



MINISTRY OF HOUSING, LAND AND URBAN DEVELOPMENT
MALE', REPUBLIC OF MALDIVES

Iulaan no: (IUL)471-CDS3/1/2024/20

TERMS OF REFERENCE

BULK SMS SERVICE FOR ONE YEAR

1. GENERAL INFORMATION AND BACKGROUND

The Ministry of Housing, Land and Urban Development (MHLUD) recognizes the importance of effective communication with the public and stakeholders. In line with this, the Ministry intends to procure Bulk SMS services for one year to disseminate timely information, updates, and notifications regarding housing, land, and urban development matters.

2. ELIGIBILITY REQUIREMENTS

1. The provider must be legally registered and certified by the Communication Authority of the Maldives (CAM) for providing SMS services within the region.
2. The product must incorporate robust security measures, including but not limited to Multi-Factor Authentication (MFA). It should comply with industry-standard security protocols and encryption practices to ensure the confidentiality and integrity of transmitted data.
3. The provider must have a local technical support team available to provide prompt assistance when needed. The technical support personnel should be accessible for in-person support, if required, to address critical issues promptly and effectively.

3. GENERAL REQUIREMENTS

1. Bulk SMS Platform Setup: Procure and set up a reliable Bulk SMS platform capable of sending SMS messages to a large number of recipients efficiently.
2. SMS Campaign Management: Design, schedule, and manage SMS campaigns to disseminate information to targeted audiences regarding housing policies, land-related announcements, urban development initiatives, and other relevant updates.
3. **A SMS allowance of 100,000 per month shall be provided, with the option to send additional SMS with a charge. The charge shall be below 0.20 Laari per SMS and excess limit shall be mentioned in the proposal.**
4. The SMS platform shall be able to integrate with the different portals of the ministry.
5. The REST API should support token-based authentication mechanisms to authenticate and authorize API requests. The admin user should be able to easily obtain an API key using the application.



6. The API should provide clear and consistent error messages and HTTP status codes to indicate the outcome of API requests. Standardized status codes such as 200 (OK), 400 (Bad Request), 401 (Unauthorized), 404 (Not Found), and 500 (Internal Server Error) should be used to convey the result of API operations.
7. Comprehensive API documentation should be provided to guide developers on how to use the API effectively. Documentation should include detailed descriptions of endpoints, request and response formats, authentication procedures, error handling, and usage examples.
8. The application should provide robust features for managing contacts, including the ability to import contacts in various formats (e.g., CSV, Excel). Users should be able to create, update, and group contact lists efficiently.
9. The application should support multiple users and robust user management functionalities. Admin user should have the ability to create, modify, and deactivate users as needed.
10. The application should allow customized packages based on the requirement.
11. Access to messages, sender IDs and contacts should be limited to authorized users with appropriate permissions.
12. The application should provide real-time login alerts to notify users of new device logins via email whenever a new device is used to log in to their account. Alerts should include details;
 - Device type
 - Location
 - Timestamp
 - IP Address

4. TIMEFRAME

The Bulk SMS service shall be provided for one year from the date of contracting, with the option for renewal based on satisfactory performance and mutual agreement.

5. EVALUATION OF THE PROPOSALS

Evaluation of the proposals will be done, if the all requirements mentioned in clause 2 & 3 are fulfilled based on the following criteria:

Category	Marks Allocated %	Evaluation Criteria
a) Price	100 %	Formula below to be used to; $\text{Lowest price} / \text{price on proposal} \times \text{percentage} = \text{Total \% in price}$
Total	100%	



6. FEE PROPOSAL AND PAYMENTS

The bidder is expected to provide a detailed fee proposal outlining the cost of the Bulk SMS service for the entire one-year period. Payments will be made in monthly installments as per the terms agreed upon in the contract.

7. CONTENTS OF PROPOSAL

1. Cover letter
2. Technical Documentation as per ANNEXTURE 1 must include documents to prove requirements
3. Price proposal as per the ANNEXTURE 2

Additional Information required.

4. Corporate profile (including project portfolios)
5. Business Registration certificate.
6. Business profile document issued from Ministry of Economic Development
7. Goods and Services Tax Registration Certificates
8. Tax Clearance from Maldives Inland Revenue Authority (MIRA) obtained recently (Not exceeding 2 months from date of announcement)

8. PRE-BID MEETING & CLARIFICATIONS

For further information, please attend the information session held at the Ministry of Housing, Land and Urban Development (MHLUD) on 27 June 2024 at 10:00 hrs.

Ministry of Housing, Land and Urban Development

Email: bid@housing.gov.mv

Phone: + (960) 4004 700, + (960) 4004 735

9. SUBMISSION OF PROPOSAL

Proposals must be delivered in sealed envelopes titled “Bulk SMS services” together with the submitting party’s name and address to the address below, on **03 July 2024 at 10:00 hrs** local time. Electronic submission is not permitted. Late proposals will be rejected. Proposals will be opened in the presence of proponents’ representatives who choose to be present at the address below at the time of proposal opening.

Housing Department,
Ministry of Housing, Land and Urban Development

Ameenee Magu,

Maafannu, Male’ 20392, Maldives

Tel: 4004700, 4004735

Email: bid@housing.gov.mv



ANNEXURE 1

Technical Documentation

Requirement No.	Description	Compliance (YES/ NO)	Remarks
Eligibility Requirements			
1.	The provider must be legally registered and certified by the Communication Authority of the Maldives (CAM) for providing SMS services within the region.		
2.	The product must incorporate robust security measures, including but not limited to Multi-Factor Authentication (MFA). It should comply with industry-standard security protocols and encryption practices to ensure the confidentiality and integrity of transmitted data.		
3.	The provider must have a local technical support team available to provide prompt assistance when needed. The technical support personnel should be accessible for in-person support, if required, to address critical issues promptly and effectively.		
General Requirements			
1.	Bulk SMS Platform Setup: Procure and set up a reliable Bulk SMS platform capable of sending SMS messages to a large number of recipients efficiently.		
2.	SMS Campaign Management: Design, schedule, and manage SMS campaigns to disseminate information to targeted audiences regarding housing policies, land-related announcements, urban development initiatives, and other relevant updates.		
3.	A SMS allowance of 100,000 per month shall be provided, with the option to send additional SMS with a charge.		



4.	The SMS platform shall be able to integrate with the different portals of the ministry.		
5.	The REST API should support token-based authentication mechanisms to authenticate and authorize API requests. The admin user should be able to easily obtain an API key using the application.		
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7.	Comprehensive API documentation should be provided to guide developers on how to use the API effectively. Documentation should include detailed descriptions of endpoints, request and response formats, authentication procedures, error handling, and usage examples.		
8.	The application should provide robust features for managing contacts, including the ability to import contacts in various formats (e.g., CSV, Excel). Users should be able to create, update, and group contact lists efficiently.		
9.	The application should support multiple users and robust user management functionalities. Admin user should have the ability to create, modify, and deactivate users as needed.		
10.	The application should allow customized packages based on the requirement.		
11.	Access to messages, sender IDs and contacts should be limited to authorized users with appropriate permissions.		



12.	The application should provide real-time login alerts to notify users of new device logins via email whenever a new device is used to log in to their account. Alerts should include details; <ul style="list-style-type: none">• Device type• Location• Timestamp• IP Address		
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Note: The bidder must provide proof for each requirement. Proof can include documentation or screenshots of the application.



ANNEXTURE 2
Price for the service

Bidder Name:

Price:

	<i>Amount (MVR) Per Month</i>	<i>GST (MVR)</i>	<i>Total for 12 Months (MVR)</i>
Price for Service
Price for Service in words.