



सत्यमेव जयते
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

इलेक्ट्रॉनिकीसेवा एवंप्रशिक्षणकेन्द्र
ELECTRONICS SERVICE & TRAINING CENTRE

भारत सरकार कीसोसायटी
सूक्ष्म, लघु एवं मध्यम उद्यममंत्रालय
Government of India Society
Ministry of Micro, Small & Medium Enterprises



ESTC/SP/NC/2(5)/2018-19/641

Dated: 08 /03/ 2019

Messers _____

Sub: Notice inviting Expression of Interest.

Electronics Service & Training Centre invites Expression of Interest(EOI) for providing Mixed Reality/AR and VR Lab setup.

Interested parties, who qualify the criteria mentioned in the EOI document, may submit their response latest by 5.00PM on 23rd March 2019 at ESTC by post or e-mail.

The parties should be ready to visit ESTC for complete Presentation to the authority after submission of their bids document on 26th March at 11.00am (Tentative).

Yours faithfully,

Sd/-

(S.K. Chetti)

Principal Director

Encl: As above.

EXPRESSION OF INTEREST

(for providing consultancy on Mixed reality/AR and VR lab)

1.Introduction

1.1 ESTC invites Expression of Interest(EOI) to engage media studios/lab or organization working in the field of mixed reality(MR), augmented reality(AR) and Virtual reality(VR) to create mixed reality/AR and VR products and help bolster its work in ushering in to the next generation of media technology and communication in its work and outreach.

1.2 Mixed reality (MR) is the merging of real and virtual worlds to produce new environments and visualization where physical and digital objects co-exist and interact in real time

1.3 Augmented reality(AR) is a live direct or indirect view of a physical, real world environment whose elements are augmented by computer generated perceptual information, across one or more visual, auditory and haptic modalities.

1.4 Virtual reality(VR) is a computer technology that uses virtual reality headsets or multi projected environments, sometimes in combination with physical environments or props, to generate realistic images, sounds and other sensations that simulate a user's physical presence in a virtual or imaginary environment.

2. Expression of Interest(EOI)

2.1 This EOI aims to invite to engage media studios/labs or organization working in the field of mixed reality(MR), augmented reality(AR) and virtual reality(VR) to create mixed reality/AR and VR products and also to help ESTC to set up a lab at ESTC, Ramangar, Nainital (Uttarakhand)/Delhi Branch for developing in house products on mixed reality/AR and VR

2.2 After the EOI, the next step would be issue of RFP to the shortlisted organizations/firms etc., after devising a procurement method.

2.3 A presentation/demo will be asked from the short listed entities.

3. The Proposal

3.1 The EOI should include the following

(a) Company Profile and details about media work in mixed reality/AR and VR technology.

(b) The entity shall submit show reel of work carried out by the entity houses in the last 2 financial years i.e. 2016-17 & 2017-18 (of up to 2 minutes or less duration on DVD/CD/Pen Drive).

3.2 The entity will provide such other documents and information as may be required by ESTC.

3.3 Each EOI will carry as its first page, an index indicating all the above with their page numbers. All documents will be submitted with the EOI. Original documents will be provided for verification as and when asked for by ESTC.

4. Objectives of EOI

4.1 To look at various viable solutions for setting up of Training & Services lab for Mixed reality/AR and VR Lab

4.2 To evolve a common understanding, nature and scope of in house creation of Mixed reality/AR and VR content.

5. Eligibility Criteria

| Sl. No. | Eligibility | Documents to prove eligibility |
|---------|--|---|
| 5.1 | The entity should be an Indian entity(Individual, Proprietorship, Partnership, Company, Society, Trust, etc.)incorporated/registered/recognized, as the case may be, under the respective applicable laws and should have been in existence and working in the area of Mixed reality or virtual reality or augmented reality for the last 2 financial years i.e. 2016-17 & 2017-18. In the case of companies, they must be registered under the Companies Act,1956/Companies Act,2013. In case of a partnership, it should be registered under the Indian Partnership Act,1932 | Self-attested photocopies of Certificate of Incorporation, Memorandum & Articles of Association, Partnership Deed, Trust Deed, GST Registration Certificate and other relevant documents as the case may be evidencing the incorporation/creation/registration and existence of the entity for the last five financial years preceding the current financial year i.e. 2017-18. |
| 5.2 | The entity must have done at least three projects on AR/VR/Mixed reality in the financial years 2016-17 and 2017-18 for a professional organization. | Verifiable Documentary proof of all the MR/AR and VR content produced by it and distributed in the last 2 financial years i.e. 2016-17 & 2017-18 including details of these content such as ;year of production, year of distribution and total duration of the content and the language. The details shall be furnished strictly as per ANNEXURE:II as attached with the Guidelines. Producers shall also provide such other documents as may be asked for by ESTC to verify eligibility |
| 5.3 | The entity should have in regard to AR/VR/Mixed reality or lab setup an annual turnover of a minimum of Rs. 50 Lakh in the financial years 2016-17 & 2017-2018. | i. Income Tax Return for the last 2 financial years i. e 2016-17 & 2017-18 and a certificate from a Registered Chartered Accountant certifying the average annual turnover of a minimum of Rs 50 Lakh during each of the last 2 financial years i.e 2016-17 & 2017-18 form MR/AR and VR video production/lab setup. ii. Financial standing of the entity: Audited balance sheets for the last 2 financial years i.e. 2016-17 & 2017-18. |
| 5.4 | The entity should not be a defaulter in payment of dues to any Ministry at the time of submission of the proposal.(A self-certificate to this effect to be submitted) | Self- Declaration by the producer certifying that they are not a defaulter with any Central Govt./State Govt./PSU organization at the time of submission of proposal, and an affidavit-cum-declaration to the effect that the entire information submitted is correct(Submission through ANNEXURE:I) |
| 5.5 | A blacklisting order passed by the Central Govt./State Govt./any PSU should not be in operation against the entity at the time of the submission of the proposal. | |

6.1 Scope of Work

- 6.1 To help ESTC set up a lab for developing in-house products on mixed reality/AR and VR.
- (a) To advice ESTC on appropriate content strategy utilizing mixed reality/AR and VR Technology.
- (b) Essential hardware and software required for mixed reality/AR and VR lab setup along with ensuring its maintenance and updation.
- (c) Experience personnel to create mixed reality/AR and VR content. Also recommend the organizational structure with job descriptions.
- (d) Organization of trainings and workshops to update ESTC on Mixed reality/AR and VR technology.
- 6.2 To create for MR,VR,AR products with 15 productions(Approx.) in the first year of engagement.
- (a) 7 productions of 4 to 5 minutes each (Promotional or Branded Content).
- (b) 8 productions of 10 minutes each (Narrative Documentary, Films, entertainment solutions etc.)
- 6.3 Recommend best practices in media technology for ESTC which may be considered for future exploration.

(Note: ESTC reserves the right to make changes in the type/genre, theme/subject, etc; its decision in this regard shall be final)

7.Procedure for Selection/Short-listing of proposals

- 7.1 The Evaluation would be done in a transparent manner through a committee .
- 7.2 ESTC may ask the entity to make a presentation/demo in respect of the EOI submitted by him/her. In such an event, the entity must present himself/herself in person before the selection committee along with the director and make such presentation. Presentation by a person other than the applicant will not be allowed.
- 7.3 The entity should submit their comments on the objective and scope of this EOI described under Para:4 and Para :6
- 7.4 Each proposal will be assessed on the basis of the following criteria:-
Proposals which secure 60% and above marks will be considered for RFP.

| Sl. No. | Evaluation Criteria | Sub Criteria | Weightage |
|---------|--------------------------|--|-------------|
| 1. | Experience | (a) Number of Mixed reality/AR/VR projects. (b) No of years of experience in Mixed reality AR/VR projects. (c) Lab setup knowledge/experiences | 60% |
| 2. | Quality | Production and Technical Quality. | 15% |
| 3. | Presentation & show Reel | Presentation/demo by the applicant/producer. | 15% |
| 4. | Financial Standing | Annual turnover | 10% |
| | | Total | 100% |

8.Last Date of Submission and submission procedure.

- 8.1 The last date to submit application for the Expression of Interest(EOI) along with details in the application form and Annexure in 23rd March2019 by 5.00pm
- 8.2 The response to EOIs must be submitted on the ESTC by post or e-mail by the date and time specified for EOI. Any proposal submitted on the portal after the above deadline will not be accepted and hence shall be automatically rejected. ESTC shall not be responsible for any delay in the submission of the documents.
- 8.3 All disputes are subject to Nainital jurisdiction.

9. Check List of Documents to be Submitted (Mandatory)

- 9.1 Application form duly filled in completely Annexure-III.
- 9.2 Self attested photocopies of Certificate of Incorporation/Registration.
- 9.3 The documents evidencing the incorporation/creation/registration and existence of the entity for the last five financial years.

9.4 The Documentary proof of all the programmes produced by it in the last 2 financial years i.e. 2016-17 and 2017-18 including details of these programmes such as year of production and total duration of the programmes and the language.(The details shall be furnished strictly as per annexure: II)

9.5 A copy of latest Bank Account Statement & Audited balance sheets for the last 2 financial years.

10. Presentation

10.1 The parties should be ready to visit ESTC for complete Presentation/demo to the authority after submission their bid on 26th March at 11.00am (Tentative).

11. General

11.1 The Principal Director, Electronics Service & Training Centre, Ramnagar does not undertake any responsibility for online submission of tenders and also reserves the right to reject any or all the tenders either in the part or full without assigning any reason thereof.

11.2 Non fulfilling of any of the conditions, the tenders/quotations are liable to be rejected.

11.3 The decision of the Purchase Committee shall be final and binding on all the parties.

11.4 Conditional, late, incomplete and telegraphic tenders shall not be accepted.

AFFIDAVIT-CUM-DECLARATION

(On a Stamp paper of value Rs.100/-)(Notarised)

I,..... son/daughter of Shri..... aged about.....

..... years, resident of....., do here by solemnly declare and affirm as under

1. That I am the Authorized signatory/Partner/Proprietor of M/s.....
2. That I have offered Programme titled "....." for ESTC.
3. I am not a defaulter/we are not a defaulter of ESTC at the time of the submission of the proposal. No amount is owned by me/us to ESTC. No legal proceeding for recovery of outstanding dues initiated by ESTC against me/us in pending.
4. That in case any amount is found due from me or from any banner/concern having any linkage with me, I shall be liable to pay the said amount to ESTC forthwith.
5. No order of blacklisting passed by the Central Government/any State Government / any PSU is in operation against me/us as on date.
6. I have not been charge-sheeted for any criminal case.
7. I am not a government servant or a regular employee of a private channel and I am not working in Ministry of MSME or Technology Centre or retired.
8. I /We accept all the terms and conditions set out in the Guidelines dated..... issued by ESTC

I further state that if any information furnished by me in this affidavit or otherwise is found to be incorrect, ESTC shall have the right to forthwith terminate its agreement with us.

(DEPONENT)

Verified at..... on this..... day of that the contents given above in the affidavit are true and correct to the best of my knowledge.

(DEPONENT)

- Note: (a) Please ensure that AFFIDAVIT -CUM-DECLARATION is attached with the application.
 (b) Attach the profile of the content Producer and Director.

FORMAT FOR SUBMISSION OF DETAILS OF PROGRAMME PRODUCED

Total Hours of Production in Financial Year 1st:

Total Hours of Production in Financial Year 2nd:

Sum Total:

I/We hereby certify that I/We had produced and distributed a sum total of pieces of Mixed Reality(MR)/Augmented Reality(AR) and Virtual Reality(VR)content in last two financial years i.e. 2016-17 & 2017-18, that may be taken in to account for qualification.

I/We understand that any discrepancy or false information or suppression of facts in this regard may lead to disqualification of the proposals applied herewith.

(Signature of the Authorized Person)

Place:

Date:

(Name of the Authorized Signatory)

Designation

Contact Details

Company Seal

APPLICATION FORM

(Add separate sheets if required)

| Sl. No. | Description | Details |
|---------|---|---------|
| 1. | Name of Producer/Production House/Company/Partner/Proprietor | |
| 2. | Address:- i. Mailing Address ii. E-mail iii. Telephone Number(s) iv. Fax Number(s) V. Mobile Number | |
| 3. | Registration Details of the Company/Firm/Proprietorship Concern | |
| 4. | GST Regn. No. of the Producer/Company | |
| 5. | Attested Copies of Aadhaar card/Ration card/Voter's ID/Passport as proof of residence of applicant(any two documents) | |
| 6. | PAN Card | |
| 7. | Details of Proposal | |
| 8. | Remarks/Comments | |

Signature

Stamp:

Name in Full

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