



**HYDERABAD METROPOLITAN WATER SUPPLY & SEWARAGE BOARD**

**Invitation to Bid**

**For**

Providing Animation work including Virtual reality work, Holographic Projection Interactive games, Projection mapping etc for the development of Rain water Harvesting Theme Park at Road.No.51, jubilee Hills, Hyderabad under O&M Division-XXI forHMWSSB

**O/o. Chief General Manager (Engg),  
Transmission Circle, HMWS&SB,  
Khairatabad,Hyderabad -04.**

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## ❖ Introduction

The Hyderabad Metropolitan Water Supply and Sewerage Board (HMWS&SB), was constituted on 1.11.1989 under the provisions of Hyderabad Metropolitan Water Supply and Sewerage Act 1989 (Act No . 15 of 1989 ), with the following Functions & Responsibilities in the Hyderabad Metropolitan Area.(i)The Supply of potable water including planning, design, construction, maintenance, operation & management of water supply system.(ii)Sewerage, Sewerage Disposal and sewerage treatment works including planning, design, construction, maintenance, operation & management of all sewerage and sewerage treatment works.

## ❖ Background

HMWSSB solicits the cooperation and participation of all citizens and started the common cause of implementation of a massive programme on Rainwater Harvesting / Conservation this year. The Board is offering applications from the interested Residential Welfare Associations for conducting Awareness programmes in the colonies for technical guidance to construct Rainwater Harvesting / Conservation Structures themselves in their own premises at their own cost. The Board also will take up construction of Rainwater Harvesting Structures along with injection wells in the open places, parks etc. in the colonies on the request of interested Residential Welfare Associations if they enter into MOU with the Board for regular maintenance of the structures to augment the depleted groundwater to mitigate water problem in Urban areas. The Assistant Director (GW), HMWSSB will conduct Awareness programmes in the respective colonies and select suitable areas for construction of suitable Rainwater Harvesting structures. A rain water harvesting theme park was being built at Jubilee Hills for creating awareness on water conservation among the city residents for awareness to public regarding Rain water harvesting.

## ❖ Objective

In order to attract children for creating awareness on water conservation, the objective is for hiring services of a Professional Agency for Animation work including virtual reality work, Holographic projection, Interactive Games, Projection Mapping etc for the development of Rain Water Theme Park along with resource center at Road.No.51 Jubilee Hills.

## ❖ Scope and Requirement

HMWSSB requires the services of an experienced and multidisciplinary animated E-learning content development agency with experience in the field of Animation work including virtual reality work ,Holographic projection, Interactive Games, Projection Mapping etc for the development of Rain Water Theme Park along with resource center at Road.No.51 Jubilee Hills . It envisages the following activities as part of the scope of work for HMWSSB.

The bidders are allowed to respond as individual entities or in the form of consortium for this opportunity. Only one bid will be allowed from a consortium. Potential respondents with the relevant technical experience should submit their responses as per the formats in Annexure B & C, along with the non-refundable fee, highlighting their capabilities to perform the following activities:

- ❖ 5 minute short film for RWH and water preservation: Chota Bheem themed 5 minute animated film. The film will focus on rain water harvesting, water cycle and water preservation. The film can be played in auditorium with non-exclusive rights.
- ❖ Virtual reality journey of water: A virtual reality experience how water reaches your home from Krishna/Godavari where user will be a water droplet going through the entire process of treatment and finally reaching home this experience can also be played in auditorium
- ❖ Holographic projection of Sewage treatment and water treatment plants: 3D models of sewage and water treatment plants will be created. These 3D models will be showcased in our holobox which is our holography technology kids can briefly interact with projection like changing from one plant to the other
- ❖ Interactive touch panel game: A casual game will be created on the theme like recycling waste water in your home. This game will be installed on touch screen panel where kids can jointly work together to achieve required results
- ❖ Musical fountain: A six pattern musical fountain will be installed in the park fountain. The fountain will work with RGB lights and will react to the beat of the music. Multiple shapes can be achieved etc
- ❖ Existing architecture / land scaped will be used to project 3D imageries. Projection mapping will have a story about water cycle to importance of saving water. Whatever objects will have projected map will come to life and will have sound and music to support. This will be of 3 minutes

## ❖ Qualifying Criteria

- I. The Bidder should be a Registered Firm with Govt. of Telangana. Need to provide company registration certificate and proof of nature of work/nature of company
- II. The Bidder/ Lead Bidder of the Consortium shall possess strong technical capabilities in 3D Animation, and visual effects for providing creative and technical services for Media, Advertisement, Gaming, Internet and Entertainment related projects in any organization. Supporting documents for all projects to be provided as per the format specified in Annexure A, Section 4.
- III. The bidder shall be in the field of 3D Animation, and Visual effects based applications for a minimum of 5 years as on date of the Bid. Documentary proof of work order copies shall be submitted.
- IV. The bidder shall have completed at least 3 projects in the field of 3D Animation, and Visual effects based applications - projects for any organizations conducted 5 years previous to the date of the bid. Supporting to be provided as per the format specified in Annexure A, Section 4.
- V. The bidder shall have a minimum annual turnover of Rs. 3.00 Crores with positive net worth as on date of submission of bid for each of the last three audited financial years (FY 15-16, FY 16-17, FY 17-18) or less as the case maybe. Supporting to be provided as per the format specified in Annexure B, Sec 6 and Sec 7.
- VI. Agency should have its office or its subsidiary at Hyderabad at least for the last 3 years. Suitable documentary proof to be provided
- VII. In case of consortium, the Lead Bidder of the Consortium shall have prior experience of working in at least 1 project with the Consortium Member for implementation of activities for similar projects. Supporting to be provided as per the format specified in Annexure A, Section 4.
- VIII. The Bidder/ Lead Bidder of the Consortium shall have a multidisciplinary team of at least 10 professionals (minimum) in the field of 3D Animation, and visual effects Management System, audio video media, graphic designers, market researchers, and other relevant capabilities as part of Learning Management System and support having knowledge in local languages Telugu/Hindi is essential. Supporting to be provided as per the format specified in Annexure A, Section 5. The profile of the professionals should be submitted along with the bid
- IX. The Agency is requested to file an undertaking on appropriate court fee stamps, stating therein that Annexure A, Section 6.

**VII. The Bid should be accompanied with non-refundable tender fee of Rs. 5000/- (Rs Five Thousand only). The Bid without tender fee will not be entertained. An EMD of 1% of Rs. 70,300/- (Rs. Seventy Thousand and Three Hundred only) in the shape of Demand Draft drawn in favour of HMWSSB payable at Hyderabad to be attached with the bid. This amount will be converted as security deposit of the successful bidder.**

**Post selection of the agency, the agency should also provide a bank guarantee of balance 1 ½ % on the quoted value to HMWSSB for concluding agreement and for successful implementation of the project.**

All bidders or Consortium with the above criteria will be eligible to submit financial bids.

### ❖ Bid Selection Process

- i. All the bidders shall be assessed against the Qualifying criteria listed in the Bid invitation.
- ii. HMWSSB through this Bidding process intends to consider those potential bidders that have the requisite capability and competency, in terms of technical strengths, experience of carrying out similar projects and financial stability to address the requirements of HMWSSB
- iii. The financial bids of technically qualified bidders alone will be considered for evaluation. The financial quotes shall be as per the unit cost as given in the annexure.
- iv. HMWSSB's decision on evaluation shall be final and binding on all the bidders.

### ❖ Bid Submission process

Interested firms/consultants must provide information indicating that they are qualified to perform the Services (Cover-A) (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc. with fee payable to HMWSSB) along with their financial offer.(Cover-B). Both covers A & B shall in turn be enclosed in One Single cover with Tender No. Name of the work and Name of the Consultant / Firm should be super scribed on the top of the cover. The Technical Offer (Cover-A) will be opened initially and assessed the capability of Consultant, Financial Offer (Cover-B) of the qualified tenders will be opened later duly informing the Agency. The tenderers must submit the tenders on due date & time in sealed cover as above and should be submitted to the Chief General Manager (E), Transmission Circle, Khairatabad, Hyderabad.

## ❖ Instructions to the Bidders

- i. Bidders shall study all instructions, forms, terms, requirements and other information in the Bidding invitation documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the Bidding invitation document with full understanding of its implications.
- ii. Language of Proposals - The proposals, all correspondence and document enclosed as part of the proposals shall be in English language only.
- iii. Proposals received after the due date and the specified time for any reason whatsoever, shall not be entertained and will be rejected without opening.
- iv. HMWSSB shall, at its discretion, extend the deadline for submission of proposals by publishing the details on the website where the Bidding invitation document was made available.
- v. All costs incurred by the respondent in the preparation and presentation of the proposal shall be borne entirely by the respondent. All supporting document submitted by the respondent in response to this Bidding Invitation shall become the property of HMWSSB.
- vi. This Bidding does not constitute an offer by HMWSSB.
- vii. All proposals and accompanying documentation submitted against this Bid, once opened will become the property of HMWSSB and will not be returned.
- viii. The bidder shall not be permitted to sub-contract any of the core activities of the project except minor activities as permitted by HMWSSB.

## ❖ Key Events and Dates

***The Bid shall be submitted in offline mode with HMWSSB only.***

S.NO	Information	Details
1.	Tender publishing date	07/07/2018
2	Tender Download Date	07/07/2018 5:00PM
3	Last date (deadline) for online submission of bids at	11/07/2018 5:00PM
4	Technical Bid Opening Date	12/07/2018 1:00PM
5	Tentative Commercial Bid Opening Date	13/07/2018 1:00PM



## ❖ Annexure A - Bid Template

*Please note: The Bid shall be submitted in the following format.*

### Section 1 - Covering Letter

(To be submitted on the letterhead of the Lead Bidder)

{Location, Date}

To

Chief General Manager (E),  
Transmission Circle,  
HMWSSB

Bid Reference No. 01/CGM(E)/TC/Animation work/RWH Theme Park/2018-19 dt:06.07.2018

**Subject:** Submission of proposal in response to the Invitation to Bid for “**Providing Animation work including Virtual reality work, Holographic projection, Interactive games, Projection mapping etc for the development of Rain Water Harvesting Theme Park at Road.No.51, jubilee Hills, Hyderabad under O&M Div.No.XXI**”

Dear Sir,

Having examined the Bidding invitation document, we, the undersigned, herewith submit our proposal in response to your Invitation to Bid Notification number..... for “**Providing Animation work including Virtual reality work, Holographic projection, Interactive games, Projection mapping etc for the development of Rain Water Harvesting Theme Park at Road.No.51 , jubilee Hills, Hyderabad under O&M Div.No.XXI**”. We have read the provisions of the invitation document and confirm that we accept these. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.

1. We agree to abide by this proposal, consisting of this letter, the detailed response to the Bidding Invitation and all attachments.
2. We declare that we are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment, and we are not under a declaration of ineligibility for corrupt or fraudulent practices.
3. We declare that there is no conflict of interest in the services that we will be providing under the terms and conditions of this Bid.
4. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.
5. We understand you are not bound to shortlist/accept any or all the proposals you receive.
6. We understand that this is a module based contract and would be reviewed after every content creation and HMWSSB can terminate the contract if at any point we are found not to be eligible of entering this contract

7. In the event of failure on our part to provide within the time schedule, the authorities levy liquidity damages @ 1% per week for delay in completion of work subject to maximum 10% of the agreement amount
8. Any breach of terms and conditions of the agreement, the In-charge may rescind the contract agreement of the consultant by giving 15 days' notice, the in-charge may get the balance work done at the risk and cost of the successful bidder
9. We agree to the Compensation structure offered in the Annexure- D, so mentioned in the proposal inviting for Bids
10. Our firm nor any sub-contractors are debarred or black listed by any organization/ corporate/University etc.
11. The content and product to be mutually agreed upon by HMWSSB and by us
12. We hereby declare that we qualify and fulfil all the eligibility criteria mentioned in the Bidding invitation document
13. All the content provided would be original and we comply with the copyright laws of the land

Thanking you,

Yours faithfully

(Signature of the authorized representative of the Bidder on behalf of all consortium members, if any)

Name:

Designation:

Seal:

Date:

Place:

Business Address

## Section 2 - Company Profile

### Bidder//Lead Bidder in case of Consortium:

S. No.	Information		Details
1	Name of responding lead bidder:		
2	Address of responding lead bidder:		
3	Name, Designation and Address of the contact person to whom all references shall be made regarding this Bid:		
4	Telephone number of contact person:		
5	Mobile number of contact person:		
6	Fax number of contact person:		
7	E-mail address of contact person:		
8	Status of Firm/ Company (Public Ltd., Pvt. Ltd., etc.)		
9	Company Registration Certificate		
10	No. of personnel, having experience of working on animations and E-learning content, online learning management system on its roll as per Qualifying Criteria. ( Include Self Certification as per Annexure A, Section-5)		

### Section 3 - Consortium Partner if any:

#### Role of Consortium Partner:

S No.	Information	Details
1	Name of responding Consortium partner:	
2	Address of responding Consortium partner:	
3	Name, Designation and Address of the contact person to whom all references shall be made regarding this Bid:	
4	Telephone number of contact person:	
5	Mobile number of contact person:	
6	Fax number of contact person:	
7	E-mail address of contact person:	
8	Status of Firm/ Company (Public Ltd., Pvt. Ltd., etc.)	
9	Company Registration Certificate	
10	Copy of the consortium agreement between the Lead Bidder and Consortium member	

We hereby declare that our proposal submitted in response to this Bid is made in good faith, and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,  
[Authorized Signature]

Name:

Designation:

Seal:

Date:

Place:

Business Address

Section 4 – Project Citation Format:

Highlight all relevant project experiences of similar nature carried out for Government or Private Organization – specify projects as per Qualifying Criteria in the Table Format below

**Assignment name:** **Approx. Value of Services**

**Country:** **Duration of the project (No. of months, start date, completion date, current status)**  
**Location within country:**

**Name of Client:** **Approximate number of target**

**Audience:**

**Category of Client (Government / PSU / Listed Company)**

**Particular Sector Based (BFSI, IT, Non IT, Manufacturing, Other – Please Specify)”**

**Contact Person, Title/Designation,**

**Tel. No./Address:**

**No. of professional staff-months provided by your firm/organization for the proposed project:**

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**Start date (month/year):**

**Completion date (month/year):**

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**Description of Project:**

**Description of Actual Services provided highlighting each of the areas of scope of work**

**mentioned in Section 3 (points a & b) of this Bid document:**

**Note:** Each work experience shall be enclosed with work order/completion certificate. Each citation along with work orders would be evaluated for necessary compliance to meet the qualifying criteria of this Bid.

## Section 5 – Multidisciplinary Team

Certificate from the HR/ Authorized Signatory on the Company letterhead confirming the number of animations and E-learning content, online learning management system, graphic designers, market researchers, and other relevant professionals employed full time in Pay Roll of Firm as on 30.04.2018

## Section 5 – Undertaking by the Agency

### APPENDIX - H

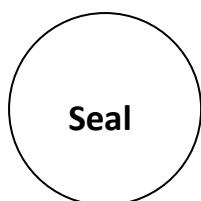
*[Format for Undertaking]*

Ref: \_\_\_\_\_

Date: / 07 /2018

To  
The Chief General Managar (E)  
Transmission Circle,  
HMWS&SB, Khairthabad  
Hyderabad.

In response to the RFP No. \_\_\_\_\_  
dtd. \_\_\_\_\_ of Ref. \_\_\_\_\_ as a owner / partner  
/ Director of \_\_\_\_\_ I/We hereby declare that our Agency  
\_\_\_\_\_ is having unblemished past record and was not declare  
ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time. Any  
person or party who is minor or who has been adjudged insolvent or who has been convicted in a court  
of law for an offence under Indian Penal Code or offence involving moral turpitude or other criminal  
activities or detained under and preventive law for the time being in force such as, T.A.D.A., F.E.R.A, etc  
or who has been black listed by the Government or Corporation, is not eligible to submit any Tender.  
Tender submitted by such person shall be treated as invalid.



\_\_\_\_\_

Full Name of the Bidder &

Address: \_\_\_\_\_

## ❖ Annexure B – Financial Strength

### Section 6 - Financial Details of the Bidder/Lead Bidder in case of Consortium

(To be submitted duly signed by Statutory Auditor of the bidder on its letter head with appropriate break-up of content development and other activities)

S.NO	Years	Turnover Details in (INR)	Net Worth Details in (INR)
A	2017-18		
B	2016-17		
C	2015-16		
<b>Average Annual Turnover (A+B+C/3)</b>			

\*Audited Balance sheet and Profit & Loss account statement of the Bidder (Lead Bidder in case of Consortium) for each of the last 3 audited financial years FY 15-16, FY 16-17 and FY 17-18 shall be submitted as supporting evidence.

### Section 7 - Financial Details of the Consortium Partner if any

(To be submitted duly signed by Statutory Auditor of the Consortium member on its letter head)

S.NO	Years	Turnover Details in (INR)	Net Worth Details in (INR)
A	2017-18		
B	2016-17		
C	2015-16		
<b>Average Annual Turnover (A+B+C/3)</b>			

\*Audited Balance sheet and Profit & Loss account statement of the Bidder (Lead Bidder in case of Consortium) for each of the last 3 audited financial years FY 15-16, FY 16-17 and FY 17-18 shall be submitted as supporting evidence.

## ❖ Annexure C – Scope

### Section 8 – Technical Approach

- Implementation Plan
- Approach and Methodology
- Case studies (Case lets)/scenarios, difficult concepts explained using real life analogies relevant to the Scope of the Bid
- Explanation of concepts using simple language accompanied by suitable graphics/images and relevant examples
- Success Stories and Client Testimonials
- Learning content for each objective followed by formative assessments
- Additional Features such as Engagement through Storytelling and Conversational approach
- Any other Suggestions



## ❖ Financial Bid

- The bidders as part of bidding process, they are to give the following financial bid describing in full, their quotes for the mentioned job.

<b>S.No</b>	<b>Item</b>	<b>Total Estimated Cost (INR)</b>	<b>Percentage quoted</b> (Excess or Less or zero) Maximum of 5.00% limited to Excess side.
1	<b>Providing Animation work including Virtual reality work, Holographic projection, Interactive games, Projection mapping etc for the development of Rain Water Harvesting Theme Park at Road.No.51, jubilee Hills, Hyderabad under O&amp;M Div.No.XXI(excluding GST)</b>	70,30,000=00	

## ❖ Annexure C – Compensation Management

### Section 10 – Compensation Structure

- The payment terms would be such that 60% of the payment would be made immediately post approval of the submitted storyboard and remaining 40% after the animated content has been submitted

S. NO	Item of work	Terms of Payment
1	<b>Providing Animation work including Virtual reality work, Holographic projection, Interactive games, Projection mapping etc for the development of Rain Water Harvesting Theme Park at Road.No.51, jubilee Hills, Hyderabad under O&amp;M Div.No.XXI (excluding GST)</b>	<ul style="list-style-type: none"><li>i. 60% after the approval of the draft animation story proportionate to the length and content of the module</li><li>ii. 40% after the approval of the final submission of the animation content of a given module to the satisfaction of the expert committee</li></ul>

### Section 11 – Review Methodology

- This is a module based Contract, the review of which would be after each content creation and submission on the activities, and outcomes from the activities of the Partnering Agency to determine the efficiency and efficacy of this partnership

--X--

Sd/-  
Chief General Manager (E),  
Transmission Circle,  
HMWSSB