EXPRESSION OF INTEREST (EOI) FOR SUPPLY, DEVELOPMENT AND INSTALLATION OF DIGITAL INTERACTIVE SYSTEMS IN THE SIGNATURE STALL AT MPEDA HEAD OFFICE, PANAMPILLY NAGAR, KOCHI

The Marine Products Export Development Authority (MPEDA) invites Expression of Interest (EOI) from reputed contractors/ firms for undertaking supply, development and installation of digital interactive systems of the proposed Signature Stall of MPEDA at its Headquarters in Panampilly Nagar, Kochi. The interested may respond on or before 5.00 pm on 01.02.2018. The details are posted in MPEDA website (www.mpeda.gov.in) under the head Notifications - Tenders. Corrigendum, if any, will be posted only in the aforesaid website.

SECRETARY
NOTICE

INVITING EXPRESSION OF INTEREST FOR SUPPLY, DEVELOPMENT AND INSTALLATION OF DIGITAL INTERACTIVE SYSTEMS IN THE SIGNATURE STALL AT MPEDA HEAD OFFICE, PANAMPILLY NAGAR, KOCHI

The Marine Products Export Development Authority (MPEDA), Ministry of Commerce and Industry, Govt. of India invites Expression of Interest for the supply, development/fabrication, installation and maintenance of the digital systems (including its hardware, software and digital content part) in the proposed Signature Stall of MPEDA in its Headquarters at Panampilly Nagar, Kochi, and Kerala.

The concept of signature stall is to inform, educate, and entertain the visitors by showcasing marine products sector of India in a nutshell involving its production and processing sectors, value addition, so as to serve as a platform for export promotion of value added and high value products. The signature stall will have installations of digital interactive exhibits (Augmented Reality Platforms, Virtual reality booths, interactive touch screens, video walls, projection based exhibits, etc.) and other computer systems as a part.

The Expression of Interest in sealed covers super scribing “Expression of Interest for Supply, Development and Installation of Digital Interactive Systems in the Signature Stall” shall reach the following address not later than 5 pm on 01 February 2018

Secretary
The Marine Products Export Development Authority
MPEDA House, Panampilly Avenue,
Kochi — 682 036, Kerala

Eligibility Criteria

1. The bidder should have sufficient knowledge, experience, reference material and expertise in supply, development/fabrication, installation and maintenance of the digital systems mentioned in Schedule 1, with all the required state-of-the-art infrastructure facilities.

2. The bidder shall do the work in an aesthetic and appealing manner in line with the existing dimensions of space available.

3. The bidder should have a dedicated team capable to ensure that the manpower in hand is capable of executing the works as described in (1) above.

4. The bidder should have at least 3 years of experience in executing the works as described in (1) above.
5. The bidder should have an annual turnover of at least Rs. 25 lakh (Rupees Twenty Five Lakh) average for last three years.

6. For Startups, The criteria described in (4) and (5) may be relaxed.

**Scope of Work**

Subject to overall supervision and control by MPEDA, the scope of services to be provided will include:

1. Supply of hardware, equipment and supporting infrastructure for the kind of digital exhibits mentioned in Schedule 1.
2. Supply of software to be installed in the digital exhibits and digital systems mentioned in the Schedule 1.
3. Supply of Software and hardware required for the kind of ticketing infrastructure of the signature stall mentioned in the Schedule 1.
4. Development of digital content to be displayed in the digital exhibits which include text, audio, video, 2D/3D animation, Virtual reality videos, augmented reality contents etc.
5. Data necessary for developing the content will be provided after issuing the work order.
6. Bidders shall provide annual maintenance services for 3 years for the software and hardware mentioned in the Schedule 1 after the Defect Liability Period of one year;

The applicant may express interest for undertaking all the above works.

**Selection of Contractor:**

1. The EOI received by MPEDA will be opened at **11 AM on 02/02/2018** and assessed by a department committee. The shortlisted firms will be required to attend and make a presentation of 10 minutes on the proposed work during pre bid conference at MPEDA HQ on the same day. The BOQ, technical specifications etc will be discussed and arrived in the pre bid conference. The interested firms could submit the technical and financial bid on a date prescribed and declared in the pre-bid conference.
Probable Amount of Contract

| Supply, Development and installation of Digital Interactive Systems. | Rs. 85 Lakh |

Timeline of the project

<table>
<thead>
<tr>
<th></th>
<th>February 2018</th>
<th>March 10 2018</th>
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<tbody>
<tr>
<td>Finalising the design, list and kind of equipment and specific details of services to be provided.</td>
<td>*</td>
<td></td>
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<tr>
<td>Fabrication/Development of hardware, software and digital content.</td>
<td>*</td>
<td></td>
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<tr>
<td>Supply installation and commissioning</td>
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General Instructions

MPEDA reserves the right to reject any or all applications without assigning any reasons thereof. Mere submission of an application to MPEDA does not entitle an applicant to any benefits / rights / preference. Canvassing in any form is prohibited and will lead to disqualification.

1. Any communication regarding the tender, after the pre-bid conference will only be communicated to those bidders who qualified and attended the pre-bid conference.
2. The applicant shall keep all the information relating to the work or any other aspect of MPEDA’s business that comes into his possession as a result of or in connection with this work as confidential.
3. In case of any discrepancies/dispute in the performance of any legal agreement regarding the construction/validity/breach/questions shall be dealt within the jurisdiction of offices/court in Ernakulam.
4. MPEDA shall be the sole owner of the installations after successful commissioning and the contractor or anybody representing him shall not have any claim whatsoever on the works after commissioning.
5. The firm shall indemnify MPEDA against any loss/claim whatsoever in respect of the workers employed by the contractor for construction and also for AMC.
6. Any statutory payments/remittances like EPF contribution in respect of the workers shall be the sole responsibility of the contractor.
7. The applicant or the authorized signatory shall sign all the pages of the EOI and the supporting documents as acceptance to have read and understood the EOI.
8. The applicant may also visit the site at MPEDA Head Office to know about the requirements in person on any working day during office hours. In case of any clarification, you may please contact the following official on any working day during office hours (Monday – Friday from 9 Am to 5.30 Pm):-
I/We hereby declare that I/We have read and understood the above EOI invited by MPEDA for setting up of the Signature Stall at its Head Office in Panampilly Nagar, Kochi. I/We are competent to undertake the works to the complete satisfaction of the MPEDA and I/We have the enough experience and resources to complete the work within the prescribed timelines as per the expected quality. The information provided in the Annexure A attached with this EOI is true to the best of my/our knowledge.

Signature of the Applicant/Authorized Signatory

Name:
Date:
Place:
Seal:
### TENDATIVE LIST OF WORK

<table>
<thead>
<tr>
<th>SL.NO</th>
<th>ITEM</th>
<th>HARDWARE</th>
<th>SOFTWARE</th>
<th>DIGITAL CONTENT</th>
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<tbody>
<tr>
<td>1.</td>
<td>Rear Projection at entrance.</td>
<td>Necessary hardware like Ultra short throw projector (4500 lumen), Rear projection screen, Mini PC, Wire, Cables, Extensions and Mounts, etc.</td>
<td>Welcome video – up to 3 minutes</td>
<td>Combination of 3 animation &amp; video footage</td>
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<td>2.</td>
<td>Content Management Software (CMS)-based Multi-touch application</td>
<td>Necessary hardware like 22-inch touch screen, Mini PC etc.</td>
<td>Multi-touch CMS system.</td>
<td>Supports images, PDFs, text, audios, videos</td>
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<tr>
<td>3.</td>
<td>RFID based comparison table.</td>
<td>Necessary hardware like 6-8 comparison units custom made unit RFID transmitter, receiver mini PC 46 inch multi -touch screen, etc.</td>
<td>custom electronic programming and touch software, Non CMS based max-3 comparisons at a time.</td>
<td>Video with tabular data for comparison, Supports images, PDFs, text, audios, videos Content limit – to be decided</td>
</tr>
<tr>
<td>4.</td>
<td>Floor Projection approx. 10 ft. X 6 ft.</td>
<td>Necessary hardware like 10-12k lumen projector. motion sensor, silver screen on floor, PC, Wire, Cables, Extensions and Mounts, etc.</td>
<td>multiple user detection (max 3 users at a time)</td>
<td>The content reacts to users’ movements up to 3 themes</td>
</tr>
<tr>
<td>5.</td>
<td>Video wall (3x3 matrix)</td>
<td>Necessary hardware like 55 inch ultra-thin bezel, 3.5mm Samsung/ LG/ Mitsubishi and wall mounts etc.</td>
<td></td>
<td>Combination of 3D animation &amp; video footage up to 10 minutes</td>
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<td>6.</td>
<td>Leap motion – gesture</td>
<td>Necessary hardware</td>
<td>Leap Motion software,</td>
<td>Explore unseen internal</td>
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**SCHEDULE 1**
<table>
<thead>
<tr>
<th>Interaction</th>
<th>include Leap motion sensor, 32 inch screen PC, Wire, Cables, Extensions and Mounts, etc., fabrication for leap motion enclosure</th>
<th>non CMS organs in a 3D view</th>
<th>Supports images, videos, text &amp; audios</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. VR kiosk - 1</td>
<td>(Oculus/Vive for 3D environment) OR (google pixel+Daydream for 360-degree video) OR (3D video headset for 3D video)</td>
<td>Oculus: Interactive software with complete 3D environment</td>
<td>Oculus: Interactive software with complete 3D environment</td>
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<td></td>
<td>(bidder may come up with best solution from any one of the above for each VR Kiosk)</td>
<td>Google Daydream: Interactive software + 360-degree video content</td>
<td>Google Daydream: Interactive software + 360-degree video content</td>
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<tr>
<td></td>
<td>Other hardware includes PC , Wire, Cables, Extensions and Mounts, etc. and fabrication of VR Booth.</td>
<td>3D video headset: Stereoscopic 3D video up to 3-4 min (non interactive)</td>
<td>3D video headset: Stereoscopic 3D video up to 3-4 min (non interactive)</td>
</tr>
<tr>
<td>8. VR kiosks – 2</td>
<td>(Oculus/Vive for 3D environment) OR (google pixel+Daydream for 360-degree video) OR (3D video headset for 3D video)</td>
<td>Oculus: Interactive software with complete 3D environment</td>
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<td>(bidder may come up with best solution from any one of the above for each VR Kiosk)</td>
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<td>Oculus: 3D marine environment (above &amp; under the sea)</td>
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<td></td>
<td>Google Daydream: Custom 360 degree videos to be shot on fishing ships (2-3 days’ shoot on location)</td>
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<td></td>
<td></td>
<td></td>
<td>3D video headset: 3D video with depth perception</td>
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<th>VR kiosks – 3.</th>
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<td></td>
<td>(Oculus/Vive for 3D environment) OR (google pixel+Daydream for 360-degree video) OR (3D video headset for 3D video) (bidder may come up with best solution from any one of the above for each VR Kiosk)</td>
</tr>
<tr>
<td></td>
<td>Other hardware includes PC, Wire, Cables, Extensions and Mounts, etc. And fabrication of VR Booth.</td>
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<th>Oculus: Interactive software with complete 3D environment Google Daydream: Interactive software + 360-degree video content 3D video headset: Stereoscopic 3D video up to 3-4 min (non interactive)</th>
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<tr>
<th></th>
<th>Marker based Augmented reality-CMS App at Refrigerated product display rack</th>
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<tbody>
<tr>
<td></td>
<td>Necessary hardware includes 5 tablets (iPad/Samsung), anti-theft docking system with self-charging, printed AR markers, etc.</td>
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<td></td>
<td>CMS AR app, web portal will be provided for centralized data updation</td>
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<table>
<thead>
<tr>
<th></th>
<th>Marker based Augmented Reality (AR)- CMS App at ambient temperature product display rack</th>
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<tbody>
<tr>
<td></td>
<td>Necessary hardware includes 5 tablets (iPad/Samsung), anti-theft docking system with self-charging, printed AR markers, etc.</td>
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<td></td>
<td>CMS- AR app, web portal will be provided for centralized data updation</td>
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<tr>
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<th>CMS Software plus hardware</th>
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<tr>
<td></td>
<td>Development of integrated content management System for managing the content installed in the digital exhibits from a</td>
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<td></td>
<td>Production of 8-10 minutes 360-degree video (5 No.)</td>
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<tr>
<td>13</td>
<td>Development of Ticketing Software Plus Supply of related Hardware</td>
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The bidder may come up with alternate idea/solutions for achieving the purpose which can be presented during the audio-visual presentation.
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<thead>
<tr>
<th>Sl. No.</th>
<th>Description</th>
<th>Details</th>
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<tbody>
<tr>
<td></td>
<td>Name of the bidder</td>
<td></td>
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<td></td>
<td>Address — Office (With Name of the contact person and telephone &amp; fax numbers and email address)</td>
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<tr>
<td></td>
<td>Local sales tax Registration No., PAN, TAN, and VAT No. or GST no. (As applicable)</td>
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<td></td>
<td>Constitution of the company</td>
<td></td>
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<td></td>
<td>Whether you have minimum 3 years of experience in the development and Installation of digital systems?</td>
<td>Yes / No</td>
</tr>
<tr>
<td></td>
<td>If Yes, specify the years of experience.</td>
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<tr>
<td></td>
<td>Whether you have done any similar projects for any other government organizations/institutions in the past.</td>
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<td></td>
<td>If yes, give details with client credentials</td>
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<td></td>
<td>Details of in-house expertise available.</td>
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EXPRESSION OF INTEREST

Checklist for documents enclosed:

2. Copies of satisfactory work completion certificates from the clients (at least three).
3. Statement of Experience (including name of clients(s), nature of project and number of years) in executing the project similar to the scope of work mentioned above.
4. PAN, TAN, ST No. & Service Tax No., GST/VAT No. (Whichever is applicable).
5. Profile of Management Team, Organization Structure, Employee Strength.
6. Photographs of office/facility.
7. The Signatory of the tender should be duly authorized by the concerned firm to sign these kinds of tender documents on behalf of the firm. Authority given by the firm to the signatory of the tender document to be attached.
8. Proof of 3 years of experience in designing, development/fabrication and installation of digital systems.
9. Acceptance of all the terms and conditions stipulated in the tender document by signing on each page of the document.

I / We confirm that the information provided above is correct to the best of my knowledge and any concealment of facts will lead to my disqualification at any stage by the Authority. We hereby express our interest in participation of the bidding for supply, development and installation of digital interactive systems in the signature stall at MPEDA Head Office, Panampilly Nagar, Kochi.

Authorized Signatory's Name:

Date:

Place: