

Invitation for expression of interest (EOI)

from bidders for
conceptualizing, designing, production & installation of signage in major
tourist destinations across Assam

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

CONTENT

1	Notice
2	Background
3	Scope of work
4	Specifications
5	Eligibility Criteria:
6	General Instructions for EOJ
7	Qualifying format
8	Evaluation

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 bidders for installation of Innovative Signage's in major Tourist Destinations across Assam.

The Managing Director, Assam Tourism Development Corporation Ltd. – invites for expression of interest from bidders for innovative signage conceptualisation, designing, production & installation of signage in the tourist destinations in Assam.

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/- (Non refundable) 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 designing, implementation, installation and fixing of signage and EOI in the prescribed format along with the innovative signage designs should reach 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.

Effective road signage can mean the difference between visitors stopping to explore a town or attraction or just driving through. Tourism signs complement standard direction signs to assist safe and efficient travel for visitors seeking particular destinations or areas of interest. A large number of tourist signs can, however, reduce the benefits, potentially confusing drivers and causing hazardous situations.

While signage to tourist establishments can increase tourism visitation by encouraging visitation from those who may have otherwise passed by, the primary intent of signage is not as a promotional tool for businesses but rather a means to help visitors physically locate the facility safely and efficiently.

With these objectives in view, at present about 45 various projects / units are run by ATDC in association with private participation to promote and develop tourism in the State of Assam. In this line, ATDC intends to select Advertising Firms / Fabrication Houses shall fabricate various types of signage's on behalf of Assam Tourism taking Assamese & English as the primary language of communication.

The Advertising firms/fabrication houses must have full expertise to provide a comprehensive signage solution with production & installation in various tourist destinations in Assam and shall also be responsible for conceptualizing, designing, production & installation of signage as per spots selected by ATDC.

3. SCOPE OF WORK

The scope of work should include successful conceptualization, designing, production & installation of innovative signage boards as per locations selected by ATDC.

- 3.1. Initial survey / suggest locations approximately.
- 3.2. Sizes as per location / feasibility
- 3.3. Feasibility report needs to be submitted after survey.
- 3.3. Planning for execution of work in phases.
- 3.5. Planning and implementation of production in phases.
- 3.6. Installation of signage's on selected tourist destinations.
- 3.7. Maintenance of signage for five years.
- 3.8. Power supply & spaces will be under the scope of ATDC.

4. ELIGIBILITY CRITERIA:

4.1. Bidder should be in Assam with adequate qualified personnel, sound infrastructure & execution/ fabrication teams.

4.2. Minimum 3 year experience in the similar field.

4.3. The Advertising Firms / Fabrication Houses should have a minimum average annual turnover of Rs.1 Crore for last 3 consecutive financial years.

4.4. The agency must have previous experience of signage production & installation with Govt organizations or any Public Sector Undertaking.

4.5. Advertising Firms / Fabrication Houses should have the experience of executing four successful projects signage's in the last three years along with satisfaction & completion certificate from the client with photographs.

4.6. The corporation reserves the right to terminate the contract as & when required during operation of contract period without assigning any reason thereof.

4.7. Following documents are required to be submitted along with the tender.

4.7.1. Pan Card of the firms

4.7.2. Trade Licence

4.7.3. Service Tax and VAT registration certificate

5. GENERAL INSTRUCTION FOR EOI

The agency is expected to conceptualise, design, production and Installation of signage, which includes the production cost, incidental expenses like operation and maintenance of the facilities, various taxes, duties and charges as may be applicable for the tenure of 5 years.

The project is to be executed through fabrication house or advertising firms in which the parties have to provide and fix the signage in the proposed sites as per ATDC.

ATDC shall have the right to call for clarification / original copies of the supporting documents for verification, as deemed fit and also to cross check for any details as furnished by fabrication houses / advertising firms. Agencies shall have no objection what so ever in this regards.

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

The offer shall contain hard copy of innovative signage design, complete documents & proposed planning, presentation document of production and fabrication of signage in various Govt./ public sector companies.

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

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

8. 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 Advertising Firms / Fabrication Houses for installation of Innovative Signages in major Tourist Destinations across Assam.

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:*

Financial Bid: Epoxy and High quality ACP Acrylic signage:*

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 conceptualization, designing, production & Installation of signage on phase mode.

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.