

Invitation for expression of interest (EOI)

From
Bidders for
Conceptualising and running of Souvenir Shops and Information
Kiosk of Assam Tourism on a turnkey basis

ASSAM TOURISM DEVELOPMENT CORPORATION LTD.

(A Government of Assam Undertaking & an ISO 9001:2008 certified organization)

Asom Paryatan Bhawan, 4th Floor, A.K. Azad Road,
Paltan Bazar, Guwahati – 781008

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**Assam Tourism Development Corporation Ltd.
4th Floor, Asom Paryatan Bhawan,
A.K. Azad Road, Paltan Bazar, Guwahati 781008, Assam, India**

INVITING EXPRESSION OF INTEREST (EOI)

Sub : Invitation for Expression of Interest for empanelment of eligible bidders for Conceptualising and running of Souvenir Shops and Information Kiosk of Assam Tourism on a turnkey basis

Assam Tourism Development Corporation (ATDC) invites Expression of Interest for empanelment from reputed bidders for conceptualising and running of Souvenir Shops and Kiosk of Assam Tourism on a turnkey basis.

The complete set of EOI document for work can be obtained from office of the Managing Director, Assam Tourism Development Corporation Ltd. office, 4th Floor, Asom Paryatan Bhawan, A.K. Azad Road, Paltan Bazar, Guwahati 781008, Assam, India, during working hours on payment of demand draft (towards EOI document fee) for an amount of INR 10,000/- drawn in favour of "The Managing Director". Alternatively, the EOI document can be downloaded from the website (www.assamtourisonline.com). The demand draft of document fee shall be furnished with EOI in separate cover. Hard copy of company profile document for conceptualising, designing & production of souvenir & mementos of EOI in the prescribed format along with the innovative memento designs should reach at the address mentioned below on or before 15.07.2016 upto 16-00 hrs.

Assam Tourism Development Corporation possesses the right to accept or reject any or all tenders without assigning any reason thereof.

This EOI notice shall be a part of contract document.

Address for communication :
Managing Director
Assam Tourism Development Corporation
Ltd.4th Floor, Asom Paryatan Bhawan,
A.K. Azad Road, Paltan Bazar, Guwahati
781008, Assam, India

Managing Director
Assam Tourism Development Corporation Ltd.

2. BACK GROUND

Assam's Tourism industry has huge growth potential and Assam Government has taken several steps to make Assam a tourism hub.

Tourism is one sector which cannot grow to its true potential with governmental efforts alone. It requires private initiatives for investment and promotion. The State Govt. has endeavoured to intensify private sector investment and participation in management and development of the projects already set up and also for establishment of new projects.

Souvenir Shops and Information Kiosk is a new concept to promote tourism in Assam, to encourage ethnic culture and to establish new employment opportunities for local entrepreneurs as a scope of livelihood where to showcase Assam's souvenir products such as handloom, craft items, tea packets, literatures etc.

These units also serve as Assam's tourist information kiosks, providing visitors information on the Assam and its attractions and particular place information of the lodgings, maps, and other items relevant to tourism.

Assam Tourism intends to establish various Souvenir Shops and Information Kiosk in different places of Assam as information and marketing units for the growth of tourism business on behalf of Assam Tourism.

The selected bidders shall fabricate various types of mementos & souvenirs on behalf of ATDC and also be responsible for Conceptualising and running of Souvenir Shops and Information Kiosk of Assam Tourism on a turnkey basis.

3. SCOPE OF WORK

The scope of work should include,

- 3.1. Conceptualization of Souvenir Shops and Information Kiosk.
- 3.2. Designing of Souvenir Shops and Information Kiosk.
- 3.3. Furnishing of Souvenir Shops and Information Kiosk.
- 3.4. Material selection and procurement.
- 3.5. Proper display of materials.
- 3.6. Proper staff to render proper salesmanship for successful running of the Souvenir Shops and Information Kiosk of Assam Tourism on a Turnkey basis.

4. ELIGIBILITY CRITERIA:

- 4.1. The bidder (individual / partnership firm, company, consortium) must have adequate knowledge about Assam).
- 4.2. The bidder must have their office in the state of Assam.
- 4.3. The bidder must have minimum turnover of 1 crore for last three years.
- 4.4. Experience of installation of kiosk and souvenir shops will be an added advantage.
- 4.5. Experience of working in the field of tourism will be preferred.
- 4.6. Working experience with ATDC will be preferred.

5. GENERAL INSTRUCTION FOR EOI

The bidder is expected to Conceptualising and running of Souvenir Shops and Information Kiosk of Assam Tourism on a turnkey basis. After approval the bidder can provide the final product in quantity within prescribed time format.

ATDC shall have right to call for clarification / original of the supporting document for verification, as deemed fit and also to cross check for any details as furnished by the bidder.

Bidder shall have no objection what so ever in this regards.

Attached is the prescribed format of qualifying details. Interested bidder may use this format & add additional information as part of annexure, if they need to.

Applications without required information or enclosures are liable to be rejected.

ATDC reserve the right to accept any or reject all the EOIs at their sole discretion without assigning any reason thereof.

6. QUALIFYING FORMAT

(To be submitted on the letterhead of Prospective Bidder)

Date:

To,
The Managing Director
4th Floor, Asom Paryatan Bhawan
A.K. Azad Road, Paltan Bazar
Guwahati 781008
Assam, India

Dear Sir,

Sub: Invitation for Expression of Interest for empanelment of eligible bidder for Conceptualising and running of Souvenir Shops and Information Kiosk of Assam Tourism on a turn key basis.

With reference to the above advertisement, we hereby file this 'Expression of Interest (EOI)' to undertake the development of this project either individually or as a consortium.

We understand that this is an initial expression of interest on our part and mere submission of this EOI does not entitle us to receive any documents or be invited to bid for this project.

<i>Name and details of Applicant and its representative authorized to file this EOI:</i>	
<i>Full Name</i>	
<i>Designation</i>	
<i>Name of Organization</i>	
<i>Address</i>	
<i>Phones</i>	
<i>Fax</i>	
<i>Mobile</i>	
<i>Email</i>	
<i>Website</i>	

Legal constitution of applicant : (Public limited/Private limited/Partnership etc)*

Current nature of business or activities :*

Last 3 (Three) years turnover of the Applicant:*	
FY 2015-2016	
FY 2014-2015	
FY 2013-2014	

Brief history of operations and activities of the applicant :*

Previous experience of Development and/or Operations & management of similar projects, if any .*

Designs of souvenir & mementos:

Financial Bid (As per design):

Note: * Applicants shall attach documents/brochures/corporate literature and give more details which you may feel necessary to justify profile.

I/We declare that the information stated hereinabove is accurate.

Signature:
Full Name:
Designation:
Organization:

Address:

Date:

Sign & Stamp of Bidder

7. EVALUATION

Bid Process Criteria (EOI Stage) for Selection of Bidders for Conceptualising and running of Souvenir Shops and Information Kiosk of Assam Tourism on a turnkey basis.

7.1 Stage-I: Invitation of EOI

Expression of Interest (EOI) is invited in prescribed format for understanding the response from the firms. Interested firms shall submit their offer to ATDC on or before 16:00 hours on dated mentioned in EOI notice.

7.2. Stage-II: Short listing of EOIs

The selection process will include the submission of 2 bid system.

7.2.1. Criteria 1:

Technical Bid: Submission of proper documents and design concepts required by ATDC.

7.2.2. Criteria 2:

Financial Bid: Financial bid to be submitted in a sealed envelope and only those bids will be opened whose technical bid will be selected.