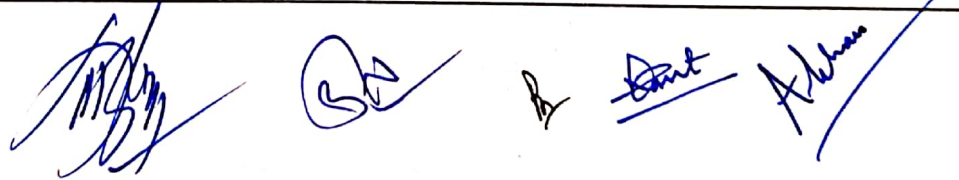


**Selection of Agency for End-to-End Implementation of a Ready-to-deploy E-Commerce Solution including ONDC Enablement, Operations and Maintenance for MPKVIB (RFP No.: KGU/ECOM-ONDC/2025-26/RFP/01)".REF. No. 2026\_MPKGB\_496951\_2**

Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
1	Experience in E-Commerce Platform Implementation & Ecosystem Integration	Experience in implementation of E-Commerce platforms for Government /PSU /SemiGovernment including integration with ONDC (Seller App or Marketplace) / Payment Aggregators, / Logistics Partners, during the period 01.04.2022 to	We request to the department kindly amend the clause as mentioned below:- Experience in implementation <b>or development of Website/ Mobile App/ Software or Application</b> E-Commerce platforms for Government /PSU /SemiGovernment including integration with ONDC (Seller App or Marketplace) / Payment Aggregators, / Logistics Partners, during the period 01.04.2022 to 31.12.2025.	No change. The provision shall remain as per RFP.
2	Technical Manpower Strength	Num of full-time technical professionals on its payroll, with relevant skills to deliver end-to-end e-Commerce and ONDC-enabled digital commerce projects. Marking Criteria: Min 20 professionals -10 Marks Every additional 5 professionals	We request to the department kindly amend the clause as mentioned below:- Num of full-time technical professionals on its payroll, with relevant skills to deliver end-to-end e-Commerce and ONDC-enabled digital commerce <b>or Software Development</b> projects.	No change. The provision shall remain as per RFP.
3	IT Project Experience	Number of completed end-to-end IT implementation projects, each having a minimum project value of Rs. 1.00 Crore, executed for any Government Department/PSU/Semi-Government Organization during	We request to the department kindly amend the clause as mentioned below:- Number of completed/ <b>ongoing</b> end-to-end IT implementation projects, each having a minimum project value of Rs. 1.00 Crore, executed for any Government Department/PSU/Semi-Government Organization during the period of last <b>five years till 31.12.2025</b>	No change. The provision shall remain as per RFP.

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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
4	Pre-Qualification Criteria Page – 20	PQ2-Experience - The bidder must have completed atleast Two (2) end-to-end IT implementation project of min value of Rs. 01 Cr. for any Government Department / PSU / Semi-Government during the	We request to consider reputed client's project/work order.	No change. The provision shall remain as per RFP.
5	Technical evaluation matrix Page – 21	TQ1 - Organizational Strength & Experience Experience of the bidder in execution of end to end IT implementation projects for any Govt department/PSU/Semi Govt organization as on 31.12.2025 Minimum 3 years' experience: 5 marks	We started working with Govt from last year, we request you to consider reputed private organization expereince also	No change. The provision shall remain as per RFP.
6	Technical evaluation matrix Page – 21	TQ3 - IT Project Experience Number of completed end-to-end IT implementation projects, each having a minimum project value of 1.00 Crore, executed for any Government Department / PSU / Semi-Government Organization during the period 01.04.2022 to	We request to consider reputed client's project/work order.	No change. The provision shall remain as per RFP.



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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
7	Technical evaluation matrix Page – 21 – 22	TQ4 - Experience in E-Commerce Platform Implementation & Ecosystem Integration Experience in implementation of E-Commerce platforms for Government / PSU / Semi-Government including integration with ONDC (Seller App or	We request to consider reputed client's project/work order.	No change. The provision shall remain as per RFP.
8	E-Commerce Portal – Bilingual Requirement	The E-Commerce Portal shall mandatorily support a bilingual interface (Hindi and English)	The RFP mandates bilingual (Hindi and English) interface for the e-commerce portal. However, KVIB operates production centres and artisan communities across Madhya Pradesh, some of whom may primarily use regional dialects. Clarification Sought: (a) Is the bilingual requirement (Hindi + English) a hard requirement, or can additional Indian language support (e.g., Bundeli, Malwi sub-dialects) be proposed as a value-addition? (b) For ONDC Seller App (Beckn API responses), is the bilingual requirement applicable to structured API fields (product name, description) or only to the buyer-facing UI? (c) Will KVIB provide existing Hindi translations of product catalogue content, or must the agency create all Hindi content from scratch? (d) Is voice-based search in Hindi (via AI/LLM) a desired feature that would be considered under TQ7 methodology scoring?	(a) No change. The provision shall remain as per RFP. (b) No only to the buyer facing UI (c) Yes KVIB will support agency to create masters in Hindi language. (d) No change. The provision shall remain as per RFP






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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
9	Mobile App Scope — iOS	Native/hybrid Mobile Applications (Android minimum; iOS optional as per approval)	<p>iOS is listed as 'optional as per approval' without defining the approval mechanism, timeline, trigger conditions, or whether iOS pricing belongs in the base financial bid or as a future change request.</p> <p>Clarification Sought:</p> <p>(a) Should bidders include iOS app development cost in the base financial bid (Annexure 11) as a separately identifiable line item, or will it be commissioned as a Change Request post Go-Live?</p> <p>(b) Who is the approving authority for iOS — the Managing Director, or a Technical Committee?</p> <p>(c) What is the expected timeline from project commencement to iOS approval decision?</p> <p>(d) If iOS is NOT included in the base bid, will KVIB issue a formal Change Order with payment terms at the point of approval?</p>	<p>(a) No, as already stated it will be treated as a Change Request post go live.</p> <p>(b) The MD KVIB shall be the approving authority and MD KVIB can appoint a technical committee.</p> <p>(c) The analysis shall be done by the SI and required estimates along with man-day rates shared to KVIB for approval.</p> <p>(d) Yes</p>



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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
10	Product Catalogue Creation — SKU Scope	Product photography (studio or on-site), videography, metadata preparation, SKU creation	<p>The RFP does not quantify the number of SKUs, products, production centres, or geographies requiring catalogue creation. This is the single largest variable in cost estimation and directly affects photography budget, travel, and timelines.</p> <p>Clarification Sought:</p> <p>(a) How many approximate active SKUs / unique products does MP KVIB currently sell across all product categories (Khadi fabric, handicrafts, spices, soaps, herbal items, etc.)?</p> <p>(b) How many production centres / sales outlets across Madhya Pradesh need to be visited for on-site photography?</p> <p>(c) Does KVIB have an existing digital product database (partial list, Excel, or legacy system) that can serve as a starting point for SKU creation?</p> <p>(d) Will KVIB arrange for products to be available at a central location (Bhopal) for studio photography, or must the agency travel to each centre?</p> <p>(e) What is the minimum number of product images per SKU expected (front, back, detail, lifestyle)?</p>	<p>(a) Approx 500 Stock Keeping Units (SKU) as the starting point.</p> <p>(b) It will be available at the central location Bhopal.</p> <p>(c) Yes but will need updations as per current requirements of KVIB.</p> <p>(d) Yes</p> <p>(e) Approx 3-5 images per SKU</p>

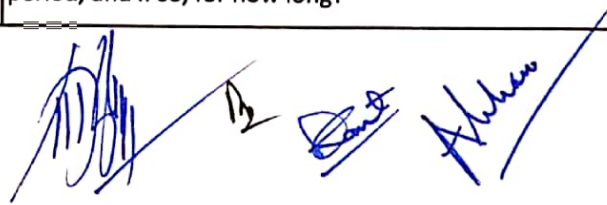
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**Selection of Agency for End-to-End Implementation of a Ready-to-deploy E-Commerce Solution including ONDC Enablement, Operations and Maintenance for MPKVIB (RFP No.: KGU/ECOM-ONDC/2025-26/RFP/01)".REF. No. 2026\_MPKGB\_496951\_2**

Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
11	Testing & Security Audit	Security Audit through CERT-In empanelled agency, including VAPT, compliance remediation	<p>The CERT-In VAPT process requires selection of a third-party CERT-In empanelled agency. It is unclear whether KVIB will select this agency or whether the System Integrator is responsible.</p> <p>Clarification Sought:</p> <p>(a) Who selects and contracts the CERT-In empanelled VAPT agency — MP KVIB (with the cost passed to the SI) or the System Integrator directly?</p> <p>(b) Is the VAPT cost included in the System Integrator's BOQ (Item 5 in Annexure 11), or will KVIB procure it separately?</p> <p>(c) How many audit cycles are expected at M4 (Go-Live)? Is it one comprehensive audit, or is there a re-audit expected if findings are raised?</p> <p>(d) What is the maximum number of critical/high findings that, if unresolved, would block Go-Live (M4) milestone payment?</p>	<p>(a) The SI will be responsible for the Security Audit.</p> <p>(b) It is included in the BOQ at Sr No-5.</p> <p>(c) One Audit post go live and after major system changes if any during the contract period after approvals from KVIB.</p> <p>(d) As per Annexure-13 Deliverable Acceptance certificate.</p>
12	Capacity Building & Training	Training for KVIB officials, centre managers, operators; user manuals, SOPs, video tutorials	<p>The training scope covers multiple stakeholder groups across MP but does not specify the number of training sessions, trainees, locations, or whether virtual training is acceptable in lieu of physical sessions.</p> <p>Clarification Sought:</p> <p>(a) Approximately how many KVIB officials (Tier 1) and centre managers/operators (Tier 2) will require training across Madhya Pradesh?</p> <p>(b) Are training sessions to be conducted at Bhopal HQ only, or at district/regional locations? What is the expected number of training locations?</p> <p>(c) Is virtual/online training (Zoom/Teams) acceptable for Tier 2 (centre managers), or is in-person training mandatory?</p> <p>(d) Must training materials be provided in both Hindi and English, or is Hindi-only acceptable for Tier 2 (centre managers)?</p>	<p>(a) Approx 30-50 Officials-Users</p> <p>(b) At Bhopal only</p> <p>(c) In person training mandatory at Bhopal</p> <p>(d) Yes both Hindi and English</p>

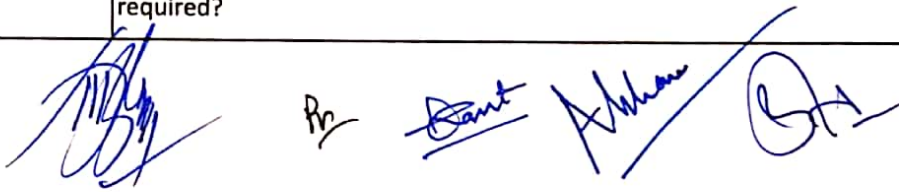
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
13	Infrastructure Hosting — SDC Migration	MP KVIB reserves the right to migrate to MPSeDC/SDC or other Govt-approved hosting facility	<p>SDC/MPSeDC hosting environments have specific technical constraints (OS versions, middleware, firewall policies, containerisation support, database versions) that differ from commercial cloud (AWS/Azure). Designing an architecture compatible with both requires early knowledge of SDC specifications.</p> <p>Clarification Sought: (a) Can KVIB/Department share the current MPSeDC / State Data Centre technical specifications (allowed OS, permitted database versions, containerisation support — Docker/K3s/VMs, network topology, firewall rules, available bandwidth)? (b) Who bears the cost of migration from commercial cloud to SDC — the System Integrator or KVIB? Should migration cost be included in the financial bid? (c) What is the expected timeframe for SDC migration (Year 1, Year 2, or at contract end)? (d) Will the System Integrator be required to maintain parallel operation (commercial cloud + SDC) during the migration transition period, and if so, for how long?</p>	<p>(a) This is a future requirement and if required KVIB , it will be taken under Change Request ( CR)</p> <p>(b) KVIB, At present</p> <p>( c) No ,Migration cost at present is not required</p> <p>(d)This is a future requirement and if required KVIB will inform in writing</p> <p>( e) This is a future requirement and after the approvals of CR and its impact analysis ,it will be communicated to SI.</p>



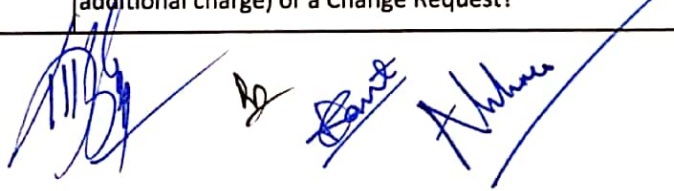
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
14	Uptime SLA — Penalty Base Calculation	Uptime ≥99.5%/month; penalty: 1% of Quarterly AMC value per 0.5% drop; max 10% of Annual AMC	<p>The penalty base references 'Quarterly AMC value' and 'Annual AMC value'. The BOQ (Annexure 11) separates hosting cost (Item 6) from AMC support (Items 7–9). It is unclear whether the penalty base includes Item 6 (hosting) alone, Items 7–9 (AMC support) alone, or all of Items 6–9 combined.</p> <p>Clarification Sought:</p> <p>(a) For uptime SLA penalty calculation: is 'Quarterly AMC value' = (Annual AMC Items 7/8/9) ÷ 4, or does it include Item 6 (hosting)?</p> <p>(b) Does the 99.5% uptime SLA apply from M4 Go-Live date, or from the start of the formal AMC period (typically defined as M+5)?</p> <p>(c) Is there a 30-day hypercare/stabilisation grace period post Go-Live during which uptime SLA penalties are waived?</p> <p>(d) How is 'planned maintenance downtime' formally approved — written notice to KVIB MD's office, minimum advance notice period required?</p>	<p>a) Penalty shall be applicable on all the milestone as defined in Section 6.9, 9.3 and 9.4; shall be deducted from half yearly payment (If any).</p> <p>(b) Right after Go-Live at start of AMC period.</p> <p>(c) No</p> <p>(d) Yes , at least 5 days before in writing for any planned downtime after approvals from KVIB.</p>



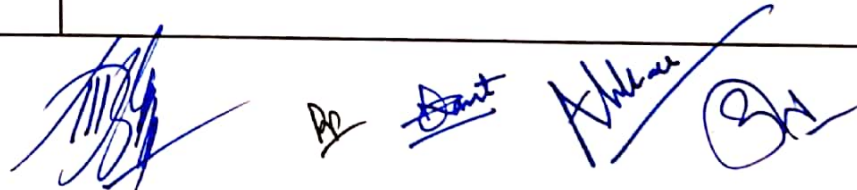
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
15	ONDC Buyer App Interoperability	Seller App fully interoperable with all ONDC-compliant Buyer Applications on the network	<p>ONDC currently has 30+ buyer and seller applications on the network. Full interoperability with ALL ONDC buyer apps is an evolving requirement, as new apps join and protocol updates are issued periodically.</p> <p>Clarification Sought: (a) Is the interoperability requirement limited to ONDC-prescribed mandatory buyer apps (e.g., ONDC Reference App, Paytm, Pincode) or ALL buyer apps on the ONDC network at any given time? (b) Will KVIB provide a list of priority buyer apps on which MP KVIB products MUST be discoverable at Go-Live? (c) What is the SLA for adapting to new ONDC protocol versions or buyer app certification updates — is 30 days after ONDC advisory acceptable? (d) If an ONDC buyer app changes its technical requirements after Go-Live and causes integration failure, is this treated as a defect under the AMC scope (no additional charge) or a Change Request?</p>	<p>(a) All buyer Apps, the KVIB seller App must be discoverable</p> <p>(b) There is no priority list as of now and KVIB shall inform during the Go-Live</p> <p>(c) Seller APP is required as per present KVIB requirements</p> <p>(d) Seller APP is required as per present KVIB requirements</p>



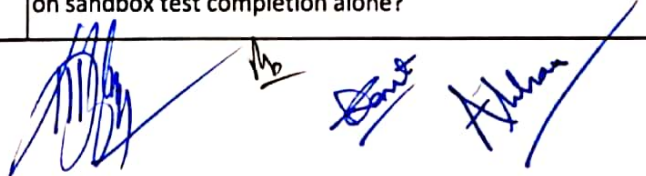
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
16	Open-Source Technology — AI/LLM Requirement	SI shall, to the extent feasible, adopt open-source technologies; AI-driven capabilities are desirable	<p>The RFP desirably mentions AI-driven capabilities including product recommendations, intelligent search (Hindi &amp; English), and automated analytics dashboards. However, AI/LLM is not explicitly in the mandatory scope and there is no scoring mechanism for it under TQ7.</p> <p>Clarification Sought:</p> <p>(a) Will AI/LLM capabilities (Hindi bilingual search, product recommendations, chatbot) be evaluated as part of TQ7 'Approach &amp; Methodology' scoring?</p> <p>(b) Is there a preference for Indian-origin AI/LLM providers (e.g., Sarvam AI, AI4Bharat — IIT Madras) over international providers (OpenAI, Google)? Will Indian-origin AI be given preference in evaluation?</p> <p>(c) Must AI/LLM inferences be run within India (data localisation requirement) — i.e., is sending query data to US-hosted AI APIs permitted?</p> <p>(d) Is ONDC's own AI/LLM layer (if any) required to be integrated, or is the SI free to propose any compliant AI stack?</p>	<p>(a) No change. The provision shall remain as per RFP.</p> <p>(b) As per India's Central/State rules acts and guidelines and required ONDC compliance.</p> <p>(c) As per India's Central/State rules acts and guidelines and required ONDC compliance.</p> <p>(d) As per India's Central/State rules acts and guidelines and required ONDC compliance as AI driven capabilities are desirable and not mandatory.</p>



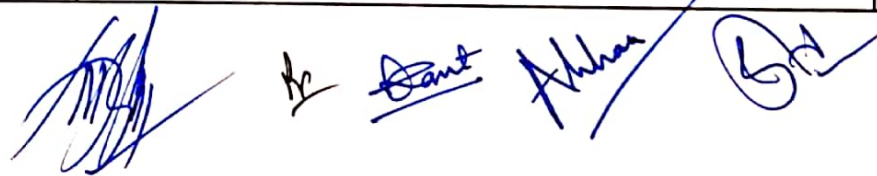
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
17	ONDC Registration — Government Facilitation	Registration of MP KVIB as a Seller Network Participant; completion of ONDC Readiness Checklist	<p>ONDC registration as a Network Participant involves KVIB signing ONDC's Network Participant Agreement, which is a legal commitment by KVIB as an organisation — not by the System Integrator. ONDC may prioritise Government entity registration but still requires internal review and approval processes.</p> <p>Clarification Sought:</p> <p>(a) Has MP KVIB already initiated any communication with ONDC regarding Seller Network Participant registration? What is the current status?</p> <p>(b) Will KVIB sign the Network Participant Agreement with ONDC, or is the System Integrator expected to sign on KVIB's behalf?</p> <p>(c) Will KVIB provide a letter of support / government facilitation for expedited ONDC on-boarding, given that KVIB is a State Government entity?</p> <p>(d) If ONDC's certification process is delayed beyond M+3 due to factors outside the SI's control (ONDC's internal queue, protocol updates, regulatory changes), will the M2 milestone payment be released based on sandbox test completion alone?</p>	<p>(a) No, Its bidder responsibility to onboard dept. on ONDC Network; However necessary support and documents shall be provided by Dept.</p> <p>(b) KVIB will sign Network Participant Agreement and all the necessary documents required.</p> <p>(c) Yes, KVIB shall provide all the support for expediting in case of issues regarding ONDC on boarding.</p> <p>(d) Any delays on the ONDC part, SI shall not be responsible for the same and provide it in writing to KVIB .Payment will be released after the milestones are completed as per submitted deliverables(DAC) as per Annexure-13</p>



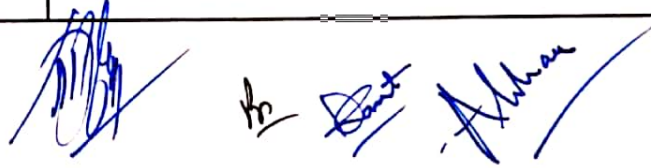
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
18	ONDC Protocol — Version & Future Updates	Continuously comply with updates, advisories, and protocol changes issued by ONDC during the contract period	<p>ONDC actively evolves its Beckn Protocol specifications, domain specifications, and certification requirements. Protocol updates can require significant re-development of the Seller App adapter and re-certification.</p> <p>Clarification Sought:</p> <p>(a) What is the acceptable timeframe for implementing mandatory ONDC protocol updates — is 30 days from ONDC advisory issuance a reasonable SLA?</p> <p>(b) If an ONDC protocol major version upgrade (e.g., v1.x to v2.x) requires significant re-engineering of the Seller App adapter (estimated &gt;30 person-days effort), will KVIB commission this as a Change Request (additional payment) or is it expected within the fixed AMC cost?</p> <p>(c) Will KVIB accept that re-certification costs arising from ONDC protocol major version upgrades are treated as Change Requests billable at the BOQ rate card?</p>	<p>(a) As per ONDC Standards and guidelines.</p> <p>(b) It will come under the AMC cost provided by the bidders annually.</p> <p>(c) It will come under the AMC cost provided by the bidders annually.</p>



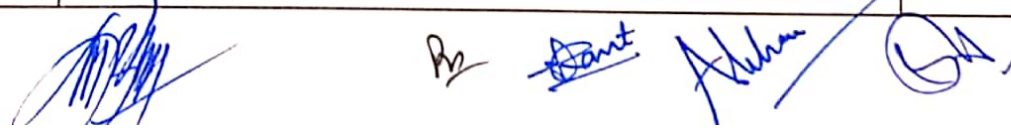
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SI. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
19	ONDC Production Proof of Enablement	Demonstrable evidence of Seller App live on ONDC network; successful transaction via ONDC buyer apps	<p>Go-Live proof for ONDC requires a successful end-to-end transaction through an ONDC buyer app. This requires coordination with an ONDC buyer app operator (Paytm, Pincode, Meesho etc.) and a test customer making a real purchase — which is outside the SI's direct control.</p> <p>Clarification Sought:</p> <p>(a) For M4 ONDC proof of enablement, will KVIB accept: (i) a successful test transaction on the ONDC Reference Buyer App (maintained by ONDC itself), OR does it require a live transaction on a commercial buyer app (Paytm/Pincode)?</p> <p>(b) Will KVIB procure a nominal test product and make a ₹1 test purchase through the ONDC buyer app for Go-Live verification, or must the SI arrange this?</p> <p>(c) Will KVIB's ONDC production on-boarding confirmation letter (from ONDC's Network Operations team) serve as sufficient proof of ONDC enablement for M4 DAC?</p>	<p>(a) Yes SI shall demonstrate successful end-to-end transaction testing using the ONDC Reference Buyer App for technical validation. Additionally, prior to final go-live, at least 02 successful live transaction shall be completed.</p> <p>(b) Yes, but It will be SI responsibility to provide necessary support to Dept.</p> <p>(c) Yes, As per ONDC compliance standard and guidelines and as per least 02 successful live transaction shall be completed.</p>



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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
20	PQ2 — Experience	Two end-to-end IT implementation projects, min ₹1 Cr, Govt/PSU, 01.04.2022 to 31.12.2025	<p>The clause requires 'completed' projects within 01.04.2022–31.12.2025. Several government IT engagements span multiple financial years, with Go-Live and completion occurring after December 2025 despite being awarded and substantially executed within the qualifying window.</p> <p>Clarification Sought:</p> <p>(a) Does 'completed' mean: (i) project awarded AND delivered within the window, or (ii) project awarded within the window (irrespective of completion date)?</p> <p>(b) Will substantially executed projects (≥70% milestone payments received by 31.12.2025) with active contracts be accepted for PQ2?</p> <p>(c) Can a single project of value ≥₹2 Cr count as two qualifying projects?</p> <p>(d) Are projects executed for Central Government PSUs (e.g., NIC, NICS, CSC, CDAC) eligible under 'any Government Department / PSU'?</p>	<p>(a) Project awarded and delivered within the window</p> <p>(b) No change. The provision shall remain as per RFP.</p> <p>(c) No at least 2 IT projects are required.</p> <p>(d) Yes</p>
21	Scope of Work-6.1	Ready-to-deploy E-Commerce Portal	Whether a fully pre-built ONDC Seller App solution will be acceptable or it required customization?	Yes customisation may be required to be compliant with ONDC rules,acts and guidelines along with KVIB requirements.
22	Scope of Work-6.1	Platform Approach	Is white-labeling of an existing ONDC-integrated platform allowed?	No
23	Scope of Work-6.1	Technology Stack	Are there any preferred or mandated technology stacks / cloud environments (NIC, MeghRaj)?	No, but must be with compliant with Central/State rules,acts and guidelines
24	Scope of Work-6.4	Product Catalog	Will MPKVIB provide an existing product catalog or should it be created from scratch?	It has to be created from scratch however necessary details and support will be provided by MP KVIB.
25	Scope of Work-6.4	SKU Volume	What is the estimated number of SKUs to be onboarded initially?	Initially 500 SKU to start with
26	ONDC Integration-6.2	ONDC Participation	Is the bidder expected to act only as Seller App or also support Buyer App as well?	Seller APP



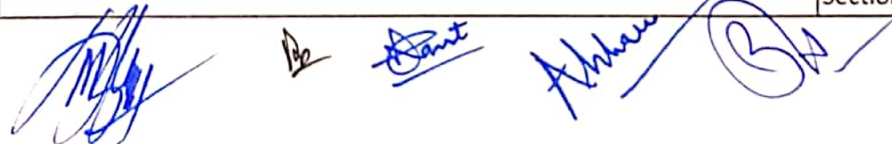
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
27	ONDC Integration-6.2	ONDC Partners	Are any ONDC network participants/logistics/payment partners already identified?	No
28	ONDC Integration-6.2	Certification	Will MPKVIB facilitate ONDC sandbox and certification, or is it bidder's responsibility?	It is bidders responsibility, but KVIB shall provide the necessary support .
29	ONDC Integration-6.2	Buyer Apps	Is integration/testing with multiple buyer apps (Paytm, Magicpin, etc.) required?	No
30	Payment & Logistics-6.3	Payment Integration	Are there any mandated payment aggregators or can bidder propose their own Payment Gateway.	Bidder can select from ONDC compliant payment aggregators but after asking proposals from at least 4-5 of them and taking necessary approvals from MP KVIB.
31	Payment & Logistics-6.3	Charges	Who will bear MDR and logistics costs – MPKVIB, sellers, or bidder?	MDR charges shall be borne by the seller unless otherwise subsidized or agreed. Logistics/delivery charges shall be borne by the KVIB.
32	Payment & Logistics-6.3	COD	Is Cash on Delivery required to be supported?	No
33	Operations-6.4	Catalog Creation	What is the estimated volume of products requiring photography and cataloging?	500 SkU at the start.
34	Operations-6.4	Data Availability	Will centralized product data be provided or field-level onboarding required?	Centralized product data shall be provided.
35	Operations-6.1	Language Support	Are additional regional languages beyond Hindi & English required?	No
36	Infrastructure-6.9	Hosting	Is cloud provider selection open (AWS/Azure/GCP) or restricted to govt cloud?	Yes shall be compliant with Central/State acts rules and guidelines.
37	Infrastructure-6.9	Cost	Who will bear infrastructure and hosting costs during AMC?	MP KVIB will bear the cost.
38	Infrastructure-6.9	Data Residency	Is data localization within India mandatory?	Yes, shall be compliant with Central/State acts rules and guidelines.



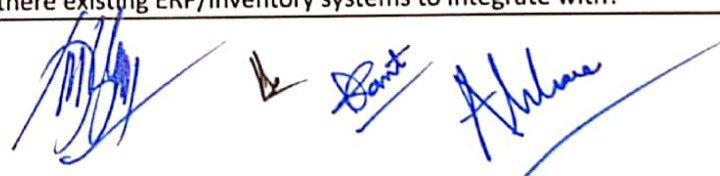
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
39	Security-6.5	Audit	Should CERT-In audit cost be included in financial bid or reimbursed separately?	Yes its part of System Integrator responsibility, Mentioned seperately in BOQ format.
40	Security-6.5	Compliance	Any additional compliance required under DPDP Act / MeitY guidelines?	Yes shall be compliant with Central/State acts rules and guidelines including DPDP Act as of date .
41	Timeline-9.3	Project Duration	Is there flexibility in 4-month timeline considering scale of onboarding?	Its expected from bidder to complete the work as defined in the milestone and timeline, however if any delay occurs due to ONDC end, bidder will not be held responsible for the delay.
42	Timeline-9.3	Milestones	What are the detailed acceptance criteria for each milestone (M1-M4)?	As per Annexure-13.
43	Timeline-9.4	Penalties	Will delays due to external dependencies (ONDC, logistics) be exempted from penalties?	Yes. but in writing from respective ONDC stakeholders for example logistics with evidences.
44	Commercial-9.3	Payment Terms	What is the expected approval timeline for milestone payments?	Expected approval times may vary as per the milestone deliverables but the payment shall be done within 30 days of raising an invoice
45	Commercial-8.4	Revenue Model	Is there any minimum business/transaction guarantee?	No
46	Commercial-8.4	Pricing Flexibility	Can bidder propose transaction-based or revenue-sharing pricing model?	No
47	Eligibility-8.1	Financial Criteria	Can turnover/net worth criteria be met at consortium level?	As per Section 8.10 Clause 1-5
48	Eligibility-8.1	Experience	Will private sector ONDC experience be considered or Only PSU/GOVT/Semi Govt is mandatory	For Only PSU/GOVT/Semi Govt is mandatory
49	Consortium-8.10	Roles	Can consortium roles be split (Tech + ONDC/Operations partner)?	Yes but with clearly defined roles and responsibilities As defined in Section 8.10 Clause 1-5



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50	Consortium-8.10	Subcontracting	Is subcontracting beyond consortium members allowed?	No
51	Support-6.7	SLA	What are defined SLAs for support (response & resolution)?	Please refer section 9.3 and 9.4
52	Support-6.7	Support Hours	Is 24x7 support mandatory or business hours sufficient?	Business hours Only.
53	Support-6.7	Volume	Expected transaction volume during AMC phase?	Considering a single-seller model (MP KVIB) with ~500 SKUs, the expected transaction volume during the 3-year AMC period is projected at ~1,000–2,000/month in Year 1, scaling to ~2,500–4,000 in Year 2 and ~5,000–7,500 in Year 3; these are indicative estimates and may vary based on demand, pricing, marketing, and ONDC ecosystem growth, with no minimum business guarantee implied.
54	Legal-9.5	IP Rights	Can bidder retain reusable platform IP components?	Yes Bidder retains ownership of background IP / reusable components but any customisation done on source code must be shared with KVIB
55	Legal-9.5	Source Code	When is source code handover expected – Go-live or closure?	After the Golive and at the time of Exit.
56	Training-6.6	Training Scope	What is the expected number of users/centres to be trained?	Approx 30-50 Official-Users
57	Training-6.6	Mode	Should training be centralized or conducted across locations?	Centralised at Bhopal location
58	Misc--	Marketing Support	Will MPKVIB support seller onboarding & marketing initiatives?	Yes KVIB shall support the seller in onboarding & marketing initiatives but the responsibility will lie with lead bidder.
59	Misc--	Existing Systems	Are there existing ERP/inventory systems to integrate with?	No at present

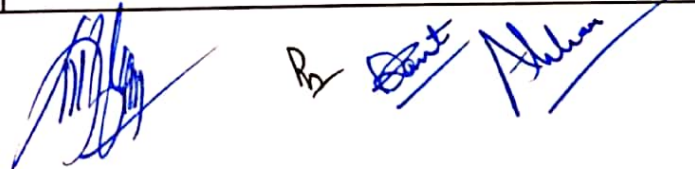


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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
60	Misc--	Value Addition	Can AI-based features (chatbot, recommendations) be proposed?	Yes based on approvals of KVIB at no additional cost to the KVIB
61	Innovation	SaaS Model	Is SaaS-based ONDC solution acceptable for faster deployment?	Data ownership shall rest entirely with KVIB. The solution shall be vendor lock-in free, enabling seamless customization, exit, and migration to third-party systems. It shall comply with ONDC standards and all applicable Central/State laws.
62	Innovation	Fintech Integration	Can embedded finance / credit solutions for artisans be included?	No at this point of time.
63	Page No. 4 EMD Clause	Earnest Money Deposit (EMD) of INR 3,00,000/-	we would like to submit that our organization has been actively working with various Government departments of West Bengal for the past 10 years. We have successfully developed and are currently maintaining large-scale web portals and mobile applications for major government initiatives such as Krishak Bandhu and Bangla Shasya Bima, which are presently in operation. Considering our credentials and as per prevailing Government of India/MSME guidelines that provide exemptions to MSMEs from payment of EMD in tender processes, we kindly request you to consider granting exemption from submission of EMD for MSME bidders.	EMD shall be exempted as per MSME guidelines provided Udyam registration certificate will be mandatory and valid PAN and GST registration self declaration on its letter head that the company qualifies as MSME, not blacklisted or debarred before or on the date of bid submission and is claiming exemption under applicable rules.
64	Clause 8.11 Onsite Resource Deployment	Deployment of resources at Department's premises	we would like to submit that our organization is based in Kolkata, and we have successfully executed and are currently managing multiple large-scale government projects through a combination of onsite and remote support models. We kindly request clarification on whether the deployment of manpower at the Department's premises during the implementation phase is strictly mandatory, or if the Department would consider a hybrid/remote support model (online mode) for certain activities, ensuring timely delivery and adherence to project requirements.	No change. The provision shall remain as per RFP

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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
65	Clause 8.2 Experience in E-Commerce Platform Implementation & Ecosystem intregration	Experience in implementation of E-Commerce platforms for Government/PSU/Semi-Government	we would like to submit that several reputed organizations have significant and relevant experience in implementing large-scale E-Commerce platforms in the private sector, involving similar integrations such as payment gateways, logistics partners, and marketplace ecosystems. Therefore, we kindly request that experience in implementation of E-Commerce platforms for private sector clients may also be considered under this criterion, provided the scope and complexity of the projects are comparable. This inclusion would enable broader participation from technically competent and experienced bidders while maintaining the quality and competitiveness of the bidding process.	No change. The provision shall remain as per RFP
66	General Query	General Query	What is the expected number of sellers/artisans and SKUs at go-live and over 3 years?	500 SkU at the start.
67	General Query	General Query	Has MPKVIB already registered as ONDC Network Participant, or is it part of scope?	No, SI will be responsible for dept onboarding at ONDC.
68	General Query	General Query	Which ONDC roles are expected Seller App only.Is there any . Buyer App (optional) clause mentioned	Seller APP is mandatory . Buyer app is optional
69	General Query	General Query	Is there any prefreed ONDC gateway /network participant partner?	No as of now
70	General Query	General Query	Will the department support ONDC certification process, or bidder is fully responsible	Its bidder responsibility to onboard dept. on ONDC Network; However necessary support and documents shall be provided by Dept.
71	General Query	General Query	What is the expected timeline for ONDC certification approval?	Refer the RFP section 9.3 Milestones, based Deliverables and as per ONDC rules and guideline.

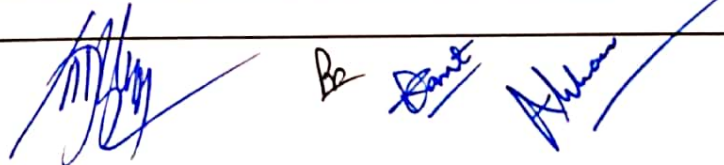


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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
72	General Query	General Query	Who will bear ONDC transaction fees/ Gateway costs	All ONDC transaction charges, payment gateway fees, and any associated transaction costs shall be borne by the seller (MP KVIB) or as per prevailing ONDC/network norms. The bidder shall not be responsible for bearing such costs.
73	General Query	General Query	Who will manage the reconciliation(department/bidder)	In the ONDC framework, financial reconciliation responsibility primarily lies with the seller (MP KVIB)/Department. The bidder shall facilitate reconciliation by providing system-generated reports, dashboards, and integration support aligned with ONDC protocols
74	General Query	General Query	What are the expectations around multi-vendor settlement and commission handling	The Department (MP KVIB) shall be responsible for defining commercial terms, while the bidder shall only enable required configurations and reporting support, without any direct role in fund settlement or commission handling.
75	General Query	General Query	Any integration required with government identity systems (Aadhaar, eSign,DigiLocker)	No as of now
76	General Query	General Query	IS there any data migration required	No as of now
77	General Query	General Query	Is there any legacy data to be migrated?	No as of now
78	General Query	General Query	Number of users to be trained (KVIB officials, centres, sellers)?	Approx 30-50 Official-Users

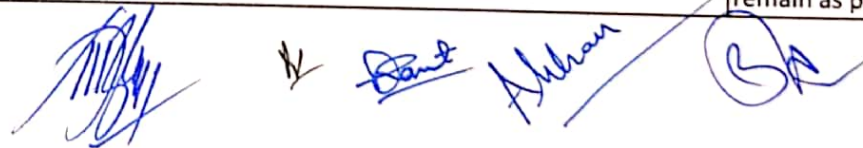
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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
79	General Query	General Query	Are we expected to provide logistics and packaging?	Bidder is responsible for selecting the delivery partner from the ONDC registered service provider, submit 4-5 proposal to MP KVIB to the approval.
80	General Query	General Query	Are we expected to travel to different sites for product photography and videography	NO at Central location Bhopal only
81	General Query	General Query	Who is going to maintain the central warehouse/hubs	KVIB
82	General Query	General Query	Exemption to MSME for turnover and experience criteria	Yes, Refer updated Clauses
83	Section 8.1	TurnOver, Experience and EMD	With reference to the subject tender, we seek clarification on whether MSME/Startup bidders are eligible for relaxation in the turnover and experience criteria. We are a registered MSME with relevant technical expertise and experience in similar projects. As per GFR guidelines for MSMEs/Startups, we request your consideration for relaxation in these criteria to enable our participation.	Yes, Refer updated Clauses
84	8.2 Technical Evaluation Matrix, TQ 4, Page No. 21	Experience in implementation of E-Commerce platforms for Government/ PSU / Semi-Government including integration with ONDC (Seller App or Marketplace) / Payment	Experience in implementation of E-Commerce platforms for Government/ PSU / Semi-Government (Seller App or Marketplace) / Payment Aggregators, / Logistics Partners, during the period 01.01.2019 to 31.12.2025.	No change. The provision shall remain as per RFP.
85	Section 8.1	TurnOver, Experience and EMD	Relaxation in EMD for Startup from Madhya Pradesh (As per the section 14, Clause 14.1 of MP Store and Purchase Rule) Alignment with General Financial Rules (GFR) 2017 provisions, specifically: Rule 170(i) = Relaxation from payment of EMD for DPIIT recognized startups Rule 173(i) – Relaxation in prior experience and turnover requirements	Yes, Refer updated Clauses
86	Section 8.1	TurnOver, Experience and EMD	Relaxation in average Turnover Criteria for DPIIT-recognized startups	Yes, Refer updated Clauses



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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
87	Section 8.1	TurnOver, Experience and EMD	Relaxation in Technical Manpower Requirements	Yes, Refer updated Clasue
88	Section 8.1	TurnOver, Experience and EMD	Relaxation in operational existence	Yes, Refer updated Clasue
89	Section 8.1	TurnOver, Experience and EMD	Inclusion of Startup Weightage / Marking System in Technical Evaluation. Full marks support for the exempted TQ numbers in technical evaluation matrix	Yes, Refer updated Clasue
90	Section 8.1	TurnOver, Experience and EMD	Consideration of Relevant Startup Experience (Supporting documents may include product development, ONDC work, pilot projects, work orders or completion certificate etc.)	Yes, Refer updated Clasue
91	Section 8.2 TQ7	Approach and Methodology & Annexure 9	Request for modification that Annexure 9 be revised to: Allow bidders to demonstrate capability and prior experience in ONDC integration, instead of requiring a fully ready portal Accept modular / customizable architecture readiness Consider implementation approach and technical understanding rather than pre-built deployment	Yes, Refer updated Clasue
92	General Query	General Query	Request for virtual meeting	Virtual meeting for pre bid queries conducted on 09/04/2026 03:00 PM
93	General Query	General Query	Bidder has asked who will onboard the department on ONDC	It is bidder's responsibility to onboard dept. on ONDC platform.
94	General Query	General Query	Is 4 months of timeline is extendable	No change. The provision shall remain as per RFP.
95	General Query	General Query	Is it mandatory to conduct Security Audit by CERT IN ?	No change. The provision shall remain as per RFP.
96	General Query	General Query	What will be the number of concurrent users and If Any oncrease in the infrastructure resources and cost then who will bear the cost	Initially the concurrent users be 100, In future if higher configuation of Infra required then dept will bear the additional cost.
97	General Query	General Query	Is it mandatroyp to deploy 02 onsite resources at MP KVIB Bhopal	No change. The provision shall remain as per RFP.



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Sl. No.	Sub-Section	Reference/ Subject	Clarification Sought	Response
98	General Query	General Query	If bidders wants to develop the eCommerce portal from scratch	No change. The provision shall remain as per RFP.

