integration going to benefit the merchants?	The e-Commerce partner is expected to provide e-commerce solution, through hyperlinking or full. Please refer to Scope of work, Clause 2.2. Integration to the seller storefront: Please refer to Clause 2.2 for details.
56	What kind of commercial arrangement does the govt foresee for the various partners in the ecosystem (sellers, market associations, MSP, e-commerce, Payment gateway, logistics)?	The Applicant should make suggestions as per the listed scope of work in the presentation. Please refer to Clause 4.5, Page 14, Presentation Head no.1.
57	For the sellers / merchants who already have an online storefront in place, would they be required to create another storefront to be a part of Dilli Bazaar portal? If not, which party would be responsible for integrating individual sellers' storefronts to the portal?	The proposed plan aims at providing all the services which can ease the business process for a Seller, with a sole aim to provide affordable online services to the Seller. The Applicant should include suggestions in the presentation.
58	Which party / partner would be responsible for getting traffic / visitors to the Dilli Bazaar portal? How would the digital marketing of the platform be financed?	The Applicant should provide suggestions in the presentation.
59	How would any new features / developmental effort (post the initial scope) be financed?	The Applicant should suggest the business model to be adopted.
60	Does the government plan to have a governance body to oversee the operations of the Dilli Bazaar portal?	The government will have a governance mechanism to oversee/ monitor the operations, further the Applicant should make suggestions in this regard.
8. Phi Commerce Private Ltd		
61	The sellers would also need to be onboarded with the Payment Gateway provider. Kindly demarcate on the roles and responsibilities between Market Association, MSP and the payment gateway provider.	The roles of MSP and Payment gateway has been provided in the EOI cum RFQ document, please refer Clause 2.1 & 2.4 for further details. Applicants should provide their suggestions on the role of Market association (if any).

62	Please provide more details on training requirements for Sellers	Organising offline & online awareness programs to encourage technology adoption for Sellers along with hybrid training sessions at frequent intervals focusing on Integration functionalities (as & where necessary).
63	Kindly share more details on compliance with the account aggregator framework.	The partner is expected to be compliant with the RBI guidelines/ regulations with respect to Account aggregator to enable easy data access for potential financial services. Additionally, the Applicants should share their perspective/ suggest possible approach in the presentation.
64	The Application may contain: Please provide more details on the presentation for Qualification. We understand the application needs to include confirmation of eligibility as per section 4.4. Would you also like the presentation as per section 4.5 to be included in the submission?	Yes, presentation is to be submitted as a part of EOI-cum-RFQ. The Applicant is required to submit a presentation covering the areas mentioned in the Presentation head, Clause 4.5, Page 14 along with the eligibility requirements (Reference Clause 4.4, Page 13).
65	Catering to B2B and B2C, including exports Kindly share more details on payment requirements for exports	The Applicant should suggest possible methodology/ approach on how to promote exports through this portal.
66	Annexure We assume annexure B, C and G will not be required in case the application is for a single service / partner. Can you please confirm.	Annexure B: Applicable for all Annexure C and G is specifically applicable for Consortiums only
67	Eligibility In case of a consortium application, Could you select some or all of partners or the whole consortium will be selected / rejected?	Please refer to Section 2, Page 7 along with Clause 4.5, Page 14. If the Applicant is a Consortium, the entire Consortium will get shortlisted or otherwise (not the individual members). Please also refer to Clauses 3.1.7-3.1.9, Page 9.

9.Pinelabs		
68	Will Department of industries open a bank account. If yes than with Pvt or PSU MNC or any preferred bank to name with?	The Applicants are advised to suggest possible methodology/ approach in the presentation.
69	Who will bear the txn fee cost or Payment Gateway Charges? Will it be DOI or customers?	The Applicant should provide suggestions in this regard in the presentation.
70	Can Payment aggregator apply for only Payment Gateway services.	The Applicant should suggest the business model to be adopted in the presentation.
71	Point 2.4 Page (What type of training and awareness needs to be given) Pls explain in detail?	Organising offline & online awareness programs to encourage technology adoption for Sellers along with hybrid training sessions at frequent intervals focusing on Integration functionalities (as & where necessary).
72	Point 1.2 (d) To provide electronic payment service solution, through hyperlinking or full integration or both has to be provided. Pls explain in detail what is needed?	The Applicant should give suggestions for the easing the transaction journey.
73	Currently in which bank Department of Industries is having account with	Query irrelevant.
74	The Document mentions that "The partner may have financial and transactional data/ information to be compliant with Account Aggregator framework to enable easy data access to Account Aggregators & Financial lenders." – Need more clarity from account aggregator framework.	The Applicant's framework should be compliant with the RBI guidelines/ regulations with respect to Account aggregator to enable easy data access for potential financial services. Additionally, the Applicant should share its perspective and suggestion in the presentation.

75	<p>By ONDC complaint portal: Do you mean that sellers onboarded on dilli bazaar portal should be able to leverage benefits offered by ONDC network (For e.g. more discoverability for sellers, leverage logistic partners through ONDC network)</p> <p>· So corresponding workflows to be built in the portal to leverage ONDC network?</p>	<p>The portal is being contemplated to be ONDC compliant, thereby providing enhanced discoverability of the sellers and products. The Applicant should provide suggestions in this regard.</p>
76	<p>Elaboration on scope of work for E-commerce partner - pt. 2.2</p>	<p>Please refer to Section 2, Page 7.</p>
77	<p>In case of MSP, will the software license/lps continue to remain in the name of the MSP?</p>	<p>The Applicant should make suggestion in the presentation.</p>
78	<p>Guidance on commercials, is there a pricing format that will be provided for applicants to populate?</p>	<p>The Applicant should suggest the business model in the presentation as per Clause 4.5, Page 14.</p>
79	<p>Annexure II – References - Elaboration on pt 11 ‘Export’ module</p>	<p>The Applicant should suggest possible methodology/ approach on how to promote exports through this portal.</p>