

WBTPPO/CONVENTION CENTRE/158/2015-16/29-36

Dated- 24.05.16

To,

Mr.Abhaya Krishna Agarwal  
Partner & Leader PPP  
Ernst & Young Pvt.Ltd  
6th floor ,HT House  
18-20 Kasturba Gandhi Marg  
New Delhi- 110001

Mr. RBSR Prasad  
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Mr.Amandeep Singh Virk  
Vice President ,Government Advisory & PPP Division  
Feedback Infrastructure services Pvt.Ltd  
15th Floor, Tower 9B,DLF Cyber city, Phase-III,  
Gurgaon-122002

Mr.Saugata Maitra  
National Director  
Jones Lang LaSalle  
Level 3, Premises No.129,Berger House  
Park Street ,Kolkata-700017

Mr.Ashok Varma  
Executive Director  
Price water house cooper Pvt Ltd  
Plot No.56 & 57,Block DN, Sector V  
Saltlake, Kolkata- 700091,India

Mr.Sumouleendra Ghosh  
Manager  
Management Consultancy  
KMPG Advisory Services Pvt.Ltd.  
Infinity Benchmark,Plot No.G-1  
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Mr.Pankaj Agarwal  
Group General Manager(Privatization &  
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1st Floor,Rites Bhawan  
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Mr.Viswas Udgirkar  
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Gurgaon- 122002,Haryana,India.

Sub- Preparation of 1) Feasibility Report (FR) backed by Comprehensive Market Analysis,2) Detailed Project Report (DPR) , 3) Selection of developer.for Reconstruction and Rejuvenation of Milan Mela Complex , KOLKATA, WEST BENGAL.  
Sir,

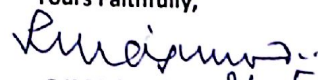
As your firm is an empanelled Transaction Advisor, enlisted by the Finance Department, Government of West Bengal for the General Panel ,you are requested to submit your bid in the enclosed format for our proposed project as per the details enclosed.

The bid is due for submission within 7 days of issue of this communication, i.e , by 01.06.16 by 3 pm at the office of the CEO ,West Bengal Trade Promotion Organization (WBTPPO), 23 ,Abanindranath Thakur Sarani (Camac Street),Kolkata-700017.

The communication is being sent to you through e-mail at the address received from you for this purpose.

Any clarification shall be disposed after discussion in the pre-bid meeting scheduled to be held on 30.05.16 at 3 p.m

Thanking you.

Yours Faithfully,  
  
S.K.Majumder 24.5.16  
Advisor (Engineer)

**Sub-** Preparation of Feasibility Report (FR) Backed by Comprehensive Market Analysis and Detailed Project Report (DPR) Incorporating Detail Engineering Design and Tender Documents for Reconstruction and Rejuvenation of Milan Mela Complex KOLKATA, WEST BENGAL.

### **1. Project Background-**

West Bengal Trade Promotion Organization (WBTPO), a joint sector company of WBIDC & KMC had embarked on a project to set up a permanent international standard exhibition complex name as Milan Mela Complex at 3, JBS Haldane Avenue, Kolkata – 700046. 'Milan Mela' has been developed in two Phases over 18.40 acres of land. The facilities planned in 1st Phase of Milan Mela envisaged construction of 2 AC and 2 non AC halls (4734 sq. mt.), Administrative Building (808 sq. mt.), Food Court (792 sq. mt.), Open Air Theatre (565 sq. mt.), Public Utilities, Gate Complex, Ticket Counters, Common Service Building for housing electrical equipments, underground water reservoir and Pump house. The 2nd Phase has been developed with tiled demarcated plots for construction of temporary stalls (571 nos. of stalls of different dimensions varying from 3mt x 3mt to 12mt x 24mt), Toilet Blocks (4 nos), Food Kiosks (9 nos), Landscaped garden etc.

### **2.Scope of work:**

The scope of the work under these terms of reference would consist of – but not limited to the provisions laid down below.

#### **2. a) OBJECTIVE:**

- Broad study of the Convention/Exhibition Centers at Macro Level (India and Global)
- Study of the Convention/ Exhibition Facilities in Kolkata
- Demand Assessment of Convention/ Exhibition Centre
- Development of Product Mix based on Demand Assessment
- The selected product category would be further analyzed to achieve a product mix which, along with specific product would also indicate the area distribution, pricing, phasing, formats & positioning and mode of disposal.
- A concept plan, designating the areas under the chosen products, would be provided.
- PROJECT AREA: Existing Area of Milan Mela and Additional Vacant Land 3.95 Acres(22.4 acres)
- Development Plan – Must be in phases, with completion of individual units rather than completing the total project

#### **2. b) PROJECT OBJECTIVES**

- Provide Milan Mela, the permanent fair ground with an additional unified convention, exhibition and entertainment centre.

- Maximize the direct and indirect economic benefits.
- Demonstrate excellence in design and environmental sustainability.

### **3) Detailed Scope of Work**

**Phase : I:** Feasibility Study and Market Analysis Report

**Phase : II:** Detailed Project Report

**Phase : III :** Preparation of bid document, inviting & finalization of tender for selection of developer.

#### **3. a) Feasibility Study and Market Analysis Report**

- **Market Demand Analysis.**
- **Viability of the Project**
- **Product Mix Options ( combination of different facilities)**
- **Forecasts on:**
  - Estimated Value of Project
  - Estimated Cost
  - Estimated Development time
  - Break Even Period
  - Contribution to Revenue
- **Environmental Analysis**
  - Location Analysis- Study of Site and Surroundings
  - Ascertain the historic growth dynamics of the areas around Milan Mela including broad demographic and economic bases of the subject area and their transformations, and regional settings, connectivity and location in context of the region.
  - An important aspect of this study will be ascertaining linkages of the subject areas with other major growth nodes around the subject areas.
  - Transport Network and Infrastructural analysis with broad assessment of existing infrastructure facilities available for the subject property from the perspective of water supply and electricity.
- **Site Level Analysis**

- Assessment of demand-supply dynamics using all marketing research tools required for New Product Development (Ansoff Matrix ,BCG, SWOT etc.)
  - Local area's profiling
  - Demand Assessment for Convention Centre
  - Product Mix Options- the Components of a Convention Centre
  - Broad study of the Convention Centre at Macro Level (India)
  - Study of the Convention Facilities in Kolkata
  - Mapping of the convention facilities in Kolkata - Govt. or private owned,
  - Study Parameters to understand the 'Supply' - Scale and components of the facilities, Capacity, Tariffs for different components, differential pricing (if any), overall income and O&M Expenses, Allied Facilities / Services, etc.
  - Information related to other competing upcoming developments will be procured.
  - Study Parameters to understand the 'Demand' - Occupancy levels (in Peak, Off-Peak and Lean season)
  - Component wise, Number and Profile of the events in Kolkata, average no. of days for each event,
  - Frequency of the similar events, Pricing, differential pricing (if any), other allied services required, etc.
- **Financial Viability Assessment**
    - A financial feasibility study would be undertaken based on achievable pricing, occupancy and calculated project cost to determine the Return on Investment and to assess whether that the proposed project is financially viable for different set of products. The analyses would involve the following components:
      - Break Even Analysis
      - Receivables through sale, rentals and occupancy levels,
      - Construction and development costs,
      - Projection of year-to-year Project Cash Flows,
      - Project returns assessment, in terms of:
        - Net Present Value (NPV)

- Internal Rate of Return (IRR)
- DSCR (Debt Service Coverage Ratio)
- Project Payback period
- Return on Invested Capital

### **3. b) Detailed Project Report:**

- **Overview**
- **Industry and Segment Analysis**
- **Vision and Concept**
- **Conceptual Design Process Development**
- **Approved Master Plan**
- **Detailed Architectural Plan**
- **Structural Design Concept and Brief**
- **Project Implementation Schedule**
- **Component wise analysis**
- **Construction Program**
- **Financial Report**
- **Financial Assessment**
- **Key Financial Assumptions**

### **3. c) Preparation of bid document, inviting & finalization of tender for selection of developer :**

- **Section–1:List of Important Dates, Press Notice, Notice Inviting e-Tender (NIeT)**
- **Section – 2: Background Information**
- **Section – 3: Instructions to Bidders (ITB)**
- **Section – 4: Qualification Information**
- **Section – 5: General Conditions of Contract**
- **Section – 6 : Special terms & Conditions.**
- **Section – 7: Technical Specifications**
- **Section – 8: Tender Drawings**
- **Section – 9: Bill of Quantities**
- **Section –10: Different Forms including Form of Bid**
- **Section – 11 : Initiating of tender**
- **Section - 12: Evaluation of tender**

- **Section – 13: Selection of bidder**
- **Section -14 : Statutory Requirements.**

#### **4. Special Note:**

The prospective bidders will take note that on completion of the work of Phase-I, i.e. feasibility study and market analysis report, it may come out that the project is not technically/ physically/ otherwise viable and therefore there will be no need to undertake the detailed project report as included in the scope of work in this particular contract. In such an event, the acceptance of the feasibility report will be the fulfillment of the contract. Keeping this in view the Billing Schedule has been made in three parts, i.e., Part I – Feasibility Study Report and Part II – Detailed Project Report & Part III - Preparation of bid document, inviting & finalization of tender for selection of developer. Though the overall time of completion has been kept as 6 months for Part –I & Part-II & another 6 months for Part -III, in case the contract has to be foreclosed on acceptance of the feasibility study, the time for feasibility study has been kept as 2 months from the date of issue of letter of acceptance. If the project be found feasible the consultant shall continue their work on receipt of the letter of award from WBTPPO for taking up the work of Phase-II and complete the balance job within further four months period & thereafter Phase –III within another 6 months time period

- On preparation of the DPR, detailed discussion shall be held with the Chief Executive Officer (WBTPPO), Advisor (F & A) (WBTPPO) , Advisor (Engg.) (WBTPPO) & other experts of relevant fields before the DPR is finalized and submitted.
- The Consultant shall submit all the reports and drawings in 4 (Four) sets of hard copies and 2 (two) sets of soft copies in the form of CD. However, the design calculations shall be submitted in 2 (two) sets of hard copies and 2 (two) sets of soft copies in the form of CD.
- The consultant shall be responsible for arranging and obtaining of all approvals from all Local/Statutory authorities like Environment Dept., Fire Dept., Wireless & Telecommunication Dept. etc. or any other required department, if required, according to prevailing bye-laws, Laws and Regulations etc. The client shall pay all statutory fees required for obtaining the approvals from various local bodies/statutory bodies.
- Preparation of detailed drawings consisting of plan at each different levels, including lighting and service features, external elevations, internal elevations, cross sections and longitudinal sections, roof plans, lighting outfit/switching plan, plumbing and schematics, interior fit out including structural, electrical & other equipment,

communication systems, security system, fire detection and firefighting systems, power management systems, wastewater management system, rain water harvesting, if any, landscaping and horticulture etc. all pertaining to various specialist services and disciplines.

## 5. Phase Wise Work Plan

Since this is a time bound project, no time over run is acceptable. The bidders should submit a phase wise work plan mentioning their schedule of providing the services in respect of different items of work.

## 6. Time for completion

The successful bidder will have to complete the works of within **{2(Two)+4(four) + 4 (four)} = 10(Ten) months** from the date of issue of the Letter of Acceptance.

## 7. Time Schedule:-

### **Phase -1 : Submission of Feasibility Study and Market Analysis Report**

- 2 (two) months from the date of placement of W/O or LOI.

### **Phase – 2 : Submission of Detailed project report**

- Within 4 months from the date of confirmation for taking up the work.

### **Phase – 3 : Selection of Developer followed by preparation of bid document, invitation & finalization of tender**

- 4 (four) months from the date of written confirmation by WBTPD for taking up the work.

## 8. Payment Schedule:

### **Phase : I : Feasibility Study and Market Analysis Report**

Sl. No.	Stage of work	Terms of payment
1.	After approval of feasibility study and market analysis report.	90%
2.	One (01) year from the day of approval of feasibility study and market analysis report.	10%
	Total	100%

**Phase : II : Detailed Project Report**

Sl. No.	Stage of work	Terms of payment
1.	After approval of Detailed project Report	90%
2.	One (01) year from the day of approval of Detailed project Report.	10%
	Total	100%

**Phase –III -Preparation of bid document & inviting & finalization of tender for selection of developer**

Sl. No.	Stage of work	Terms of payment
1.	Preparation of bid document	30%
2.	Inviting & finalization of tender for selection of developer	60%
3.	One (01) year from the day of approval of bid documents	10%
	Total	100%

- **Successful bidder to be selected by considering “PHASE -I” , ‘PHASE –II & PHASE -III”, in totality whoever is lowest.**

**10. Penalty:**

In case of delay in execution the work due to reasons attributable to the contractor a penalty of ½ % per week subject to a maximum of 10% of the contract value shall be levied.

**11. Termination of Contract:**

WBTPO reserves the right to terminate the work on the following grounds:-

- a. In case the Consultant fails to deliver or submit the deliverables as required under this RFP within scheduled completion time as provided in this RFP or within time extended by WBTPO by written form.



- b. If after undertaking the work the Consultant refuses or abandons the same and WBTPO has to complete the rest of the work through any other agency.

In the event of happening any of the aforementioned Defaults on part of the Consultant, WBTPO shall be entitled to terminate the contract. WBTPO shall give 7 days prior notice in writing to the agency before terminating the contract. On termination of the contract WBTPO shall forfeit the balance which may be payable to the Consultant and shall be free to proceed and complete with the remaining work through any other agency, the cost of which shall be met from such moneys as forfeited or withheld by WBTPO. WBTPO shall also forfeit the Security Deposit retained. On termination of the contract the Consultant shall forthwith give WBTPO all documents i.e. Inspection Reports, Conceptual, Draft, and Final Master Plan with drawings in soft & hard copies etc. prepared by them till the date of termination.

**12. Service tax:**

Service tax should be charged extra as applicable.

**13. Date of bid submission:**

Last date of Submission of quotation is **01.06.16** at 3 p.m.

**14. Pre-bid Meeting**

- a. The bidder or his official representative is invited to attend a pre-bid meeting which will take place at the Conference Room of WBTPO, Milan Mela, 3 JBS Haldane Avenue, Kolkata-700046 on **30.01.16** at 3.00 PM.
- b. The purpose of the meeting will be to clarify issues and to answer questions on any matter that may be raised at that stage.
- c. The bidder is requested to submit any questions/queries online to reach the Employer within 3 PM on 01.06.16. The bidder is also requested to furnish their contact details like address, email, phone numbers, fax numbers etc. positively along with their queries.
- d. Minutes of the meeting, including the text of the questions raised and the responses given will be transmitted without delay to all the bidders participating in the Pre-Bid meeting. Any modification of the bidding documents which may become necessary for the above mentioned project shall be made by the Employer exclusively through the issue of a Corrigendum.
- e. Non-attendance at the pre-bid meeting will not be a cause for disqualification of a bidder.

## **15. Notification of Award**

- a)** Prior to expiration of the period of bid validity prescribed by the Employer, the Employer will notify the successful bidder through "Letter of Acceptance" or Work Order
- b)** As the work will be executed in 3 (three) Phases, the Employer will issue the letter of award for the work of Phase-I: Feasibility Study Report. If the project is found to be feasible after completion of the work of Phase-I, the letter of award for the work of Phase-II: Detailed Project Report will be issued & accordingly phase III will be issued.
- c)** The notification of award will constitute the formation of the Contract.
- d)** Upon final selection of the bidder ,the Employer will promptly notify the other bidders that their bids have been unsuccessful.

**FORM –A**

To  
The Chief Executive Officer  
West Bengal Trade Promotion Organisation  
Milan Mela  
3, JBS Haldane Avenue,  
Kolkata 700046

**Sub:** Tender for“Preparation of Feasibility Report (FR) Backed by Comprehensive Market Analysis and Detailed Project Report (DPR) Incorporating Detailed Engineering Design and Tender Documents for Reconstruction and Rejuvenation of Milan Mela Complex KOLKATA, WEST BENGAL”.

**Ref:** RFP document vide no. xxxxxxxxxxxxxxxdt. xxxxxxxxxxxxxxx.

Dear Sir,

Having examined the total RFP document .I/We quoting rates of the above subject job in below prescribed format.

**Financial Proposal Format**

Sl. No.	Stage of work	Amount of Payment (Rs.)	
		Figures	Words
A	<b>Phase : I :</b> Feasibility Study and Market Analysis Report		
B	<b>Phase : II :</b> Detailed Project Report		
C.	<b>Phase III:</b> Preparation of bid document, inviting & finalization of tender for selection of developer		
<b>Total (A + B +C)</b>			

**Note:**

1. A separate sheet may be attached if needed.
2. The prices indicated in the Financial Proposal Format are firm and fixed and not subject to any adjustment during contract performance.
3. Prices shall be quoted in Indian rupees. The rates should be inclusive of all taxes, duties and all other levies as applicable.
4. Where there is a discrepancy between amounts in figures and in words, the amount in words will govern.

**F O R M – B**

**UNDERTAKING FOR TECHNICAL MANPOWER DEPLOYMENT**

I ..... (Name and designation) appointed as the attorney/authorized signatory of the Consultant (including its constituents), M/s. ....(hereinafter called the Consultant) for the purpose of the Bid for the work of 'Consultancy Services for Preparation of Feasibility Study Report (FSR) and Detailed Project Report(DPR) incorporating Detail Engineering Design and Tender Documents for Reconstruction and Rejuvenation of Milan Mela Complex Kolkata' do hereby solemnly affirm and state on behalf of the Consultant including its constituents as under:

1. We undertake that we will deploy the key technical personnel, as given in **F O R M – C**, for carrying out the consultancy services in connection with the project.
2. We undertake to deploy non-technical manpower and provide adequate design and drafting facilities including software.

.....

**SEAL AND SIGNATURE OF  
THE CONSULTANT**

**FORM - C**

**DETAILS OF KEY TECHNICAL PERSONNEL**

<b><u>Name of the Firm:</u></b>						
<b>Sl. No.</b>	<b>Designation</b>	<b>Numbers</b>	<b>Name of the personnel</b>	<b>Qualification</b>	<b>Experience in similar kind of work(in years)</b>	<b>Assigned for the proposed work (Regular/Contract)</b>

.....  
**SEAL AND SIGNATURE OF  
THE CONSULTANT**