

	RURAL ELECTRIFICATION CORPORATION LIMITED (A Government of India Enterprise)
Corporate Office: Core-4, Scope Complex, Lodi Road, New Delhi-110003, www.recindia.com	

REC/8/3/2008-09/CCPR/

Dated: 22nd October 2008

To,
As per List Enclosed

Sub: Expression of Interest (EoI) for Designing and Fabrication of REC stall at India International Trade Fair 2008 on 54 Sq mt. bare space

Dear Sir,

Rural Electrification Corporation (REC) is a Non-banking Financial Company (NBFC). It was set up in 1969 with the main objective of financing rural electrification schemes in the country through State Electricity Boards (SEBs). To showcase its achievements and publicize its products, REC has been participating in annual event at India International Trade Fair (IITF). **This year also to showcase our achievements and publicize our products, we have booked 54 sq mt space in Hall No. 18 at IITF Pragati Maida, New Delhi.**

In this connection, Expression of Interest (EoI) is invited from your agency. You are requested to quote your lowest competitive rate for the above mentioned work as per Scope of Work and Terms & Conditions contained in the following annexures:

- | | |
|--|----------------------|
| 1. Instructions and General Conditions to the Bidder | - Annexure-A |
| 2. Schedule of rates | - Annexure-B |
| 3. Layout Plan of REC stall | - Annexure-C |
| 4. Theme/Concept of REC stall | - Annexure- D |

Applications in two bids: You are requested to submit Technical and Financial bid in two separate sealed envelopes. Technical bid should have 2 creative mock-up models along with concept write-up for each of the mock up models.

Correspondence address: The technical & financial bids complete in all respects should be addressed to the undersigned addressed at Rural Electrification Corporation, Core-4, Scope Complex, 7 Lodi Road, New Delhi-110003 latest by 3.00 PM on 31st October 2008 (Friday). e-mail address – ramavijay@recl.nic.in ; mobile No. 9899896427. **Submission of Technical and Financial bid after 3.00 PM on 31.10.2008 shall not be entertained.**

If require, you may have to presentation of your design concept to Committee members.

Clarification on bid documents: The rental charges towards the space are not within the scope of work. You are requested to understand the job properly before quoting the rates. Submission of the tender by the bidder implies that he has read all the documents and has made himself fully aware of the work. In case you need any clarification on the bid documents, please make all your correspondence to the undersigned. All such clarifications should reach this office five (5) days before the close of the bid date to be eligible for written reply from us. Any clarification received less than five days before the close of the bid date will not be answered.

IITF Manual: You are advised to collect a copy of the booklet titled "28th India International Trade Fair 14- 27, 2008" from the ITPO for detailed information and better appreciation of the rules, regulations and facilities provided by IPTO before submitting the bid.

Information about REC may also collected from REC website-
www.recindia.nic.in

Thanking you and assuring you of our best co-operation.

Yours faithfully,

Sd/-
(Rama Vijay)
Manager
Corporate Communications
9899896427
ramavijay@recl.nic.in

Encl: As above

Instructions to the Bidders

REC intends to award the of design and fabrication of REC stall in 54 sq. mts. on bare space on turn key basis at India International Trade Fair (IITF) -2008 which will be held from 14th to 27th November 2008 at Pragati Maidan, New Delhi. Detailed Scope of Work (SoW) is listed below but not limited to the following:

1) Scope of Work

- a) **Space for design:** Design and fabrication of REC stall on 54 sq. mts. in bare space on turn key basis at India International Trade Fair (IITF) -2008 at Pragati Maidan, New Delhi.
- b) **Material for Design and other accessories:** All aspects of designing i.e. fabrication to commissioning and maintenance of the stall. Approach to design may include wood work, glass panel, diorama, fascia including effect, landscaping, model and providing vinyl print of various sizes, color trans lights, murals, plants, hiring of plasma screen, along with VCD, computer with internet connection, mannequin, office room with sofa set and flowers, pots green color carpet (decided by MoP), bouquets, photography, small store room and
- c) **Manning of stall:** two girl guides with uniform, one security guard and one attendant etc. The girl guides should be presentable and should be able to speak English. The agency shall submit profile of girl guides to REC and REC will finalize their names after interviewing them latest by 5.11.2008.
- d) **The information about** REC and other relevant inputs like transparencies, negatives, copy matter etc. as may be required will be made available by REC.
- e) **Scope for readymade display stands:** Your concept should be so conceived that it has scope for display of readymade display stands and models of transmission tower etc. if required.
- f) **Openness:** The design of the stall should be designed in such a way that it reflects openness and see through approach integrating all stalls together.
- g) **Assistance of professional:** Assistance of professional such as artists, choreographers, painters, dress designers etc. if required may be used for the development of the concept.
- h) **Photographs:** The copy matter of photographs are to be used on Trans slight The exhibitor will submit short, crisp and bilingual bullet copy as and where required for depicting different aspects of REC and should be done on vinyl cut computer aided letterings. All necessary arrangements for upkeep and maintenance of the

mechanical/electrical/electronic gadgets provided by you in your design scheme.

- i) **Correction/ modifications of design:** Further the agency may be required to carry out some changes in the design without any financial implications to REC if required.
- j) **Maintenance of stall:** The bidder shall be responsible for designing, fabrication, maintenance and subsequent dismantling/clearance of the site of the stall after the fair is over.
- k) **REC property:** After the fair is over reusable materials like trans lights, copy matter, graphs, model, charts, etc. will be handed over to REC at its Corporate Office, New Delhi without any cost
- l) **Adherence to the ITPO instructions/guidelines:** As the exhibition is spread: over a period of 14 days the contractor shall be required to maintain the stall in good condition for that period and also ensure adherence to the ITPO instructions/guidelines/rules and other statutory requirements if any.

2) Theme and Approach

- a) The concept/theme for the stall has been explained in the enclosed write-up (**annexure E**) the agencies are required to submit brief write ups on the theme with their mock-up designs.
- b) In case of award, the successful bidder will be required to submit Contract Performance Guarantee (CPG) in the form of draft or Bank Guarantee from a nationalized bank. The value of the security (CPG) shall be equivalent to 10% of the contract price and shall be valid upto 30 days after the successful completion of work.

3) Bid Submission and Evaluation

- a) **Bid submission:** You are requested to submit your offer in the following mode in separate sealed envelopes.
 - i. Design Bid (Mock-up model)
 - ii. Financial Bid
 - iii. EMD
- b) **Design Bid:** The design bid shall include mock-up model of the stall alongwith a write up on the theme of the stall shall be personally handed over at the office of the Executive Director (CC). A mock-up model of the design bid shall be submitted on a platform not bigger than 30" x 40". It may please be noted that no payment will be made towards the preparation of mock-up model. Bids without the mock-up model will be summarily rejected. The mock-up model has to be personally handed over at the Corporate Communications Department with the name of the agency for identification.
- c) **Financial Bid:** The financial bid containing detailed schedule of rates duly filled in as per **Annexure-B** shall be submitted in

separate sealed envelop superscripted "Financial Bid for REC stall at India International Trade Fair-2008". The quotation sent in any other format will not be considered. The price shall be quoted for the complete scope of work defined in para (1) of the EoI. The breakup of financial bid indicating the cost of each item along with creative may also be enclosed as **Annexure-C** in a separate sheet alongwith the Financial Bid. The sealed envelop containing the **Financial Bid must be got stamped at the Dispatch Section** of REC before being submitted along with the mock-up model and EMD at the Corporate Communications department.

- d) **EMD:** An amount of Rs.20,000/- (Twenty Thousand only) in the form of draft from a nationalized bank in favour of Rural Electrification Corporation Ltd. and payable at New Delhi is to be submitted in a separate sealed envelop superscripted "EMD for REC stall at IITF 2008" which is refundable and the EMD of successful bidder shall be adjusted towards CPG.
- e) With respect to items like blow ups, copy panels, trans lighting and fixtures, the break up of sizes, numbers and rates are required to be submitted separately.
- f) The price shall be quoted net of salvage value.
- g) The price should be firm and valid till date complete execution of the work. No escalation on any account whatsoever shall be paid under the contract.
- h) Quoted price should be inclusive of packaging, forwarding, transportation and all taxes and levies including service tax, works contract tax etc. if applicable.
- i) The quoted price should also include price of all items essential for the actual execution and completion of the stall.
- j) Each page of the Bid submitted should be signed by the bidder.
- k) The mock-up model along with sealed Financial Bid and EMD complete in all respects should be presented personally to the Executive Director, Corporate Communications, Rural Electrification Corporation, Core-4, Scope Complex, 7 Lodi Road, New Delhi-110003 **latest by 3.00 PM on 31st October 2008 (Tuesday)**. Submission of Technical and Financial bid **after 3.00 PM on 31.10.2008 shall not be entertained.**

4) Evaluation Criteria:

- a. Design Bid (Mock-up model), as per the theme and approach, has to be submitted by the bidder along with the Financial Bid and EMD separately. The Financial Bids of qualified parties will be opened whose Design Bids(s) are found suitable as per the theme and approach by the Selection Committee. Final evaluation of the Bid shall be done on the basis of total rates quoted by them for item No.1. (A) Main items of Schedule of rates.

- b. The decision of REC with regard to selection of the design approach will be final & binding and no communication in this regard will be entertained. It any be noted that REC reserves the right to reject any or all the approaches without assigning any reason whatsoever.
- c. The bidder must comply with the terms and conditions of contract. No deviations shall be entertained.

5) Completion of job:

- a) Usually, IITF handover the possession of site one before 14th November. The stall of REC must be completed by the night of the November 11, 2008 to enable us to display and fine tune them. However, the Office-in-charge will have the right to make necessary modifications/ alterations in the layout till the last moment even after November 14, 2008, if required. Failure to meet the time schedule will invite invocation of the liquidated damage clause given in the 'Other Terms & Conditions'.
- b) After the fair is over, the party shall pack all the display materials like models, trans-lights, copy vinyls etc. and hand over to the Corporate Communications department of REC at its New Delhi office. The packets should be properly marked about their contents.

6) Terms of Payment:

The full payment will be released within one month of receiving the bill along with satisfactory performance certificate duly signed by the Executive Director (CC), REC or his authorized representative after completion of the exhibition.

7) Other Terms & Conditions:

- a. REC has the right to assess bidder's capability and capacity to perform the contract, should the circumstances warrant such assessment in the overall interest of the owner.
- b. The bidder has to maintain the quality of work and the work shall be executed / completed to the entire satisfaction of the officer-in-charge.
- c. The Contractor shall execute the work strictly as per the theme, concept, creative approach and time schedule as stipulated in the tender document and as per the guidelines of ITPO including safety norms. All the materials used in the stall shall be new and in god condition e.g. carpet, chairs etc.
- d. **Liquidated Damages:** In case of delay in completion of the job as per schedule, liquidated damages for the delay @ 2% per day of delay subject to maximum 10% of award value shall be deducted from the Contractor's Bill.

- e. **Insurance Policy:** The party selected will have to make a comprehensive insurance policy including for staff and other workers engaged for the purpose starting from development stage of the assignment including for the entire amount of the value of the exhibits displayed at the stall at its cost w.e.f. 11th November 2008 upto the entire duration of the IITF 2008. The insurance will be taken in the name of REC in the form and manner acceptable to REC.

8) General Terms And Conditions:

- a In case of award of this job, the following shall be applicable definitions and terms and conditions:
 - i. 'Contractor/Agency' shall mean the bidder whose bid is accepted by the owner for award of the works and shall include such successful bidder's legal representatives, successors and premised assigns.
 - ii. 'Officer' shall mean the officer appointed in writing by the REC to act as officer from time to time for the purpose of the contract.
- b The contractor shall in no case lease/ transfer/ sublet/ appoint caretaker for services.
- c No other person except Contractor's authorized representative shall be allowed to enter REC's premises.
- d Within the REC's premises, the contractor's personnel shall not do any private work other than their normal duties.
- e Contractor shall be directly responsible for any/ all the disputes arising between him and his personnel and shall keep REC indemnified against all losses, damages and claims arising thereof.
- f The personnel engaged by contractor shall be subject to security check by REC's Security staff while entering / leaving the premises.
- g Contractor shall be solely responsible for payment of wages/ salaries and allowances to his personnel that might become applicable under any new act or order of Government of India. REC shall have no liability whatsoever in this regard.
- h Contractor shall be fully responsible for safety of the stall and shall also be responsible for theft, burglary, fire or any mischievous deeds by his staff.
- i All consumables and materials used by contractor shall be of standard make and approval of office-in-charge shall be taken for the same.

Annexure-B

Financial Bid – Form (A)

Conceptualizing, designing and fabrication of 54 sq. mt. bare space for REC stall on Turnkey basis at India International Trade Fair 2008 to be held from November 14-27 2008 at Pragati Maidan, New Delhi.

Format for Schedule of rates

(A) Main Items

S.No.	Description of work	Total quoted price (Rs)
1.	Conceptualizing, designing and fabrication of the 54 sq. mt. bare space for REC stall at India International Trade Fair 2008 to be held from November 14-27, 2008 at Pragati Maidan, New Delhi (including all creative items, concepts/ creative approach, materials etc. as mentioned in Annexure-C.	

Total Rs._____.

Rupees(_____)

(inclusive of all taxes).

(Name and signature of the bidder with seal)

Note:

Final evaluation of bids shall be done on the basis of total rates quoted for item no.1 (A) Main items of Schedules of rates.

- ❖ The price quoted should **include all taxes, levies, service charges, insurance charges, work contract tax etc., if applicable. TDS to be deducted as per rules.**
- ❖ The price shall be quoted net of salvage value.
- ❖ The price should be quoted in Indian Rupees only.

Annexure-C

Breakup of cost of each item in Conceptualizing, designing and fabrication of REC stall at India International Trade Fair 2008 to be held from November 14-27, 2008 at Pragati Maidan, New Delhi (including all creative items, concepts/ creative approach, materials etc. according to design submitted.

S.No.	Item	Specification	Quantity	Amount in Rs.

Total: Rs _____

Taxes (if any) @ _____ % = Rs. _____

Grand Total	Rs. (in figures) _____ Rs. (In words): Rs. _____ _____ (inclusive of all taxes)
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Authorized Signatory : _____

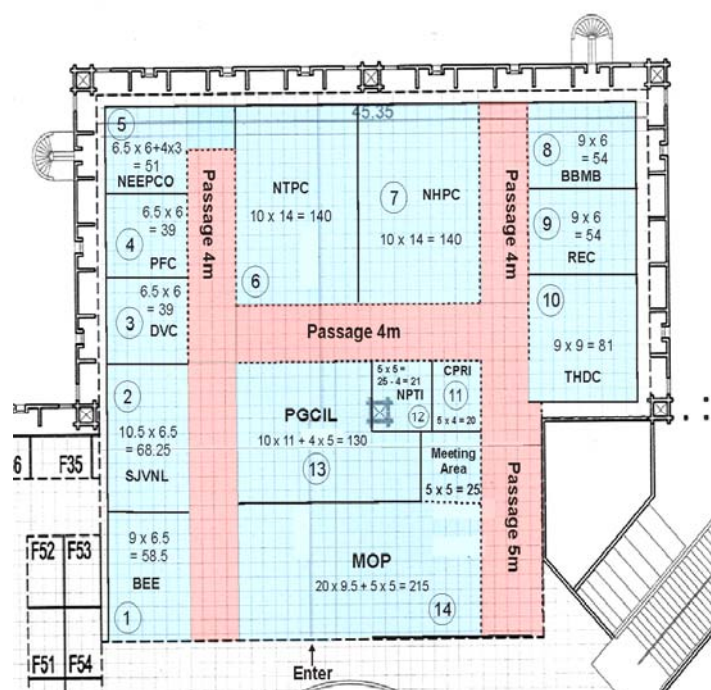
Name and Seal of the Company _____

PS: This grand Total shall be same as in Annexure-B

Annexure-D

Layout plan for REC Stall – 2008

Proposed layout plan
for the Ministry of Power pavilion at
India International Trade Fair,
Pragati Maidan, New Delhi
Hall No. 18, First Floor



LEGEND

No.	Name	Size	Area
1.	BEE	9 x 6.5	58.5
2.	SJVNL	10.5 x 6.5	68.25
3.	DVC	6.5 x 6	39
4.	PFC	6.5 x 6	39
5.	NEEPCO	6.5 x 6 + 3 x 4	51
6.	NTPC	10 x 14	140
7.	NHPC	10 x 14	140
8.	BBMB	9 x 6	54
9.	REC	9 x 6	54
10.	THDC	9 x 9	81
11.	CPRI	5 x 4	20
12.	NPTI	5 x 5 - 4	21
13.	POWERGRID	11 x 11+4 x 5	130
14.	MOP	20 x 9.5 + 5 x 5	215
Total Covered Area			1110.75

Passage area 368sq. m

Theme Concept of REC Stall

The theme/ concept of REC stall should be as per profile/ business of the organization. The theme/ concept and a brief of REC are given along with information brochure on REC and Rajiv Gandhi Gramin Vidyutikaran Yojana (RGGVY). The agencies should submit state of art designs / models upon these parameters.

Theme/ concept of Power Pavilion is- 'Energy Equity & Efficiency'

Profile of Rural Electrification Corporation Ltd.

Rural Electrification Corporation Limited (REC), was set up in 1969 under the Companies Act 1956. REC is a wholly owned Government of India Public Sector Enterprise. Its main objective is to finance and promote rural electrification projects all over the country. It provides financial assistance to State Electricity Boards, State Government Departments and Rural Electric Cooperatives for rural electrification projects as are sponsored by them.

The Project Offices in the States coordinate the programmes of REC's financing with the concerned SEBs/State Power Utilities and facilitate in formulation of schemes, loan sanction and disbursement and implementation of schemes by the concerned SEBs/State Power Utilities.

Mission & Objectives of REC

The current mission of REC is to facilitate availability of electricity for accelerated growth and for enrichment of quality of life of rural and semi-urban population and to act as a competitive, client-friendly and development-oriented organization for financing and promoting projects covering power generation, power conservation, power transmission and power distribution network in the country.

REC not only finances projects aimed at integrated system improvement, but also power generation projects through promotion of decentralized and conventional & non-conventional energy sources. Projects are also sanctioned for energy conservation, renovation and modernization & maintenance etc. power distribution system with focus on pumpset energisation for optimization of reliability of power supply to rural and urban areas including remote, hill, desert, tribal, riverine and other difficult/remote areas.

RGGVY

The other challenge is the Rajiv Gandhi Grameen Vidyutikaran Yojana (RGGVY), launched by the Government of India in April 2005, for the attainment of the National Common Minimum Programme goal of providing access to electricity to all households in five years. The RGGVY programme

aims at electrification of 1.15 lakh unelectrified villages and providing free connections to 2.34 crore rural below poverty line (BPL) households. REC is the nodal agency appointed by the Government of India for overseeing this ambitious programme wherein the Government funds 90 percent of the programme by way of grant and the remaining 10 percent is provided by REC as loan.

Initial Public Offer (IPO)

The financial year 2007-08 has been a landmark year in the history of Rural Electrification Corporation Limited (REC). The Company went for a maiden Public Offer of 15,61,20,000 Equity Shares in February 2008, which comprised fresh issue of 7,80,60,000 Equity Shares by the Company and an Offer for Sale of another equal number of Shares by the President of India. The Initial Public Offer (IPO) got a phenomenal response and was oversubscribed by about 27 times. The Company was listed on the National Stock Exchange of India Ltd. and the Bombay Stock Exchange Ltd. on 12th March 2008.

An overwhelming response to the IPO have been possible because of consistent growth record, profitability and the strong fundamentals of the Company, and reposing confidence in its future growth potential. The Company has now transformed into a Global Player with a large number of investors in India and abroad.

Navratna Status

REC was conferred “Navratna” Status by the Government of India in May 2008. This is the highest recognition for any Central Public Sector Enterprise (CPSE) and only a few selected CPSEs in the country enjoy this elite status.

Performance Highlights

During the year 2007-08 under review, your Company has registered robust performance, creating an all-time record in all key operational parameters. The amount of loans sanctioned increased by 63% over the previous year to Rs. 46,770 crore from Rs. 28,630 crore, excluding Grants under RGGVY. The amount of disbursements increased by 19% to Rs. 16,304 crore from Rs. 13,733 crore, which included Grants under RGGVY. The recoveries increased by 37% to Rs. 9,042 crore from Rs. 6,585 crore. The operating income increased by 27% to Rs. 3,378 crore from Rs. 2,652 crore. The Profit before tax increased by 30% to Rs. 1,312.42 crore from Rs. 1,006.19 crore. Similarly, the Profit after tax also increased by 30% to Rs. 860.15 crore from Rs. 660.26 crore.

Cumulatively REC recorded exponential growth over the years, by sanctioning cumulatively Rs. 1,79,526 crore and disbursing Rs. 75,243 crore upto 31st March 2008.

REC has started two subsidiary companies for transmission namely North Karanpura Transmission Company and Talcher Augmentation Transmission Company.

REC has also established another Subsidiary Company by name “REC Power Distribution Company Limited”. This Company aims to capitalize on the emerging needs and demands of power sector, and diversify the business activities. Although this Subsidiary Company was incorporated only recently on 12th July 2007, it has already bagged a few major high value contracts from Jodhpur Vidyut Vitran Nigam Ltd., Punjab State Electricity Board and Ajmer Vidyut Vitran Nigam Ltd. which cover quality monitoring, supervision and inspection of the village electrification work awarded on turnkey basis under Rajiv Gandhi Grameen Vidyutikaran Yojana, and consultancy services for selection of developers through International Competitive Bidding Process for supply of 1,800 MW 10% power on tariff based bidding to PSEB. In the first year of operation itself, this Company has registered a profit after tax of Rs.1.78 crore from its operations.

Corporate Social Responsibility

The concept of Corporate Social Responsibility (CSR) has acquired significance at the national as well as international level as a strategic tool for sustainable development. REC has recently formulated a Policy on CSR and allocated specific budget provision for its implementation. Under its CSR policy, REC has contributed a sum of Rs.10 lakh to National Foundation for Communal Harmony (NFCH), an autonomous organisation of the Government of India, is engaged in promoting and undertaking activities for fostering communal harmony and national integration and brotherhood in the country during the year 2007-08.

REC plans to lend about Rs. 1,000 billion and has geared itself for extending loans of this magnitude, which involves greater amount of work and challenges. Your Company expects the power sector to continue to remain bullish despite the immediate challenges due to inflationary pressures, rising interest rates and liquidity constraints.

Limited Tender basis for the following

Mr.M.N. Damodaran
Mudra Communications Pvt. Ltd,
Mundra House, 201, Okhala Industrial
Estate Phase-III, Delhi- 110020

Mr. Unnikrishanan
IB&W Communications Pvt. Ltd.
A, 329, Shivalik Enclave,
Malviya Nagar, New Delhi-17

Mr. Jatin Jain
Saatchi & Saatchi Pvt. Ltd.
2, Hemkunt colony,
New Delhi-48

Mr. Subodh Pal Singh
Triton Communications
G-52, Kalkaji,
New Delhi- 19

Mr.H. Balagopal
Balagopal & Bibhuti,
Events & Expositions Pvt. Ltd.
2E/23, Jhandwala Extn. Link Road,
New Delhi

Mr. Sanjeev Chaturvedi
Adfactors
D-42, South Extension Part-II,
New Delhi- 110049

Mr. Prem Raj
Centum Advertising
407 & 408 Padma Tower-II
Rajendra Place
New Delhi-110008

Mr. Vijay Chopra,
Interads, Advertising Pvt. Ltd
4/24 A, Asaf Ali Road,
New Delhi- 110002

Mr. Raman Gupta
Newfields
3/4 A, Asaf Ali Road,
New Delhi- 110002

Mr. Aditya
National Advertising,
520 Sanchi Building, 77 Nehru Place