

**RFP Document**  
**Overall Consultancy for**  
**Comprehensive Development of**  
**Muzhappilangad-Dharmadom Beaches**  
**in Kannur District**



**Revised Last date of Submission: 29<sup>th</sup> January 2019**  
**before 3pm**

**DEPARTMENT OF TOURISM**

**GOVERNMENT OF KERALA**

<http://www.keralatourism.gov.in//>

### SCHEDULE OF BIDDING PROCESS

| <b>Sl<br/>Nr</b> | <b>Event Description</b>  | <b>Date</b>                     |
|------------------|---|---------------------------------|
| 1                | Date of publication of the RFP on website www.keralatourism.org | 07-12-2018                      |
| 2                | Pre-bid meeting with the interested agencies                    | 12:00 pm on<br>22-12-2018       |
| 3                | Last date & time of receipt of application                      | 3:00 pm on<br>29-01-2019        |
| 4                | Display list of agencies qualified for the Bidding process      | 16-01-2019                      |
| 5                | Creative/strategy presentation by the Qualified Agencies        | Date will be<br>intimated later |
| 6                | Display list of Technically Qualified Applicants                | Date will be<br>intimated later |
| 7                | Opening of Financial Bids                                       | Date will be<br>intimated later |

## **PART I Scope of Work and Terms of Reference**

### **1. Introduction:**

Kerala has been the pioneer state in tourism industry in India. Kerala tourism circuit is world famous and has attracted 1.57 crore tourists in 2017 of which 10.91 lakh are foreign tourists. Department of Tourism is readying itself for the next leap in tourism and is looking for a world-class tourism product in North Kerala. Kannur is an important city in North Kerala and will see tremendous progress as a Tourist destination with the commencement of Kannur International Airport operations from 7 Dec 2018.

Kannur is a very ancient city with great history and was known to the Chinese, Greeks, Romans, Persians, Hebrews and Arabs thousands of years back and it was used to be the trading hub for mainly spices, timbers, etc. The original city of Kannur was under Royal dynasty called the Arakkal Sultanate and it was their capital. Kannur was mostly ruled by the famous Kolathiri rajas (kings). Later, it has seen many influences of the Portugese, Dutch, French and British cultures. Kannur has many tourism destinations attracting millions of tourists – St. Angelo’s Fort, Payyambalam beach, Thalassery Fort, Arakkal museum, Paithalmala hill station. Of these, Muzhappilangad beach is the Asia’s longest drive-in beach and along with Dharmadom island form the growth prospects of Tourism in North Kerala. Looking at its potential, Government of Kerala has embarked upon developing that Muzhappilangad-Dharmadom beaches into a world-class tourism destination with International standards of infrastructure.

Hence, Department of Tourism (DoT) is floating RFP for the selection of eligible entities with the desired expertise to prepare a Detailed Project Report (DPR) and be the Architect-cum-Project Management Consultant (PMC) for the Comprehensive Tourism Development of Muzhappilangad-Dharmadom beach area.

## **1.1. Objectives and Broad Scope of the project:**

The objectives of the project are –

- i. To develop the area of Muzhappilangad and Dharmadom into a world class tourism destination.
- ii. To identify the areas for tourism development and undertake stakeholder consultation
- iii. To prepare a Detailed Project Report (DPR) for the overall development to the satisfaction of the DoT.
- iv. Once the DPR is approved by DoT, to prepare the Architectural drawings & detailed concept designs and prepares the Detailed RFP/Tender document for the implementing agency/contractor selection.
- v. To assist the DoT in the selection of implementing agency and become the Project Management Consultant (PMC) of the project.
- vi. To advise and coordinate with the DoT on the future course of action once the project implementation is complete.

## **1.2 Minimum Pre-qualification Criteria (PQC)**

- A. The bidder should be a single International business entity with a standing of minimum 10 years. (*Copy of Certificate of incorporation countersigned by CA to be attached*). The Bidder should be a registered and reputed International company with presence in at least 3 countries or consortium of one or more of such proprietorships, companies or partnership firms are entitled to participate in the bidding. Such proprietorships, companies or registered partnerships firms or a consortium are individually referred to as “entity” or collectively as “entities”.

- B. Should have a turnover of minimum **INR 500 crores** from Infrastructure activities in the last financial year i.e., 2017-18 or an aggregate turnover should be a minimum of INR 1000 crores in the last three years 2015-16, 2016-17, 2017-18. *(Copy of audited financial statements filed with Registrar of Companies in case of agencies incorporated as Companies and with Income Tax Department in case of Firms and Partnerships proving the criterion should be attached. A certificate from CA stating that the turnover as stated above in each year had been incurred from such works should also be attached).*
- C. Such entities must have in their own capacity or as part of consortium, must have successfully worked as an Architect or a Project Management Consultant and completed at least 3 big infrastructure works of INR 100 crore each in the last ten years.
- D. In a consortium, the members must designate one such member as the lead member, who should have the requisite turnover and experience as stipulated in the above clauses.
- E. Once selected, should have a fully functioning office with a dedicated team of at least 5 persons in Kerala with relevant expertise and experience. *(Telephone/Electricity bills as Proof of address of office, and PF document/Income tax Form 16 of the employees as proof of employment & experience shall be attached)*

## **2.0. SPECIFIC SCOPE OF SERVICES & EVALUATION DETAILS**

### **2.1. Scope of work of the entity:**

- To identify the areas for tourism development and undertake stakeholder consultation to prepare a Master plan for the overall tourism development in the area.
- To prepare a Detailed Project Report (DPR) for the overall development to the satisfaction of the DoT within 3 months of issuance of work order.

- The DPR should contain the Master plan, design, concept, sketches and estimates of the International level tourism infrastructure which can be developed in the area through Government/PPP funding. The components may include – Tourism Master Plan, Beach promenades, Pier development, Ropeways, Musical fountains, Sea side entertainment activities, Adventure and activity tourism projects, Food joints and kiosks, Aquariums, Dharmadom Island Tourism development, Boat jetties, Provision for Private destination development etc.
- Once the DPR is approved by DoT, to prepare the Architectural drawings & detailed concepts designs and prepare the Detailed RFP/Tender document for the implementing agency/contractor selection.
- To get the necessary Administrative and Technical sanctions from the respective authorized agencies.
- To assist the DoT to get necessary approvals, clearances and licenses from various departments, local bodies and other statutory bodies.
- To assist the DoT in the selection of implementing agency and become the Project Management Consultant (PMC) of the project during the course of project execution.
- To advise and coordinate with the DoT on the future course of action once the project implementation is complete.

Successful bidder should clearly spell out the team along with Team lead, who will be liable to coordinate between Department of Tourism. There shall be a single point of contact for overall execution of work. This coordinator will work in Head Office of Department of Tourism in Thiruvananthapuram and should have a sound knowledge of Kerala and Coordinator must possess

minimum of 10 years of job experience in this field. Ideally, the successful bidder should setup an office space in the state of Kerala for smooth execution.

## **2.2 Special Terms & Conditions**

The following terms and conditions shall apply additionally:

1. In general, all travel, boarding –lodging and related expenses incurred by the agency on its staff in relation to bidding process and execution of Scope of Work shall be borne by the agency.
2. It is expected that agency will foresee all such expenses related to its own representatives/employees and thus will cover it in its resources. For visit to Head Office, Thiruvananthapuram, by the agency representative/s for planning, reporting or monitoring/review meetings, no reimbursements of any kind shall be made.
3. All costs incurred by the bidder in respect of submission of RFP and presentation shall be borne by the bidder concerned.
4. Department of Tourism reserves the right to accept or reject any application, without assigning any reasons thereof.

## **2.3. Request for Proposal**

Department of Tourism invites from eligible Architectural/Project management consultants, a bid for preparing the DPR and be a PMC for the Overall tourism development of Muzhappilangad-Dharmadom area with the scope of services stated above. The above-mentioned scope of services has been provided to give intending entities a broad idea of nature of work involved so as to assist such agencies to submit a proposal, which shall be

scrutinized by Department of Tourism, prior to taking any further steps for appointment of any such entity. The terms in which Department of Tourism shall appoint the successful agency shall be as per the Management Agreement which shall be finalized upon the appointment of the agency. It shall be a term of this RFP that the act of submission of the bid shall mean that the agency has unconditionally accepted all the terms and conditions of the Management Agreement.

### **3. How to apply :**

The agencies that possess the eligibility criteria envisaged in the clauses above, can apply in the format appended (**ANNEXURE 1**), in the letter head of the agency. The application attached with the Demand Draft for **INR 5,000/-** (application fee) as Tender Document Fee and copies of relevant documents attested by the Authorized Signatory for proving eligibility should be sent to : **The Director, Department of Tourism, Park View, Thiruvananthapuram-695033** (*The envelop should be super scribed with "Application for Selection of Agency for Muzhappilangad Tourism project"*) by post/courier.

- (a) Tender Document Fee: INR 5,000/- (Rupees Five Thousand only)** to be paid by way of Demand Draft in favour of "Director, Department of Tourism" payable at Thiruvananthapuram. The Demand draft should not be older than 7 days from the date of application.
- (b) Earnest Money Deposit:** The agencies should submit an Earnest Money Deposit (**EMD**) of **INR 1,00,000/- (Rupees One Lakh only)** along with the Technical & Financial Bids, by way of Demand Draft in favour "Director, Department of Tourism", payable at Thiruvananthapuram



#### **4. Selection Procedure:**

*The procedure for the selection of the agency will be carried out as detailed below, by a committee constituted by Government of Kerala.*

##### **(a) Minimum Pre Qualification Process:**

Only the agencies that satisfy the Minimum Pre Qualification Criteria (PQC) after initial screening will be eligible for Technical scrutiny. Others will be summarily rejected.

##### **(b) Pre Bid Meeting:**

The agencies invited for Pre Bid Meeting will be given opportunity to place their doubts, clarifications and issues with the RFP document. Department of Tourism shall note all the issues raised and would issue clarifications in the Pre-bid minutes after the meeting.

##### **(c) Technical Scrutiny and presentation:**

After the last date of submission of bids, all the pre-qualified bidders will be called for the Technical scrutiny presentation before the Selection committee. The committee would allot marks for the presentation in the following method:

- i. Brief profile of the entity and turnover: 20 marks
- ii. Previous experience of implementing big tourism infrastructure projects: 30 marks
- iii. Presentation of Concept-plan of Tourism development in the area specified – 25 marks
- iv. Work – Plan, methodology for the execution, Revenue generation methodology and Special Innovations – 25 marks
- v. TOTAL – 100 marks

Only the agencies who have score at least 60% in the Technical scrutiny are eligible for the opening of financial bids

**(d) Financial bids:**

The financial bid shall contain the consultancy charges (DPR and PMC charges) which shall be the **lowest quoted percentage** of the total cost of project implemented

Letter of Association of consortium partners shall be shared with Department of Tourism.

**(e) Earnest Money Deposit:**

The agencies should submit an Earnest Money Deposit (**EMD**) of **INR 1,00,000/- (Rupees One Lakh only)** only along with the Technical & Financial Bids, by way of Demand Draft in favour of “Director, Department of Tourism”, payable at Thiruvananthapuram, on the following conditions.

- i. Bids not accompanied by the EMD will be rejected.
- ii. EMD will be returned not later than 120 days from bid due date, without any interest, except in case of the 3 highest-ranked bidders. EMD of the 2<sup>nd</sup>& 3<sup>rd</sup> ranked bidders shall be returned on signing of the agreement with the selected bidder. The selected bidder's EMD shall be returned upon completion of the process of selection. The Demand draft should not be older than 7 days from the Bid submission date.
- iii. The EMD will be forfeited, if the applicant fails to abide by the conditions laid down in this RFP document or any other reasons significant in this process.

**(f) Bidding Process:**

Department of Tourism has adopted a Two-Stage, bidding process (collectively referred to as the "Bidding Process") for selection of the agencies. The first stage of the evaluation referred to as "Technical Bid" and the second as "Financial Bid".

- (i) **Technical Bid:** The agencies supplied with the bid documents should submit the Technical & Financial Bid Documents in separate sealed covers super scribing "**Technical Bid (Envelope 1) & Financial Bid (Envelope II)**". The Technical Bids will be opened by the evaluation committee and marks will be given based on the criteria detailed in the technical bid document. The Technical Marks obtained will be referred to as **Technical Scores (S<sub>t</sub>)**. Agencies will be ranked on the basis of the Technical Score (S<sub>t</sub>), and only agencies who have scored **60** or more marks, will be qualified for financial evaluation. The list of technically qualified applicants will be published in the website of Department of Tourism on the date shown in the schedule of process.
- (ii) **Financial Bid:** Financial bid shall carry 20% weightage. Financial bid is the percentage charges, for Architectural/PMC operations of the total cost of the project, in the Financial Bid Proforma

$$S_f = 100 \times F_m / F;$$

in which S<sub>f</sub> is the Financial Score, F<sub>m</sub> is the lowest Financial Proposal, and F is the Financial Proposal under consideration.

**Combined Technical and Financial Score**

For final evaluation, the Agencies will be ranked in accordance with their combined Technical (S<sub>t</sub>) and Financial (S<sub>f</sub>) scores with weightage. Since tourism destination infrastructure development requires domain knowledge with creative competence, the Technical Score (S<sub>t</sub>) will be given 80% weightage and Financial Score (S<sub>f</sub>) will be given 20%

weightage, so that the combined Score will be:

$$S = S_t \times T_w + S_f \times F_w;$$

Where S is the Combined Score, and  $T_w$  and  $F_w$  are weights assigned to Technical Score and Financial Score & that will be in the ratio **0.80:0.20**.

**(g) Selection of the Agency:**

(i) The Agency with highest Combined Technical & financial Score (S) will be selected, based on the above QCBS System. In the event of two or more agencies obtain same highest Combined Technical & financial Score (S), the agency with maximum technical score will be selected.

(ii) The selection of agencies will be for a period of the completion of the project (expected to be 3 years) from the date of orders issued by Government of Kerala, appointing the agency till the completion of the project.

**(h) Performance security:**

The successful bidder will have to submit Performance Security of **5 %** of Total bid percentage before execution of the service agreement, in the form of a Bank Guarantee from a Commercial Bank in acceptable form or in the form of a Fixed Deposit Receipt pledged to the Director, Department of Tourism, Government of Kerala.

The Performance Security will remain with Department of Tourism till the completion of agreement period **or 3 years., whichever is earlier**

## **5. General Terms of Bidding**

5.1. All documents submitted by the Applicant(s) will be treated as confidential.

5.2. Authority reserves the right to accept or reject any or all applications, without thereby incurring any liability to the affected Applicant(s) or any obligation to inform the Applicant(s). Authority also reserves the right not to award or enter into any contract or agreement with any Applicant(s), and may

terminate the selection process at any time without thereby incurring any liability to any Applicant.

5.3. Failure by any Applicant(s) to provide all of the information required in the proposal or any additional information requested by Authority may lead to rejection of the Applicant's proposal in its entirety.

5.4. Applicants have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the Applicant or termination of its Contract at any stage.

5.5. A recommendation for award of Contract will be rejected if it is determined that the recommended Firm has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question; in such cases the Authority will declare the Firm and/or members of the consortium ineligible, either indefinitely or for a stated period of time and will be blacklisted.

5.6. Wherever required by applicable laws, Authority shall deduct taxes at source, from the amounts payable, and shall provide to the firm/Agency the appropriate tax deduction certificate evidencing payment of such taxes.

5.7. It may be noted that the Bidders cannot prescribe any time limit for the validity of all the rates quoted in the financial bid.

5.8. Department of Tourism will resort to re-notification, in the event of absence of at least two agencies not qualifying the Pre Qualification Criteria (PQC).

5.9 Clarifications Agency may request a clarification on any of the bid documents at the pre bid meeting or within 3 days from the date of pre bid meeting. Any request for clarification must be sent in writing by electronic mail to ***pmpplanning@keralatourism.org***. Department of Tourism will

respond through website and notify the clarifications thereon at any time within 7 days from the date of pre bid meeting. After this time limit no request for clarification shall be accepted and no clarifications shall be issued by Department of Tourism. All such clarifications, amendments/addendum will become part of the bidding document.

## **6. Sealing & marking of Bid**

The Bidder shall submit the Bid in two separate envelopes as below :-

Envelope I : Technical Bid

Envelope II : Financial Bid

The Technical & Financial Bids should be sealed in separate envelopes (Envelope I & II) and the sealed Technical & Financial Bid envelopes (Envelope I & II) should be put in an outer envelope and sealed. The envelopes shall be marked as follow:-

**Outer Envelope:** Bids for the “Selection of **Agency for Muzhappilangad Tourism project**”

### **Envelope I : Technical Bid**

The Bidder should submit its Technical Bid in the formats specified, and seal it in Envelope I and mark it as suitably.

**“Technical Bid for the Selection of Agency for Muzhappilangad Tourism project”**

The Envelope I marked as ‘technical Bid’ shall contain the following:

- i) Earnest Money Deposit in a separate sealed envelope marked “EMD”.
- ii) Bid Document duly filled up with the copies of documents listed in the Bid Document.

## **Envelope II : Financial Bid**

The Bidder should submit its Financial Bid in the formats specified, and seal it in Envelope II and mark it as suitably.

Example: “**Financial Bid for the Selection of Agency for Muzhappilangad Tourism project**”

The two inner envelopes (Envelopes I&II) marked as ‘Technical Bid’ and ‘Financial Bid’ should be enclosed in the outer envelope and sealed. The inner and outer envelopes shall:

- a) Bear the following identification:  
Technical Bid / Financial Bid, as the case may be,
- b) Indicate the name and address of the Bidder.
- c) The bid should be addressed to:-  
**The Director, Department of Tourism, Park View, Thiruvananthapuram-695033**

If the envelope is not sealed and marked as above, the Authority will assume no responsibility for the misplacement or premature opening of the Bid.

### **7. Risk – Purchase Clause:**

If the agency, after submission of RFP and the acceptance of the same, fails to abide by the Terms and Conditions of the RFP document or fails to complete the work within the specified time or at any time repudiates the contract, the Tourism department will have the right to:

- a) Forfeit the EMD/Performance Security.
- b) In case of completion through alternative sources and if price is higher, the agency will pay the balance amount to tourism department.

d) For all purposes, the work order accepted by the agency and issued by Department of tourism will be considered as a formal contract.

## **8. Arbitration**

1. In the event of any question, dispute or difference arising under this agreement or in connection there-with (except as to the matters, the decision to which is specifically provided under this agreement), the same shall be referred to the sole arbitration of the Secretary to Government-Tourism, Government of Kerala.

2. The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the award. Subject to the aforesaid, Arbitration and Conciliation Act,1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause.

3. The venue of the arbitration proceeding shall be the office of Secretary to Government of Tourism, Government of Kerala or such other places as the arbitrator may decide.



## **PART II :**

### **Evaluation Criteria for ascertaining Technical Marks:**

**1. Criteria for Selection:** The department will select the most suitable bidder on the basis of

a- Technical Strength- It carries 80% weightage. Bidder's agency profile, its understanding and the solutions proposed by it for efficient project management will be assessed through a marking system as per criteria given below. The bidder will have to make an AV presentation for the same.

A specific format for the Technical Bid containing the below criteria, will be shared with the agencies during the Pre-bid meeting.

The evaluation parameters will be for the last 3 financial years (2015-16, 2016-17, 2017-18) and the supporting documents will have to be bound together and properly indexed. All the copies should be attested by the authorised signatory of the agency.

**The Strategy/Design Presentation** will have to cover the sections given in the table below. The agencies can present their understanding, insights, plans, and innovations that will help Department of Tourism to develop Muzhappilangad-Dharmadom achieve a world-class tourism destination status.

The bidder will be given a time of 30 minutes (20 minutes for presentation and 10 marks for Q&A session). The evaluation committee would allot marks for the presentation in the following method:

- i. Brief profile of the entity and turnover: 20 marks
- ii. Previous experience of implementing big tourism infrastructure projects: 30 marks

- iii. Presentation of Concept-plan of Tourism development in the area specified – 25 marks
- iv. Work – Plan, methodology for the execution, Revenue generation methodology and Special Innovations – 25 marks

TOTAL – 100 marks

Only the agencies who have score at least 60% in the Technical scrutiny are eligible for the opening of financial bids

Marks will be given for each section based on the following criteria:

- a) Knowledge and Understanding
- b) Strategy
- c) Creativity/Execution
- d) Innovation

**B . Criteria for Financial Evaluation:**

The financial bid should be filled up in the following format.

| Sl No. | Name of the Agency   | Lowest Quoted PMC charges (in percentage) | Lowest Quoted PMC charges (in percentage) (in words) |
|--------|--|---|--|
| 1.     | DPR preparation and PMC charges for the Tourism development project in Muzhappilangad-Dharmadom, Kannur district | ..... %                                   | .....%   |

## ANNEXURE 1

### RFP for Overall consultancy for Comprehensive Development of Muzhappilangad-Dharmadom Beaches in Kannur district

|    |   |  |
|----|---|--|
| 1  | Name of the agency/firm   |  |
| 2  | Address of the agency/firm  |  |
| 3  | Address of office in Kerala, if any.  |  |
| 4  | Status (company/firm/partnership)   |  |
| 5  | Name of the Proprietor/Partners/Directors   |  |
| 6  | Name, Designation, E mail ID & Mob. No. of the contact person                               |  |
| 7  | Name, Designation & specimen signature of Authorised Signatory on behalf of the agency/firm |  |
| 8  | Telephone nos. of agency/firm & alternate E-mail ID, if any.                                |  |
| 9  | Turnover details (as explained before) and attachments                                      |  |
| 10 | PAN number  |  |
| 11 | GST No.   |  |
| 12 | 3 major projects in private/Government sectors (work orders attached)                       |  |
| 13 | Total experience with clients related to tourism industry                                   |  |
| 14 | Amount & DD no of Application fee and EMD   |  |

## **DECLARATION**

1. I / We have read the instructions contained in the RFP document and I/We understand that if any false information/document submitted by me/us in this bidding process is detected at a later date, any contract/agreement made between ourselves and Department of Tourism, Government of Kerala on the basis of the information given by me/us can be treated as invalid by Department of Tourism, Government of Kerala, and I / We will be solely responsible for the consequences.
2. I/We agree that the decision of Department of Tourism, Government of Kerala in selection of agencies/firms/companies will be final, and binding to me/us.
3. All the information furnished by me/us above here is correct to the best of my/our knowledge and belief.
4. I / We agree that I / We have no objection if enquiries are made about the information/documents submitted by me / us here in above and/or in the accompanying sheets.

Place.

(Seal of the Company)

SIGNATURE

Date.

Name & Designation