

# EXPRESSION OF INTEREST

## VMRDA

VISAKHAPATNAM METROPOLITAN REGION DEVELOPMENT  
AUTHORITY

INVITES BIDDER(S)  
FOR

**Supply, Installation, Testing and Commissioning of  
Augmented Reality Show at Visakhapatnam, Andhra Pradesh.**

**Client: Visakhapatnam Metropolitan Region Development Authority  
8<sup>th</sup> Floor, Udyog Bhavan, Siripuram Jn.,  
Visakhapatnam- 530003**

**E- Mail ID: [cevudavsp@yahoo.com](mailto:cevudavsp@yahoo.com) & [yudaelectrical@gmail.com](mailto:yudaelectrical@gmail.com)**

**Particulars Required along with the Submission of EOI**

1	Title for Expression of Interest	:	<b>Supply, Installation, Testing and Commissioning of Augmented Reality Show at Visakhapatnam, Andhra Pradesh</b>
2	Download of EOI Documents	:	Complete EOI documents can be downloaded from the Website: <a href="http://www.vuda.gov.in">www.vuda.gov.in</a> From Date:16/11/2018.
3	Mode of sending the EOI Documents:	:	(180) <b>EOI Submission:</b> EOI shall be submitted in envelopes clearly marked for <b>“Supply, Installation, Testing and Commissioning of Augmented Reality Show at Visakhapatnam, Andhra Pradesh”</b> in person/courier/registered post on or before last date of submission of EOI. The scanned copy of EOI also send through e-mail to <a href="mailto:cevudavsp@yahoo.com">cevudavsp@yahoo.com</a> & <a href="mailto:vudaelectrical@gmail.com">vudaelectrical@gmail.com</a> apart from hard copy also may be considered to avoid delay.  <b>(b) Address for submission of EOI:</b> Visakhapatnam Metropolitan Region Development Authority 8 <sup>th</sup> Floor, Udyog Bhavan, Siripuram Jn., Visakhapatnam – 530003, AP
4	EOI Validity	:	180 Days
5	EOI Processing Fee:	:	NIL
5	Estimated Cost	:	Rs. 35.00 Lakhs Approx.
6	Joint Venture	:	Not Applicable
7	Last date of submission of EOI	:	04/12/2018 at 03.00 PM
8	Address for Communication	:	O/o. Chief Engineer, VMRDA, Visakhapatnam Udyog Bhavan Complex, 7 <sup>th</sup> floor Siripuram Junction, Visakhapatnam-530003, Cell:9866076922

**Note:** Visakhapatnam Metropolitan Region Development Authority (VMRDA) reserves the rights to reject any or the EOI without assigning any reasons thereof.

**Seal and Signature of the Bidder**

**Date:** **VMRDA**

# INFORMATION

This document defines the purpose of Expression of Interest and describes the project requirement and conditions. It clearly sets out the selection criteria and process.

- 1. Background context and VMRDA's Vision:** Visakhapatnam Metropolitan Region Development Authority (VMRDA) invites EOI from reputed Bidder/bidders to undertake project preparation from conceptualization to implementation.
- 2. Objectives of the invitation to submit an Expression of Interest:** VMRDA's objective in inviting Expression of Interest for Supply, Installation, Testing and Commissioning of Augmented Reality Show at Visakhapatnam, Andhra Pradesh is to select and appoint a Bidder, based on merit only, through proper process and selection criteria set out below. A panel of Experts / Committee shall be formed by VMRDA to oversee the selection process.
- 3. Basic needs and spatial requirements for proposed work:** Scope of work includes two task with purpose of beautifying Augmented Reality in Visakhapatnam without any modification in existing structures.

#### **Tasks are as follow:**

Supply, Installation, Testing and Commissioning of Augmented Reality Show, including 5 years operation & maintenance at Visakhapatnam, Andhra Pradesh.

#### **BROAD ROLE OF BIDDERS:**

It is envisaged that bidder who is well conversant with the latest technologies/design/electrical engineering and market trends will be responsible for designing and operating the entire project as per prevailing Government / VMRDA Norms. The bidder would also be responsible for operation & maintenance of the augmented reality show within the prescribed period, as decided by VMRDA at the time of final submission of BID.

- 4. Design, AR Technologies and Performance Standards:** The project will have to meet certain benchmark design, technologies and performance & safety standards. Though these will be applicable during the implementation stage of the project after the selection of the Bidder, the shortlist below is indicative of VMRDA's vision for the project:
  - a. Design
  - b. Feasibility & Sustainability
  - c. Safety & Accessibility
  - d. Code compliance –CRZ, earthquake design codes, Fire, NBC & other relevant IS Codes if any.

#### **About the Project:**

Augmented Reality (AR) is an interactive experience of a real-world environment whereby the objects that reside in the real-world are "augmented" by computer-generated perceptual

information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory. The overlaid sensory information can be constructive (i.e. additive to the natural environment) or destructive (i.e. masking of the natural environment) and is seamlessly interwoven with the physical world such that it is perceived as an immersive aspect of the real environment. In this way, augmented reality alters one's ongoing perception of a real world environment, whereas virtual reality completely replaces the user's real world environment with a simulated one.

### **Proposed Permanent Augmented Reality Show:**

Based on the discussion with the VUDA's higher authorities, it was decided to set up, an "Augmented Reality Show" permanently for the infotainment of various categories of visitors like – Children, Youth, Senior Citizen and Mythological interested groups etc. We proposed runs of various contents for the 1.5 – 2.0 minutes each. Proposed show is chargeable, based on the amount approved by the authorities. One at a time can enjoy the content of 1.5 – 2.0 minutes and the same duration of the period can be captured by mobile phone, email and uploading on Facebook etc., Authorities to take the call on the acceptance of suggested deliverables to the visitors.

Further to add, we propose to "Create Experience Zone" for Children, some "Interactive Games" for young audience, few "Interactive installation" for senior citizen audience and giving "Feel of Visakhapatnam Culture & Tradition" to the audience interested in mythology and religious beliefs.

We can also rent out this space to different brands on per month basis like Promotional activities and Hoardings etc.

### **Show Setup:**

Show set up is designed for outdoor but can be used for the indoor attractions as well. The minimum area requirement is 100 sq. meters, and can be increased as per the requirement and feedback of show success. The area should be barricaded to maintain the discipline of the crowd management. There should be two gates for entry and exist for the visitors with a ticket counter size of 1.7X1.2 Meters.

- 5. Selection Process and Criteria:** VMRDA aims to select a Bidder with a proven track record in providing high quality professional services to corporations and institutions. The Bidder should have a portfolio of similar, successfully completed projects, demonstrating an ability to advise clients, understand their requirements and seeing the projects as from design to completion. The selection process will focus on projects that illustrate ability to design, high quality, digital multimedia solution, and technological innovative initiate and in response to client needs. The selection process will lay emphasis on diverse capacities of the bidder, and importance will also be given to the reputation and standing of the bidder within both commercial and professional domains.

**The process for the selection for the Bidder/Bidders will be in three stages:**

❖ **Stage 1 – Short listing on the basis of Expression of Interest document:**

All Bidders shall submit their “Expression of Interest” based on criteria for “Stage 1” stipulated and in the prescribed formats mentioned in the evaluation criteria given below. The EOI submissions shall be evaluated by the panel of experts / committee and after evaluation, bidders shall be qualified. If required, the bidders may be called for a concept presentation for evaluation.

❖ **Stage 2 – Concept Presentation:**

Bidders shortlisted in “Stage 1” shall be invited to make a “**Concept Presentation**” to the panel of experts / committee at a venue in Visakhapatnam. Each of the shortlisted bidders will be given a slot of maximum 10 minutes presentation and 05 minutes for discussions.

❖ **Stage 3 – Submission of Financial Bid:**

Bidders shortlisted in “Stage 2” shall also be required to submit their financial bid along with detailed project design and BOQ as per the process decided by Visakhapatnam Metropolitan Region Development Authority

❖ **Criteria for Evaluation for Stage 1:**

The following criteria shall be used to evaluate EOI documents submitted by all bidders.

**MARKS ALLOCATION FOR EVALUATION CRITERIA:**

Sr. No	Description	Marks	Evaluation
1	The Establishment of Bidder should be in the field of Multimedia Technology minimum latest by financial Year: 2015(3 years’ experience) or Earlier	25	2015 or above = 15 Marks, 2014 or above= 20 Marks, 2012 or earlier = 25 Marks
2	Type of Bidder (Proprietorship / Partnership / Pvt. Ltd. / Limited)	10	Limited/Pvt. Ltd. = 10 Marks Partnership = 6 Marks Proprietorship = 4 Marks
3	The bidder should have an average annual turnover of minimum Rs.10.00 Lakhs or above in the last 3 years in the field of Multimedia Technology.	20	10 Lakhs or above = 10 Marks 15 Lakhs or above = 15 Marks 20 Lakhs or above = 20 Marks
4	The bidder should have executed satisfactory work with state/central government in respective fields during last 3 years & should submit single amount work order along with work completion certificate in Multimedia	35	10.00 Lakhs or above = 15 Marks 20.00 Lakhs or above = 20 Marks 50.00 Lakhs or above = 35 Marks

	Technology/Augmented Reality Show: Rs. 10.00 Lakhs or Above		
6	Company having National/ International awards and ISO/C.E./BIS approved.	10	National/International awards= 5 Marks ISO Certificate = 5 Marks

**Note: Bidder should acquire minimum 60 marks to be qualified for “Stage-2”.**

#### **6. Remuneration and Terms of Engagement of Services**

There is no remuneration offered for participating in the EOI & selection process.

7. The qualified bidder has to pay an amount of Rs.11,800/- (Including GST @ 18%) through DD in favour of Metropolitan Commissioner, VMRDA, Visakhapatnam for Request For Proposal (RFP).

#### **Important Information for Bidders:**

1. Interested bidders can download the EOI documents from website [www.vuda.gov.in](http://www.vuda.gov.in)
2. Interested bidders are expected to examine carefully all instructions / information etc. Failure to comply with the requirement of documents shall be at the bidder’s own risk. Applications, which are not substantially responsive to the requirement of the EOI documents, will be rejected.
3. Interested bidders seeking clarifications on the EOI documents may notify VMRDA by email five day date of submission. Submission of queries with the subject line clearly stating:“Queries/Request for Additional Information: Expression of Appointment of Bidder for “Supply, Installation, Testing and Commissioning of Augmented Reality Show, Visakhapatnam, Andhra Pradesh”

Sr. No.	Clause of EOI	Reference Page	Reference Clause	Query/Suggestion

4. VMRDA shall endeavour to respond to the questions raised or clarifications sought by the bidders. However, VMRDA reserves the right not to respond to any questions or provide any clarification, in its sole discretion& nothing in this clause shall be taken or read as compelling or requiring the VMRDA to respond to any question or to provide any clarification.
5. VMRDA may also on its own motion, if deemed necessary, issue interpretations and clarifications to all bidders. All clarifications and interpretations issued by VMRDA shall be deemed to be part of the EOI. Verbal clarifications and information given by VMRDA or its employees or representative shall not in any way or manner be binding on the VMRDA.

6. VMRDA reserves the right, express or otherwise, to take decisions, or use any discretion pursuant to their Terms and Conditions. The Expert Panel / Committee appointed by VMRDA shall be the final decision making authority for all decisions taken in the course of the selection process. Bidders participating in the selection process shall agree in full to these terms and conditions.
7. All participating bidders shall go through detailed guidelines and shall agree to abide by the conditions mentioned in this document. Bidders participating in the selection process, would be deemed to have agreed in full to these terms & conditions.
8. Any participating bidder found to have provided false information at any point - before, during or after the selection process, shall be liable for immediate disqualification
9. Any participating bidder failing to observe the terms & conditions shall be declared ineligible and shall be liable to immediate disqualification at any point during the selection process.
10. All bidders are participating on their own initiative. VMRDA shall not reimburse any expenses incurred. By participating in the selection process, it is deemed that all participating bidders have indemnified VMRDA against any losses, expenses of any manner incurred by the participating bidders during the selection process whether tangible or intangible, direct or indirect.
11. VMRDA reserves the right to cancel or suspend the selection process without citing any reasons for the same.
12. All information made available to VMRDA during the course of the selection process shall be considered as privileged information. VMRDA shall not use this information for any purpose other than the selection process.
13. VMRDA reserves the right to amend these guidelines at any time without giving prior notice. Additionally, VMRDA reserves the right to read “and” and “or” conjunctively or disjunctively to bring any instructions, statements within the scope of these terms and conditions.
14. Include or including shall mean including but not limited to, or without limitation. Container containing shall mean limited to a particular subject.
15. All titles in this document or any particular section therein are for reference only.
16. Any bidder which has been barred by the Central Government or any State Government or statutory authority or a public sector undertaking, as the case may be, from participating in any study and the bar subsists as on the date of proposal, would not be eligible to submit a proposal either by itself or through its associate.

17. VMRDA reserves the right to restrict the number of qualifying bidders based on the net worth criteria.
18. Proof for fulfilment of selection criteria mentioned in the EOI document should be submitted. If the application is submitted without valid documents, OR is not in the prescribed formats, the application will be rejected.
19. No bidder shall contact VMRDA on any matter related to its application after the time of submission of application, unless requested so in writing. Any effort by bidder to influence VMRDA in their decision in respect of evaluation will result in rejection of the application.
20. VMRDA reserves its right to call for clarifications / original of the supporting document for verification, as deemed fit and also to cross check for any details as furnished by the bidder(s) from past – executed projects / Clients / Consultants etc.
21. VMRDA reserves the right to accept or reject any application and to end the process and/or to reject all applications at any time without incurring any liability to the affected bidder(s) or any obligation to inform the affected bidder(s).
22. Information furnished in the EOI Document will be kept confidential.
23. All information has to be typed and submitted in the prescribed formats only and signed by authorized signatory with seal. Bidder should ensure that hard copy is without errors.
24. Application duly filled with all the requisite information, supporting documents and covering letter duly signed by authorized representative/ signatory of the bidder shall be submitted in a sealed envelope by the time and date as specified in the notice.
25. Contact details for submission: All hard copy documents must reach the address stated below vide courier, registered post or hand delivery on or before 03.00 PM on date 04-12-2018. Any delays leading to late or non-submission of EOI before the prescribed time and date will be the responsibility of the bidder and such submissions will not be accepted / opened.



## **OVERVIEW OF PROJECT**

1. The bidder is required to carry out the above project on basis of proper installation, functioning, integration and operation of the complete system including all kind of structural and electrical works. Bidders have to submit system design data base presentation for proposed project.
2. The OEM or authorised dealer/contractor will carry out site acceptance test, final acceptance test for the entire solution, training, documentation, and warranty. After completion of free maintenance period, further extension of maintenance may be granted for the period of minimum (1) One year and maximum (5) five years subject to extension.
3. The OEM or authorised dealer/contractor will carry out site acceptance test, final acceptance test for the entire solution, training, documentation, and warranty. After completion of free maintenance period, maintenance for the period of minimum (1) One year and maximum (5) five years subject to extension.
4. The OEM or authorised dealer/contractor shall act as single point of contact to organize and manage the entire project - including design, supply, installation, testing and commissioning of all required hardware, software, accessory items like cable, connector including electrical & HD Camera, Sound System, Sensor, AV installation work etc. as per project requirements and for the equipment supplied.
5. The OEM or authorised dealer/contractor shall provide warranty and maintenance support of entire system for 1 years from the date of Final Acceptance Test (FAT).
6. **Life of Components:** The implementation of the project is of permanent nature & all the components are expected to have life of not less than 10years except routine wear and tear.

### **Basic Requirements (Minimum show area 10X10 mtr.):**

**(Bidders must visit the site at their own cost.)**

- A.1. Outdoor LED Screen (12X8 feet) P3.9mm Pixel.
- A.2. HD Camera
- A.3. Laptop and required AV input
- A.4. Gesture/ Sensor
- A.5. Sound System
- A.6. Minimum 4 Content Development (Minimum 2 minutes Each)
- A.7. Operation & Maintenance for 1 Year Schedule
- A.8. Required electrical cabling along with accessories etc.

### **Note:**

1. **The above mentioned requirements for the work are indicative and bare minimum, however bidder has liberty to offer the best of industry installation.**
2. **The cost comparison will be based on bare minimum requirement as mentioned in EOI document, hence no extra payment will be made for additional installations, proposal and equipment.**
3. **The price bid will be evaluated at par with other bidders offer, any argument or submissions or claim of rights will not be entertained.**
4. **Complete system installation design should be full proof & protective against corrosion, dust, rain water and electric leakage current.**

# **TECHNICAL REQUIREMENT**

The manufacturers/OEM authorized Dealer/Contractor are advised to consider latest equipment and materials of “State of Art & Innovative Technologies”. The proposed location is situated at Visakhapatnam, Andhra Pradesh.

Location of layout for proposed site should be attached with the document “**Supply, Installation, Testing and Commissioning of Augmented Reality Show at Visakhapatnam, Andhra Pradesh, Visakhapatnam, Andhra Pradesh**” including one year operation & Maintenance , however all agencies are advised to visit the site and arrange to prepare required new drawings for the design base concept presentation.

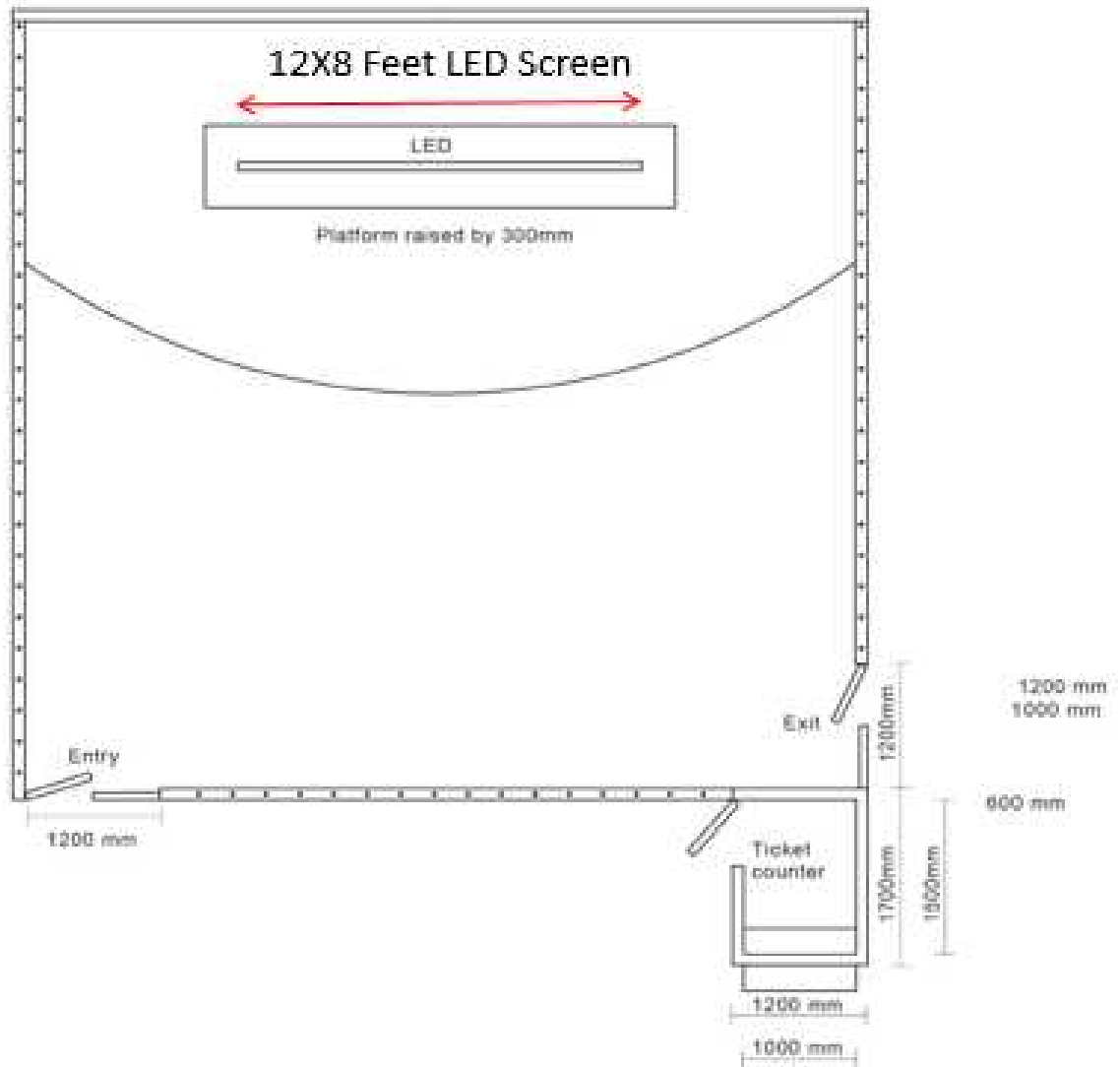
The work also includes design & execution of required AR designing work for proper installations as per site requirement. The required system control room & source of electrical power to be considered as per site requirement.

## **Technical Specification of Table Content (Minimum Show Area 10X10 mtr.)**

- 1. Technical Specifications for LED Show**
- 2. Technical Specifications for HD Camera**
- 3. Technical Specifications for Audio Video input**
- 4. Technical Specifications for Sensor**
- 5. Content Detail Minimum 4 Content require (2 Minutes for Each)**
- 6. Technical Specifications for Sound System**
- 7. Technical Specifications for Electrical panel, cable/wires etc.**

**PROPOSED DESIGN VIEW  
(For Reference Only)**

**Ariel View of Show Area (Minimum 10X10 Meters)**



## Proposed show area design

