

**F.No.42-22/542/2022-AKAM  
Government of India  
Ministry of Culture  
(AKAM Secretariat)**

**Dated: 06.01.2023**

**REQUEST FOR PROPOSAL  
(Bidding Terms & Scope of Work)**

**FOR**

**Selection of an agency for beautifying the footpath of Kartavya Path, New Delhi with a bed of flowers using light projections on the occasion of Republic Day – 26<sup>th</sup> January 2023.**

## 1. BACKGROUND

The Ministry of Culture, Government of India intends to engage an agency for beautifying the footpath of Kartavya Path, New Delhi with a bed of flowers using light projections on the occasion of Republic Day – 26<sup>th</sup> January 2023.

## 2. LETTER OF INVITATION

Dear Sir/Madam,

2.1 Ministry of Culture invites proposals for beautifying the footpath of Kartavya Path, New Delhi with a bed of flowers using light projections on the occasion of Republic Day – 26<sup>th</sup> January 2023.

2.2 Interested agencies are requested to carefully study the Scope of Work and technical requirements attached below.

2.3 Interested agencies who meet the criteria may submit their proposals with all necessary documents in sealed envelopes, duly signed by an authorized signatory.

The proposals may be submitted **on or before 12.01.2023 by 5.30 PM** at the following address:

**Shri Satyendra Kumar Singh  
Under Secretary(AKAM), Ministry of Culture  
3<sup>rd</sup> Floor, IGNC Building,  
Janpath, New Delhi-110001.**

2.4 Please inform us within two (2) days of issue of RFP via email [sk.singh95@nic.in](mailto:sk.singh95@nic.in) that you will submit your proposal/bid on or before 12.01.2023 by 5.30 PM.

## 3. CRITICAL INFORMATION

S.No.	Information	Details
1.	RFP No. and date	42-22/542/2022-AKAM Dated: 06.01.2023
2.	Last date for submission of proposals	<b>12.01.2023</b>
3.	Address at which proposal is to be sent	Shri Satyendra Kumar Singh Under Secretary(AKAM) Ministry of Culture 3 <sup>rd</sup> Floor, IGNC Building, Janpath, New Delhi-110001.

3.1 The RFP is open to all entities registered in India under the relevant Acts/Rules of the Government. They should not have been in litigation/blacklisted by Central/State Government, or any Public Sector Undertaking or a Corporation as on the date of submission of the proposal. An undertaking to this effect should be submitted.

3.2 The agencies should have domain knowledge and experience in the area of work as per this RFP and should be in existence for at least five years.

#### 4. SCOPE OF WORK

i). The proposal is to select an agency for beautifying the footpath of Kartavya Path, New Delhi with a bed of flowers using light projections on the occasion of Republic Day – 26<sup>th</sup> January 2023.

ii). The footpath of Kartavya Path ranges from Raisina Hills to India Gate on both sides of the road. The intent is to create a bed of flowers as mark of welcome to our soldiers, dignitaries as well as citizens on the sidewalk of the Kartavya Path through dynamic lighting projections.

iii). Existing lighting poles should be deployed with two gobo projectors on each pole to achieve the same. There will be a shadow patch below the pole with approximately 20-meter long flower bed impression on the footpath. To create the visualised bed, one of the following schemes of individual flowers or combination can be chosen:

- Rose
- Marigold
- Bougainville
- Raatki Rani
- Aparajita

iv). 80-100W gobo projectors with up to 30-40 degrees beam angle should be installed at about 5-meter height of the bracket to achieve the same. Suitable gobo multicolour stencils to be prepared as per desired theme for the approximate length of 2 kms. The details of projection content will be got approved from this Ministry before installation.

v). Detailed specifications of the projectors are as under:

(a) Aesthetically designed decorative IP 65 rated Architectural Gobo Projector for image or pattern projection on ground, wall etc. The product is made up of robust Aluminium Housing along with Heat Sink ensuring efficient Thermal Management, waterproof breathing port and CRCA mounting bracket. The product comes with active cooling for Ambient Temperature  $T_a = 35^{\circ}\text{C}$  with LED Service Life of B50L70@50000 hours. Equipped with COB LED of make OSRAM/CREE/NICHIA, with CCT 6000K (ANSI), SCDM < 5 & CRI > 80 with wattage 80- 100W and system lumen efficacy of 80lm/w. Zoom able optics enabling to focus projection basis distance of projection. Zoomable optics enabling to focus projection basis distance of projection. Zoom from 15-45deg to remove distortion if any. The Flood / Gobo should have a capacity of storing Minimum 4 Gobos which can be projected in repeated sequence or as per recall/ program of the software. Should have capability to control the speed of rotation as well as make it static by stopping rotation whenever Images of Eminent Dignitaries are projected. Powered with Integral Power Supply with THD < 20% at rated Power & PF > 0.95. Surge Protection, Over Voltage, Over Current Protection. Not weighting more than 3.50kg. The housing is in Black colour, Product could be mounted on existing Poles with a help of a Clamshell Bracket finished in Black Colour (similar to product).

Complete operation over a centralized DMX Controller or individually controlled by hand-held remote.

- (b) Customized bracket for existing pole with fasteners/ bolts for mounting 2 nos. of GoboProjectors as per client requirement.

**Note:-**

The projector shall be DMX controlled however for initial phase due to shortage of time that is before 26 January 2023, the lighting would operate on static mode due to short time. The DMX control shall be made functional and whole system made dynamic before

- vi). A Mock-up consisting of 4 projectors installed properly at site with actual lighting image and effect needs to be created with 12 days of the work order for approval by the Ministry of Culture and the lighting designer.

**5. BIDDING PROCESS**

5.1 The Bidding Process/Selection Process shall consist of two stage Bidding Process, as under:

- a. Technical Stage/Qualifying Stage
- b. Financial Stage

5.2 Further, the financial bid shall be opened in the case of those Bidders who will qualify in the Technical Stage.

5.3 Final Selection will be made on the basis of combined score secured by the Bidder in the Bidding Process i.e. total of score secured at Technical Stage and Financial Stage.

**6. TECHNICAL EVALUATION (50 Marks)**

S.No.	Description	Maximum marks
1.	Approach & Methodology for this Project: The Bidder should have experience of similar Lighting work of Road Beautification project. All certificates/evidences of such work should be furnished with order copy or completion certificate. In case of fraud documents, the lighting manufacturer will be liable for blacklisting and would get rejected. 1-2 projects-5 Marks More than 2 Projects- 10 Marks	10
2.	Projects done for the Government 2-5 Projects- 5 Marks More than 5 Projects- 10 Marks	10

3.	The bidder should have average Indian operation turnover of INR minimum 20 crores per year over the last three years in standalone lighting luminaire and should not be a loss making company during the said period, copies of certificates, audit reports for last three years shall be submitted through CA audited report. The bidder should have net worth of at least 5 crore in India operation.  3.1 5Crore-10Crore 2Marks 3.2 10Crore- 20Crore 5 Marks 3.3 >20Crore 10 Marks	10
4.	Outreach of Programs- No events conducted having presence of audience more than 5000- 5 Marks More than 5000 audience -10 marks	10
5.	Certification ISO9001 The bidder should have own factory/service centre for similar products in India. The bidder should have knowledge of the current ecosystem and assignment (basis the current Scope of Work laid down in the RFP)	10
Total :		50

## 6.2 PRESENTATION

S.No.	Description	Marks -50
1.	Layout plan of Lighting and Logistics regarding execution of plan	
2.	Visual Appeal to the audience	
3.	Creatives/Sample Visual presentation, look & feel demo of demonstration reel	
4.	Overall Project timeline	
5.	Technological advancement (use of technology, Visual Reality, IT for curation of the event)	

Bidders are required to submit all the documents required as per the Technical Evaluation criteria. In case of non-submission of any document the bid may be rejected and will not be considered for further evaluation.

## 6.3. FINANCIAL EVALUATION

Bidder should submit the financial bid, which shall indicate the details of price, applicable taxes. Financial bids will be opened in the case of those bidders who will qualify the technical bid.

The Financial bids of qualified bidders will be evaluated on Quality and Cost Based Selection method (QCBS) basis with 70% weightage on technical score and 30% weightage on financial score.

Example:

**Quotes**

L-1	Rs. 10
L-2	Rs. 20
L-3	Rs. 25

**Weightage will be calculated as under:**

			<b>Marks (in financial evaluation)</b>
L-1	$10/10 \times 100$	$= 100$	30 (taken at 100)
L-2	$10/20 \times 100$	$= 50$	15 (taken for 50)
L-3	$10/25 \times 100$	$= 40$	12 (taken for 40)

**Final score would be (A)\* + (B)\***

Score in Technical evaluation \*(A)

Score in Financial evaluation \*(B)

The bidder with the highest composite score will be declared as the successful bidder. In case of tie in the highest composite score of multiple bidders, the bidder with higher technical score will be declared as the successful bidder.

**7. VALIDITY OF PROPOSALS**

The Proposal shall be valid for a period of not more than 90 days from the last date for bid submission.

**FORM FIN 1: Financial Proposal Submission Form**

[Location, Date]

To: Ministry of Culture

Dear Sir

We, the undersigned [Agency], offer to provide the assignment/job for [Name of Project] in accordance with your Request for Proposal dated [DD-MM-2022] and our Technical Proposal. Our attached Financial Proposal (in one sealed envelope) is for the sum of [Insert amount(s) in words and figures]. This amount is inclusive of all taxes. We hereby confirm that the financial proposal is unconditional, and we acknowledge that any condition attached to the financial proposal shall result in rejection of our financial proposal.

Our financial proposal shall be binding upon us up to expiration of the validity period of the proposal.

We understand that you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature [in full and initials]:

Name and Title of Signatory:

Name of agency:

Address:

## FORM FIN 2: Lump-sum Cost as per Scope of Work

### BID PROPOSAL SHEET

Name of the project: Beautifying the footpath of Kartavya Path, New Delhi with a bed of flowers using light projections on the occasion of Republic Day – 26<sup>th</sup> January 2023.

Quotes submitted provide complete solutions to Ministry of Culture and are in accordance with the Scope of Work and terms & conditions mentioned under the scope of services of this RFP.

S. No	Scope of Work	INR
1		
2		
3		
Total Bid Value (Exclusive of all taxes)		
GST @		
Total Bid Value (Inclusive of all taxes)		

*(The amount should be inclusive of all Taxes and for the entire scope of services)*

#### Note:

- The prices stated in the contract shall be deemed to include all amounts payable for the use of patents, copyrights, registered charges, trademarks and payments for any other intellectual property rights.
- For the purpose of evaluation for selection of bidder, the total cost inclusive of taxes of all the above will be considered.
- No out-of-pocket expenses shall be paid separately unless prior approval for the same has been received from Ministry of Culture representative in writing.
- Bidder must submit their financial bid for the total scope of work.
- The lump-sum rates provided hereunder shall remain the same for the entire duration of the contract.

Signature of the Authorized Signatory

Place:

Name:

Date:

Designation:

Name & Address of the Bidder:

## **8. INDICATIVE TIMEFRAME AND KEY DELIVERABLES**

The agency will be responsible for daily reporting on the key deliverables based on the parameters.

## **9. PROPOSAL PREPARATION COST**

The applicants are responsible for all costs incurred in connection with participation in this process including costs incurred in preparation of the proposal, participation in meetings/discussions, etc. In no case, Ministry of Culture will be responsible or liable for these costs, regardless of conduct or outcome of the RFP process.

## **10. CLARIFICATION**

In case of any further clarification, feel free to contact the undersigned:

Satyendra Kumar Singh  
Under Secretary(AKAM), Ministry of Culture  
3<sup>rd</sup> Floor, IGNCA Building  
Janpath, New Delhi-110001.  
Email Id: sk.singh95@nic.in

## **11. DISCLAIMER**

1. This Request for Proposal ("RFP") is issued by Ministry of Culture.
2. The information contained in this RFP or subsequently provided to bidders, whether verbally or in documentary or any other form by or on behalf of Ministry of Culture or any of its employees or advisors, is provided on the terms and conditions set out in this RFP.
3. This RFP is not a contract and is not an offer by Ministry of Culture to the prospective bidders or any other person. The purpose of this RFP is to provide interested parties 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 Ministry of Culture in relation to the project. 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 Ministry of Culture, its employees, or advisors 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.
4. Information provided in this RFP to the bidders is on a wide range of matters and is not an exhaustive account of statutory requirements and should not be

regarded as a complete or authoritative statement of law. Ministry of Culture accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the laws expressed herein. Ministry of Culture, its employees and advisers make no representation or warranties 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, claims, 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 herein or deemed to form part of this RFP or arising in any way in this selection process. Ministry of Culture accepts no liability of any nature, whether resulting from negligence or otherwise, however caused, arising from reliance of any bidder upon the statements contained in this RFP.

5. Ministry of Culture is entitled, in its absolute discretion, but without being under any obligation, to update, amend or supplement the information, assessment or assumption contained in this RFP. The issue of this RFP does not imply that Ministry of Culture is bound to select a bidder or to appoint the selected bidder, as the case may be, for this project and Ministry of Culture reserves the right to reject all or any of the proposals of any bidder, without assigning any reason whatsoever.
6. Ministry of Culture or its authorized officers/ representatives/ advisors reserve the right, without prior notice, to change the procedure for the selection of the selected bidder or terminate discussions and the delivery of information at any time before the signing of any agreement for the project, without assigning reasons thereof.
7. The RFP does not address concerns relating to diverse investment objectives, financial situation, and particular needs of any party. The RFP is not intended to provide the basis for any investment decision and each bidder must make its/their own independent assessment in respect of various aspects of the techno-economic feasibilities of the project. No person has been authorized by Ministry of Culture to give any information or to make any representation not contained in the RFP.
8. Ministry of Culture may terminate the bid process at any time and without assigning any reason and makes no commitments, express or implied, that this process will result in a business transaction with anyone.

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