

Request for Proposal
FOR
EXHIBITION AGENCY
FOR VIBRANT GUJARAT 2019
DHOLERA INDUSTRIAL CITY DEVELOPMENT LIMITED
(DICDL)

CIN: DICDL/DSIR/CNSL/VBR-19-01

REQUEST FOR PROPOSAL

October' 2018

Dholera Industrial City Development Limited (DICDL)
6th Floor, Block No. 1 and 2, Udyog Bhavan,
Sector-11, 'GH-4' Circle, Gandhinagar – 382017
Gujarat, India

Prepared by
Program Manager for New Cities (PMNC)

AECOM

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Instructions to Bidder for e-Tendering

1. Accessing of BID documents

- (i) It is mandatory for all the bidders to have class-III Digital Signature Certificate (DSC) (with both DSC components, i.e. signing and encryption in the name of authorized signatory who will sign the BID) from any of the licensed Certifying Agency (Bidders can see the list of licensed CAs from the link www.cca.gov.in) to participate in e-tendering of the Employer.

DSC should be in the name of the authorized signatory.

- (ii) To participate in the bidding, it is mandatory for the bidders to get registered their firm with e-tendering portal of the Employer [www.nprocure.com], to have user ID & password which has to be obtained by submitting the applicable fee & necessary documents. Validity of online registration is one year. Following may kindly be noted:
 - (a) Registration should be valid at least up to the date of submission of BID.
 - (b) BIDs can be submitted only during the validity of their registration.
 - (c) The amendments / clarifications to the BID document, if any, will be hosted on the Employer's website www.nprocure.com.
 - (d) If the firm is already registered with e-tendering portal of Employer and validity of registration is not expired the firm is not required a fresh registration.
- (iii) The complete BID document can be viewed / downloaded from e-tender portal of the Employer, from the date & time mentioned in the RFP.

2. Preparation & Submission of BIDs:

- (i) The Bidder may submit his Bid online following the instruction appearing on the screen. A buyer manual containing the detailed guidelines for e-procurement is available on e-procurement portal.
- (ii) Form A and Copy of the work order & work completion certificate/ proof of payment receipt of requisite work shall be prepared and scanned in different files (in PDF or JPEG format such that each file size is not more than 2 MB) and uploaded during the on-line submission of BID. Hard copy of Form A and Copy of the work order & work completion certificate/ proof of payment receipt of requisite

work in a sealed envelope shall be submitted in original before the Physical submission date and time.

- (iii) Bid must also be submitted online only through e-procurement portal of the Employer, [<https://dicdl.nprocure.com>] using the digital signature of authorized representative of the Bidder on or before Online submission Bid Due date
- (iv) To participate in bidding, bidders have to pay Rs. 2,000/- (Rupees Two Thousand Only) plus 18% GST towards processing fee for BID (non-refundable) in favour of "Dholera Industrial City Development Limited (DICDL), Gandhinagar" payable at Gandhinagar in form of DD and BID Security is also to be furnished by the bidder for an amount of Rs. 36,000/- (Rupees Thirty Six Thousand Only) in the form of Demand Draft in the name of the Employer.

3. Modification / Substitution / Withdrawal of BIDs:

- (i) The Bidder may modify, substitute or withdraw its e- BID after submission prior to the BID Due Date. No BID shall be modified, substituted or withdrawn by the Bidder on or after the BID Due Date & Time.
- (ii) Any alteration / modification in the BID or additional information supplied subsequent to the BID Due Date, unless the same has been expressly sought for by the Employer shall be disregarded.
- (iii) For modification of e-BID, bidder has to detach its old BID from e-tendering portal and upload / resubmit digitally signed modified BID.
- (iv) For withdrawal of BID, bidder has to click on withdrawal icon at e-tendering portal and can withdraw its e-BID.
- (v) Before withdrawal of a BID, it may specifically be noted that after withdrawal of a BID for any reason, bidder cannot re-submit the e-BID.

4. Opening of BIDs.

- (i) Opening of BIDs will be done through online process.
- (ii) The Employer shall open received BIDs on the Physical submission BID Due Date, in the presence of the Bidders, who choose to attend.

DISCLAIMER

The information contained in this Request for Proposal document (the “RFP”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form, by or on behalf of the Employer or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the Employer to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their bid pursuant to this RFP (the “Bid”). This RFP includes statements, which reflect various assumptions and assessments arrived at by the Employer in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Employer, its employees or advisors to consider the objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Bidder should therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidder(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Employer accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The Employer, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder or Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained

therein or deemed to form part of this RFP or arising in any way for participation in the Bidding Process.

The Employer also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.

The Employer may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP. The issue of this RFP does not imply that the Employer is bound to appoint the selected Bidder for the Project and the Employer reserves the right to reject all or any of the Bids without assigning any reasons whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Employer or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Employer shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by the Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

1. Background and Objective

1.1 Introduction

The Government of India has envisaged the development of Delhi Mumbai Industrial Corridor (DMIC) along the alignment of proposed Multi-modal High Axle Load Dedicated Freight Corridor between Delhi and Mumbai, covering an overall length of 1,504 km. Further, Delhi Mumbai Industrial Corridor Development Corporation Limited (DMICDC), a special purpose company, was incorporated to establish, promote and facilitate development of the DMIC Project.

The Dholera Special Investment Region (DSIR) will be a major Greenfield Industrial Hub planned and located approximately 100km south of Ahmedabad and 130km from the State Capital Gandhinagar. The project as envisaged will be the first initiative from DMICDC to create a linear zone of industrial clusters and nodes to be developed in the influence area of Western Dedicated Freight Corridor (DFC).

A SPV under Indian Companies Act 2013, Dholera Industrial City Development Limited (DICDL) has been formed with the equity participation from Gujarat State Government and DMIC Trust and is responsible for implementation of the DSIR Project.

DSIR has been planned over an extensive area of land measuring approximately 920sqkm and encompassing 22 villages of Dholera Taluka in the Ahmedabad District. This will be by far the largest of investment nodes planned along the influence of DFC in the DMIC region. This node is strategically located between the industrial cities of Vadodara, Ahmedabad, Rajkot, Surat and Bhavnagar urban agglomerations. The nearest international airport is at Ahmedabad and Government of Gujarat through the Dholera International Airport Company Limited (DIACL) has plans to develop another international airport in the north-east of the proposed investment region. DMICDC, with support of DSIRDA, plan to create an economically and socially balanced new-age City with world class infrastructure and highest quality-of-life standards and sustainability in the urban form. This new age city aims to have a sustainable urban transportation system (transit oriented development) within and mobile/ efficient regional connectivity with neighbouring cities and the rest of the country.

For the DSIR, DMICDC has appointed AECOM as the Programme Manager for New Cities (PMNC). The role of the PMNC is to perform activities necessary to plan, integrate, package, administer and manage the implementation of DSIR projects. Specifically, the PMNC will be responsible for conceptualization of projects and further, during the design and construction stage, overseeing the work of Consultants, and contractors, including reviewing, monitoring, resolution of interface issues, and reporting to the State nodal agency and the DMICDC on the programme progress. All deliverables from Agency engaged on this project shall be submitted to the PMNC for final approval of DICDL. As an extension of DMICDC and DICDL, the PMNC will be responsible for taking inputs from stakeholders and communicating

them with the Agency. In all day-to-day matters in respect of implementation of this assignment, the Agency shall report to the PMNC.

For trigger development of Dholera SIR, an Activation Area is identified which acts as a catalyst for further investments and attracts local and global investors. The Activation Area is spread across an area of approximately 22.5sqkm. The area has approximately 72kms of roads and has an optimum mix of land use comprising of industrial, residential, mixed use, recreation and tourism. The area selected is based on immediate availability of land and its future status after implementation of TP schemes (area with the highest opportunity of commencement of site work).

The Activation Area is approximately 4.25% of the total developable area of DSIR. It can cater to a residential population of 1.2 lakhs with an employment of approximately 80,000 persons by 2020. Activation Area is having major portion of Government land (approx. 80%) which will provide ready to move plots with all major trunk infrastructure at the door steps of each plots.

DICDL has finalized a bare rectangular space that is an area of 200 sq. mtrs. Further information is available with iNDEXTb.

Accordingly, Dholera Industrial City Development Limited (Client) invites proposals to undertake:

“RfP for Selection of Exhibition Agency for Dholera Industrial City Development Limited (DICDL)”.

The detailed scope of services is provided in the Scope of Work.

1.2 Objective

Dholera Industrial City is into the implementation phase from a Project phase and it is imperative that DICDL explore various platforms to promote the project & disseminate information on the available opportunities, typically as an industrial location & popularise the project profile both domestically and globally.

The objective is to showcase Dholera as a viable large-scale manufacturing destination for potential national & international investors as well as demonstrate that it will be a large vibrant city with all asset classes; through a pavilion at Vibrant Gujarat’19.

The pavilion should follow a Communication & creative strategy with the intention of empowering potential investors & the target market to connect with DICDL for investment. To highlight the potential of Dholera by building on the location, infrastructure, planning, policies of the Government of Gujarat, sectorial focus, etc.

DICDL wishes to have a Pavilion at VG’19 preferably with the help of hi-tech digital interactive exhibits with optimal use of new age technology like multimedia, 2D & 3D

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animation, motion graphics, digital interactive interface, etc. planned towards the target market so as to ensure maximum recall value.

2. Instruction to Bidding Agencies

- 1) The selection shall be on the Combined Quality Cum Cost Based Selection (CQCCBS) based on the final weighted score.
- 2) The Exhibition agency team would work closely with DICDL/PMNC and should always be available as & when required by the Client.
- 3) CVs of all the team members certified by the authorized signatory and clearly indicating qualification and experience should be attached.
- 4) All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.
- 5) The Original Proposal (Technical Proposal) shall contain no interlineations or overwriting, except as necessary to correct errors made by the official of Agency themselves. The person who signs the proposal must put initial against such corrections.
- 6) Submission letters for the Technical Proposals should be in the formats specified in this document.
- 7) The proposals shall be signed and submitted by the Authorized Signatory of the Agency. The authorization shall be attached in the Technical Proposal and shall be in the form of a written power of attorney as per the prescribed format.
- 8) The Agencies shall bear all costs associated with the preparation and submission of their proposals. DICDL is not bound to accept any or all proposals, and reserves the right to annul the selection process at any time prior to award of contract, without any liability to DICDL.
- 9) Physical papers are to reach DICDL office as per the date and time mentioned in this document. It is the responsibility of the Bidder to submit the bid before the last date and time at the address as mentioned in the document above, and DICDL shall not be responsible for any delay due to post/courier/any other reasons.
- 10) At any time before the submission of Proposals, DICDL may amend this document by issuing an addendum, which shall be binding on the agencies.

The agencies shall acknowledge the tender conditions and all subsequent amendments and submit along with their proposals duly signed. Therefore, the tender document signed by the authorized signatory should be the part of the technical proposal.

- 11) DICDL will select the agency who has scored the highest as per the evaluation criteria - combined score of technical proposal and financial quote.

- 12) Misrepresentation/ improper response by the Bidder may lead to the disqualification of the Bidder. If such disqualification/ rejection occurs after the Proposals have been opened and the highest ranking Bidder gets disqualified/ rejected, then the Employer reserves the right to consider the next best Bidder, or take any other measure as may be deemed fit in the sole discretion of the Client, including annulment of the Selection Process.
- 13) The selected firm may be invited for negotiations, if felt necessary by DICDL. If such negotiations do not result in a conclusion, DICDL shall have the right to invite the next bidder (second highest scorer) for negotiations and finalization.
- 14) The Client, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
 - i. Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;
 - ii. Consult with any Bidder in order to receive clarification or further information;
 - iii. Retain any information and/or evidence submitted to the Client by, on behalf of and/or in relation to any Bidder; and/or
 - iv. Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder.

19. Validity of the Proposal

The Proposal shall remain valid for 120 calendar days after the date of the opening of the financial bid. Both the parties would endeavour to complete the process of selection and enter into agreement before the validity period.

20. Extension of Validity of Proposal

In exceptional circumstances, prior to expiry of the original Proposal Validity Period, DICDL may request the bidders to extend the Proposal Validity Period for a specified additional period.

21. Format and Signing of Proposal

The proposal should be short, concise & include all points indicated in the Document.

The Proposal shall be typed or written in indelible ink and should be in English which shall be signed and sealed by the Authorized Representative. Proposal in other language would not be accepted. The pages and volumes of

each part of the Proposal shall be clearly numbered. The Proposal shall contain all the information required herein and references of previous submissions shall not be considered.

22. Payment Terms

Payment will be made within 30 working days after submission of the bills. A brief report of the work carried out during the billing period should be submitted along with the bills for approval of the Client/PMNC.

23. Tentative schedule for selection process

The Client will endeavor to follow the following schedule:

Date of issue of RfP	15-10-2018
Interaction with the Bidders	2-11-2018 at 11 AM Venue: DICDL, 6th Floor, Block no. 18, Udyog Bhavan, Sector-11, Gandhinagar 382017
Bid Due Date and time (online)	15-11-2018 at 3 PM
Physical submission of bids	16-11-2018 at 3 PM
Presentation	Presentation Schedule shall be informed to the qualified agencies by the Employer. Venue: DICDL, 6th Floor, Block no. 1, Udyog Bhavan, Sector-11, Gandhinagar 382017

24. Contact Details of Clients Representative :

General Manager

Commercial, DICDL

Email: dbrahmbhatt@dicdl.in

Contact numbers :

Tel: + 91- 79-23226015

FAX NO: +91-79- 23222481

3. Pre-Qualification and Technical Evaluation

1) Similar Work Experience – Pre-Qualification:

Similar Work Experience of having successfully executed at least one Pavilion project having following parameters:-

- a) Firm should have experience of a minimum of 150 Sq. Mtr. in any of the Vibrant Gujarat events or any International Trade Fairs or in any of the Make in India campaigns.
- b) Firm should have completed a minimum project cost of Rs. 40 lakhs using high-end technology display.
- c) Experience in the realms of Urban Infra, Industrial Infra, Railways / Metro, Port &/or port based development, Integrated Cities, SEZs, SIRs, etc.
- d) O&M of the high-tech pavilion throughout the duration of the event

Note: Work completion certificate/ proof of payment received to be attached in support of the above experience.

2) As part of the evaluation, the bidder shall fulfil the Qualification Criteria. In case a bidder does not fulfil the Qualification Criteria, the agency shall not be invited for Technical Presentation and the financial proposal of such bidder shall not be opened.

3) The respective weightage for the Combined Technical Score and the Financial Score are set out in the table below:

Sr.	Description of Parameters for composite evaluation score
1	(A) Technical Score - 80 marks
2	(B) Financial Score- 20 marks

The evaluation of proposals shall be on the principle of Combined Quality Cum Cost Based Selection (CQCCBS) based on the final weighted score. The assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.

The lowest Financial Proposal (Fm) will be given a financial score (Sf) of 100 points. The financial scores (Sf) of the other Financial Proposals will be determined using the following formula:

$$Sf = 100 \times Fm/F;$$

In which Sf is the financial score, Fm is the lowest Financial Proposal, and F is the Financial Proposal (in INR) under consideration.

Proposals will finally be ranked in accordance with their combined technical (St) and financial (Sf) scores:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal that will be 0.80:0.20.

The Bidder achieving the highest combined technical and financial score will be considered to be the successful Bidder and will be invited for contract signing (the "Successful Bidder").

4) Technical Evaluation

Bidder has to score at least of 70 marks (from 100 marks) from technical presentation to qualify for opening of financial bid. Financial proposal of only those Agencies shall be opened who will be declared qualified in technical proposal.

5) Presentation

Presentation guidelines

Presentation time, including Q & A, will not exceed 30 minutes & all Bidders are expected to adhere to this time line. DICDL can curtail / end the presentation at any point at its sole discretion.

The agencies meeting the qualification criteria will be called for the presentation before the Technical Committee. The date and time for the technical presentation will be intimated later to the qualified Bidders through email/ fax/ letter. The bidder shall submit one hard and soft copy of its presentation (PPT) to the Client on the day of the technical presentation.

Team making the presentation – 1) Customer service executive, primary contact of the employer 2) Project in-charge 3) Design lead 4) Copy writing lead 5) Pavilion execution head

Any other person(s) as required by the agency.

It would be preferred if the presentation is limited to approximately 30 slides. Presentation should include

- 1) Agency's understanding of Dholera SIR, its target market, Pavilion Strategy & its components, identifying important topics to be highlighted, important points on which the Pavilion will be designed, Message to be conveyed in the Pavilion & approach to conveying the message, etc. This will be based on the Background section in Chapter 6, Scope of Work.

- 2) A complete presentation on the proposed DIC Pavilion including suggested pavilion for DICDL including specifications of material used, look & feel, layout, etc. This will be based on responsibilities of the selected agency section in Chapter 6, Scope of Work.
 - 3) Technology proposed for the DIC pavilion with options
 - 4) Existing 4 Models – How will the agency use / capitalise on the same
 - 5) Differentiating & innovative suggestions
 - 6) Past work (max 3) & atleast 1 project that matches the Prequalification & Technical Evaluation as mentioned in Chapter 3. Each work to be explained.
 - 7) Promotion of Dholera pavilion to attract maximum visitors. This will be based on the responsibilities section as mentioned Chapter 6, Scope of work
 - 8) Whatever else the agency wants to demonstrate to make the pavilion better (2-3 slides max)
 - 9) Introduction to the firm & the team that will handle this project with brief CV's – 5 minutes maximum at the end of the presentation (2-3 slides max)
- 6) Proposal Submission
- a) The Proposal shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialed by the person or personnel who sign the Proposal.
 - b) The Authorised Representative of the Bidder should initial all pages. The Authorised Representative's authorisation should be confirmed by a written power of attorney by the competent authority accompanying the Proposal.
 - c) The Form A and Copy of the work completion certificate/ proof of payment received of requisite work as per the prescribed format along with all supporting documents required to fulfill qualification criteria shall be placed in a sealed envelope clearly marked "- [name of assignment]" bearing the name of assignment, submission address and marked "DO NOT OPEN EXCEPT IN PRESENCE OF THE EVALUATION COMMITTEE." The same shall be submitted before the Bid due date and time.
- The agencies are required to fill the financial proposal online only at <https://dicdl.nprocure.com> as per the prescribed format (Financial Proposal) Form B.

- The quote should be unconditional and single.
- The fee quoted should be inclusive of GST.

The proposal should be indicated in the Indian Rupees. Proposal in any other currency would not be accepted and is liable to be rejected.

4. Proposal Evaluation

1) Opening of Proposal

DICDL would open the online Bids and the hard copy containing Form A along with work completion certificate/ proof of payment receipt Physical submission Bid Due Date and Time for the purpose of verification of documents.

Bidders would have to bring in the requisite copies of the Presentation in hard copies and in the suitable format of ppt, movies, etc. for presentation to the Committee members. The presentation and related submittals would be retained by DICDL for its records.

Bidders qualifying in the technical presentation would then be eligible for the opening of the financial proposals. The score of technical evaluation shall be communicated to the qualifying bidders before opening of financial proposal.

The final date of opening of the financial proposal shall be decided by DICDL. The date of the financial opening shall be communicated to the Qualifying Bidders by letter/email. The proposals would be opened on given date and time, even if the representatives are not present.

5. Technical Proposal – Standard Forms

Form A: Format for Power of Attorney for Authorized Representative

Know all men by these presents, We, [name of organization and address of the registered office] do hereby constitute, nominate, appoint and authorise Mr / Ms [name], son/ daughter/ wife of [name], and presently residing at [address], who is presently employed with/ retained by us and holding the position of [designation] as our true and lawful attorney (hereinafter referred to as the “Authorised Representative”), with power to sub- delegate to any person, to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Proposal for and selection as Agency for [name of assignment], to be developed by Dholera Industrial City Development Limited (the “Authority”) including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon award thereof to us until the entering into of the Contract with the Authority.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorised Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorised Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, [name of organization], THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS [date in words] DAY OF [month] [year in ‘yyyy’ format].

For [name and registered address of organization]

[Signature]

[Name]

[Designation]

Witnesses:

1. [Signature, name and address of witness]

2. [Signature, name and address of witness]

Accepted

Signature]

[Name]

[Designation]

[Address]

Notes:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under seal affixed in accordance with the required procedure.
2. Bidder shall submit the required Power of Attorney on non-judicial stamp paper of INR. 100/-.
3. Wherever required, the Bidder should submit for verification the extract of the charter documents and other documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.
4. For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Bidders from countries that have signed The Hague Legislation Convention, 1961 are not required to be legalised by the Indian Embassy if it carries a conforming Appostille certificate.

Form B: Financial Proposal Submission Form

[Location, Date]

To

CEO & Managing Director
Dholera Industrial City Development Limited
6th Floor, Block No. 1 and 2, Udyog Bhavan,
Sector-11, 'GH-4' Circle, Gandhinagar – 382017
Gujarat, India

RfP dated [date] for selection of Agency for [name of assignment]

Dear Sir,

With reference to your RfP Document dated [date], we, having examined all relevant documents and understood their contents, hereby submit our Technical Proposal for selection as [name of assignment]. The Proposal is unconditional and unqualified.

We are submitting our Proposal as [sole Bidder / JV] [with] [insert a list with full name and address of each Joint Venture/ consortium Agency].

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate in accordance with the RfP. Our Proposal is binding upon us, subject only to the modifications resulting from technical discussions in accordance with the RfQ cum RfP.

We understand you are not bound to accept any Proposal you receive.

Further:

1. We acknowledge that DICDL will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the Agency, and we certify that all information provided in the Proposal and in the supporting documents is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment as the Agency for the aforesaid Project.
3. We shall make available to DICDL any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. We acknowledge the right of DICDL to reject our application without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.
5. We declare that:

- a) We have examined and have no reservations to the RfP, including any Addendum issued by the Authority;
6. We understand that you may cancel the selection process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Agency, without incurring any liability to the Bidders.
7. We declare that we are not applying for selection as an Agency.
8. We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by DICDL in connection with the selection of Agency or in connection with the selection process itself in respect of the above mentioned Project.
9. We agree and understand that the proposal is subject to the provisions of the RfP document. In no case, shall we have any claim or right of whatsoever nature if the consultancy for the Project is not awarded to us or our proposal is not opened or rejected.
10. In the event of our being selected as the Agency, we agree to enter into a Contract in accordance with the contract prescribed in the RfP. We agree not to seek any changes in the aforesaid form and agree to abide by the same.
11. We have studied RfP and all other documents carefully. We understand that except to the extent as expressly set forth in the Contract, we shall have no claim, right or title arising out of any documents or information provided to us by DICDL or in respect of any matter arising out of or concerning or relating to the selection process including the award of consultancy.
12. I/ We hereby submit our BID and offer a BID Price Rs.
(Rs..... in words) for undertaking the aforesaid work in accordance with the Bidding Documents and the Agreement.
13. We agree and undertake to abide by all the terms and conditions of the RfP Document.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

(Name and seal of the Bidder/Member in Charge)

6. Scope of Work

1. General:

Conceptualization, designing, construction and provide other related ancillaries services but not limited to

1. Creative conceptualization of booth design for attractive, interactive and safe booth arrangement with optimum surface utilization
2. Advance Demo and approval of design and technology by the employer
3. Timely on site construction, fabrication and installation of the booth
4. Pre testing of technology, booth desk, display wall, interactive platform etc.
5. Commissioning of requisite booth Trained manpower who will be maintaining and managing the booth during the event and who will ensure the on-site coordination
6. Daily maintenance and cleaning of the booth during the course of the event
7. Dismantling the booth after the event
8. Ensuring storage and transportation for all the material required for the booth
9. Transportation of physical models to the booth from the specified location provided by the employer and returning the model back to employer office without any damages after the event
10. All the other ancillary works like printing, collaterals, literature, panels etc related to display at the booth
11. Provision of small pantry equipped with water, tea/coffee dispenser machine along with environmental friendly disposal glasses and cups during the course of the event.
12. Relevant approval /s from the concern agencies for entry / exits from the event site, booth construction permission, dismantling permission etc
13. Ensuring uninterrupted availability of high speed internet during the event
14. Provision of furniture like sofa / couches / chairs / coffee tables etc. as per the final design layout
15. Dustbins and waste storage
16. Attractive Reception counters along with necessary facility for document storage, V-card collection, brochure distribution arrangements etc.
17. Indoor plants as per the design requirement / as suggested by client

18. Creation of Info graphics based on the information provided by the client, approval, designing, printing, framing, installation

Specific:

Booth Details and requirements

1. The DICDL booth at Vibrant Gujarat 2019 shall have total area of 200 sqm
2. In a rare instance there may be variation (Increase/reduction) in the booth dimension. In event of such change, the work profile will remains same but the cost of the work will be prorated accordingly.
3. The booth should reflect an open and inviting look, with minimum barriers;
4. The booth should be highly interactive and use appropriate cutting-edge technology;
5. The booth should have professional layout conducive for interactive display (examples as, but not limited to, large (approx. 10 feet in total) interactive display wall / platforms with multi touch operation representing macro to micro level project details as suggested by the employer, hologram projections to display city 3D /model / images and its contents, City information sharing kiosk through barcode scanning etc.)
6. There should be easy accessibility to and within booth;
7. The booth should have general meeting room as well as private meeting room with elegant interior and display screens (minimum 42 inch LED TV)
8. The Booth should have a screen displaying the live streaming / video of site construction coverage
9. The booth should have a creative way to display the city name (Dholera Industrial City Development Limited/DICDL) and should be visible from distance.
10. Indoor plants to be placed within the booth as approved by the employer

Project Manpower:

The agency must assign dedicated project manager for the project, and arrange adequate staff for booth management at the venue for all the days of event

Timeline:

The Selected agency shall begin the work (Starting from design of the booth) from the day of work order signing, construction of the booth after finalization of the design by getting approval from the employer and completion of booth work 2 days or as specified in the VG 2019 event guideline whichever is more before the start of the event.

The broad timeline of the assignment are as follow:

Sr. No.	Deliverables	Timeline
1	Inception report	D+5 Days
2	Preparation and submission of detailed plan of action	D+10 Days
3	Designing, Conceptualising, Content Integration in Concept, Demos	Continuous work till finalization but not later than D+20
4	Finalization of technologies, layout and color schemes	D+30
5	Booth management related liasioning, approvals, preparation and other related activities	D+40
6	On site Booth construction	D+45
7	Booth management	During the VG 2019
8	Dismantling of the booth	After Event
9	Handover the employer assets	Within 10 days after event

Employer Assets: Physical Models used in the booth, Brochures, flyers, booklets etc.

Project Approach:

The bidder should be in position to understand the required end product, and work on developing innovative ways of presenting the information and engaging the audience, particularly through the use of interactive technology and commission the project right from the conceptualizing, designing, constructing and operating the same on the event.

Broad Imagery of DICDL Booth:

Agency are required to submit proposals around broad imagery but are expected and recommended to submit wider and finer range of creative, innovative and unique ideas, even beyond as indicatively described below:

1. Modern technology including large multi interactive touch screen wall /platform/s to have interactive information displays with page flip option and multi-level access/ video plays etc. (Technical information for display will be provided by the employer, Agency to arrange the equipment/software, prepare, convert, modify the information as per the requirement of the booth along with its compatibility with the interactive wall)
2. Interactive hologram of the city future vision with built mass along with its underground trunk infrastructure details

3. Kiosk equipped with dholera city information which can be taken / share by just scanning the barcode through mobiles / ipad devices.
4. A large screen/s displaying city walkthrough along with sound system (Walkthrough will be provided by the employer)
5. Live video / site construction coverage and display the same on booth, agency to provide and manage all the necessary and required system, equipment, software etc. for the said purpose.

BROAD PROJECT COST FOR 200SQM SPACE IS ~ INR 36,00,000/-