

**REQUEST FOR PROPOSAL (RFP) FOR
PROJECT DOCUMENTATION THROUGH PRINT & VIDEO OF
REDEVELOPMENT OF CHANDNI CHOWK PROJECT
SHAHJAHANABAD REDEVELOPMENT CORPORATION (GOVT.OF NCT OF DELHI)**



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**Government of NCT of Delhi
Shahjahanabad Redevelopment Corporation
2nd Floor, A-Wing, Vikas Bhawan II,
Upper Bela Road, Civil Lines,
New Delhi-110054
Ph: 011-23813268**

REQUEST FOR PROPOSAL (RFP)

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ISSUANCE OF RFP	-
LAST DATE OF SUBMISSION OF RFP	-
ISSUANCE OF RFP	-
PRE BID MEETING	-
LAST DATE OF SUBMISSION	-
OPENING OF TECHNICAL BID	-
OPENING OF FINANCIAL BID	-

1. Brief background:-

In the year 2008, Shahjahanabad Redevelopment Corporation (SRDC) was formed as Company under section 25 of the Companies Act, 1956 by the Government of National Capital Territory of Delhi to promote conservation of Cultural Heritage (Tangible & Intangible) and natural heritage in the National Capital Territory of Delhi, infuse knowledge both academic, historical and technical, for enabling a person engaged or interested in art of conservation, preservation, maintenance and restoration of Heritage buildings and allied matters.

As “Redevelopment of Chandni Chowk Project” is under execution, SRDC is inviting Request For Proposal (RFP) Through Two Bid Systems, to Prepare “Request For Proposal” For Project Documentation Through Print & Video of Redevelopment of Chandni Chowk Project.

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The redevelopment project includes design/plan of the central median 3.5 Mtr., accommodating 18 transformers and a carriageway of 5.5 Mtrs. for Non-Motorized Vehicles alongwith footpath of varying width (5 Mtr. to 10 Mtr.) on both sides.

2. Scope of work:

As per RFP, the SRDC invites proposal from “Multimedia Creative Design Agencies & “Print Media Creative Agencies” for the following work:

(i) Documentary Film:

Documentary Film showcasing entire project cycle of “Redevelopment of Chandni Chowk Project” from conceptualization to completion, Design, develop and prepare video film for the project, this film should showcase the case study of Chandni Chowk in an engaging manner as per following requirements:

- a) Should be fast paced, engaging to watch, cohesive and creatively presented. Narration or anchor driven approach may be chosen without long monologues.
- b) Shooting should be done with high quality HD Cameras and Video shall be produced in progressive HD format.
- c) Videos should have an important element of Music and Sound supporting the visuals, hence the filmmakers need to have an expertise on both Audio and Visual aspects that including music and sound design with sufficient & High quality infrastructure.
- d) Videos should be compatible to be run on internet, mobile phones, TV & cinema etc.

Duration: 30 to 45 Minutes

Language: Hindi & English

Target Audience:

Formulating and implementing a creative strategy for the international and national audience.

(ii) Coffee Table Book:

Preparation of coffee table book to document the project, so as to showcase challenges, constraints, achievements, stakeholder consultations etc, while illustrating impact of the project in the area.

The work shall include conceptualizing, designing, lay-out, photo development, photo-correction, text, content development, editing, printing / binding and packing of information as per following requirements:

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- a) Conceptualization, creation & preparation of Information Booklet on the theme of Coffee Table Book.
- b) Effective coordination for content and reference material.
- c) Photo/Image research, photo-sourcing/section and if need be, purchase of photos on its own.
- d) Design/layout preparation.
- e) Text-content development on redevelopment project.
- f) Quality control of work (editorial, design and production).
- g) Type-settings of office table book.
- h) Organization of content Headings.
- i) Bibliography & Editing of references in consistent format.
- j) Documenting illustrations, captions & suggestions/views from the stakeholders.
- k) Digital adaption of the book with following features:
 - I. E-Version of the book that can be adapted on the Website of SRDC.
 - II. Dynamic mobile application of the book that can be used by smart phone users (both iOS & Android).
 - III. Content for social media for its Facebook & Twitter page.

Any other creative work that may be assigned by SRDC from time to time, after prior discussion, which includes photography of places, people and objects that covers the scope of the project.

Work & Supervision:

- i. To regularly supervise the work through one or more suitably qualified and experienced personnel of the company at regular intervals/once a fortnight or earlier if work demands. Further, to certify the adequacy of quantity and quality of the material and work executed by the Contractor in respect of which running bills would be submitted by the Contractor to the implementing agency from time to time through the Company.
- ii. The company shall be expected to monitor progress of the work being carried out & submit fortnightly reports to the SRDC for the same.

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3. Qualification criteria:

The consultancy firm shall fulfil the following technical and financial criteria for selection:

- (i) The offer is open to eligible individual Consultants, Firms, Organisation or Company from India or abroad.
- (ii) The applicant entity (i.e. Individual Consultant, Firms, Organizations or Company shall preferably be a “Multimedia Creative Agency” with an extensive experience of such work.
- (iii) The applicant entity must have filed Income Tax Returns for the last year 05 years in continuity. The Copies of IT returns to be attached with the bid documents.
- (iv) The applicant entity should have been in the business of providing Creative designing services, like, coffee table books, photography, film production and related activities in India for at least 5 years as on 01st December, 2019.
- (v) The applicant entity executed at least 10 projects with similar scope for listed companies or government entities including corporations.
- (vi) The applicant entity designed at least 15 books, and produced 10 videos in the last 5 years for listed companies or for government entities including corporations.
- (vii) The applicant entity should have been registered in India. It should have at least 10 employees including Photographer, Creative Designer, Copy Writer, Visualizer, Professional Script writer, etc. The Key personnel should have at least 5 years of photography, design and filmmaking experience.

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Details to be provided:

- (i) The applicant entity must provide the requisite details in Form ‘A’, ‘B’, ‘C’, ‘D’, ‘D-1’, ‘E’, ‘F’, ‘G’ alongwith the “Technical Bid” Documents.
1. Form-“A” Expression of Interest questionnaire
 2. Form-“B”: Applicant’s Experience: Details of Major Work
 3. Form-“C”: Projects Under Execution or Awarded
 4. Form-“D”: Structure & Organisation
 5. Form- “D-1”: Details of Technical & Administrative Personnel to be employed for the work
 6. Form – “E”: Financial Information
 7. Form – “F”: Applicant’s Accomplishments in the last ten years
 8. Form – “G”: Applicant’s Experience: Project Sheet
- (ii) The applicant entity should have well experienced Team with an experience on designing & filming.
- (iii) The applicant entity should provide details of the team member’s alongwith their qualification and experience in Form ‘D-1’.
- (iv) The applicant entity must provide information in support of their capability to carry out such work (Profiles, description of assignment, successfully and works in progress) with photographs and list of projects in Form ‘F’ & ‘G’.
- (v) The applicant entity fulfilling the above criteria and interested in offering services for work are invited to submit their proposal & provide detailed information on eligibility, qualification & experience in respective field in the prescribed Proforma.
- (vi) SRDC reserves its right to reject or accept any proposal/bid without assigning any reasons, whatsoever.
- (vii) The applicant entity should submit bid security (earnest money) of 5% of the estimated value of the **Request For Proposal (RFP)** for Project Documentation through Print & Video of Redevelopment of Chandni Chowk Project in the form of Demand Draft /FDR, Banker Cheque or Bank Guarantee from any of the nationalised bank.

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4. Evaluation Process

Evaluation of Bids:

RFP shall be opened first by a Evaluation Committee (EC) constituted by the SRDC in its discretion.

Applicant entity is requested to submit their expression of interest on prescribed formats attached herewith. Two stage selection processes shall be adopted:

Stage: Technical Evaluation:

S. No.	Criterion	Maximum Marks
1	Work Experience in creative films & documentation (On the basis of presentation and details/documents as provided in / alongwith Form F and G)	30
(i)	Credentials in terms of awards and competitions won, innovations established through published research work or projects executed. (One mark for each with awards/national/international recognition conferred for International/national projects in past ten years) Previous experience of work as documentation of redevelopment projects (One marks for each such work)	10
(ii)	Experience on conceptualisation, design & execution (complete/ongoing) for projects:	20
2	Composition of Team (On the basis of details/documents as provided in /alongwith Form 'D')	10
	<u>In-house Professionally Qualified Staff</u> ❖ More than 07 years' experience 1 Mark for each member ❖ More than 05 upto 07 years' experience- 0.5 Mark for each member ❖ 3 years to below 7 years experience- 0.25 Mark for each member	
3	Financial Soundness (On the basis of details/documents as provided in / alongwith Form E)	20
	<u>Consultancy of Gross Financial turnover in last 05 years:</u> ❖ Up to 1 Crores - 10 Marks ❖ More than 1 Crore - 02 Mark for that year	
4	Proposal (On the basis of details/documents as provided in / alongwith Form – 'G', 'B' and 'C')	40
	Total 1+2+3+4	100

- (i) To become eligible for short listing, the applicant entity must secure atleast fifty percent (50%) marks in each and sixty percent (60%) marks in aggregate.

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- (ii) Individual members of the Evaluation Committee (EC) will carry out the evaluation of RFP the basis of their responsiveness to each of the qualification criteria. Each responses will be given a score as detailed above in **Annexure-A**.
- (iii) Applicant entity shall be required to make presentation on the proposal before Evaluation Committee on the date & time fixed by SRDC, and no request for change in the date shall be entertained.

Note:

- (i) Detailed technical evaluation shall be carried along with other conditions in the tender document to determine the substantial responsiveness of each tender. For this clause, the substantially responsive bid is one that conforms to all the eligibility and terms and condition of the tender without any material deviation.
- (ii) The evaluation committee may call the responsive bidder(s) who comply with all terms and conditions of the tender for discussion and presentation to facilitate and assess their understanding of the scope of work and its execution. The bidder should give a detailed presentation on how their technology is best suited to SRDC to execute the work. However, the committee shall have sole discretion to call for discussion/presentation.
- (iii) The intimation of rejection shall be given to only those applicant entities whose RFP are evaluated but found below the evaluation criteria or minimum technical score.
- (iv) The applicant entity, who score above the minimum score shall only qualify for further consideration to Request for Proposal (RFP) by the SRDC.

Stage -2 Financial Evaluations

The commercial scores (CS) of applicant entity are normalized as per the formula below:

$F_n = F_{min} / F_b * 100$ (rounded off to 2 decimal places) where,
F_n=Normalized commercial score for the Bidder under consideration
F_b=Absolute financial quote for the Bidder under consideration
F_{min}=Minimum absolute Financial quote

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The commercial scores would be normalized on a scale of 100, with lowest score being normalized to 100 the rest being awarded on a pro-rata basis. Such normalized scores would be considered for the purposed of QCBS based evaluation as explained below:

$$\text{Composite Score (S)} = \text{Ts} * 0.8 + \text{Fn} * 0.2$$

The Bidder with the highest Composite Score (S) would be awarded the contract.

The standard format for Financial Bid is attached at **Annexure-B**.

Note:

- (i) The Financial Bid of those Bidders who have been found to be technically eligible will be opened. The Financial Bids of ineligible bidders will not be opened.
- (ii) The Financial Bids shall be opened in the presence of representatives of technically eligible Bidders, who may like to be present, SRDC shall inform the date, place and time for opening of the Financial Bid.

Evaluation and Comparison of Bids

80% weightage will be awarded for technical evaluation and 20% weightage will be awarded for Financial Evaluation:

(a) Technical Score:

Technical Bid will be assigned a Technical score (Ts) out of a maximum of 100 points, as per the Scoring Model provided as below:

(b) Commercial Score:

The individual Bidders' commercial scores (CS) are normalized as per the formula below:

$\text{Fn} = \text{Fmin} / \text{Fb} * 100$ (rounded off to 2 decimal places) where,
Fn=Normalized commercial score for the Bidder under consideration

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Fb=Absolute financial quote for the Bidder under consideration
Fmin=Minimum absolute Financial quote

The commercial scores would be normalized on a scale of 100, with lowest score being normalized to 100 the rest being awarded on a pro-rata basis. Such normalized scores would be considered for the purposed QCBS based evaluation as explained below:

$$\text{Composite Score (S)} = \text{Ts} * 0.8 + \text{Fn} * 0.2$$

The Bidder with the highest Composite Score (S) would be awarded the contract.

Criteria for Final Selection:

1. The technically qualified applicant entity, whose presentation got approved by selection committee with the lowest bid in the financial bid shall be selected for award of the contract.
2. The decision of the Chairman, SRDC shall be final in this regard. SRDC reserves its right to reject or accept any application without assigning any reasons.
3. The successful Tenderers shall have to submit Performance Guarantee (10% of the value of the contract as specified in the bid document) by way of Demand Draft/ FDR /Bank Guarantee for successful performance during contract period in favour of Shahjahanabad Redevelopment Corporation.

5. Opening of Bids

- (i) The Technical Proposal shall be opened at the prescribed date and time and shall be evaluated for satisfactory compliance of qualifications and conditions.
- (ii) Subsequently, for the pre-qualified agencies, a technical presentation would be arranged, wherein, the short-listed agencies would be invited to make the presentation on their concept to act as the Creative Agency before the Committee so constituted by SRDC, by giving due notice by email.

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- (iii) Agency would have to bring in the requisite copies of the technical proposals in hard copies and in the suitable format of PPT, Movies, PDF, etc. for presentation to the Committee members. The presentation would be retained by SRDC for its records.
- (iv) Soft copy of the presentation to the Committee may, therefore, be made available to the Committee well in Advance, on the day of the presentation.

6. Declaration of the award of contract:

Information relating to evaluation of proposal and the recommendation concerning awards shall not be disclosed to the applicant entity, who submit the proposal or to other persons not officially concerned with the process, until the award of contract is notified to the successful entity.

7. Acceptance of Bid

- i) SRDC shall notify the successful applicant entity in writing by a Registered Letter/Courier/Speed Post or Bearer that his/her bid has been accepted.
- ii) Letter of acceptance, after the agreement is signed by the selected company, in token of acceptance, shall constitute a legal and binding contract between the SRDC and the company/firm/organization till such time, the contract agreement is valid as per the terms of the contract or the period prescribed therein.

8. Canvassing:

Canvassing whether directly or indirectly, in connection with RFP is strictly **prohibited** and the RFP submitted by the company/ firm/ organization who resorts to canvassing will be liable to rejection of the application.

9. Right to accept whole or part of the proposal

- i) The competent authority on behalf of the SRDC reserves the right of accepting the whole or any part of the RFP and the applicant entity shall be bound to abide by said decision.

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- ii) If the Company/firm/organization, as individual or as a partner of partnership firm, expire(s) after the submission of proposal but before short listing, RFP shall be deemed invalid.
- iii) The SRDC will have the right to reject all or any RFP. However, such rejections should be well considered and normally be in cases where all or any RFP are either substantially in deviation to the Qualification Criteria or in contrary to the law, rules, regulations, bylaws or public policy and security. If it is decided to **re-invite** the RFP, the terms of Qualification Criteria shall be critically reviewed/ modified so as to address the reasons of not getting any acceptable RFP in the earlier Invitation for RFP.
- iv) The competent authority on behalf of the SRDC does not bind itself to accept RFP and reserves to itself the authority to reject any or all RFP received without assigning any reason. All proposals in which any of the prescribed conditions is not fulfilled or any condition including that of conditional terms is put forth by the company/ firm/ organization, shall be summarily rejected.

10. Role and liabilities:

1. Conflict of Interest. The company shall not receive any remuneration in connection with the assignment except as provided in the contract. The company and its affiliates shall not engage in consulting or other activities that conflict with the interest of the employer under the contract.

The contract shall include provisions limiting future engagement of company for other services resulting from or directly related to the firm's consulting services in accordance with following requirements:-

- (a) The Company shall provide professional, objective, and impartial advice and at all times hold the employer's interests paramount, without any consideration for future work, and that in providing advice they avoid conflicts with other assignments and their own interests. Company shall not be hired for any assignment that would be in conflict with their prior or current obligations to other employers or that may place them in a position of being unable to carry out the assignment in the best interest of the employer, without

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limitation on the generality of the foregoing company shall not be hired under the circumstances set forth below:

- (i) Conflict between consulting activities and procurement of goods, work of non consulting services (i.e., services other than consulting services covered by these Guidelines)** – A firm that has been engaged by the employer to provide goods, works, or non-consulting services for or any affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm hired to provide consulting services for the preparation of implementation of a project, or any affiliate that directly or indirectly controls, is controlled by or is under common control with that firm, shall be disqualified from subsequently providing goods, works, or services (other than consulting services covered by these Guidelines) resulting from or directly related to the consulting services for such preparation of implementation. This provision does not apply to the various firms (company's, contractors, or suppliers) which together are performing the Contractor's obligations under a turnkey or design and build contract.
- (ii) Conflict among consulting assignments** – Neither company(s) (including their personnel and sub-company(s)) nor any affiliate that directly or indirectly controls is controlled by or is under common control with that firm, shall be hired for any assignment that by its nature may be in conflict with another assignment of the company(s). As an example, company(s) assisting an employer in the privatization of public assets shall neither purchase, nor advice purchasers of such assets. Similarly, company(s) hired to prepare Terms of Reference (TOR) for an assignment shall not be hired for the assignment in question.
- (iii) Relationship with Employer's staff** – Company(s) (including their experts and other personnel, and sub-company(s)) that have a close business or family relationship with professional staffs of the Employer (or of the project implementing agency) who are directly or indirectly involved in any part of (i) the preparation of the TOR for the assignment. (ii) The selection process for the

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contract or (iii) the supervision of such contract may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the contract.

(iv) A company shall submit only one proposal, either individually or as a joint venture partner in another proposal. If a company, including a joint venture partner submits or participates in more than one proposal; all such proposals shall be disqualified. This does not, however preclude a consulting firm to participate as a sub-company, or an individual participate as a team member, in more than one proposal when circumstances justify and if permitted by the RFP.

(b) Unfair Competitive Advantage – Fairness and transparency in the selections process require that company(s) or their affiliates competing for a specific assignment do not derive a competitive advantage from having provided consulting services related to the assignment in question. To that end, the Employer shall make available to all the shortlisted company(s), together with the request for proposals, all information that would in that respect give a company a competitive advantage.

2. Professional Liability – The Company is expected to carry out its assignment with due diligence and in accordance with prevailing standards of the profession. As the company's liability to the Employer will be governed by the applicable law, the contract need not deal with this matter. The client (purchaser) may, however, prescribe other liabilities depending on the requirement in each case without any restriction on the Company's liability as per the applicable law.

The Commission desires that the above guidelines be brought into the notice of all concerned.

3. Confidentiality

(i) The RFP document contains confidential information proprietary to SRDC is bound by an agreement of confidentiality and secrecy with regard to the dealings of all stakeholders. The selected Company for the consultancy services may have access to some confidential information for the purpose of the project implementation.

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- (ii) The Applicant entity shall take all precautions necessary to keep the information totally confidential and under no circumstances it will be disclosed to any third party or competitors. The Applicant entity shall render him liable for disqualification/premature termination of contract apart from other legal action as may be warranted for any laxity on his part. SRDC is entitled to be indemnified by the Selected Applicant entity for any loss/damage to reputation and/or for any breach of confidentiality.

11. Termination for Default:

The SRDC may terminate the Contract if:

- (i) The Applicant entity breach any of the provision prescribed under the agreement fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, within fifteen (15) days of receipt of notice of default or within such further period as the SRDC may have subsequently granted in writing.
- (ii) The Applicant entity becomes insolvent or bankrupt.
- (iii) The Applicant entity fails to comply with decisions/mandate of the SRDC.
- (iv) Any document, information, data or statement submitted by the Applicant entity in its Proposals, based on which the Company was considered eligible or successful, is found to be false, in correct or misleading; or
- (v) The acts of Applicant entity is found to have indulged in unethical practices by SRDC.
- (vi) The Applicant entity may also terminate the Contract for Default if the SRDC is in material breach of its obligations pursuant to the Agreement and has not remedied the same within thirty (30) days (or such longer period as the Knowledge Agency may have subsequently agreed in writing) following the receipt by the SRDC of the Applicant entity's notice specifying such breach.
- (vii) In the event of termination for default, the party at default shall be liable to pay damages to the party not at fault. The SRDC will not be responsible for any charge/lien/mortgage/bank guarantee/employee payment nor will any member thereof, create any right over the employment in the project.

12. Withdrawal of Proposals:

No modification or substitution of the submitted Proposal shall be allowed. A Creative Applicant entity may withdraw its Proposal after submission, provided that the written notice of the withdrawal is received by SRDC before the due date of submission of Proposals. The withdrawal notice shall be prepared in original only and each page of the notice shall be signed and stamped by the Authorized Signatories.

13. Preparation, submission and evaluation

- (i) The amount quoted should include all costs such as professional fees, consultancy fees, travel expenses, lodging, boarding, administrative charges and all taxes/duties etc. SRDC will not reimburse any other expenses other than what is quoted in the Financial Bid.
- (ii) The Financial Bid shall be only in Indian Rupees.
- (iii) The proposals must remain valid for a period as specified in this RFP. During this period, the Creative Applicant entity is expected to keep available the professional staff proposed for the Project.
- (iv) The Client will make its best effort to complete negotiations within this period. If the Client wishes to extend the validity period of the proposals, it may ask the Creative Design Agencies to extend the validity of their proposals for a stated period. Creative Design agencies, who do not agree, have the right not to extend the validity of their proposals.

14. Disputes resolution:

In the event of any legal disputes between parties, parties must first approach to the Chairman SRDC for raising the grievance, in case the dispute is not settled, the concerned party may approach for resolution of dispute by way of Arbitration in accordance with the Arbitration and Conciliation Act, 1996 (as amended upto date) for settlement of disputes. The appointment of Arbitrator shall be decided by the parties unanimously with prior notice, failing in consensus, the Arbitrator shall be appointed by the Delhi International Arbitration

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Centre (DIAC), in accordance with the Arbitration and Conciliation Act/Rules 1996 (as amended upto date) and rules governing the procedure and centre.

15. Instruction to bidding agencies:

- (i) The Proposal along with EMD shall be placed in a sealed envelope clearly marked “PROPOSAL FOR APPLICANT ENTITY FOR SRDC”
- (ii) This outer envelope shall bear the Name of the Assignment, Submission address, etc. The Proposals must reach SRDC on or before the last date of submission mentioned in the notice inviting tender.
- (iii) Any Proposal received by SRDC after the deadline for submission shall be returned unopened. SRDC shall not be responsible for any postal or courier delays.
- (iv) All contents of the Proposal should be clearly numbered, indexed and arranged in a sequence and shall be bound firmly.
- (v) The Original Proposal shall contain no interlineations or over writing, except as necessary to correct errors made by the official of Agency themselves.
- (vi) The person who signs the proposal must put their initials against such corrections. Submission letters for the proposal should respectively be in the formats specified in this document.
- (vii) The proposals shall be signed and submitted by the Authorized Signatory of the Agency.
- (viii) The selection would be on the Quality Cum Cost Based Selection based on the final weighted score, subject to fulfilling the requirements of the Qualification Criteria. The Proposal will form part of the contract with the selected agency.
- (ix) The Creative Agency should be able to provide a qualified servicing and creative team, for undertaking the creative work and campaigns. The creative agency team would work closely with the SRDC and should be available always at the call of the SRDC officials.
- (x) The Agencies shall bear all costs associated with the preparation and submission of their proposals. SRDC is not bound to accept any or all proposals and reserves the right to

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- annual the selection process at any time prior to award of contract, without any liability to SRDC.
- (xi) At any time before the submission of Proposals SRDC may amend this document by issuing an addendum, which shall be binding on the agencies, which shall also form part of the contract/agreement.
 - (xii) 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.
 - (xiii) SRDC will select the agency which scores the highest as per the evaluation criteria – combined score of technical proposal and financial quote.

16. Payment Schedule

Terms of Payment:

- (i) The Creative Applicant entity is required to quote their fees for the total duration of project and the payment flow would be as follows:
 - a) 50% on the delivery of fully finished digital formats
 - b) 50% on delivery of the physical products, that is, the printed books, and the video in digital format.
- (ii) The agreed fees would be paid as per the payment schedule as specified in this RFP.
- (iii) The payment would be made within 90 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.
- (iv) During the period of the contract the Creative Applicant entity will be required to submit a Monthly Progress Report.
- (v) The payment schedule may be changed proportionate to the work done.

18. Schedule for completion of Task:

The selected entity shall complete the work within a total period of **90 days** from the date of issue of letter intimating award of contract to the selected entity. The documents plans and

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other detailed drawing have to be submitted as and when required. No extra payment shall be made for repeated/revised work.

Requirement of all documents have to be fulfilled as per direction of General Manager (SRDC). No perks & wages shall be paid for official visit at site and other offices related to this project. Contract can be terminated if work is not found satisfactory to SRDC, and no payment whatsoever, shall be made in lieu of the work.

RFP document can be downloaded from the website of SRDC (<http://www.srdc.delhigovt.nic.in>), or can be collected from the office. **Technical & Financial Bids** shall be submitted in a sealed cover (separate envelop), complete in all respects, and subscribed “**Request for Proposal** for appointment for Project Documentation through Print & Video of Redevelopment of Chandni Chowk Project” be either dropped in boxes placed at office of **Shahjahanabad Redevelopment Corporation, 2nd Floor, A-Wing, Vikas Bhawan II, Upper Bela Road, Civil Lines, New Delhi-110054** on any working days between 11:00 AM to 03:00 PM from 24th July to 07th August, 2020 or reach by courier or post by 03:00 PM on 07th August, 2020 at **SHAHJAHANABAD REDEVELOPMENT CORPORATION, 2ND FLOOR, A-WING, VIKAS BHAWAN II, UPPER BELA ROAD, CIVIL LINES, NEW DELHI-110054**”. The applications received after due date and time will not be entertained. No extension in date and time shall be granted.

For any enquiry contact at Tele +91-11-23813268 during office hours or at Email srdc.delhi.gov@gmail.com.

**General Manager
SHAHJAHANABAD REDEVELOPMENT CORPORATION**

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Form – “A”

Request for Proposal (RFP) Questionnaire

1	Name of Applicant:
2	State the structure of the applicant's organization : (applicants to indicate as appropriate) Public Sector Organization/Educational Institute Individual company Firm Consortium
3	Individual applicant or lead member (in case of consortium) to provide this information: 1. Name of the company / firm: 2. Individual applicant company / lead member of consortium: 3. Legal status of company: 4. Registration No. with the Country of Registration: 5. Year of Registration: 6. Registered address: 7. Principal place of business: 8. Address of Branch Offices (own): 9. Whether wholly/partially owned subsidiary of foreign company: Yes/No (give details) 10. Name and address of Principal/Parent Company (if applicable) : 11. Name of contact person: 12. Contact person's designation: 13. Address, telephone, fax no., email address of contact person: 14. Name of contact person (at Delhi Office if any): 15. Contact person's designation (at Delhi Office if any): 16. Address, telephone, fax no., email of contact person (at Delhi Office if any):
4	For applicants who are in consortium, state the following information for each member of consortium (include additional sheet if required): 1. Name of Company / Firm:

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	<p>2. Legal status of company:</p> <p>3. Registration No. with the Country of Registration:</p> <p>4. Year of Registration:</p> <p>5. Registered Address:</p> <p>6. Principal Place of Business:</p> <p>7. Address of Branch Offices (own):</p> <p>8. Whether wholly owned subsidiary or foreign company: Yes/No</p> <p>9. Name and address of Principal/Parent Company (if applicable) :</p> <p>10. Name of contact person:</p> <p>11. Contact person's designation:</p> <p>12. Address, telephone, fax no., email address of contact person:</p> <p>13. Name of contact person (at Delhi Office if any):</p> <p>14. Contact person's designation (at Delhi Office if any):</p> <p>15. Address, telephone, fax no., email of contact person (at Delhi Office if any)</p>
5	<p>Does EOI application contain the Board Resolution/Power of Attorney/ Authority Letter, which empowers the person or persons to sign the letter of application?</p> <p>Yes/No</p> <p>If no, give reasons</p>
6	<p>State the number of years the applicant (or each constituent member of consortium) has been in business under the business name appearing in the answer to question 3 and 4 above.</p> <p>No. of years</p>
7	<p>State the number of years the applicant (or each constituent member of consortium) has been in business undertaking work similar in scope and nature of work for which shortlisting is sought</p> <p>No. of years</p>
8	<p>Individual applicant / each member of consortium should compile a list showing their previous experience of work in prescribed proforma in the manner and for the period indicated in the proforma (attach separate sheets, if required)</p>

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	<p>Do you authorize SRDC to make enquires with any of the clients listed by the applicant? Yes/No</p> <p>Have you (each constituent member in case of consortium) provided information regarding previous experience of work in the prescribed Proformas? Yes/No</p>
9	<p>Whether Individual applicant or members of consortium have in-house facility of all services and related staff? Yes/No</p> <p>If no, whether necessary legal agreements with various services consultancy organizations for a period of minimum 3 years from date of application are attached with this RFP application? Yes/No</p>

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FORM-“B”

Applicant’s Experience: Details of major works

(Details of major works (**maximum ten**) executed during the last 05 years that **may support evaluation criterion at Annexure C**)

Name of Applicant Entity (Company/Firm etc):

Sl No.	Name of Work	Relevant Evaluation Criterion	Address and contact detail of client	Date of award and completion		Whether participated as single firm/ Lead member of consortium	Project Cost (Rupees in crores*)	Cost of consultancy work (Rupees in crores)	Project area (Acres)	Current Status of the Project

*** 1 Crore = 10 Million**

Note:

- The information is to be given by individual applicant or each member of the consortium including lead member separately.
- The list of works is to be compiled as per the format above giving reference to specific evaluation criterion for which the work is being listed.
- Copy of supporting documents (in the form of self-attested certificates / agreements / appointment orders / contract / certification provided by the Project owners) should be enclosed.
- Where currency conversion is used, specify the exchange rate and its date.

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FORM-“C”

WORK UNDER EXECUTION OR AWARDED

S.No	Name of work/ Project & location	Owner or sponsoring Organization	Cost of in Crores	Date of Commencement as per contract	Stipulated date of completion	Up to date percentage progress of work	Cost of balance work	Slow progress if any reasons there of	Name & address/ telephone no. of Executive Engineer/ Project Manager or equivalent to whom reference may be made	Remark
1	2	3	4	5	6	7	8	9	10	11

Indicate reasons for slow progress whether it was due to financial problems, change of drawings/details, non-workable quoted rates, increase in quantities/ delay on the part of construction agency/site hindrances/delay in feedback from other agencies required for design/any other reasons to be stated.

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Form-“D”

STRUCTURE & ORGANIZATION

1. NAME & Address of the Applicant
2. Telephone No./Telex No./ Fax No./e-mail I.D
3. Legal status of the applicant
(attach copies of original Document defining the legal status).
 - (a) A proprietary firm
 - (b) A firm in partnership
 - (c) A limited company or Corporation
4. Particulars of registration with various Government bodies (attach attested photocopy)
 - Organizations where Registration done**
 - i)
 - ii)
 - iii)
5. Name & Titles of Director & Officers with designation to be concerned with this work and job responsibilities.
6. Designation of individual authorized to act for the organization.
7. Was the applicant ever required to suspend consultancy work for a period of more than six months continuously after commencement of the instruction? If so, give the name of the project and reasons of suspension of work/consultancy work.
8. Has the applicant or any consultant partner in case of partnership firm, ever abandoned the awarded work before its completion? If so, give name of the project and reasons for abandonment.
9. Has the applicant or any consultant partner in case of partnership firm, ever been debarred / black listed for tendering in any organization at any time? If so, give details.
10. Has the applicant, or any constituent partner in case of partnership firm, ever been convicted by a court of law? If so, give details.
11. In which field of consultancy work the applicant has Specialization and interest?
12. Any other information considered necessary but not included above.

SIGNATURE OF APPLICANT(S)

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Form- "D-1"

**DETAIL OF TECHNICAL & ADMINISTRATIVE PERSONEL TO EMPLOYED FOR
THE WORK**

S.No	Designation	Number available for this work	Name	Qualification	Profession at experience and details of work carried out.	How these would be involved in the work (Full/Part Time)	Remark

Applicants' Management Structure with Details of Key Personnel

Individual Applicants should provide details of the company's ownership, current management structure, details of key personnel and its principal's management, organization structure, details of key personnel on separate sheet.

CVs of staff available with Applicants/each constituent member of consortium

Individual applicants or each constituent member of consortium thereof must indicate the key professional staff employed (as on date of issue of RFP notice) in following indicative categories:

Specialization	More than 15 years' experience	More than 7 up to 15 years' experience	1 to 7 years' experience

Note:

- The above field of specialization is indicative. Applicants may add the field of specialization as per their experience.
- Maximum two-page CV of each main member and key expert shall be furnished.
- CVs of the executive head of the Applicants /lead member of consortium and all other main members and key experts should contain the following heads:

- 1 . Qualifications
2. Experience in years (separately for each individual field of expertise if more than one)
3. Name, nature, size of similar works handled and responsibility therein

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4. Publications

5. Personal awards and recognition

6. Professional memberships

7. Other professional involvements (in fields of expertise)

(Please attach proofs thereof at all places)

SIGNATURE OF APPLICANT(S)

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FORM - "E"

FINANCIAL INFORMATION

- 1. Financial Analysis:- Details to be furnished duly supported by figures in balance sheet/profit & loss account for the last five year duly certified by the Chartered Accountant, as submitted by the applicant to the Income Tax Department (Copies to be attached).**

Items	2014-15	2015-16	2016-17	2017-18	2018-19
Gross Annual Turnover					
Profit/Loss					
Net worth					

Certified that the figure shown above are correct and are base on Balance Sheet/Profit & Loss account for the respective years as submitted by the applicant to the Income Tax Department.

SIGNATURE OF APPLICANT(S)

Date: -----

Signature for Chartered Accountant with seal

Date

*** Note: Attach proof of the financial statements certified by the auditor**

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Form – “F”

Applicant’s Accomplishments in the last 05 years

Name of Company/Firm:

List of Awards conferred:

<i>Sl. No.</i>	<i>Name & country of Award</i>	<i>Work for which Awarded</i>	<i>Year of award</i>	<i>Prize (Rupees in Lacs)</i>

Project Competitions Won:

<i>Sl No.</i>	<i>Name of Work</i>	<i>Address and contact detail of client</i>	<i>Date of award and completion</i>		<i>Whether participated as single firm/ Lead member of consortium</i>	<i>Prize money (Rupees in lacs)</i>	<i>Project Cost (Rupees in crores)</i>	<i>Cost of consultancy work (Rupees in crores)</i>	<i>Project area (Acres)</i>	<i>Current Status of the Project</i>

Innovations established (through published research or projects executed):

<i>Sl. No.</i>	<i>Acknowledged Innovation</i>	<i>Patent No. if any</i>	<i>Name of Project/Journal</i>	<i>Address and contact detail of client/Journal volume</i>	<i>Current Status of the Project</i>

Narrative description of Innovation:

Description of actual services provided with in the assignment:

Note:- The information is to be given by individual applicant or each member of the consortium including the lead member separately.

- The List of Accomplishments to be compiled as per the format above.

- Copy of supporting documents (in the form of certificates received) should be enclosed.

SIGNATURE OF APPLICANT(S)

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Form – “G”

Applicant’s Experience: Project Sheet

(For each project, subject to a maximum of 10 projects)

Firm's Name:

1	Project Name:
2	Country: Location within country:
3	Name of client
4	Address:
5	Name of contact person: Title: Telephone no: Email:
6	Approx. value of contract (Rupees in crores):
7	Approx. value of the services provided by your firm under the contract (Rupees in crores):
8	Start date (month /Year): Completion date (month/year):
9	Duration of assignment (months):
10	Total No. of staff-months of the assignment:
11	Name of associated consultants, if any:
12	No. of professional staff-months provided by associated consultants:
13	Name of senior professional staff of your firm involved and functions performed: (indicate most significant profiles such as project Director/ Coordinator, Team Leader)
14	Narrative description of project and its nature:
15	Total campus area (in acres):
16	Total covered area (in sq.mts.): (give separate information about actual built up / under construction and proposed)
17	Brief description of the general specifications of the special features:
18	green technologies /features used:

Note:

- The information is to be given by individual applicant or each member of the consortium including lead member separately.
- Copy of supporting documents (in the form of certificates received) should be enclosed.
- Where currency conversion is used, specify the exchange rate and its date

SIGNATURE OF APPLICANT(S)

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5. Validity of Tender:

The tender / EOI documents must remain valid up to 90 days from the date of opening of tenders.

6. Opening of Tenders:

7. Financial / Price Bids of only those applicant entity shall be opened who are found qualified as per the Clause No. 5(i). The date and time of opening of Financial Bid shall be intimated separately.

8. The representatives of the applicant entity may attend the opening of Financial / Price Bids along with letter of Authority from the respective applicant entity.

9. Acceptance Procedure:

The Consultant shall have to submit at his cost and expense, the list of deliverables at initial stage to SRDC for acceptance.

10. Pre-Bid Meeting:

The pre-Bid Meeting will be held on **29th July, 2020 at 02:00 PM to 02:30 PM** in the Conference Hall, **Shahjahanabad Redevelopment Corporation, 2nd Floor, A-Wing, Vikas Bhawan II, Upper Bela Road, Civil Lines, New Delhi-110054** for any clarification about the requisite documents.

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Annexure 'A'

Evaluation Criteria for Technical Bid

S. No.	Criterion	Maximum Marks	Marks Awarded
1	Work Experience in creative films & documentation (On the basis of presentation and details/documents as provided in / alongwith Form F and G)	30	
(i)	Credentials in terms of awards and competitions won, innovations established through published research work or projects executed. (1 mark for each with awards/national/international recognition conferred for International/national projects in past ten years) Previous experience of work as documentation of redevelopment projects (1 marks for each such work)	10	
(ii)	Experience on conceptualisation, design & execution (complete/ongoing) for projects:	20	
2	Composition of Team (On the basis of details/documents as provided in /alongwith Form 'D')	10	
	<u>In-house Professionally Qualified Staff</u> ❖ More than 07 years' experience 1 Mark for each member ❖ More than 05 upto 07 years' experience- 0.5 Mark for each Member ❖ 3 years to below 7 years experience- 0.25 Mark for each member		
3	Financial Soundness (On the basis of details/documents as provided in / alongwith Form E)	20	
	<u>Consultancy of Gross Financial turnover in last 05 years:</u> ❖ Up to 1 Crores - 10 Marks ❖ More than 1 Crore - 02 Mark for that year		

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4	Proposal (On the basis of details/documents as provided in / alongwith Form – ‘G’, ‘B’ and ‘C’)	40	
	Total 1+2+3+4	100	

Note: Please provide sufficient information and valid proof for each parameter/factor assigned for calculating the marks in the evaluation criteria. If sufficient information and valid proof is not available about some parameter/factor during evaluation, 0 marks shall be assigned to that parameter/factor.

Information as sought is to be given by individual applicant or each member of the consortium including lead member separately as per subsequent annexure.

Ongoing projects shall be considered for evaluation only where specified in the Evaluation Criteria for Shortlisting.

Experience of staff as on date of issue of RFP shall be considered.

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(Annexure-B)

Financial Bid: Standard Format

Particulars	Details	Amount (INR)
Design Charges	Concept, research, copywriting, photography, editing, and layout of book, approximately 150 pages	
Book Production Charges	Print cost for 4 colour offset hard bound book for 3,000 copies	
Video Production Charges	Scripting, Direction, Shooting, VO, Editing, and VFX	
Total Cost(exclusive of taxes)		
Taxes		
Final cost		

Signatory Details
SRDC

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Proposed Affidavit

(Annexure-C)

TO BE SWORN ON A NON-JUDICIAL STAMP PAPER OF RS.10/-

AFFIDAVIT

I/we
Director/Proprietor/Partner of (Mention name of
firm/company/ Consortium and its complete Address) do hereby solemnly affirm and declare as
under:-

1. That I/we am/are registered as (mention name of
*firm/company/ Consortium)vide Registration No under the
provisions of(mention the name of the Act).

That I/we have applied in response to the **I n v i t a t i o n f o r**
Expression of Interest of SRDC for appointment for providing consultancy for the preparation of
Request For Proposal For Project Documentation Through Print & Video of Redevelopment of Chandni
Chowk Project Mentioned In **Clause 5 Overall Plan**.

1. That (Mention Name Of firm/company/ Consortium) is eligible to
submit the aforesaid proposal as neither the applicant has been barred and/or blacklisted by
the Central Government and/or any State Government of India at any time prior to the date
of submitting this affidavit.
2. That (mention name of firm/company/ Consortium) or any of its
constituents during the last three years has neither failed to perform on any agreement nor
was expelled from any project or agreement nor any agreement terminated for any breach by
the applicants or any of its constituents.
3. That an annexure attached to this affidavit gives list of all contracts of
(Mention name of firm/company/ Consortium) or any of its constituents with the
state/central government that are in arbitration.

DEPONENT

VERIFICATION

I/we the above named deponent do hereby verify that the contents of
the aforesaid paragraphs 1to4 are true and correct to the best of my/our knowledge and belief and
nothing is concealed there from.

Verified at (place) this Day of 2013.

DEPONENT

Note: Deponent will be the authorized signatory of the Applicant