



Association of State Road Transport Undertakings,
ASRTU Bhawan, Plot No-4A,
PSP Block, Pocket-14,
Sector-8, Dwarka,
New Delhi-110077, India

Association of State Road Transport Undertakings (**ASRTU**) is an apex coordinating body of all State Road Transport Undertakings (SRTUs) in the country and works under the aegis of Ministry of Road Transport and Highways.

EXPRESSION OF INTEREST (EOI)

ASRTU invites EOI from reputed **MEDIA HOUSES** to engage the services of Associate Partner to conduct Renewable Energy Mobility Mission (REMM) on behalf of ASRTU tentatively in the month of November 2017. The mega event is exclusively meant to bring electric buses in SRTU & also undertake Image Building exercise for public transport. Along with, some important initiatives of GOI applicable for SRTUs will be propagated. Four electric buses will be flagged off from the four metro cities and will proceed for New Delhi. While en-route to New Delhi major cities will be covered with road show program. A grand welcome program is proposed to organize to receive these buses in Delhi. Culmination of this mega event will be held in a suitable Govt property with suitable gathering.

1. Mode of EOI: Two-bid system
2. Earnest money deposit (EMD): amount of Rs. 2,00,000/- (Rs. Two lakh only)
3. Last date & time for submission of bid: 06.10.2017 :17:00 hrs
4. Date, time & venue for opening of bid: 06.10.2017 ;17:30 hrs ASRTU HQ New Delhi
5. A pre-bid meeting will be held on 3rd October 2017 at 15:00 hrs at ASRTU HQ New Delhi where the prospective bidder can seek clarification regarding the EOI.
6. Validity of bid: 180 days from the date of opening.

TECHNICAL BID

ANNEXURE-A

GENERAL TERMS AND CONDITIONS AND INSTRUCTION TO BIDDERS

ASRTU HQ, New Delhi invites bids in two bids System for hiring the services of an Associate Partner to host the above said mega event to bring electric buses in SRTUS operations and image building exercise for public transport. The program is to arrange a curtain raiser in 4 metro cities (i) Kolkata (ii) Mumbai (iii) Chennai and (iv) Bangalore and cover in similar fashion at (i) Ahmadabad (ii) Nagpur, (iii) Banaras and (iv) Hyderabad. The electric buses will be flagged off from these eight cities and will proceed towards Delhi. While the buses en-route to Delhi, important cities to be covered before reaching Delhi.

1. The EOI document can be downloaded from our website www.asrtu.org.

2. EOI process:

The Bid shall be submitted in Two Bid System as under:

A) Cover-1(Technical Bid) should contain the following:

- Earnest Money (EMD) amount of Rs.2,00,000/- (Rupees Two lakh only) in the form of Demand Draft drawn in favour of 'ED-EVENTS-ASRTU, New Delhi payable at New Delhi along with compliance as per EOI at Annexure 'A'.

B) Cover-2(Financial Bid) should contain the following:

- Financial Bid as per Annexure-B

Technical Bid and Financial Bid are to be placed in two separate sealed envelopes (clearly super scribing 'Technical Bid' and' Financial Bid' respectively) which in turn are to be placed in one bigger (Wax/Tape sealed only) cover. The bids of all the bidders whose Financial Bid is not in a separate sealed cover or the rates quoted by them find mention in their Technical Bid, shall be rejected forthwith. The Financial Bids of only those bidders shall be opened whose Technical Bids are found to be eligible as per the criterion mentioned in the EOI document.

3. Each page of EOI document must be signed and stamped by authorized signatory to ensure the compliance with the scope & services and general terms & conditions. No overwriting, correction and cutting is permitted.

4. Bid should be submitted with a forwarding letter on the letter head of their Bidder company.
5. Bid validity should be of 180 days from the specified date of opening.
6. The bidder shall submit a proposed blueprint of activities to be undertaken and cost involved for the execution of this mega event. The activity will include flag off, day to day road show, nukkad natak, image building of SRTUs, travelling etiquettes, use of digital money, keep your surrounding neat and clean, save your environment. While executing these activities during the road show, crowd pulling, media amplification, advertisement in FM radios, newspapers and other social and digital media will be prominently covered.
7. (a)The selected bidder shall act in a transparent manner for the event and shall not in any way act in the manner that is detrimental to the interest and reputation of ASRTU.

(b)The selected bidder shall undertake to abide sincerely by all rules, regulations and laws of land for their responsibilities to manage the events and shall agree to keep itself liable and responsible for any such violation directly or indirectly related to their responsibilities for the event.
8. Consequence of Default
In the event of any material default which results in shabby presentation or any failure on any account shall be treated as breach of faith and accordingly be liable for penal provisions to be decided by ASRTU.
9. EMD of unsuccessful bidder shall be refunded without any interest. EMD of successful bidder will be retained as part of performance security deposit and refunded along with release of final payment.
10. The successful bidder shall be required to submit security deposit of Rs. 10 lakh (Rs. Ten lakh only) through Demand Draft/BG immediately after receipt of Work Order.
11. The successful bidder shall be required to submit contract performance Bank Guarantee equivalent to the amount of advance required by the party.
12. The filled bid document, duly sealed should be addressed to the Executive Director, ASRTU, ASRTU Bhawan, Plot No-4A, PSP Block, Pocket-14, Sector-8, Dwarka, New Delhi-110077, India, and should reach on or before 06.10.2017 :17:00 hrs in EOI box kept at main security reception duly super scribed on the top of envelope as **“EOI for ASSOCIATE PARTNER FOR REMM MEGA EVENT”**.
13. ASRTU shall not be responsible for postal or any other delays. Bids received in an envelope that is damaged /torn or merely stapled will be summarily rejected.

14. Bidders are requested to be present at the time of opening of the bids. If the date of EOI opening, by any chance happens to be a holiday, the EOI will be opened on the next working day at the stipulated time.
15. **Award Criteria: The financial bid of only those technically qualified bidders whose detailed plan of action for execution and presentation is considered satisfactory by ASRTU will be opened and the work order will be awarded to the lowest thus quoted party. In case the lowest amount thus quoted is identical in case of more than one bidder then the contract will be awarded to the bidder whose experience in conducting such event is more.**
15. Payment Terms: The balance final payment shall be made after successful completion of the Event and submission of invoice and will be released through cheque after deducting TDS as applicable.
16. ASRTU reserves the right to cancel this EOI at its discretion at any time without assigning any reason, thereof.
17. ASRTU reserves the right to reject any or all of the bids or accept them in part or to reject lowest bid without assigning any reason thereof at any stage.
18. Bidder will provide the Material, Services etc. up to the mark as per scope of works.
19. Termination by default:

ASRTU may, without prejudice to any other remedy for breach of contract, by written notice of default sent to bidder, terminate the Contract in whole or part:

 - A) If the Bidder fails to provide services within the time period specified in the contract.
 - B) If the Bidder fails to perform any other obligations under the Contract.
20. Forfeiture of EMD/ Security Deposit: If the successful bidder refuse/fails to accept the Work Order issued by ASRTU or the work assigned are not done as per the scope, EMD/ Security Deposit will be forfeited.
21. Rejection of the bid
 - A) The bidder is expected to examine all instructions, formats, terms & conditions, & scope of work in the bid document. Failure to furnish complete information required as per bid document or submission of bid which is not substantially responsive to the bid document in all respect shall result in rejection of bid. In respect of interpretation/clarification of this bid document and in respect of any matter relating to this bid document, the decision of ASRTU shall be final.
 - B) The bidder will have to furnish the requisite documents as specified in the EOI document, failing which the bid is liable to be rejected.

- C) Bids without EMD will be summarily rejected
- D) The bids received after specified date & time shall not be considered.
- E) The bids received through Fax/ Telex/E-Mail shall not be considered.

20. Black listing

Company/Firm black listed by Govt./PSU/Corporate organization are not eligible to Bid. If at any stage of bidding process or during the currency of contract, such information comes to knowledge of ASRTU, the ASRTU shall have right to reject the bid or terminate the contract, as the case may be, without any compensation to the bidder.

21. Arbitration

In case of any dispute or differences arising under the terms of this Agreement the same shall be settled by reference to arbitration by a Sole Arbitrator to be appointed by Executive Director, ASRTU, Delhi. The provisions of Arbitration and Conciliation Act 1996 shall be applicable.

If dispute arises between ASRTU and bidder and the parties are failed to resolve such a dispute or difference by mutual consultation then all the litigation and proceedings, if arises at any time should be subject to jurisdiction of Delhi Court only.

22. Force Majeure

If, at any time, during the continuance of the agreement, the performance in whole or in any part by either party of obligation under the agreement shall be prevented or delayed by reasons of any war, hostile acts of the enemy, civil commotion, sabotage, fire, floods, earth quakes, explosions, epidemics, strikes and quarantine restrictions by acts of God, (herein after referred to as eventualities) then provided notice of the happening of any such eventualities is given by either party to the other within two days from the date of occurrence there on, neither party shall, by reason of such eventualities be entitled to terminate this contract agreement nor shall either party have any claim of damages against the other in respect of such non performance nor delay in performance. Performance of the contract agreement shall, however be resumed as soon as practicable after such eventuality has come to an end.

I have read and understood all terms and condition and agreed upon.

Signature & Seal of the Bidder

ANNEXURE-B**Scope of work:-**

Electric buses will be the future of urban transport in coming years. The REMM was themed to bring electric buses in SRTU for their city operation. In addition to that there is an urgent need to educate people about the travelling etiquettes, importance of digital transaction, keep your work place neat and clean, road safety are some major govt initiative which would be taken up during the road show. Road congestion in cities has been a common problem, air pollution road based transport services particularly bus services should be such a qualitative and competitive so that people prefer bus public transport over their private vehicle. Agency will be a one point contact for branding, developing themes, creating designs and concurrent approval to go ahead, content writing for digital and print media, media amplification in audio video mode, awareness about the mega event and also about the public transport. The service of agency has to be of a partner to bring resources and intellects to add values to execute above stated job efficiently. The agency/associate partner has the responsibility of covering the entire event in their concerned digital and print media.

The agency shall be solely responsible to coordinate and facilitate ASRTU's event in finalizing important place of each cities wherefrom flag off will be taken place. Also identify 10 to 15 important places for halting of bus and activities to be undertaken. The finalization and concurrent approval about the venue where welcoming of these buses will take place. One day conference type program will be designed to and arrangement right from invitation to culmination of the mega event will designed and executed.

Dignitaries would be included Union Ministers, MOS, Chief Ministers, State Transport Ministers, Sr. most bureaucrats, industry leaders vehicle manufacturers and prominent stake holders of auto industry.

A complete presentation of planned activities to execute REMM mega event with the full flora and funna from has to be presented. the below mentioned five metro cities of the country and will further immersed the event in Delhi at a grand mega event before its culmination. The program will begin from

Metro Cities	Date of Flag off	Cities & Towns to be covered en-route to Delhi
Mumbai		
Ahmadabad		
Nagpur		
Bangalore		
Chennai		
Hyderabad		

Kolkata		
Banaras		

Activities to be undertaken: (Morning): Invitation will be sent to flag off and carry out REMM program from city and dignitaries present for flag off may be considered among the following:

Hon'ble Chief Minister of State, Hon'ble State Transport Minister, Urban Development, PWD, Health, Environment, Sanitation and their officers, (ii) Mayor of the City (iii) Transport Secretaries, (iv) Transport Commissioner (v) District Magistrate, (vi) Managing Director of SRTU, (vii) Officers of SRTU, (Institutional Participants: PWD, NHAI, Health regional offices of Ministries) (viii) students of schools & colleges (ix) Auto Component manufacturers of state, (x) Vendors (xi) NGOs and institutions' regional office IUT, SUTP, Embarq, ICAT, Natrip, SIAM, Shakti Foundation, Centre for Science & Environment, (xii) members of self voluntarily organizations etc. will present to flag off bus from **the most prominent place of the city.**

The bus will move throughout the city and propagate message of using public transport and its importance. Launching of electrical bus in city services how does it affects urban lives. Distribution of saplings & pamphlets, LED torches, display of video messages on Importance of public transport, Electric bus & road safety, encourage people to purchase tickets through digital money and contribute towards cleanliness drive to keep city neat and clean. (clean India movement).

These activities will be carried out throughout the cities in the form of a road show. There will be halts and stoppages around 15 to 20 major sports of cities. All leading sports and their adjoining way will have adequate direction panels, signage boards, banners so that visibility of road show will be seen by itself. Provision of drinking water and light refreshment will be made available. Necessary efforts for print, audio visual & digital media coverage of road show will be made. A team of Nukkad Natak would be arranged to interact with masses. Provision for light refreshment at an interval of 3 to 4 hours will be made available.

Activities to be undertaken: (Evening)

Guest would be invited for flag off at a convenient time. Evening program will be for an hour round table type discussion and also taking public opinion on electric mobility, retrofitment, environmental issues, road congestion and reforms are required to make Indian public transport a qualitative one. Next day the bus will be heading towards Delhi. The journey will be covered in such a manner so that cities, towns coming en-route to Delhi will have a road show and image building activities for public transport in the country and.

The same program will be replicated at remaining four locations and lessons learnt during the road show will be incorporated for improvement in remaining programs.

- Finalization of dates for metro cities and important places for flag off and Holts.
- Invitation and confirmation in state and towns where activities are taking place.
- Generating quality crowds with own credentials,

- Printed material for event and also distribution during the road show
- Media amplification and accountability, pledge meter, twitter, website hits, valuable suggestion & highlighting.
- Creating jingles and launch on FM.
- Finalizing layout of conference & session, invitation to speakers and dignitaries and finalization
- Printing of booklets, exhibitors catalogues, design
- website updation, emailer, videos
- Arrangement of souvenir, mementos
- Concept and theme design (creative)
- Offsite event design/coordination/planning
- Pre-production (all bookings and appropriate arrangements are made, etc.),
- Appropriate supplier selection/management
- Site selection, venue liaison and venue contract negotiation
- Implementation
- Onsite event management at all events
- Develop related print support materials
- Event branding
- Theme development
- Decor design for event
- Teambuilding programs for the event (Students Academic Partners)
- A/V and Special F/X
- photography, videography
- gifts, giveaways
- print and graphic design
- Live Trimming on net & Video

The Associate Partner will have to take necessary approval from the local authorities for the event

IN ADDITION TO THE ABOVE PARTICIPATING COMPANY IS REQUESTED TO MAKE THEIR OWN ASSESSMENT AND INCLUDE THE SERVICES REQUIRED FOR SMOOTH EXECUTION OF THE MEGA EVENT

Technical Bid for EOI for Renewable Energy Mobility Mission (REMM) Annexure A

TECHNICAL COMPLIANCE (Part – A)

Essential Compliance Conditions for Bidder's

S. No.	Condition Description															
1.	<p>The bidder should have experience of at least 10 similar mega events at national levels in organizing and promotion of Govt initiative (Copies of work order / agreement / completion certificate for the same to be enclosed)</p> <table border="1"> <thead> <tr> <th>SI No</th> <th>Name of Event</th> <th>Client Name</th> <th>Year</th> <th>Cost of Event</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	SI No	Name of Event	Client Name	Year	Cost of Event										
SI No	Name of Event	Client Name	Year	Cost of Event												
2.	<p>The bidder should have successfully organized minimum 3 such events including public sector with covering audience of not less than 200 persons during the last 3 years (2014, 2015 & 2016) in India. (Valid proof/Copies of work order and bills or completion certificate for the same to be enclosed)</p>															
3.	<p>The bidder should have achieved a minimum annual turnover of Rs. 25 Crore each during last three financial year(F.Y. 2013-14, 2014-15 & 2015-16) (Copy of Audited Balance Sheets/IT Returns/CA Certificate to be enclosed)</p> <table border="1"> <thead> <tr> <th>SI No</th> <th>Year</th> <th>Turnover</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>	SI No	Year	Turnover												
SI No	Year	Turnover														
4.	<p>Company/Firm should have a Permanent Account Number(PAN) (Copy of PAN Card to be enclosed)</p>															
5.	<p>Company/Firm should have GST Registration (Copy of GST Registration to be enclosed)</p>															
6.	<p>The Bidder must have an in house set up of Audio Visual media and has an out-reach of country level.</p>															

Place:
Date :

I certify that all the essential technical compliance conditions are complied by us.

Signature & Seal of the Bidder

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Technical compliance (Part-B)
Bidder's Information (Mandatory):

S. No.	Particulars	Description /Details	Reference Documents	Page No.
1	Name of Bidder		.	.
2	Contact Details		.	.
	a) Address			
	b) Telephone			
	c) Fax			
	d) E-mail	.	.	.
	e) Website(If any)	.	.	.
3	Incorporation Details	.	Certified copy of Incorporation under Indian Companies Act1956/Any reference document in case of proprietary firm	.
	a) Incorporation No.			
	b) Date of Incorporation			
4	Client List (Attach separate sheet if required)			
5	Name of the Authorized Signatory		Authorization letter to be enclosed	
	a) Position/Designation			
	b) Telephone			
	c) Fax			
	d) Mobile			
	e) E-mail			
6	Additional Information if any			
7	Total Experience of bidder in the field			

Place:

Date :

I certify that all the essential technical compliance conditions are complied by us.

 Signature & Seal of the Bidder

Technical compliance (Part-C)
Detail Stage-wise Plan of Execution

1. The Scope of work as per EOI is just indicative, the bidder need to submit a detailed stage-wise action plan of execution covering all details as a detailed project report.
2. The bidder who qualifies technical bid need to give a presentation on detailed execution of the Event based on the above report submitted.

Place:
Date :

I certify that all the essential technical compliance conditions are complied by us.

Signature& Seal of the Bidder

FINANCIAL BID for Renewable Energy Mobility Mission (REMM)

The Financial Bid shall include the detailed stage wise, place-wise and item-wise expenditure relating to the detailed action plan of execution mentioned in the Report enclosed with the Technical Bid.

FORMAT FOR PROVIDING FINANCIAL QUOTES

SI No	Particulars*	Quantity	Rate per Item	Total Amount
1				
2				
3				
4				
5				
6				
And so on				
		Total		
		Taxes		
		Grand Total		

*** Provide detailed break-up of stage-wise, place-wise, item-wise cost as per your detailed action plan of execution enclosed with technical bid**

Terms and Conditions

1. Firm shall mean the bidder whose bid will be accepted by ASRTU for the award of the work specified and shall include such representatives, successors and premised assigns.
2. Firm shall be directly responsible for any/all disputes arising between him and his personnel/workers and shall keep organizers indemnified against all losses, damages and claims arising thereof.
3. Firm shall be solely responsible for payment of wages/salaries and allowances to his personnel that are applicable under the laws in force including any new act or order of Government that may become applicable. The Organizers shall have no liability whatsoever in this regard.
4. Firm shall be fully responsible for theft, burglary, fire or any mischievous deeds by his staff.
5. All consumable items & material used by the firm shall be of standard make.
6. The Contract stands cancelled without assigning any reasons.
 - (a) On revocation of EOI or increase in rates after opening of the EOI but before validity of quotation expires.
 - (b) On refusal to enter into contract after the award of contract.
 - (c) If the work is not commenced on the date of starting the work after the work

is awarded to the contract. Successful contractor should complete the entire preparation of site as per the projected plan & get it inspected by ASRTU. The firm shall stipulate clearly the days required by him for completing the work.

7. The dedicated team for above event their details with credentials and educational qualification, experience to be furnished.
8. List of similar events organized particularly with Govt bodies including PSUs, Ministry to be enclosed to ensure the credential of agency.
9. List of event attended by the Hon'ble President & Hon'ble Prime Minister of India inaugurated the function.
10. In case of any delay, liquidated damages@5 per cent of the contract value per day would be levied.
11. The firm will make his own arrangement for watch and ward till the completion of the work.
12. The firm will work in close co-ordination with ASRTU.
13. Insurance of goods during execution of contract will be the responsibility of the firm and ASRTU will have no responsibility in the case of fire, theft of goods etc.
14. ASRTU reserves the right to award the work in full or in part through one or many bidders and to reject any one or all the bids without assigning any reason.

Other Conditions:

- 1) The bidder shall identify, understand and make quote as Associate Partner for REMM. The rate quoted in bid will have unit wise detail so that scope for addition and deletion of work will be easier. Bidder may contact at the following numbers if required: **Director (T), 011-43294299 (D) or 011-43294294 Extn 401.**
- 2) Arrangement for security fencing etc as may be deemed necessary.
- 3) The Shortlisted Bidder will have to take necessary approval from the local authorities for the event.

I certify that all the schedule of requirement is complied by us.

Signature& Seal of the Bidder
