

West Bengal Transport Corporation Ltd.

(A Govt. of West Bengal Undertaking)

12, R.N. Mukherjee Road, Kolkata-700001

Tender No : EOI - 01/2017-18

EXPRESSION OF INTEREST

Smart phone penetration in India has been rising at very fast pace. Traditional mobile phones are rapidly being replaced by smart phones not only in urban areas but also in rural areas. WBTC wants to offer its customers travelling in its 1000 buses (approx) a wide range of options like cashless Ticketing transactions through Mobile Phone based current Ticketing, bus travel journey planning, tracking of bus etc. With this objective in mind WBTC intends to engage with bonafide agencies for providing Mobile Phone Based current Ticketing and related facilities to its commuters:

Invitation for Expression of Interests (EOI) document for providing Mobile Phone Based current Ticketing facilities in three parts.

Terms and Conditions:

Qualification (Part -A)

1. Having experience in Intelligent Transport Management System (ITMS) or similar fields.
2. Having sufficient resources e.g. data centre, specialist professional etc and expertise to develop mobile apps for ticket booking, ticket cancellation, vehicle tracking, public information etc which can cater at least 5000 commuters at a given point of time.
3. Having credentials to carry out similar works in other places. Brief details along with clients' reference should be submitted.

Technical-Features of the App (Part-B)

1. To develop Mobile Ticketing Application for Android platform initially and on iOS platform at later stage for daily passengers travelling in all category of WBTC buses.
2. The entire setup will work very similar to the way the online travel agents (OTAs) transact with WBTC for advance reservation using WBTC API.
3. The proposed system should work in the following manner:
 - i) Commuter will be able to search and download Mobile Ticketing Application from 'Play Store'
 - ii) Commuter will populate the following required fields during Mobile Ticketing Application Sign-up process:
 - a. <First Name> and <Last Name>
 - b. Mobile Number
 - c. Email ID
 - d. Date of Birth / Age
 - e. Gender
 - f. Login Password
 - g. Commuter will receive OTP on his / her registered number
 - h. Once OTP is populated, commuter logs-in into Mobile Ticketing Application.
 - iii) Commuter will be required to Sign-up for a particular Wallet and Top-up his/her account, so that he/she can purchase a Ticket through Mobile Ticketing Application.
 - iv) Available Wallet balance will be displayed before initiating the ticket booking process. In case, Wallet balance is below the threshold level then commuter will have to top-up Wallet.

- v) Commuter to access Ticketing section and populate the following journey details:
 - a. Select Route
 - b. Source Stop
 - c. Destination Stop
 - d. Number of Passengers (adult / child)
- vi) Once journey details are populated, commuter to select option 'Book Ticket'.
- vii) A communication link (Wi-Fi / Bluetooth) will be established in the background between commuter's Smart Phone and Conductor's handheld device to perform verification i.e. whether journey details populated by commuter are correct.
- viii) Once verified and if Wallet has sufficient balance, a Ticket will be booked and stored on the 'Mobile Ticketing Application' → 'My Ticket Transaction' section (fare amount will be deducted from commuter's Wallet) and a Unique Mobile Wallet Transaction ID (MWTID) will be generated.
- ix) This MWTID generated on commuter's Mobile Application, will be used later to Authenticate against the handheld device (ETM) carried by conductor and to print a paper ticket.
- x) When conductor is in vicinity, commuter will show generated token in his mobile to conductor.
- xi) Conductor to key-in the MWTID into his handheld device (ETM) and subsequently a paper ticket will be generated along with a Unique Mobile Ticket Transaction ID (MTTID).
- xii) Conductor will hand over the generated paper Ticket to commuter (commuter to carry the generated paper Ticket during the entire journey, as he/she will have to

produce the same in case en-route 'Ticket Inspector' approaches for Ticket Verification) showing.

- a. Date and time of booking
 - b. Route number
 - c. Bus number
 - d. Start stage
 - e. End stage
 - f. Passenger count
 - g. Fare amount
 - h. Total amount
- xiii) Transaction history will be maintained on commuter's Mobile Ticketing Application.
- xiv) The conductor's handheld device (ETM) will capture the mobile ticketing transactions, which will be used to reconcile at the end of the day.
- xv) MWTID and MTTID will be shared with WBTC for cross-verification and subsequently a reconciliation report will be generated.
- xvi) Agency will maintain required pre-paid balance with WBTC and WBTC API will be made available for commuters to book a ticket through Mobile Ticketing Application.
- xvii) All these features of the App are indicative in nature and a better solution of the same is always welcome. Details of the App should be submitted in technical offer as Part B.

4. Mobile Application would have following features to enhance commuter's convenience and travel experience:
- i) Flexible route discovery.
 - a. Best route options by time and fare.
 - b. Search via route numbers, destinations or departures from nearest bus stops
 - ii) Near Real-time visibility for buses.
 - a. Track buses and get real-time arrival times.
 - b. Know timings for all buses on route to plan trip.

Financial Conditions (Part-C)

1. The service provided to WBTC should be free of any cost. (for developing APPs, MIS report generation, crediting fare to the designated bank account of WBTC etc.)
2. The commuters should have the right to refill the wallet using all the available online mode of payment. (e.g., internet banking, debit card, credit card, paytm, etc.)
3. The Agency must not sell excess amount of ticket than it is entitled to. A system should be put in place for automatic rejection and subsequent top up.
4. Top up should be made by depositing requisite amount to the designated bank account of WBTC.
5. Commuters may be charged a certain percentage of ticket value as transaction cost within RBI guidelines. **Agency offering minimum transaction cost will get preference.**
6. However, WBTC-decision in this regard will be final considering the technical and financial proposal.

Evaluation Methodology:

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|----|---------------------------------------|---|-----------|
| 1. | Past Experience in the relevant field | : | 15 |
| 2. | Technical Competence | : | 10 |
| 3. | Cost effectiveness of the technology | : | 10 |
| 4. | User friendliness of the App | : | <u>15</u> |
| | Total | : | 50 |

Minimum marks to be obtained for eligibility in the opening of financial bid is: 30

Submission of Bid:

Sealed Expression of Interest, addressed to the Managing Director, West Bengal Transport Corporation Limited is invited from the bona fide, resourceful, financially sound individuals, firms, joint ventures etc. satisfying the above conditions mentioned in Part-A, B & C.

Part A: Qualification of Bidder.

Part B: Technical details of proposed App.

Part C: Transaction cost.

Part-A and Part-B should be submitted in one sealed cover and Part-C has to be submitted in separate sealed cover in the Tender Box located at 2nd Floor of "Paribahan Bhavan", 12 R.N.Mukherjee Road, Kolkata-700001 by 13:00 hrs on 19/05/2017. The bid documents will be opened at 14:00 hrs on 19/05/2017 in presence of the Authorized representatives of the bidder.

The EOI should contain sufficient supporting document to substantiate the claim of the organization towards their qualification. Any information furnished by the applicant found to be incorrect either immediately or at a later date, would render him liable to be

debarred from taking up the project. Documents submitted in connection with EOI will be treated confidentially and will be the property of WBTC.

Organizational Information: Applicant is required to submit the following information in respect of his organization-

- a. Name and postal address, Telephone & Fax Number etc.
- b. Copies of original documents defining legal status, place of registration and principal places of business.
- c. Name and title of Director(s) and Officer(s) to be concerned with the project, with designation of individuals authorised to act for the organization.
- d. Details of any subsidiary or supporting organisation.

Final Decision Making Authority: The Managing Director, WBTC reserves the right to accept or reject any application and/or to annul the selection process and reject all applications at any time without assigning any reason or incurring any liability to applicants. The WBTC also reserves the right to negotiate among the participating agencies.

Managing Director