



Solapur City Development Corporation Limited



REQUEST FOR PROPOSAL

Particulars	Details
Client	Solapur City Development Corporation Limited, Solapur, INDIA
Project Name	Content Creation and Management for LED Video Walls at Ranga Bhavan Chowk
Assignment Name	Appointment of Digital Content Agency for Content Creation and Management for LED Video Walls at Ranga Bhavan Chowk under Smart Cities Mission
Document Issue Date	21 May 2018
Document Number	2018-19/06

Solapur City Development Corporation Limited,
New Planning Office, Near Milk Dairy, Saat Rasta, Solapur, 413003, Maharashtra, India.

May 2018

TABLE OF CLAUSES

Section 1. Letter of Invitation	6
Section 2. Instructions to Bidders and Data Sheet	8
A. General Provisions	8
1. Definitions.....	8
2. Introduction	10
3. Conflict of Interest	11
4. Unfair Competitive Advantage	12
5. Corrupt and Fraudulent Practices.....	12
6. Eligibility.....	12
B. Preparation of Proposals	12
7. General Considerations.....	12
8. Cost of Preparation of Proposal.....	12
9. Language	12
10. Documents Comprising the Proposal	13
11. Only One Proposal	13
12. Proposal Validity	13
13. Clarification and Amendment of RFP.....	14
14. Preparation of Proposals – Specific Considerations	15
15. Qualification Documents, Technical Proposal Format and Content	15
16. Financial Proposal	15
17. Earnest money Deposit.....	16
18. The EMD shall be forfeited by the Client in the events.....	16
19. Bid documents and Processing Fees.....	16
C. Submission, Opening and Evaluation	17
20. Submission, Sealing, and Marking of Proposals	17
21. Confidentiality.....	18
22. Performance Security	18
23. Opening of Technical Proposals.....	19
24. Proposals Evaluation.....	19
25. Technical Presentation.....	20
26. Evaluation of Qualification Documents and Technical Proposals	20

27. Financial Proposals for QBS	20
28. Public Opening of Financial Proposals (for QCBS, methods).....	20
29. Correction of Errors	21
30. Taxes	22
31. Conversion to Single Currency	22
32. Combined Quality and Cost Evaluation	22
D. Negotiations and Award	22
33. Negotiations.....	22
34. Conclusion of Negotiations	23
35. Award of Contract.....	23
E. Data Sheet.....	24
Section 5.Eligible Countries.....	50
Section 6.Corrupt and Fraudulent Practices	51
Section 7. Miscellaneous	53
Section 8. Terms of Reference	54
Section 9.Standard Form of Contract	69

DISCLAIMER

The information contained in this Request for Proposal document ("RfP") or subsequently provided to Bidders, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Bidders on the terms and conditions set out in this RfP and such other terms and conditions subject to which such information is provided.

This RfP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Service Providers or any other person. The purpose of this RfP is to provide interested Service Providers with information that may be useful to them in the formulation of their Proposals pursuant to this RfP. This RfP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the digital content creation. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RfP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RfP. The assumptions, assessments, statements and information contained in this RfP, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RfP and obtain independent advice from appropriate sources.

Information provided in this RfP to the Bidder is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RfP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RfP and any assessment, assumption, statement or information contained therein or deemed to form part of this RfP or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Consultant upon the statements contained in this RfP.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RfP.

The issue of this RfP does not imply that the Authority is bound to select a Bidder or to appoint the Selected Media Agency, as the case may be, for the Services and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

Section 1. Letter of Invitation

21 May 2018

RFP No. 2018-19/06;

Project Name: Content Creation and Management for LED Video Walls at Ranga Bhavan Chowk

Name of the SPV : Solapur City Development Corporation Limited

Title of the Services: Appointment of Digital Content Agency for Content Creation and Management for LED Video Walls at Ranga Bhavan Chowk under Smart Cities Mission

Dear Mr. /Ms.:

1. The Solapur City Development Corporation Limited (hereinafter called "Authority") is implementing Smart City Proposal in Solapur City under Smart City Mission.
2. The Client now invites proposals to provide the following services (hereinafter called "Services"): Content Creation and Management for LED Video Walls at Ranga Bhavan Chowk. More details on the Services are provided in Section 8. Terms of Reference.
3. It is not permissible to transfer this invitation to any other firm.
4. A Digital Content Agency will be selected under Quality and Cost Based Selection method (QCBS) and in a Proposal format as described in this RFP.
5. Bidders are advised that the selection of Digital Content Agency shall be on the basis of an evaluation by the Authority through the Selection Process specified in this RFP. Applicants shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that the Authority's decisions are without any right of appeal whatsoever.
6. The bids shall be accepted in the Physical form as described in the RFP.
7. The Bid will be rejected in case the Bidder has submitted the conditional bid and/or the specifications of the terms to be supplied are not complied with RFP.
8. The Bidders will submit the proposal by the date & time indicated in Data Sheet and the instructions to the Bidders called project specific information.

9. The RFP includes the following documents:

Section 1 – Letter of Invitation

Section 2 – Instructions to Bidders and Data Sheet

Section 3 –Qualification Documents &Technical Proposal - Standard Forms

Section 4 – Financial Proposal - Standard Forms

Section 5 – Eligible Countries

Section 6 –Corrupt and Fraudulent Practices

Section 7 – Miscellaneous

Section 8 – Terms of Reference

Section 9 – Standard Forms of Contract

Yours sincerely,

Chief Executive Officer
Solapur City Development Corporation Limited
Solapur (Maharashtra), India
Pin- 413004

Section 2. Instructions to Bidders and Data Sheet

A. General Provisions

1. Definitions	<p>(a) “Affiliate(s)” means an individual or an entity that directly or indirectly controls, is controlled by, or is under common control with the Service Provider.</p> <p>(b) “Applicable Law” means the laws and any other instruments having the force of law in India, as they may be issued and in force from time to time.</p> <p>(c) “CBUD” means Capacity Building for Urban Development</p> <p>(d) “CEO” means the Chief Executive Officer of the Solapur City Development Corporation Limited.</p> <p>(e) “Client” means Chief Executive officer of Solapur City Development Corporation Limited(SCDCL), the implementing agency that signs the Contract for the Services with the selected Service Providers.</p> <p>(f) “Contract” means a legally binding written agreement signed between the Client and the Service Provider and includes all the attached documents listed in its Clause 1 (the General Conditions of Contract (GCC), the Special Conditions of Contract (SCC), and the Appendices).</p> <p>(g) “Data Sheet” means an integral part of the Instructions to Bidders (ITB) Section 2 that is used to reflect specific country and assignment conditions to supplement, but not to over-write, the provisions of the ITC.</p> <p>(h) “Day” means a calendar day.</p> <p>(i) “Personnel” means, collectively, Key Personnel, Non-Key Personnel, or any other personnel of the Consultant).</p> <p>(j) “GOM” means the Government of Maharashtra</p> <p>(k) “GoI” means the Government of India.</p> <p>(l) “Joint Venture (JV)” means an association with or without a legal personality distinct from that of its members, of more than one Service Providers where one member has the authority to conduct all business for and on behalf of any and all the members of the JV, and where the</p>
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	<p>members of the JV are jointly and severally liable to the Client for the performance of the Contract.</p> <p>(m) “Key Expert(s)” means an individual professional (Expert Pool, and Deputy Team Leader) whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract and whose CV is taken into account in the technical evaluation of the Service Provider’s proposal.</p> <p>(n) “SCDCL” Solapur City Development Corporation Limited</p> <p>(o) “ITB” (this Section 2 of the RFP) means the Instructions to Bidders that provide the Service Providers with all information needed to prepare their Proposals.</p> <p>(p) “LOI” (this Section 1 of the RFP) means the Letter of Invitation being sent by the Client to the Service Providers.</p> <p>(q) “MD” means Managing Director of Solapur City Development Corporation Limited(SCDCL), if any.</p> <p>(r) “MoUD” means Ministry of Urban Development</p> <p>(s) “Module” means group of projects</p> <p>(t) “Non-Key Expert(s)” means an individual professional and support staff provided by the Service Providers and who is assigned to perform the Services or any part thereof under the Contract and whose CVs are not evaluated individually.</p> <p>(u) “Proposal” means the Technical Proposal and the Financial Proposal of the Consultant.</p> <p>(v) “RFP” means the Request for Proposals to be prepared by the Client for the selection of Service Provider, based on the SRFP.</p> <p>(w) “Service provider” means the legally-established firm or an entity who submit their proposal that may provide or provides the Services to the Client under the Contract.</p> <p>(x) “SRFP” means the Standard Request for Proposals, which must be used by the Client as the basis for the preparation of the RFP.</p> <p>(y) “Services” means the work to be performed by the Service Provider pursuant to the Contract.</p>
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	<p>(z) "SPV" means Special Purpose vehicle which is Solapur City Development Corporation Limited.</p> <p>(aa) "TORs" (Section 8. Terms of Reference of the RFP) means the Terms of Reference that explain the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Service Provider, and expected results and deliverables of the assignment.</p> <p>(bb) "Urban Designer" means the Consultant appointed by SCDCL for designing the Smart Road project, Solapur</p> <p>(cc) Content Writer means an Individual with a Degree in Mass Media/ Mass Communications / Journalism and a Proficiency (Read, write and speak) in English, Marathi and Hindi with a minimum 5 years' of relevant experience.</p> <p>(dd) Graphic Designer – means an Individual with a Degree in graphic design and a minimum of 5 years' relevant experience.</p> <p>(ee) DOGL – Date of First Content going Live on LED Video Panels mounted on fabricated structure at Ranga Bhavan Chowk.</p>
<p>2. Introduction</p>	<p>1.1 The Client named in the Data Sheet intends to select a Service Provider in accordance with the method of selection specified in the Data Sheet.</p> <p>1.2 Service Providers are invited to submit Qualification Documents, Technical Proposal and a Financial Proposal, as specified in the Data Sheet, for digital content creation services required for the assignment named in the Data Sheet. The Proposal will be the basis for negotiating (except financials) and ultimately signing the Contract with the selected Service Provider.</p> <p>1.3 The Service Provider should familiarize themselves with the local conditions and take them into account in preparing their Proposals, including attending a pre-bid meeting if one is specified in the Data Sheet. Attending any such pre-bid meeting is optional and is at the Service Providers' expense. If any such pre-bid meeting is organized, a maximum of two personnel can attend the meeting on behalf of each Service Provider.</p> <p>1.4 The Client will timely provide, at no cost to the Service Providers, the inputs, relevant project data, and reports required for the preparation of the Service Providers' Proposal as specified in the Data Sheet.</p>

<p>3. Conflict of Interest</p>	<p>1.5 The Service Provider is required to provide professional service at all times holding the Client’s interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work.</p> <p>1.6 The Service Provider has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its Client. Failure to disclose such situations may lead to the disqualification of the Service Provider or the termination of its Contract and/or sanctions by the Solapur City Development Corporation Limited.</p> <p>a. Without limitation on the generality of the foregoing, the Service Provider shall not be hired under the circumstances set forth below:</p>
<p>a. Conflicting activities</p>	<p>(i) <u>Conflict between services and procurement of goods, works:</u> a firm that has been engaged by the Client to provide goods, works, or non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing services resulting from or directly related to those goods, works or services. Conversely, a firm hired to provide services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or services resulting from or directly related to the services for such preparation or implementation.</p>
<p>b. Conflicting assignments</p>	<p>(ii) <u>Conflict among assignments:</u> a Service Provider (including its Personnel) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Service Provider for the same or for another Client.</p>
<p>c. Conflicting relationships</p>	<p>(iii) <u>Relationship with the Client’s staff:</u> a Service Provider (including its Personnel) that has a close business or family relationship with a professional staff of the Client, who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.</p>

<p>4. Unfair Competitive Advantage</p>	<p>1.7 Fairness and transparency in the selection process require that the Service Provider 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 Client shall indicate in the Data Sheet and make available to all Service Providers together with this RFP all information that would in that respect give such Service Provider any unfair competitive advantage over competing Bidders.</p>
<p>5. Corrupt and Fraudulent Practices</p>	<p>1.8 The Client requires compliance in regard to corrupt and fraudulent practices as set forth in Section 6. 1.9 In further pursuance of this policy, Service Providers shall permit and shall cause its agents, Personnel, sub-contractors, services providers, or suppliers to permit the client to inspect all accounts, records, and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by the Client.</p>
<p>6. Eligibility</p>	<p>1.10The Client permits Service Provider (firms from all countries) to offer services. 1.11Furthermore, it is the Service Provider’s responsibility to ensure that its Personnel, agents (declared or not), service providers, suppliers and/or their employees meet the eligibility requirements as established by the client.</p>
<p>B. Preparation of Proposals</p>	
<p>7. General Considerations</p>	<p>1.12In preparing the Proposal, the Service Provider is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.</p>
<p>8. Cost of Preparation of Proposal</p>	<p>1.13The Service Provider shall bear all costs associated with the preparation and submission of its Proposal, and the Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Service Provider.</p>
<p>9. Language</p>	<p>1.14The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the Service Providers and the Client shall be written in the language(s) specified in the Data Sheet.</p>

<p>10. Documents Comprising the Proposal</p>	<p>1.15 The Proposal shall comprise the documents and forms listed in the Data Sheet.</p> <p>1.16 If specified in the Data Sheet, the Service Provider shall include a statement of an undertaking of the Service Provider to observe, in competing for and executing a contract, the Client country's laws against fraud and corruption (including bribery).</p> <p>1.17 The Service Provider shall furnish information on commissions, gratuities, and fees, if any, paid or to be paid to agents or any other party relating to this Proposal and, if awarded, Contract execution, as requested in the Financial Proposal submission form (Section 4).</p>
<p>11. Only One Proposal</p>	<p>1.18 The Service Provider shall submit only one Proposal, in its own name. If a Service Provider submits or participates in more than one proposal, all such proposals shall be disqualified and rejected.</p>
<p>12. Proposal Validity</p>	<p>1.19 The Data Sheet indicates the period during which the Service Provider's Proposal must remain valid after the Proposal submission deadline.</p> <p>1.20 During this period, the Service Provider shall maintain its original Proposal without any change, including the availability of the Key Personnel, the proposed rates and the total price.</p> <p>1.21 If it is established that any Key Expert nominated in the Service Provider's Proposal was not available at the time of Proposal submission or was included in the Proposal without his/her confirmation, such Proposal shall be disqualified and rejected for further evaluation, and may be subject to sanctions in accordance with Clause 5 of this ITC.</p>
<p>a. Extension of Validity Period</p>	<p>1.22 The Client will make its best effort to complete the negotiations within the proposal's validity period. However, should the need arise, the Client may request, in writing, all Service Providers who submitted Proposals prior to the submission deadline to extend the Proposals' validity.</p> <p>1.23 If the Service Provider agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal and with the confirmation of the availability of the Key Personnel.</p> <p>1.24 The Service Provider has the right to refuse to extend the validity of its Proposal in which case such Proposal will not be further evaluated.</p>
<p>b. Substitution of Key</p>	<p>1.25 If any of the Key Personnel become unavailable for the extended validity period, the Service Provider shall</p>

<p>Personnel(Expert Pool, Resource Pool and Deputy Team Leader)at Validity Extension</p>	<p>provide a written adequate justification and evidence satisfactory to the Client together with the substitution request for their approval. In such case, a replacement Key Expert shall have equal or better qualifications and experience than those of the originally proposed Key Expert. The technical evaluation score, however, will remain to be based on the evaluation of the CV of the original Key Expert.</p> <p>1.26 If the Service Provider fails to provide a replacement Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to the Client, such Proposal will be rejected by the Client.</p> <p>1.27 The replacement of the Service Provider during the project duration shall be as indicated in the Data Sheet.</p>
<p>c. Sub-Contracting</p>	<p>1.28 The Service Provider shall not subcontract any part of the Services.</p>
<p>13. Clarification and Amendment of RFP</p>	<p>1.29 The Service Providers may request a clarification of any part of the RFP during the period indicated in the Data Sheet before the Proposals' submission deadline. Any request for clarification must be sent in writing, or by standard electronic means, to the Client's address indicated in the Data Sheet. The Client will respond in writing, or by standard electronic means, and will upload the response (including an explanation of the query but without identifying its source) or the clarifications shall be uploaded on the client's website. Should the Client deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure described below:</p> <p>a) At any time before the proposal submission deadline, the Client may amend the RFP by issuing an amendment in writing or by standard electronic means. The amendments shall be uploaded on the client's website and will be binding on them. The Service Providers shall update themselves by visiting the client's website regularly, for not being updated by the Service Providers themselves, Client bears no responsibility.</p> <p>b) If the amendment is substantial, the Client may extend the proposal submission deadline to give the Service Providers reasonable time to take an amendment into account in their Proposals.</p> <p>1.30 The Service Providers may submit a modified Proposal or a modification to any part of it at any time prior to the proposal submission deadline. No modifications to the</p>

	Technical or Financial Proposal shall be accepted after the deadline.
14. Preparation of Proposals – Specific Considerations	<p>1.31 While preparing the Proposal, the Service Providers must give particular attention to the following:</p> <p>a) The Client may indicate in the Data Sheet the estimated Key Personnel’ time input (expressed in person-month) or the Client’s estimated total cost of the assignment, but not both. This estimate is indicative and the Proposal shall be based on the Service Providers own estimates for the same.</p> <p>b) If stated in the Data Sheet, the Service Providers shall include in its Proposal at least the same time input (in the same unit as indicated in the Data Sheet) of Key Personnel, failing which the Financial Proposal will be adjusted for the purpose of comparison of proposals and decision for award in accordance with the procedure in the Data Sheet.</p> <p>c) For assignments under the Fixed-Budget selection method, the estimated Key Personnel’ time input is not disclosed. Total available budget, with an indication whether it is inclusive or exclusive of taxes, is given in the Data Sheet, and the Financial Proposal shall not exceed this budget.</p>
15. Qualification Documents, Technical Proposal Format and Content	<p>1.32 The Qualification Documents and Technical Proposal shall not include any financial information. A Qualification Documents and Technical Proposal containing any financial information shall be considered non-responsive.</p> <p>15.1.1 Service Providers shall not propose alternative / optional Key Personnel. Only one CV shall be submitted for each Key Expert position as indicated in the TOR. Failure to comply with this requirement will make the Proposal non-responsive.</p> <p>1.33 Depending on the nature of the assignment, the Service Provider is required to submit a Full Technical Proposal (FTP), or a Simplified Technical Proposal (STP) as indicated in the Data Sheet and using the Standard Forms provided in Section 3 of the RFP.</p>
16. Financial Proposal	<p>1.34 The Financial Proposal shall be prepared using the Standard Forms provided in Section 4 of the RFP. It shall include all costs associated with the assignment, including (a) remuneration for Key Personnel and Non-Key Personnel, (b) reimbursable expenses indicated in the Data Sheet.</p>

<p>a. Price Adjustment</p>	<p>1.35 For assignments with a duration exceeding 18 months, a price adjustment provision for foreign and/or local inflation for remuneration rates applies if so stated in the Data Sheet.</p>
<p>b. Taxes</p>	<p>1.36 The Service Provider and Personnel are responsible for meeting all tax liabilities arising out of the Contract unless stated otherwise in the Data Sheet. Information on taxes in the Client’s country is provided in the Data Sheet.</p>
<p>c. Currency of Proposal</p>	<p>1.37 The Service Provider may express the price for its Services in the currency or currencies as stated in the Data Sheet. If indicated in the Data Sheet, the portion of the price representing local cost shall be stated in the national currency.</p>
<p>d. Currency of Payment</p>	<p>1.38 Payment under the Contract shall be made in the currency of client’s country.</p>
<p>17. Earnest money Deposit</p>	<p>1.39 An EMD amount as indicated in the Data Sheet in the form of Online Payment as indicated in the Data Sheet must be submitted along with the Proposal.</p> <p>1.40 Proposals not accompanied by EMD shall be rejected as non-responsive.</p> <p>1.41 No interest shall be payable by the Client for the sum deposited as earnest money deposit.</p> <p>1.42 The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.</p> <p>1.43 The EMD of the successful bidder would retained by the Authority as part of Performance Security. The successful bidder shall provide additional amount equal to the difference between the EMD and the Performance Security as Performance Security.</p>
<p>18. The EMD shall be forfeited by the Client in the events</p>	<p>1.44 If Proposal is withdrawn during the validity period or any extension agreed by the consultant thereof.</p> <p>1.45 If the Proposal is varied or modified in a manner not acceptable to the Authority after opening of Proposal during the validity period or any extension thereof.</p> <p>1.46 If the Service Provider tries to influence the evaluation process.</p> <p>1.47 If the First ranked Service Provider withdraws his proposal during negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the consultant).</p>
<p>19. Bid documents and Processing Fees</p>	<p>1.48 All Service Providers are required to pay amount as indicated in the Data Sheet towards the cost of Bid documents and Bid Processing Fees as follows:</p> <p>a. Bid Documents and Bid Processing fee shall be paid in the form of a Online Payment in the name of</p>

	<p>Solapur City Development Corporation Limited and shall be payable at Solapur and shall be submitted along with qualification document.</p> <p>b. The Bid Documents fee and Bid Processing Fee is Non-Refundable.</p> <p>1.49 Please note that the Proposal, which does not include the Bid Documents fee and bid processing fees, would be rejected as non-responsive.</p>
<p>C. Submission, Opening and Evaluation</p>	
<p>20. Submission, Sealing, and Marking of Proposals</p>	<p>1.50 The Service Provider shall submit a signed and complete Proposal comprising the documents and forms in accordance with Clause 10 (Documents Comprising Proposal). The submission shall be submitted in Hard Copy and Soft Copy online.</p> <p>1.51 The Financial Proposal shall be submitted ONLINE ONLY.</p> <p>1.52 An authorized representative of the Service Provider shall sign the original submission letters in the required format for the Qualification Documents, Technical Proposal and shall initial all pages as required. The authorization shall be in the form of a written power of attorney, on a Stamp Paper of an appropriate value, attached to the Qualification Documents Proposal.</p> <p>1.53 Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if they are signed or initialled by the person signing the Proposal.</p> <p>1.54 The Bidder shall submit a signed copy of the Tender Document in both, hard copy and soft copy submission.</p> <p>1.55 The original of the Technical Proposal shall be placed inside of a sealed envelope clearly marked "Technical Proposal", "Appointment of Digital Content Agency for Content Creation and Management for LED Video Walls at Ranga Bhavan Chowk under Smart Cities Mission", reference number, name and address of the Service Provider, and with a warning "Do Not Open until <i>[insert the date and the time of the Technical Proposal submission deadline]</i>."</p> <p>1.56 The sealed envelopes containing the Qualification Documents and Technical Proposals shall be placed into one outer envelope and sealed (physically as well as digitally as applicable). This outer envelope shall bear the submission address, RFP reference number, the name of the assignment, Service Provider's name and the address, and shall be clearly marked "Do Not Open Before <i>[insert</i></p>

	<p>the time and date of the submission deadline indicated in the Data Sheet]”.</p> <p>1.57 If the envelopes and packages with the Proposal are not sealed and marked as required, the Client will assume no responsibility for the misplacement, loss, or premature opening of the Proposal.</p> <p>1.58 The Proposal or its modifications must be sent to the address indicated in the Data Sheet and received by the Client no later than the deadline indicated in the Data Sheet, or any extension to this deadline. Any Proposal or its modification received by the Client after the deadline shall be declared late and rejected, and promptly returned unopened.</p> <p>1.59 The Service Providers shall submit all the documents of Qualification Document and Technical Proposal in Hard / Spiral bound document with all pages of the respective documents collated.</p>
<p>21. Confidentiality</p>	<p>1.60 From the time the Proposals are opened to the time the Contract is awarded, the Service Provider should not contact the Client on any matter related to its Qualification Documents, Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Service Providers who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the Contract award information.</p> <p>1.61 Any attempt by Service Providers or anyone on behalf of the Service Provider to influence improperly the Client in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal.</p> <p>1.62 Notwithstanding the above provisions, from the time of the Proposals’ opening to the time of Contract award publication, if a Service Provider wishes to contact the Client on any matter related to the selection process, it should do so only in writing.</p>
<p>22. Performance Security</p>	<p>1.63 The Applicant, by submitting its Application pursuant to this RFP, shall be deemed to have acknowledged that without prejudice to the Authority’s any other right or remedy hereunder or in law or otherwise, its Performance Security in the form of bank guarantee shall be forfeited and appropriated by the Authority as the mutually agreed pre-estimated compensation and damages payable to the Authority for, <i>inter alia</i>, the time, cost and effort of the Authority in regard to the RFP,</p>

	<p>including the consideration and evaluation of the Proposal, under the following conditions:</p> <ul style="list-style-type: none"> (a) if an Applicant engages in any of the Prohibited Practices specified in Clause 5 of this RFP; (b) if the Applicant is found to have a Conflict of Interest as specified in Clause 3 of this RFP; and (c) if the selected Applicant commits a breach of the Agreement. <p>1.64 An amount equal to 5% (two per cent) of the agreement value shall be deemed to be the Performance Security for the purposes of this Clause 22, which may be forfeited and appropriated in accordance with the provisions hereof.</p>
<p>23. Opening of Technical Proposals</p>	<p>1.65 The Client’s evaluation committee shall conduct the opening of the <u>Qualification Documents & Technical Proposals</u> in the presence of the Service Providers’ authorized representatives who choose to attend (in person, or online if this option is offered in the Data Sheet). The opening date, time and the address are stated in the Data Sheet. The Financial Proposal shall remain undisclosed until they are opened in accordance with Clause 26 of the ITC.</p> <p>1.66 At the opening of the Qualification Documents Proposals the following shall be read out:</p> <ul style="list-style-type: none"> a) the name and the country of the Service Provider b) any modifications to the Proposal submitted prior to proposal submission deadline; and c) any other information deemed appropriate or as indicated in the Data Sheet.
<p>24. Proposals Evaluation</p>	<p>1.67 Subject to provision of Clause 15.1 of the ITC, the evaluators of the Qualification Documents and Technical Proposals shall have no access to the Financial Proposals until the Qualification Documents & technical evaluation is concluded.</p> <p>1.68 The Service Provider is not permitted to alter or modify its Proposal in any way after the proposal submission deadline except as permitted under Clause 12.7 of this ITC. While evaluating the Proposals, the Client will conduct the evaluation solely on the basis of the submitted Qualification documents, Technical Proposal, Technical Presentation and Financial Proposals.</p>

<p>25. Technical Presentation</p>	<p>1.69 A Technical presentation shall be held at a date and time intimated to the Bidders.</p>
<p>26. Evaluation of Qualification Documents and Technical Proposals</p>	<p>1.70 The Client’s evaluation committee shall evaluate the Qualification Documents and Technical Proposals on the basis of their responsiveness to the Terms of Reference and the RFP, applying the evaluation criteria, sub-criteria, and point system specified in the Data Sheet. Firstly each responsive proposal’s Qualification Documents shall be evaluated. The Service Providers whosoever qualifies in the Qualification Documents their technical proposals shall be evaluated. Each qualified proposal in Qualification Documents will be given a technical score. A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or if it fails to achieve the minimum technical score indicated in the Data Sheet.</p>
<p>27. Financial Proposals for QBS</p>	<p>1.71 Following the ranking of the Technical Proposals, when the selection is based on quality only (QBS), the top-ranked Service Provider is invited to negotiate the Contract.</p> <p>1.72 If Financial Proposals were invited together with the Technical Proposals, only the Financial Proposal of the technically top-ranked Service Provider is opened by the Client’s evaluation committee. All other Financial Proposals are returned unopened after the Contract negotiations are successfully concluded and the Contract is signed.</p>
<p>28. Public Opening of Financial Proposals (for QCBS, methods)</p>	<p>1.73 After the technical evaluation is completed, the Client shall notify those Service Providers whose Proposals were considered non-responsive to the RFP and TOR or did not meet the minimum qualifying technical score (and shall provide information relating to the Service Provider’s overall technical score, as well as scores obtained for each criterion and sub-criterion) that their Financial Proposals will not be opened online. The Client shall simultaneously notify in writing those Service Providers that have achieved the minimum overall technical score and inform them of the date, time and location for the opening of the Financial Proposals. The opening date should allow the Service Providers sufficient time to make arrangements for attending the opening. The Service Provider’s attendance at the opening of the Financial Proposals (in person, or online if such option is indicated in the Data Sheet) is optional and is at the Service Provider’s choice.</p>

	<p>1.74 The Financial Proposals shall be opened by the Client’s evaluation committee at the date and time in the presence of the representatives of those Service Providerswhosoever shall be present and whose proposals have passed the minimum technical score. At the opening, the names of the Service Providers, and the overall technical scores, including the break-down by criterion, shall be read aloud. The Financial Proposals will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded. Copies of the record shall be sent to all Service Providers who submitted Proposals and/or uploaded on the Client’s web site.</p> <p>1.75 The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.</p>
<p>29. Correction of Errors</p>	<p>1.76 Activities and items described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, and no corrections are made to the Financial Proposal.</p>
<p>a. Time-Based Contracts</p>	<p>a) If a Time-Based contract linked with performance form is included in the RFP, the Client’s evaluation committee will (a) correct any computational or arithmetical errors, and (b) adjust the prices if they fail to reflect all inputs included for the respective activities or items in the Technical Proposal. In case of discrepancy between (i) a partial amount (sub-total) and the total amount, or (ii) between the amount derived by multiplication of unit price with quantity and the total price, or (iii) between words and figures, the former will prevail. In case of discrepancy between the Technical and Financial Proposals in indicating quantities of input, the Technical Proposal prevails and the Client’s evaluation committee shall correct the quantification indicated in the Financial Proposal so as to make it consistent with that indicated in the Technical Proposal, apply the relevant unit price included in the Financial Proposal to the corrected quantity, and correct the total Proposal cost.</p>

30. Taxes	1.77 The Client’s evaluation of the Service Provider’s Financial Proposal shall exclude taxes and duties in the Client’s country in accordance with the instructions in the Data Sheet.
31. Conversion to Single Currency	1.78 For the evaluation purposes, prices shall be converted to a single currency using the selling rates of exchange, source and date indicated in the Data Sheet.
32. Combined Quality and Cost Evaluation	
a. Quality- and Cost-Based Selection (QCBS)	1.79 In the case of QCBS, the total score is calculated by weighting the technical and financial scores and adding them as per the formula and instructions in the Data Sheet. The Service Providers achieving the highest combined technical and financial score will be invited for negotiations.
D. Negotiations and Award	
33. Negotiations	<p>1.80 The negotiations will be held at the date and address indicated in the Data Sheet with the Service Provider’s representative(s) who must have written power of attorney to negotiate and sign a Contract on behalf of the Service Provider.</p> <p>1.81 The Client shall prepare minutes of negotiations that are signed by the Client and the Service Provider’s authorized representative.</p>
a. Availability of Key Personnel	<p>1.82 The invited Service Providers shall confirm the availability of all Key Personnel included in the Proposal as a pre-requisite to the negotiations, or, if applicable, a replacement in accordance with Clause 12 of the ITC. Failure to confirm the Key Personnel’ availability may result in the rejection of the Service Provider’s Proposal and the Client proceeding to negotiate the Contract with the next-ranked Service Provider.</p> <p>1.83 Notwithstanding the above, the substitution of Key Personnel at the negotiations may be considered if due solely to circumstances outside the reasonable control of and not foreseeable by the Service Provider, including but not limited to death or medical incapacity. In such case, the Service Provider shall offer a substitute Key Expert within the period of time specified in the letter of invitation to negotiate the Contract, who shall have equivalent or better qualifications and experience than the original candidate.</p>

<p>b. Technical negotiations</p>	<p>1.84 The negotiations include discussions of the Terms of Reference (TORs), the proposed methodology, the Client’s inputs, the special conditions of the Contract, and finalizing the “Description of Services” part of the Contract. These discussions shall not substantially alter the original scope of services under the TOR or the terms of the contract, lest the quality of the final product, its price, or the relevance of the initial evaluation be affected.</p>
<p>c. Financial negotiations</p>	<p>1.85 The negotiations include the clarification of the Service Provider’s tax liability in India and how it should be reflected in the Contract.</p> <p>1.86 If the selection method included cost as a factor in the evaluation, the total price stated in the Financial Proposal for a Lump-Sum contract shall not be negotiated.</p>
<p>34. Conclusion of Negotiations</p>	<p>1.87 The negotiations are concluded with a review of the finalized draft Contract, which then shall be initialed by the Client and the Service Provider’s authorized representative.</p> <p>1.88 If the negotiations fail, the Client shall inform the Service Provider in writing of all pending issues and disagreements and provide a final opportunity to the Service Provider to respond. If disagreement persists, the Client shall terminate the negotiations informing the Service Provider of the reasons for doing so. The Client will invite the next-ranked Service Provider to negotiate a Contract. Once the Client commences negotiations with the next-ranked Service Provider, the Client shall not reopen the earlier negotiations.</p>
<p>35. Award of Contract</p>	<p>1.89 After completing the negotiations the Client shall sign the Contract; publish the award information as per the instructions in the Data Sheet; and promptly notify the other technically qualified Consultants or upload the detail on the website.</p> <p>1.90 The Service Provider is expected to commence the assignment on the date and at the location specified in the Data Sheet.</p>

Instructions to Consultants

E. Data Sheet

A.General	
ITC Clause Reference	
2.1	<p>Name of the Client: <i>Solapur City Development Corporation Limited</i> (SCDCL) represented by the CEO.</p> <p>Method of selection: Quality and Cost Based Selection.</p>
2.2	<p>Financial Proposal to be submitted together with Qualification Documents and Technical Proposal: Yes</p> <p>The name of the assignment is: Appointment of Digital Content Agency for Content Creation for LED Video Walls at Ranga Bhavan Chowk, part of Smart Road Project, Solapur under Smart Cities Mission</p>
2.3	<p>A pre-bid meeting will be held: Yes</p> <p>Date: Monday, 31st May 2018</p> <p>Time: 1500 hrs</p> <p>Address: Solapur City Development Corporation Limited, New Planning Office, Near Govt. Milk Dairy, Saat Rasta, Solapur 413003</p> <p>E-mail: solapurcitydcl@gmail.com</p> <p>Contact person/ coordinator: Chief Executive Officer, SCDCL</p> <p>Bidders may submit their queries in emails directed to the address mentioned above or may raise any queries during the Pre-bid meeting. Responses to queries raised during the Pre-bid meeting shall be uploaded on the website within 03 working days after the Pre-Bid Meeting.</p>
2.4	<p>The Client will provide the following inputs, project data, reports, etc. to facilitate the preparation of the Proposals:</p> <p>Smart City Proposal of Solapur City can be downloaded from government of India's Smart City website http://smartcities.gov.in.</p>

<p>For details on the project, please refer the following attached drawings (ATTACHMENT 1 – DRAWINGS)</p>			
Sr. No.	Drawing Details	Drawing No.	Drawing Type
1	RangaBhavanChowk Intersection Layout	1701_UD_PL_RBC_1	Architectural Drawing
2	RangaBhavanChowk Island 3 Ground Floor Plan	1701_UD_PL_RBC_ID3_1	Architectural Drawing
3	RangaBhavanChowk Island 3 Roof Plan_1	1701_UD_PL_RBC_ID3_2	Architectural Drawing
4	RangaBhavanChowk Island 3 Roof Plan_2	1701_UD_PL_RBC_ID3_3	Architectural Drawing
5	RangaBhavanChowk Island 3 Sections & Details	1701_UD_RBC_ID3_4	Architectural Drawing
6	RangaBhavanChowk Island 3 Details	1701_UD_RBC_ID3_5	Architectural Drawing
7	RangaBhavanChowk Island 1 and 2_Plan	1701_UD_PL_RBC_ID1&2_1	Architectural Drawing
8	RangaBhavanChowk Island 4_Plan	1701_UD_PL_RBC_ID4_1	Architectural Drawing
9	RangaBhavanChowk Landscape Layout	1701_UD_PL_RBC_LS_1	Architectural Drawing
10	RangaBhavanChowk Surface Finishes	1701_UD_PL_RBC_SF_1	Architectural Drawing
11	RangaBhavanChowk Panel SLD		Electrical Drawing
12	RangaBhavanChowk Plinth Level and Details		Structural Drawing
13	RangaBhavanChowk Foundation Levels and Details		Structural Drawing
14	RangaBhavanChowk Fabrication Details		Structural Drawing
<p>All the other necessary information, graphics, images, inputs, data have to be collected by agency itself as instructed by SCDCL/ CRISIL /Urban Designer time to time.</p> <p>Clarifications may be requested as per Clause 1.29 of Data Sheet</p>			
4.1	NA		

B. Preparation of Proposals	
9.1	<p>This RFP has been issued in the English language.</p> <p>Proposals shall be submitted in English Language.</p> <p>All correspondence exchange shall be in English Language.</p> <p>No supporting document or printed literature shall be submitted with the Proposal unless specifically asked for and in case any of these Documents is in another language, it must be accompanied by an accurate translation of all the relevant passages in English by approved/authorized/licensed translator¹, in which case, for all purposes of interpretation of the Proposal, the translation in English shall prevail.</p>
10.1	<p>The Proposal shall comprise the following:</p> <p>Qualification Documents (Envelope-A)</p> <p>1st Inner Envelope</p> <ol style="list-style-type: none"> (1) Receipt of payment of Tender Fees. (2) Qualification documents proposal submission form (3) Power of Attorney to sign the Proposal (4) Financial Qualification Forms (5) Technical Qualification Forms (6) Affidavit Certifying that Consultant (Consulting Firm)/ Director(s) of Consulting Firm are not blacklisted. (7) Declaration of Copyright (8) Receipt of payment of EMD. (9) Bank Guarantee for Performance Security (10) CD/DVD (in hard copy submission envelope) containing samples of similar content created by the Bidder. A maximum of 03 samples shall be provided, named clearly and each at least 01 minute in length. Bidders should avoid cluttering the CD/DVD with multiple files, as it may lead to scoring lesser marks towards the evaluation.

¹Approved/authorized/licensed translator means certified by Government for document translation. The registration/certification number of the translator is mandatory to mention on the translated document along with full address, Phone number and mail-id.

	<p style="text-align: center;">AND</p> <p style="text-align: center;"><u>For FULL TECHNICAL PROPOSAL (FTP):</u></p> <p style="text-align: center;">2nd Inner Envelope (Envelop-B)</p> <p>(1) TECH-1</p> <p>(2) TECH-2</p> <p>(3) TECH-3</p> <p>(4) TECH-4</p> <p>(5) TECH-5</p>
10.2	Statement of Undertaking is required : No
11.1	<p>Joint venture (JV): Not Allowed</p> <p>Consortium: No.</p> <p>Participation of Key Personnel and Non-Key Personnel in more than one Proposal is permissible :No</p>
12.1	Proposals must remain valid for 120 (one hundred and twenty) calendar days after the proposal submission deadline.
12.9	DELETED
13.1	<p>Clarifications may be requested no later than the Pre Bid Meeting date.</p> <p>The contact information for requesting clarifications is</p> <p>E-mail: solapurcitydcl@gmail.com</p>
14.1 a	NA
15.2	<p>The format of the Technical Proposal to be submitted is: Full Technical proposal (FTP).</p> <p>Submission of the Technical Proposal in a wrong format may lead to the Proposal being deemed non-responsive to the RFP requirements.</p>

16.1	Reimbursable Expenses : Nil
16.2	A price adjustment provision applies to remuneration rates: No.
16.3	<p>Amount payable by the Client to the Consultant under the contract to be subject to local taxation:Yes The Client will</p> <p>-reimburse the Service Provider for indirect local taxes (including applicable taxes) and duties as per SCC– Yes</p> <p>-reimburse the Service Provider income tax paid in India on the remuneration for services provided by the non-resident staff of the Service Provider – No</p>
16.4	<p>The Financial Proposal shall be stated in the following currencies:</p> <p>Service Provider may express the price for their Services in any fully convertible currency, singly or in combination of up to three foreign currencies.</p> <p>The Financial Proposal should state local costs in the Client’s country currency (local currency):Yes</p>
17.1	An EMD of INR 25,000.00 (Indian Rupees Twenty Five Thousand) in the form of online Payment, must be submitted along with the Proposal.
19.1	Bid Documents and bid processing fee: Rs. 5,900 (INR Five Thousand and Nine Hundred Only), including GST, in should be submitted online only.
C. Submission, Opening and Evaluation	
20.1	The Service Providers <i>shall</i> submit their Proposals Physically (Hard Copy) and online (Soft Copy) as per clause 20.4 of the data Sheet. Please Refer Clause 20 in Section C Sealing, Opening and Evaluation for details.
20.4	<p>The Service Providers must submit the following:</p> <p>Physical Submission : (to be submitted at 1500 hrs on the date of Technical Opening)</p> <ol style="list-style-type: none"> 1. Qualification documents 2. Technical Proposal 3. CD / DVD containing samples as per Clause 10.1 of Data Sheet 4. Signed and stamped Tender Document <p><u>The Financial Proposal Shall be submitted Online only.</u> No Financial information shall be placed in the envelope containing the copy of the Technical Proposal.</p>

	<p>Online Submission : (to be submitted at on Submission date as specified in Data Sheet)</p> <ol style="list-style-type: none"> 1. Scanned copy of signed original qualification documents 2. Scanned copy of signed original technical proposal 3. Scanned copy of signed Tender Document 4. Financial Proposal
<p>20.7 and 20.9</p>	<p>The Proposals must be submitted no later than: Date: 08 June 2018. Time: 15:00 Local Time The Proposal submission address is:</p> <p>Hard Copy Submission</p> <p>Solapur City Development Corporation Limited, New Planning Office, Near Milk Dairy, Saat Rasta, Solapur, Maharashtra, India Pin 413003</p> <p>Soft Copy Submission – Envelope A, B and C - Technical and Financial bid</p> <p>All Bids shall be submitted online to www.mahatenders.gov.in</p>
<p>23.1</p>	<p>The opening shall take place at: Solapur City Development Corporation Limited New Planning Office, Near Milk Dairy, Saat Rasta, Solapur, Maharashtra, India Pin 413003 Date: 11th June 2018 Time: 16:00 Local Time</p> <p>The Technical Presentations shall take place at: Solapur City Development Corporation Limited New Planning Office, Near Milk Dairy, Saat Rasta, Solapur, Maharashtra, India Pin 413003</p> <p>Date& Time: Will be communicated to qualified bidders by the Authority later</p> <ul style="list-style-type: none"> • The technical presentation shall be limited to 10 minutes for each Bidder. • It shall include 1-minute samples of each package listed below from Table 1 under Terms of Reference – Morning Wake-up, Festivals and Playful animations. • The presentation shall explain the Approach and Methodology proposed to be undertaken by the Bidder in completing the assignment.

	<ul style="list-style-type: none"> • The presentation shall also demonstrate experience of similar works carried out prior, and shall include samples of such work. • The schedule of presentation will be shared with the bidders after the technical evaluation is complete.
<p>23.2</p>	<p>In addition, the following information will be read aloud at the opening of the Technical Proposals N/A</p>
<p>25.1</p>	<p>Pre-Qualification Documents (Envelop A):</p> <p>1. Registration:</p> <ul style="list-style-type: none"> a. The Bidder shall be an entity incorporated under the Indian Companies Act 1956/2013 or incorporated under equivalent law abroad or the Bidder should be a firm/LLP and should submit registration /incorporation/ shop act license under the governing law. b. Bidder shall have a valid GST registration in India, if applicable. c. The Bidder shall be required to submit a true copy of its Incorporation Certificate along with the Proposal. <p>2. Financial Eligibility :</p> <ul style="list-style-type: none"> a. Minimum Average Annual Turnover of the Single Bidder shall be Indian Rupees (INR) 10 (Ten) Lakhs in the last three financial years (ending on 31st March 2018) preceding the Proposal Submission Date. b. The Bidder shall have a Net Profit in all the years for which the certificate is being submitted. c. The Bidder shall be a company founded at least 03 (three) years preceding the Proposal Submission Date. d. The bidder must have completed total works of (INR) 10 Lakhs in the last 2 years. The work orders / completion certificates have to be submitted. <p>3. Technical Eligibility:</p> <ul style="list-style-type: none"> a. The Single Bidder shall have created a total duration of 20hrs of digital content of similar nature in two assignments combined. <p style="text-align: center;">OR</p> <p>The Single Bidder shall have created a total duration of 15hrs of digital content of similar nature in a single assignment.</p>

	<p>b. The Single Bidder must have at least 02 content writers and 02 graphic designers as full time employees.</p> <p>c. Should have created content in 2D, 3D and written format. Bidders should submit samples of the same in printed format which should explain the content and design.</p> <p>d. The Bidder must have prior experience of completing similar assignments with State Governments, Urban Local Bodies or Private entities.</p> <p>Technical Proposal(Envelop B):</p> <p>Criteria, sub-criteria, and point system for the evaluation of the Full Technical Proposals:</p> <table border="1" data-bbox="389 748 1370 1417"> <thead> <tr> <th>No.</th> <th>Details of experience</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Similar Experience of Content Creation</td> <td></td> </tr> <tr> <td>a</td> <td>Total digital content creation of 20 Hours in two Assignments combined of Similar Nature (in Audio and Video Format)</td> <td>20 Marks</td> </tr> <tr> <td colspan="3" style="text-align: center;">OR</td> </tr> <tr> <td>b.</td> <td>Total digital content creation of 15 Hours in Single Assignment of Similar Nature (in Audio and Video Format)</td> <td>20 Marks</td> </tr> <tr> <td>2.</td> <td>Samples of earlier completed works</td> <td>10 Marks</td> </tr> <tr> <td>3.</td> <td>Technical Presentation</td> <td>50 Marks</td> </tr> <tr> <td rowspan="3">4.</td> <td>Teaming</td> <td rowspan="3">20 Marks</td> </tr> <tr> <td>02 Content Writers – with 3 years’ experience</td> <td>10</td> </tr> <tr> <td>02 Graphic Designers with 3 years’ experience</td> <td>10</td> </tr> <tr> <td></td> <td>Total</td> <td>100 Marks</td> </tr> </tbody> </table> <p>Total points for the criteria:100 The minimum technical score (St) required to pass is:50</p>	No.	Details of experience	Score	1.	Similar Experience of Content Creation		a	Total digital content creation of 20 Hours in two Assignments combined of Similar Nature (in Audio and Video Format)	20 Marks	OR			b.	Total digital content creation of 15 Hours in Single Assignment of Similar Nature (in Audio and Video Format)	20 Marks	2.	Samples of earlier completed works	10 Marks	3.	Technical Presentation	50 Marks	4.	Teaming	20 Marks	02 Content Writers – with 3 years’ experience	10	02 Graphic Designers with 3 years’ experience	10		Total	100 Marks
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<p>27.1& 27.2</p>	<p>An online option of the opening of the Financial Proposals is offered: Yes</p>																															
<p>29.1</p>	<p>For the purpose of the evaluation, the Client will consider the total cost as per Financial proposal and it shall exclude:</p> <p>(a) all local identifiable indirect taxes such as GST, or similar taxes levied on the contract’s invoices; and</p> <p>(b) all additional local indirect tax on the remuneration of services rendered by non-resident Personnel in the Client’s country. If awarded, at Contract negotiations, all such taxes will be discussed, finalized (using the itemized list</p>																															

	as a guidance but not limiting to it) and added to the Contract amount as a separate line, also indicating which taxes shall be paid by the Service Provider and which taxes are withheld and paid by the Client on behalf of the Service Provider.
30.1	<p>The single currency for the conversion of all prices expressed in various currencies into a single one is: <u>Indian Rupees</u></p> <p>The official source of the selling (exchange) rate is: <u>State Bank of India [SBI] (New Delhi) BC Selling rate of Exchange.</u></p> <p>The date of the exchange rate is: Deadline for submission of proposals specified in para20.7 above.</p>
31.1 (QCBS only)	<p>The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100.</p> <p>The formula for determining the financial scores (Sf) of all other Proposals is calculated as following: $Sf = 100 \times Fm / F$, in which “Sf” is the financial score, “Fm” is the lowest price, and “F” the price of the proposal under consideration.</p> <p>The weights given to the Technical (T) and Financial (P) Proposals are: T = 0.8, and P = 0.2</p> <p>Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following : $S = St \times T\% + Sf \times P\%$.</p>
	D. Negotiations and Award
32.1	<p>Expected date and address for contract negotiations: Date and Address shall be intimated to the selected bidder</p>
33.1	<p>The publication of the contract award information following the completion of the contract negotiations and contract signing will be done as following: Will be done within seven days of completion of contract negotiation</p>
34.2	<p>Expected date for the commencement of the Services: within 7 days from signing of Contract at: Solapur (Maharashtra)</p>

Section 4. Qualification documents and Technical Proposal – Standard Forms
QUALIFICATION DOCUMENTS

APPENDIX-1 : QUALIFICATION DOCUMENTS PROPOSAL SUBMISSION FORM
[On the Letter head of the Applicant]

{Location, Date}

To:

Chief Executive Officer (CEO)
Solapur City Development Corporation Limited
New Planning Office, Near Milk Dairy,
Saat Rasta
Solapur
Maharashtra (INDIA)
Pin 413003

Ref: RfP for Appointment of Digital Content Agency for Content Creation for LED Video walls at Ranga Bhavan Chowk, Part of Smart Road Project, Solapur under Smart Cities Mission

Dear Sirs:

We, the undersigned, offer to provide the consulting services for Appointment of Digital Content Agency for Content Creation for LED Video walls being at Ranga Bhavan Chowk, Part of Smart Road Project, Solapur under Smart Cities Mission in Solapur City of Maharashtra in accordance with your Request for Proposals dated [Insert Date] and our Proposal for QCBS method of selection. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate sealed envelope”.

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client.
- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet, Clause 12.1.

- (c) We have no conflict of interest in accordance with ITC 3.
- (d) We meet the eligibility requirements as stated in ITC 6, and we confirm our understanding of our obligation to abide by the Client's policy in regard to corrupt and fraudulent practices as per ITC 5.
- (e) We, along with any of our suppliers, or service providers for any part of the contract, are not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by a any State Government or Government of India or any multilateral funding agency or any Government of the all the eligible countries.
- (f) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of India.
- (g) Except as stated in the Data Sheet, Clause 12.1, we undertake to negotiate a Contract on the basis of the proposed Key Personnel. We accept that the substitution of Key Personnel for reasons other than those stated in ITC Clause 12 and ITC Clause 28.4 may lead to the termination of Contract negotiations.
- (h) We confirm that our Application is valid for a period of 120 (one hundred and twenty) days from **Bid Due Date**.
- (i) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than the date indicated in Clause 34.2 of the Data Sheet.

We understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Yours sincerely,

Authorized Signature **{In full and initials}**: _____

Name and Title of Signatory: _____

Name of Consultant (company's name):

In the capacity of: _____

Address: _____

Contact information (phone and e-mail): _____

APPENDIX 2: FORMAT FOR POWER OF ATTORNEY FOR SIGNING OF APPLICATION

(On Non – judicial stamp paper of Rs 100/- or such equivalent amount and document duly attested by notary public)

Power of Attorney

Know all men by these presents, we (name and address of the registered office) do hereby constitute, appoint and authorise Mr. / Ms..... (name and residential address) who is presently employed with us and holding the position of as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our application for **Appointment of Digital Content Agency for Content Creation for LED Video Walls at Ranga Bhavan Chowk, Part of Smart Road Project, Solapur under Smart Cities Mission (the “Project”)**, including signing and submission of all documents and providing information / responses to SCDCL, representing us in all matters before SCDCL, and generally dealing with SCDCL in all matters in connection with our bid for the said Project.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For _____

(Signature)

(Name, Title and Address)

Accepted

..... (Signature)

(Name, Title and Address of the Attorney)

Note:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.*
- *In case the Application is signed by an authorized Director of the Applicant, a certified copy of the appropriate resolution/ document conveying such authority may be enclosed in lieu of the Power of Attorney.*

APPENDIX – 3 FINANCIAL QUALIFICATION OF THE APPLICANT

S.No.	Financial Year	Annual Turnover	Net Profit
1	Financial Year 2015-16		
2	Financial Year 2016-17		
3	Financial Year 2017-18		

Note: Audited Financial Statements for the corresponding year has to be attached.

Name of the auditor issuing the certificate

Name of the auditor's Firm:

Seal of auditor's Firm:

Date:

(Signature, name and designation of the authorized signatory for the Auditor's Firm)

APPENDIX –4 TECHNICAL QUALIFICATIONS EXPERIENCE

[The following table shall be filled in for the Service Provider]

Applicant/ Legal Name: *[insert full name]*

Date: *[Insert day, month, year]*

Tender no and Title: *[Insert Tender number]*

Page *[Insert Page Number]* of *[Insert total number of pages]*

[Identify contracts that demonstrate similar projects experience over the past 10 (ten) years pursuant to Qualification criteria and Requirements. List contracts chronologically, according to their commencement (starting date)]

Duration	Assignment name/& brief description of main deliverables/outputs	Name of Client & Country of Assignment	Approx. Contract value (in INR. equivalent)/ Amount paid to your firm	Role on the Assignment	Certificate from the client provided
{e.g., Jan.2009– Apr.2010}	{e.g., “Content creation for.....”:; }	{e.g., Ministry of, country}	{e.g., INR 01 Cr.}	{e.g., Lead partner in a JV A&B&C}	Yes/No a. Copy of agreement/if international then apostle; b. Copy of Work Order c. Copy of completion certificate; [Issued by Competent Authority]

(Name and Sign of Authorized Signatory)

Appendix 5: Format for affidavit certifying that consultant (consulting firm)/ director(s) of consulting firm are not blacklisted

(On a Stamp Paper of Rs. 100 value)

Affidavit

IM/s., (the names and addresses of the registered office) hereby certify and confirm that we or any of our promoter/s / director/s are not barred or blacklisted by any state government or central government / department / agency/PSU in India or abroad from participating in Project/s, either individually or as member of a Consortium as on _____.

We further confirm that we are aware our Application for the captioned Project would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of this RfP at any stage of selection and/or thereafter during the Contract period.

Dated thisDay of, 201....

Name of the Applicant

.....

Signature of the Authorised Person

.....

Name of the Authorised Person

APPENDIX 6 : DECLARATION OF COPYRIGHT

(On a Stamp Paper of Rs. 100 value)

I, M/s., (the names and addresses of the registered office) hereby certify that all content that will be created and submitted under this Request for Proposal (RfP) shall be specifically developed by us for use at Ranga Bhavan Chowk. No previously created content shall be submitted for the same. We further declare that the content shall have no copyright restrictions and shall be the sole property of SCDCL. We also declare that the created content shall not be used anywhere else.

Dated this Day of, 201....

Name of the Applicant

.....
Signature of the Authorised Person

.....
Name of the Authorised Person

Technical proposal Submission Forms

{Notes to Consultant shown in brackets { } throughout Section 3 provide guidance to the Consultant to prepare the Technical Proposal; they should not appear on the Proposals to be submitted.}

CHECKLIST OF REQUIRED TECHNICAL PROPOSAL FORMS

Required for FTP or STP (v)		FORM	DESCRIPTION	<i>Page Limit</i>
FTP	STP			
√	√	TECH-1	Technical Proposal Submission Form.	
√		TECH-2	Bidder's Organization and Experience.	
√		TECH-2A	A. Bidder's Organization	
√		TECH-2B	B. Bidder's Experience	
√	√	TECH-3	Team Composition, Key Personnel Inputs, and attached Curriculum Vitae (CV)	
√	√	TECH-4	Assignment Details format	
√	√	TECH-5	Statement of Legal Capacity	

All pages of the original Technical and Financial Proposal shall be initialled by the same authorized representative of the Consultant who signs the Proposal.

FORM TECH-1

TECHNICAL PROPOSAL SUBMISSION FORM

{Location, Date}

To:

Chief Executive Officer (CEO)
Solapur City Development Corporation Limited
New Planning Office, Near Milk Dairy,
Saat Rasta
Solapur
Maharashtra (INDIA)
Pin 413003

Dear Sirs:

We, the undersigned, offer to provide the consulting services for Appointment of Digital Content Agency for Content Creation for LED Video walls at Ranga Bhavan Chowk, Part of Smart Road Project, Solapur under Smart Cities Mission in Solapur City of Maharashtra in accordance with your Request for Proposals dated [Insert Date] and our Proposal for QCBS method of selection. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate sealed envelope”.

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client.
- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet, Clause 12.1.
- (c) We have no conflict of interest in accordance with ITC 3.
- (d) We meet the eligibility requirements as stated in ITC 6, and we confirm our understanding of our obligation to abide by the Client’s policy in regard to corrupt and fraudulent practices as per ITC 5.

- (e) We, along with any of our sub-consultants, suppliers, or service providers for any part of the contract, are not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by a any State Government or Government of India or any multilateral funding agency or any Government of the all the eligible countries.
- (f) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of India.
- (g) Except as stated in the Data Sheet, Clause 12.1, we undertake to negotiate a Contract on the basis of the proposed Key Personnel. We accept that the substitution of Key Personnel for reasons other than those stated in ITC Clause 12 and ITC Clause 28.4 may lead to the termination of Contract negotiations.
- (h) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than the date indicated in Clause 34.2 of the Data Sheet.

We understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Yours sincerely,

Authorized Signature {In full and initials}: _____

Name and Title of Signatory: _____

Name of Consultant:

Address: _____

Contact information (phone and e-mail): _____

FORM TECH-2

BIDDER'S ORGANIZATION AND EXPERIENCE

Form TECH-2: a brief description of the Bidder's organization and an outline of the recent experience of the Consultant that is most relevant to the assignment. For each assignment, the outline should indicate the names of the Bidder's Key Personnel who participated, the duration of the assignment, the contract amount (total and, if it was done in a form of a joint venture or a sub-consultancy, the amount paid to the Bidder), and the Bidder's role/involvement.

A - Bidder's Organization

1. Provide here a brief description of the background and organization of your company,
2. Include organizational chart, a list of Board of Directors, and beneficial ownership

B - Bidder's Experience

1. List only previous similar assignments successfully completed² in the last 10 (ten) years.
2. List only those assignments for which the Bidder was legally contracted by the Client as a company or was one of the joint venture partners. Assignments completed by the Bidder's individual personnel working privately or through other consulting firms cannot be claimed as the relevant experience of the Bidder, or that of the Bidder's partners or sub-consultants, but can be claimed by the Personnel themselves in their CVs. The Bidder should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by the Client.

² For similar assignments successfully completed, copy of Contract agreement or Completion Certificate from the competent authority needs to be attached.

Duration	Assignment name/& brief description of main deliverables/outputs	Name of Client & Country of Assignment	Approx. Contract value (in Rs. equivalent)/ Amount paid to your firm	Role on the Assignment	Certificate from the client provided
{e.g., Jan.2009–Apr.2010}	{e.g., “Content creation for.....”:; }	{e.g., Ministry of, country}	{e.g., INR 01 Cr.}	{e.g., Lead partner in a JV A&B&C}	Yes/No a. Copy of agreement/if international then apostle; b. Copy of Work Order c. Copy of completion certificate; [Issued by Competent Authority]

FORM TECH-3(FOR FTP AND STP)

TEAM COMPOSITION, ASSIGNMENT, AND KEY PERSONNEL' INPUTS

SR NO	DESIGNATION ON THIS ASSIGNMENT	NAME OF THE EXPERT	QUALIFICATIONS	ROLE AND RESPONSIBILITIES
1				
2				
3				

FORM TECH-3 (CONTINUED)

CURRICULUM VITAE (CV)

Position Title and No.	{e.g., K-1, TEAM LEADER}
Name of Expert:	{Insert full name}
Date of Birth:	{day/month/year}
Country of Citizenship/Residence	

Education: {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record relevant to the assignment: {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
[e.g., May 2005-present]			

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work): _____

Adequacy for the Assignment:

Detailed Tasks Assigned on Bidder’s Team of Personnel:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
{List all deliverables/tasks as in TECH- 5 in which theExpert will be involved}	

Expert’s contact information: (e-mail.....,phone.....)

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

{day/month/year}

Name of Expert

Signature

Date

{day/month/year}

Name of authorized
Representative of the Bidder
(the same who signs the Proposal)

Signature

Date

FORM TECH 4
ASSIGNMENT DETAILS OF THE BIDDER

Assignment Name:	Project Cost:
Country: Location within the Country:	Duration:
Name of Client:	Total No. of person-months of the assignment:
Address of Client:	Approx. value of the services provided by your firm under the contract (in current Rs):
	No. of person-months provided by your firm:
Start Date (month/year): Completion Date (month/year):	No. of professional person-months provided by the JV partners or the Sub-Consultants:
Name of associated Consultants, if any:	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): Project Leader : Project Manager : Team Members :
Narrative description of Project in brief:	
Description of actual services provided by your firm in the assignment:	
Name of Firm:	

FORM – TECH 5

STATEMENT OF LEGAL CAPACITY

(To be forwarded on the letterhead of the Bidder)

Reference Date:

To

.....
.....
.....

Sub: Appointment of a Digital Content Agency for Content Creation for LED Video Walls being installed at proposed structure at Ranga Bhavan Chowk, Part of Smart Road Project, Solapur under Smart Cities Mission

Dear Sir,

I/We hereby confirm that we, [Insert Bidder's name] satisfy the terms and conditions laid down in the RFP document.

I/We have agreed that (Insert individual's name) will act as our Authorised Representative/ will act as the Authorised Representative of [Insert Bidder's name] on our behalf and has been duly authorized to submit our Proposal. Further, the authorized signatory is vested with requisite powers to furnish such proposal and all other documents, information or communication and authenticate the same.

Yours faithfully,

(Signature, name, designation of the authorised signatory)

For and on behalf of

Section 5.Eligible Countries

In reference to ITC6.3, for the information of Bidders, at the present time firms, goods and services from the following countries are excluded from this selection: **None**

Section 6. Corrupt and Fraudulent Practices

- 6.1 The Applicants and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the Client shall reject a Proposal without being liable in any manner whatsoever to the Applicant, if it determines that the Applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the “Prohibited Practices”) in the Selection Process. In such an event, the Client shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Performance Security, if available, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, *inter alia*, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Applicant’s Proposal.
- 6.2 Without prejudice to the rights of the Client under Clause 6.1 hereinabove and the rights and remedies which the Authority may have under the LOA or the Agreement, if an Applicant or Service provider, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LOA or the execution of the Agreement, such Applicant or Consultant shall not be eligible to participate in any tender or RFP issued by the Authority during a period of 2 (two) years from the date such Applicant or Service Provider, as the case may be, is found by the Authority to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- 6.3 For the purposes of this Clause, the following terms shall have the meaning hereinafter respectively assigned to them:
- (a) “corrupt practice” means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOA or has dealt with matters concerning the Agreement or arising therefrom, before or after the execution thereof, at any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Selection Process; or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection

Process or after the issue of the LOA or after the execution of the Agreement, as the case may be, any person in respect of any matter relating to the Project or the LOA or the Agreement, who at any time has been or is a legal, financial or technical consultant/ adviser of the Client in relation to any matter concerning the Project;

- (b) “fraudulent practice” means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
- (c) “coercive practice” means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;
- (d) “collusive practices” is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party³;
- (e) “undesirable practice” means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and
- (f) “restrictive practice” means forming a cartel or arriving at any understanding or arrangement among Applicants with the objective of restricting or manipulating a full and fair competition in the Selection Process.

³ For the purpose of this sub-paragraph, “parties” refers to participants in the procurement or selection process (including public officials) attempting either themselves, or through another person or entity not participating in the procurement or selection process, to simulate competition or to establish prices at artificial, non-competitive levels, or are privy to each other’s bid prices or other conditions.

Section 7. Miscellaneous

The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts in the State of Maharashtra in which SCDCL has its headquarters shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process.

SCDCL, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to

- a) suspend and/or cancel the Selection Process and/or amend and/or supplement the
- b) Selection Process or modify the dates or other terms and conditions relating thereto;
- c) consult with any Bidder in order to receive clarification or further information;
- d) retain any information and/or evidence submitted to SCDCL by, on behalf of and/or in
- e) relation to any Bidder; and/or
- f) independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder

It shall be deemed that by submitting the Proposal, the Consultant agrees and releases SCDCL, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection herewith and waives any and all rights and/or claims it may have in this respect, whether actual or contingent, whether present or future.

All documents and other information supplied by SCDCL or submitted by a Bidder shall remain or become, as the case may be, the property of SCDCL. SCDCL will not return any submissions made hereunder. Bidders are required to treat all such documents and information as strictly confidential

SCDCL reserves the right to make inquiries with any of the clients listed by the Bidders in their previous experience record.

Section 8. Terms of Reference

1. Background

Ministry of Urban Development, Government of India (MoUD) launched the Smart City Mission, the Mission Transform-Nation, on 25th June 2015. It was declared that 100 Smart Cities will be developed in the country through a competitive challenge. A two stage selection process was adopted for selecting 100 cities across the country to participate in the Smart Cities Challenge. Number of cities to be developed as Smart Cities from the States were fixed based on a pre-determined formula by the MoUD. Under the Stage I of the selection process, States Governments were requested to nominate cities (pre-determined number of cities) from the respective states to participate in the Stage-II of the selection process which is competitive i.e. the Smart Cities Challenge. During the Smart Cities Challenge, 100 cities, as nominated by the respective state governments, were required to prepare the Smart City Proposal (SCP) and compete among themselves. At the end of the Smart Cities Challenge (Round-1), the top 20 proposals from the cities shall be funded by the MoUD in the first year of the Mission.

The Government of Maharashtra following a due selection process, nominated Solapur as one of the 10 cities from the State to participate in this Smart Cities Challenge, the Stage-II of the selection process. The proposal preparation process for Solapur was initiated in August 2015 and was concluded on 15th December 2015, the last date of proposal submission as stipulated by the MoUD. In all 97 cities from across the India submitted their SCPs and these were evaluated by MoUD engaging Personnel. The evaluation process was concluded and the final list of the top 20 winning proposals was announced on 28th January 2016 by the Union Minister for Urban Development. Proposal of Solapur was one of the top 20 winning proposals from the country and is selected to receive the funding from MoUD during first year.

1.1. Implementation of Smart City Projects

The Mission guidelines in the section 10, mentions that the cities are required to establish a Special Purpose Vehicle (SPV) for implementation of the smart city projects which will plan, appraise, approve, release funds, implement, manage, operate, monitor and evaluate the Smart City development projects. Solapur Municipal Corporation has formed Solapur City Development Corporation Limited (SCDCL) for implementation of Smart City projects.

The Pilot project for the development of Smart Road has been launched under Smart Cities Mission in Solapur. The development of Smart Road entails the complete overhaul of a 1.1km stretch of road in Solapur, starting from Ambedkar Chowk heading South till Duffrin Chowk, turning East and then heading till Ranga Bhavan Chowk via Home Maidan.

The execution of the Smart Road projects has been divided into two phases – Phase 1 includes the complete Redevelopment of Ranga Bhavan Chowk, and Phase 2 includes the development of the rest of the 1.1km stretch as a Smart Road.

Sr. No.	Name of the Project	Project Duration	Contractor Appointment	Actual Commencement of work
1	Smart Road Phase 1 – Redevelopment of Ranga Bhavan Chowk	6 Months	14 Nov 2017	14 Nov 2017
2	Smart Road Phase 2 – Development of Smart Road	15 Months	18 July 2017	23 Sep 2017

Under the Smart Road Phase 1 project the Urban Plaza Development work will be completed and the Content Creation and Management Agency will be appointed for the same.

2. Redevelopment of Ranga Bhavan Chowk

It is proposed to redevelop the entire Ranga Bhavan Chowk into a semi-shaded urban plaza, enveloped by a semi-covered fabricated structure with a covering which is a combination of Solar Panels and LED Display Panels. The completed structure would look like the views shown below.



Figure 1 Conceptual view of Ranga Bhavan Chowk Redevelopment



Figure 2 Conceptual Day View



Figure 3 Conceptual Night View

The LED Display Panels are divided into two main components:

1. A 0.6m high, 111m (One hundred and eleven metres) long LED display panel running along the edge of the roof structure. This panel shall display content starting 7am till 10pm daily.
2. 36 (thirty six) nos. LED display panels, each 1m x 2m in size, laid in loops of 04 (four), placed randomly to facilitate unique content running on adjacent LED panels. These panels shall display content from approximately 6pm – 10pm daily.

The hardware for pushing content includes 09 media processors to be controlled remotely. Further details of hardware shall be shared with the successful bidder.

3. Scope of Services

Ranga Bhavan Chowk is set to be an innovative, one-of-its-kind project in the country. The project will redefine how traffic junctions and public spaces in India are thought of. The physical manifestation of the project requires the support of high-quality content to make it a successful project. A Digital Content Agency, therefore, is to be appointed to create animated content to be shown on both components of the LED Display panels at Ranga Bhavan Chowk and management of content for a period of 36 months from DOGL. The content shall be created from scratch, and as per the direction of the Urban Designer, SCDC and Principal Consultants, some part or the entire portion of the panel shall be animated.

3.1. Content Creation

The Digital Content Agency shall work in close coordination with the Urban Designer, SCDC and Principal Consultants to prepare content that inculcates the intent and spirit of the project. The graphic styling of the content shall be balanced to appeal to all ages and not be overly comical neither photorealistic. It shall seem to be reactive to its surroundings. The Digital Content Agency shall as and when required, present to the Urban Designer, SCDC and Principal Consultant, the content as it takes shape, to the satisfaction of all of them.

3.2. Content Management

The Digital Content Agency shall manage content on a monthly basis, including scheduling content, including new content such as advertising, whether created or provided by third party, text content, announcements, etc. for a period of 3 years from DOGL. The Digital Content Agency shall also troubleshoot operation of any content created by them, at no extra cost charged to SCDCL, including refinement and modification of the created content for smooth running on the provided hardware (media processors, CPU, etc.).

3.3. Specific conditions for Content Creation and Management

The Digital Content Agency shall note the following:

- The two major LED Video Wall components, namely the 111m long LED panel, and the 36 nos. 2mx1m LED panels are two distinct parts of the project, with different hours of operation. The 111m long, 0.6m high LED panel has a pitch equal to 10 and the 36 nos., 2m x 1m LED video panels have a pitch equal to 8. Additionally, the 36 individual panels are controlled by 09 (nine) media processors, resulting in 09 loops of 04 panels each, where each panel is not located next to each other, with an objective to randomize the playing of content across the various screens. However, it may also be required to have the same content playing consistently across all panels at the same time, or storyboard content playing across different panels in the loop in succession. The Digital Content Agency shall do the needful, as per the directives given by Urban Designer, SCDCL or Principal Consultant, to ensure smooth operation of the content on the LED Video Walls.
- The created content shall be compatible with Media Processors of Kramer, RGB Link and Extron make.
- The created content shall be submitted in the following formats :
 - Video formats: .avi, .mpg, .mpeg, .mp4, .mov, .flac, .rm
 - Image formats: .Jpg, .Png, .Gif, .Tif, .Eps , as required.
- The created content shall be submitted in 02 (two) sets of CDs (Compact Discs) or DVDs for each submission.
- The created content shall also be stored by the Digital Content Agency on Google Drive for easy and immediate access by SCDCL for a period of 03 (three) years.
- The created content shall be the exclusive property of SCDCL and the Digital Content Agency may not use the same anywhere else. Using the content elsewhere shall result in the immediate cancellation of the Contract between SCDCL and the Digital Content Agency, and may result in the blacklisting of the Digital Content Agency and withholding of all due and future payments.
- Delay in submission of the created content shall result the Digital Content Agency being subject to penalties of 0.5% of the Contract value per month.

- The Digital Content Agency shall not use any previously created or used content. All content shall be specifically made for this project.
- Ownership of all content shall vest with SCDCL / SMC.
- SCDCL may consider, at a later date, to use common content across multiple channels like website, mobile app etc. SCDCL reserves the right to use content developed under this RfP across all channels with suitable changes as required. The Digital Content Agency shall assist SCDCL in making the content suitable for use across different platforms at such a time.
- Responsible Technical Personnel (RTP) from the Digital Content Agency, who is technically capable of creating and managing content, shall be physically present in Solapur for at least 08 (eight) days each month or 2 days per week to co-ordinate and manage content, apart from separate dedicated time for remote management from a third location, as required and as per approval from SCDCL. The Digital Content Agency shall submit the CV of the RTP with the Technical Proposal and shall ensure that the RTP visiting Solapur for the management of Content shall be unchanged during the course of the Contract.
- During each visit, the RTP shall coordinate with SCDCL/ Principal Consultant/ Urban Designer, and schedule and sequence content timeline to be displayed 2 (two) weeks later. In case content is received by SCDCL in the form of advertisements, notifications, government notices, public service advertisements, etc, for display either immediately or over further days or weeks, the RTP shall incorporate the same in the timeline as required by SCDCL.
- Any revenue generated through display of advertisements or any other content shall be collected by SCDCL. The Digital Content Agency shall not claim any portion of the same.
- No name, brand name, symbol, trademark or indication of the Digital Content Agency shall be included in the content, neither will it be displayed on the screens at any point of time.
- The daily timeline of content shall not be repeated for at least 04 (four) days. Additionally, where the created content has multiple variations within a set, the content shall not be repeated till the entire set has been played through. For example, the “Morning Wake-up” set consists of 10 different variations of animations. No single animation shall be repeated on any day till the entire set is played through.
- The Digital Content Agency shall not schedule any content to be played without the approval of SCDCL. Scheduling of any inappropriate or unapproved content to be played shall attract penalties of Rs. 1,00,000 (Rupees One Lakh Only) each time such incident occurs. The Digital Content Agency shall be responsible for any legal implications resulting from display of inappropriate or unauthorized content. The

Digital Content Agency shall indemnify SCDCL / Principal Consultant / Urban Design from any legal ramifications.

- The Digital Content Agency shall ensure that the created content shall play at the appropriate resolution based on the pitch of the LED video panels, to the satisfaction of the Urban Designer, Principal Consultant and SCDCL.
- The Digital Content Agency shall ensure that there is content playing on the LED screen at all times of operation, as specified in Section 2 : Redevelopment of Ranga Bhavan Chowk, unless specifically instructed by SCDCL. Non-display of content for reasons other than hardware issues shall result in the Digital Content Agency being subject to penalties, at Rs 10,000.0 (Rupees Ten Thousand Only) each time such an incident occurs. The Digital Content shall ensure that in such an event, the content is restored within 03 (three) hours, failing which further penalties of Rs 2000 (Rupees Two Thousand Only) per hour shall be levied on the Digital Content Agency.
- The Digital Content Agency must ensure that any complaints regarding the sequencing, compatibility or any other issues that may rise and hamper the smooth functioning of the content on the LED screens is resolved within 24 hours of the complaint being raised, unless the issue is caused by a hardware malfunction. In case the issue is not resolved in the stipulated time, the Digital Content Agency shall be subject to penalties of Rs. 20,000 (Rupees Twenty Thousand Only) per day.
- In case the Digital Content Agency becomes aware of any issue that is going to arise and cause the improper or non-display of content on the LED Video Walls, they must inform SCDCL / Principal Consultant of the same at the earliest, stating the cause and rectification of the same.
- The Digital Content Agency shall arrange and attend the necessary co-ordination meetings that may be required with the Urban Designer as well as with the Contractor and LED Video Walls vendor carrying out the execution works of 'Redevelopment of Ranga Bhavan Chowk' and co-ordinate with them to ensure smooth functioning of content on the LED Video Walls.
- The Digital Content Agency shall ensure that during their operations, no damage whatsoever shall be caused to the hardware of the LED Video Walls, including the LED Video Walls, CPU, cabling, Media Processors and any other related hardware. In case any damage is caused to the same, the Digital Content Agency shall reimburse the cost of rectification of said damage to SCDCL within 15 (fifteen) days.
- All costs related to visit to Solapur for site visits, maintenance, co-ordination meetings, etc shall be borne by the Digital Content Agency. No reimbursement for the same shall be claimed.
- The table shown below (Table 1) is only indicative of the requirement of content. The actual requirement may increase reasonably depending upon the Urban Designer's

discretion. The increase in content shall be upto a maximum of 15% of the timeline mentioned in Table 1, calculated in terms of minutes.

- The Digital Content Agency shall, prior to finalizing of any content, present sketches / 2D / 3D images illustrating the content to SCDCL/Principal Consultant/Urban Designer.
- Graphic styling, colours, storyboard (if any), animation quality for all content shall be subject to approval by Urban Designer.
- All content shall be motion animation. No static animations shall be accepted unless specified and approved by SCDCL / Principal Consultant / Urban Designer.
- Total content of 30 hours (1800 minutes) of different types and categories has to be created.
- The final and approved content must be uploaded on the deliverable date. The submission will be at least 30 days prior to the deliverable date to allow discussions and review of the same. After detailed review and suggestions from the Urban Designer, Principal Consultant and SCDCL the content will be finalized.
- The approved content will have to be uploaded and displayed on the date as per the payment timeline.
- The Digital Content Agency shall provide inbuilt workflow which tracks the status of content e.g./ created & pending approval, created & rejected, created & changes recommended and being made, created & approved but pending live upload, created, approved & uploaded on live system etc.
- The content will be developed and displayed in Marathi, Hindi, English, Urdu, Kannada and Telugu Language.
- Considering the diversity in the project, all the rights are given to CEO, SCDCL to obtain the relaxation in minor tender conditions as per actual requirement.

3.4. Table of Content to be created

Table 1 List of Content to be created

Sr. No.	Package Name.	Type of content		Content	111m long LED Video Panel		1m x 2m LED Video Panel, 36 nos., 09 loops of 04 each		Total length of content
		Sub-Section			Length of animation	Variants / Set	Length of animation	Variants / Set	
1	Generic	A	Morning wake-up	Animation of “Good morning” in different local languages fading in and out across different parts of the panel with fading colours. Additional animation with 2d characters shall be added.	4-5 minutes	10 variations, with different colours and animations	-	-	50 minutes
		B	Time of Day	Animation showing the time of day every hour, in text as well as illustrating the time of day with animated 2d characters and appropriate animated backgrounds.	1 minute	5 sets, each set containing 16 animations (16 hours of operation) to be shown daily from Morning 08am to 09pm	-	-	80 minutes
		C	Shut down	Animation of “Good night” in different local languages fading in	4-5 mins	10 variations, with different	4-5 mins	10 variations,	100 minutes

Sr. No.	Package Name.	Type of content		Content	111m long LED Video Panel		1m x 2m LED Video Panel, 36 nos., 09 loops of 04 each		Total length of content	
		Sub-Section			Length of animation	Variants / Set	Length of animation	Variants / Set		
				and out across different parts of the panel with fading colours. Additional animation with 2D characters may be added.		colours and animations		with different colours and animations		
		D	Generic Messages	Creative animations for pedestrian safety, following traffic rules, no spitting, etc.	2 mins	6 sets, with 02 variations each	-	-	24 minutes	
Total minutes of content in Package 1								254 minutes		
2	Context	A	Local pride	Animation depicting local landmarks and events such as Bhuikot fort, Siddheshwar lake and temple, Indira Gandhi stadium, Gaddayatara, etc.	5 mins	5 sets	3 mins	9 sets	52 minutes	
		B	Character	Animations depicting character of Solapur, important events in the history, buildings, architecture, climate, culture and social life	5 mins	6 sets	5 mins	6 sets	60 minutes	

Sr. No.	Package Name.	Type of content		Content	111m long LED Video Panel		1m x 2m LED Video Panel, 36 nos., 09 loops of 04 each		Total length of content	
		Sub-Section			Length of animation	Variants / Set	Length of animation	Variants / Set		
		C	Personalities	Animations showing famous personalities of Maharashtra	-	-	03 mins	05 sets	15 Mins	
		D	Smart City Projects	Photos, Videos, Project Information etc. to be displayed in animation	04 mins	10 sets	-	-	40 Mins	
Total minutes of content in Package 2								167 minutes		
3	Festive	A	National events	Animations for special days such as 1. Independence day 2. Republic day 3. New Year 4. Ranga Bhavan Chowk launch event 5. Gandhi Jayanti	7-10 mins	10 sets, each set having 2 variations	2 mins	10 sets, each set having 09 variations	380 minutes	
		B	Festivals	Animations depicting festivals celebrated in Solapur and around; eg., splashes of colour during holi,	3 mins	10 sets with 5 variants.	3 mins	10 sets with 5 variants	300 minutes	

Sr. No.	Package Name.	Type of content		Content	111m long LED Video Panel		1m x 2m LED Video Panel, 36 nos., 09 loops of 04 each		Total length of content
		Sub-Section			Length of animation	Variants / Set	Length of animation	Variants / Set	
				crackers during Diwali; gadda yatra festivities, etc.					
		C	Special Events	Smart Cities Event, Processions	3 mins	3 sets	-	-	9 mins
		D	Special days	Womens Day, etc.	2mins	5 sets with 2 variants each	2mins	5 sets with 2 variants each	40 minutes
Total minutes of content in Package 3								729 minutes	
4	Interactive	A	Education al	Animations and information of freedom fighters on their birth anniversaries.	3-4 mins	10 sets with 02 variants	3-4 mins	10 sets with 02 variants	160 minutes
		B	Playful animatio ns	Playful animations harnessing the potential of the LED screens : <ul style="list-style-type: none"> Leaves swaying in gentle breeze, butterflies flying across different LED video wall panels. 	-	-	10 mins	15 sets	150 minutes

Sr. No.	Package Name.	Type of content		Content	111m long LED Video Panel		1m x 2m LED Video Panel, 36 nos., 09 loops of 04 each		Total length of content
		Sub-Section			Length of animation	Variants / Set	Length of animation	Variants / Set	
				<ul style="list-style-type: none"> • Animation showing pipes behind in X-ray, and creatures/objects moving through them. • People inside LED panel trying to push the boundary of the panel. 					
		C	Graphics	Kaleidoscope graphics			4 mins	5 sets	20 mins
		D	Educational	Educational animations for children	-	-	5 mins	10 sets	50 mins
Total minutes of content in Package 4								380 minutes	
5	Sustainability and Awareness	A	Sustainability	Sets of animations depicting importance of saving resources and environment. Eg., green trees on all panels get cut one by one, resulting in darkness; saving water, electricity, etc.	1 min	4 variants	2 mins	10 sets, each having 2 variants	44 minutes

Sr. No.	Package Name.	Type of content		Content	111m long LED Video Panel		1m x 2m LED Video Panel, 36 nos., 09 loops of 04 each		Total length of content
		Sub-Section			Length of animation	Variants / Set	Length of animation	Variants / Set	
		B	Flora and fauna	Animations to increase awareness and promote kindness towards plants, birds and animals	2 mins	5 sets	4 mins	5 sets, each having 04 variants	90 mins
		C	Local crafts	Eg., Solapur chadar patterns on screen	3 mins	2 variations	3 mins	5 variations	21 minutes
Total minutes of content in Package 5								155minutes	
6	Seasons	A	Feel-good weather	Animation of rain, summer, winter, breeze	2 mins	5 sets, 2 variants of each	2 mins	5 sets, 3 variants of each	50 minutes
		B	Natural elements	Animations such as Treetops swaying in breeze, should be able to be loop seamlessly	1 mins	10 sets	1 mins	10 sets	20 minutes
		C	Atmospherics	Animations showing atmospheric such as Clouds during different times of day	2 mins	4 sets	2 mins	6 sets	20 minutes

Sr. No.	Package Name.	Type of content		Content	111m long LED Video Panel		1m x 2m LED Video Panel, 36 nos., 09 loops of 04 each		Total length of content
		Sub-Section			Length of animation	Variants / Set	Length of animation	Variants / Set	
		D	Seasons of farming	Separate animations depicting different seasons of farming with farmer character	5 mins	5 sets of storylines	-	-	25 minutes
Total minutes of content in Package 6								115 minutes	
Total duration of content to be created for 111m long LED video panel								841 minutes (approx.. 14 hrs)	
Total duration of content to be created for 1m x 2m LED video panel, 36 nos., 09 loops of 04 panels each								959 minutes (approx.. 16 hrs)	
Total duration (approximate) of content to be created								1800 minutes (30.00 hrs)	

3.5. Deliverables and Payment timeline

Sr. No.	Deliverable	Timeline	Payment Percentage
1	Presentation of final approved graphic styling and content storyboard of all 6 sections	T + 0.5 Months	1%
2	<i>Digital Content Creation and Development for 6 sections and Display of the content on the LED Screens (as per specifications) as mentioned below -</i>		54%
A	300 Minutes of Digital Content submission and approval (categories as specified by SCDCL/PC/UT)	T + 1 Month	9%
B	300 Minutes of Digital Content submission and approval (categories as specified by SCDCL/PC/UT)	T + 3 Months	9%
C	300 Minutes of Digital Content submission and approval (categories as specified by SCDCL/PC/UT)	T + 4 Months	9%
D	300 Minutes of Digital Content submission and approval (categories as specified by SCDCL/PC/UT)	T + 5 Months	9%
E	300 Minutes of Digital Content submission and approval (categories as specified by SCDCL/PC/UT)	T + 6 Months	9%
F	300 Minutes of Digital Content submission and approval (remaining content)	T + 7 Months	9%
3	<i>Digital Content Management as mentioned below -</i>		45%
A	Quarterly payments during the Digital Content Management (total project tenure of 36 Months)		3.75%
	<i>Total = 1 + 2 + 3 = 100%</i>		

Section 9. Standard Form of Contract

Attached Separately