

GLOBAL EXPRESSION OF INTEREST DOCUMENT

For

An Ideas Competition for Creating an Immersive Experience at the Guru Tegh Bahadur Memorial Singhu Border, Delhi.



DELHI TOURISM & TRANSPORTATION DEVELOPMENT CORPORATION LIMITED

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Section: 2 Invitation for Ideas competition

Sealed Global Expression of Interest proposals are invited from experienced agencies/JVon behalf of Managing Director, DTTDC for the work of **An Ideas Competition for Creating an Immersive Experience at the Guru Tegh Bahadur Memorial Singhu Border, Delhi**

The EOI document can be purchased on an application on plain paper or a request from the office of **Executive Engineer (SP-I), DTTDC Ltd.** on non-refundable payment of Rs.5000/-+VAT either in cash or in the of demand draft in favour of “**DTTDC Ltd.**” Payable at New Delhi. In case of E-mail document, the draft shall be sent separately. The EOI document shall be sold up to **16.00 Hrs. Dated 18.11.2011**. The duly filled EOI application shall be received in the aforesaid office of Executive Engineer (SP-I), DTTDC Ltd. up to **15.00 Hrs. on 22.11.2011** and would be opened at **15.30 Hrs.** on the same day in the office of Executive Engineer (SP-I), DTTDC Ltd., in presence of those agencies or their authorized representatives, who are present.

For details log on website <http://www.delhigovt.nic.in> (Unique No. **073-2011-00145** dated **21.10.2011**).

Executive Engineer (SP-I)
DTTDC Ltd., New Delhi

SECTION 3 – INSTRUCTION TO AGENCIES **Submissions and Receipt of Proposal.**

An authorized representative of the agency/JV shall initial all the documents enclosed with Expression of interest (EOI) proposal. The authorization shall be in the form of a written Power of Attorney accompanying the Proposal or in any other form demonstrating that the Representative has been duly authorized to sign.

The EOI proposal shall contain no interlineations or overwriting, except as may be necessary to correct errors made by the agency . The person who signed the proposal on behalf of the agency / JV must initial all such corrections.

The proposal shall be placed in a sealed envelope duly marked “Expression of Interest Proposal” followed by the name of the Assignment /job as with date and time of opening also superscripted thereon. This envelope shall also bear the submission address and applicant, reference number, if any. The DTTDC shall not be responsible for misplacement, losing or premature opening if the envelope is not sealed and / or marked as stipulated. This circumstance may be case for rejection of the Proposal

The proposals must be received at the address indicated in the “Press Notice”, which shall be ensured by the agency / JV that the same has been received not later than the time and the date indicated in the press notice or extended date and time, if any. No excuse of postal delays or otherwise shall be entertained. Any proposal received by the DTTDC after the deadline for submission shall be returned unopened. In the event of the specified last date for receiving the proposal being declared holiday, the proposals shall be received up to the appointed time on the next working day.

DTTDC will not accept the proposals delivered through fax or email. Proposal has to be concise, brief and shall not contain irrelevant material.

The Proposal shall be accompanied by a “Letter of Proposal Submission” as attached in the section 4 of the EOI document. The letter of Proposal Submission is to be signed by authorized representative of the agency / JV.

The complete postal address for correspondence has to be given in the “Letter of Proposal Submission” and in case of any change therein at a later date, the representative of DTTDC, (Details given hereinafter) has to be promptly informed. Any loss of communication on account of non-compliance of this condition shall be to the account of the intending agency.

When the EOI document has been downloaded from the website and has not been purchased from the Office, a demand draft of Rs. 5000/-+VAT in favour of DTTDC Ltd., must be enclosed with the EOI Proposal.

Any clarification may be requested from
Executive Engineer (SP-I)
DTTDC Ltd,
Near Cambridge School, Srinivaspuri,
Ring Road, New Delhi
Tele / Fax : 011 – 26331607
e-mail : eesp_dttdc@yahoo.com

SECTION – 4 LETTER OF PROPOSAL SUBMISSION

To

Executive Engineer (SP-I),
DTTDC Ltd,
Near Cambridge School, Srinivaspuri,
Ring Road, New Delhi

Dear Sir,

We, the undersigned, express our interest to offer our services for the Assignment / Job titled **“An Ideas Competition for Creating an Immersive Experience at the Guru Tegh Bahadur Memorial Singhu Border, Delhi”**.

We are hereby submitting the expression of interest (EOI) proposal sealed under an envelope.

1. We hereby declare that all the information and statements made in this proposal are true and accept that any misinterpretation / concealment of relevant information contained in it may lead to our disqualification.
2. The needed Pre-qualification documents for the EOI cover the following;
 - (a) Registration certificate with date of registration of Firm/ Company / Partnership Firm registered under the Indian Companies Act 1956/ The Partnership Act, 1932, along with the address of Registered Office in India (for any of the members in case of JV).
 - (b) Supporting proofs in support that the firm is engaged in the field of creative large scale high brightness permanent projection installations and having satisfactorily completed three similar works during last five years ending March 2011. The similar work means “providing projection and intelligent illumination installations on a turnkey basis for promotion of tourism, culture & history on monuments of world heritage, Heritage cities, cultural parks etc. with historical themes etc.”.

- (c) Certified Profit/ Loss statement for the last five Financial Years (FY 10-11, FY 09-10, FY 08-09, FY07-08, FY06-07), indicating that the Firm/Company have not suffered any loss in not more than two years in those Financial Years. For FY 10-11, any suitable certificate from the Company Secretary or Chartered Accountant would be sufficient.
- (d) Documentary proof (in the form of Audited Account/Certified Balance Sheet) that the Firm/Company has an average turnover of Rs. 2 Crores in each of the last five financial years (FY 10-11, FY 09-10, FY 08-09, FY07-08, FY06-07). For FY 10-11, any suitable certificate from the company secretary or Chartered Accountant would be sufficient.
- (e) List of full time staff employed by the firm with the educational qualification, experience shown against each with the duties assigned, which has to be duly certified by Statutory Auditor or Company Secretary of the Firm/Company.
- (f) Details of jobs related to providing immersive experience carried out in during the last 5 (Five) years ending March 2011, with supporting award letters and completion certificates etc.
- (g) Copy of valid DVAT registration certificate with proof having submitted the latest return for the same (for every member in case of JV).
- (h) Details of Registration with Professional Bodies, ISO and such other certifications (if any)
- (i) The credentials of lead and other members (in case of Joint Ventures only) have been submitted separately. A copy of the Joint Venture agreement is also enclosed.

We fully understand you are not bound to accept any proposal you receive.

We remain

Yours sincerely,

Authorized Signature {In full and initials} :

Name and Title of Signatory :

Name of Firm :

Postal Address for Correspondence :

SECTION – 5 OBJECTIVE AND SCOPE OF COMPETITION

1. PROJECT BACKGROUND

The Govt. of Delhi have developed a memorial on the historical Sher Shah Suri Marg now known as NH-1 which has been dedicated to the memory of Guru Tegh Bahadur, the 9th Guru of the Sikh community. The Delhi Govt. has an intention to provide projection and intelligent illumination installations on a turnkey basis on the said site. The work shall include the creation of concepts, creation of rich media content, creation of programming, supply and installation of equipment, system integration & commissioning and carrying out training of operational staff and comprehensive maintenance for 5 years beyond one year of warranty..

2. BRIEF PARTICULARS OF WORK

Following may give general idea about the scope of work;

- 2.1 Creating an idea which will fit in with context, milieu and sensitivity of the memorial while being commercially viable by attracting large footfalls thus creating a tourism destination for the city of Delhi.
- 2.2 Submit a detailed project report giving all the technical, commercial aspects including feasibility of the proposal.
- 2.3 Presentation to DTTDC and Jury appointed by them for various purposes as and when required.
- 2.4 Installation of Rich Media shows of immersive quality with large format high brightness projections including system integration and allied works without violating the landscape and sensitivity of the layout.
- 2.5 An Installation of large scale indoor or outdoor permanent projection installs, including the supply and installation of multiple high power video projectors with their associated media servers and ancillary equipment for cultural and historical themes.
- 2.6 The scope would also include:
 - (i) Projection Installation Design
 - (ii) Intelligent Illumination Design
 - (iii) Installation Sound Design
 - (iv) Projection dynamic image content design.
 - (v) Large Format visual Design
 - (vi) Creative Direction, Script writing etc.

- 2.7 The work shall include creation of concepts, creation of rich media content, creation of programming, supply and installation of equipment, system integration & commissioning and carrying out training of operational staff, and hand over to the client operation and maintenance for 5 years beyond one year mandatory warranty period.
- 2.8 The entire job has to be carried out on a turnkey basis.

Executive Engineer (SP-I)
DTTDC Ltd, New Delhi

SECTION-6 : CONDITIONS FOR ELIGIBILITY

The agency / JV satisfying following Pre-Qualification criteria would be eligible for issue of necessary RFP document, for submission of Technical and Financial bids (please submit necessary documents to prove that credentials satisfy the Pre-Qualification Criteria. Originals may be asked to be produced; if required, at a later date for verification) In case of Joint Ventures, the Lead Partner must independently satisfy the Pre-qualification conditions except for requirements of being registered in India and having valid DVAT registration.

- (a) Enclose proof of having executed at least 3 three large scale high brightness permanent projection installations at sites of historical and cultural reference in the last five years on a turnkey basis. For a work to quality as high brightness, it should have at least 5 video projectors of 20,000 lumens or more.
- (b) The responding bidder will need to show the following in house skill sets. The C.V. of staff should be enclosed as a requisite of proof including their past experience in the following fields :
 - (i) Projection Installation Design
 - (ii) Intelligent Illumination Design
 - (iii) Installation Sound Design
 - (iv) Projection dynamic image content design.
 - (v) Large Format visual Design
 - (vi) Creative Direction, Script writing etc.

- (c) Past Experience of successfully executed at least one work creating three sixty degrees into three sixty degrees immersive experiences with HBLF projections, effects, sound, intelligent illumination, programming, installation and integration of media servers. International collaborations can also be considered. (enclose photographs/video of past works as proof)
- (d) Should have had average annual financial turnover not less than Rs. 2 Crores on during each of the last five financial years ending 31st March 2011.
- (e) Should not have incurred any loss in more than two years during the last five financial years ending 31st March 2011.
- (f) Should have valid DVAT registration (for any members in case of Joint Venture).
- (g) Should be Registered with relevant statutory Authorities with its Registered office in India (for any members in case of Joint Venture).

Executive Engineer (SP-I)
DTTDC Ltd, New Delhi

SECTION: 7 SELECTION

A separate RFP document shall be issued to all the short listed firms / JV, containing Technical and Financial Proposals. The firm shall be selected based on their Technical and Financial Proposals, as per the selection process following Quality cum Cost based method of selection provided in the RFP document.

Executive Engineer (SP-I)
DTTDC Ltd, New Delhi