

Ref. No.: 409/1/WBZA/C-31/18-19

Date.: 09/08/2018

**Tender Notice / Notice Inviting Quotation
(AUGMENTED REALITY SOLUTION)**

Sealed tenders are invited from the reputed concerns within **17th August, 2018** in favour of The member-secretary, West Bengal Zoo Authority, for **AUGMENTED REALITY SOLUTION** at two sites in West Bengal NORTH BENGAL WILD ANIMALS PARK, Siliguri and Zoological garden Alipore, Kolkata. The specification/ scope of work are as follows:

Sl. No.	Item	Quantity	Earnest Money	Completion time
1.	AUGMENTED REALITY SOLUTION (7D Hologram) With 5 animal characters AR Animation Animation Duration : 120 seconds (Including Installation, Training and Yearly Maintenance)	1	Rs. 1,50,000/-	60 days
Note :	Tender Document to be submitted separately in two parts		1) Technical Bid	2) Financial Bid

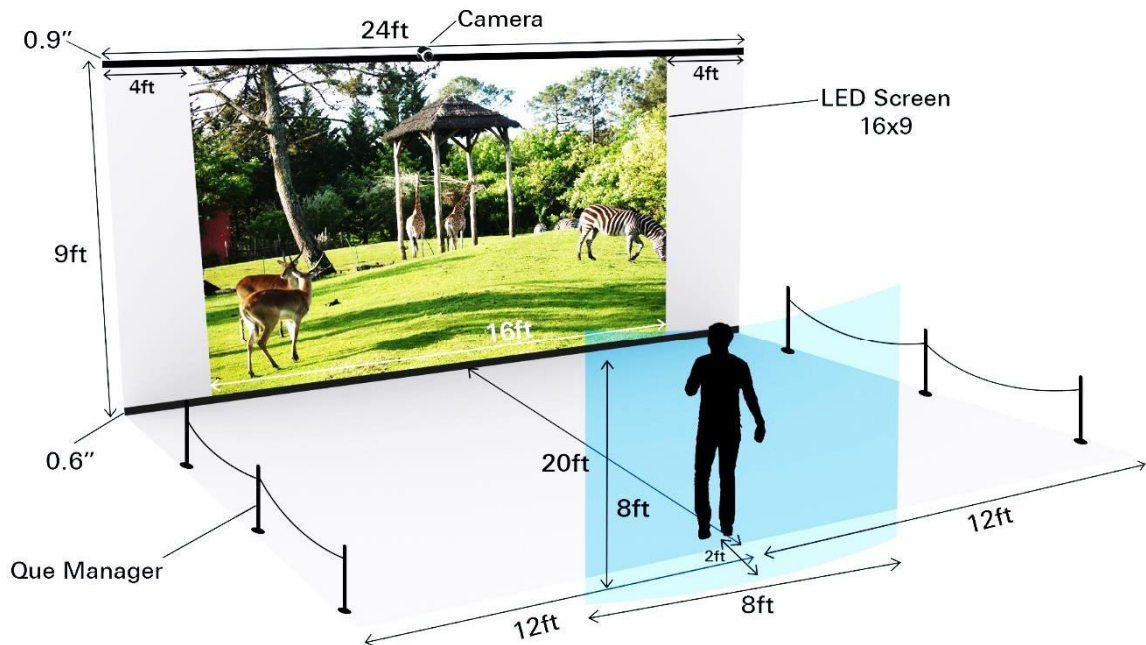
PREFACE :

West Bengal Zoo Authority has planned to build an on-ground augmented reality project "Virtual Animals Park" for their target audience. This "Virtual Animals Park" will have set-up at NORTH BENGAL WILD ANIMALS PARK, Siliguri and Zoological Garden Alipore, Kolkata.

This would be a permanent installation where the content will be specially designed for this project. This setup will have an amalgamation of augmented reality animals super-imposed onto a virtually created environment. The user needs to stand at a marked position in front of the LED screen and see the animals walk around them in AR form. The entire project will involve the Successful Tenderer, based on their Technical & Financial Bid Document as per terms mentioned in this Notice, working on the content and application development part. The content to be designed and created keeping in mind the space allocated and the kind of interactivity to be achieved. To get an immersive AR Experience, the user needs to stand on a spot, where the camera detects his body and augments an environment around him.

In this AR Sequence, the participant will experience the entry to a "Virtual Animals Park". Here he can see an environment with the trees animating and starting to grow around him. Some animal & birds chirping around him and making the user feel as if he is present in the real jungle. Now the user will start seeing animals appear and walk in front of him. The tenderer is to provide 5 animal characters as per West Bengal Zoo Authority's choice that the authority wishes to use in this AR Experience. The entire animation will run for a duration of 120 seconds where the user will get to experience animals in Augmented reality. A tentative idea layout is shared below.

Reference Layout:



Available Space: 10 Ft (Height) x 24 Ft (Width) x 20 Ft (Depth)

Hardware Deliverables at Two sites :

- 2.9MM LED Wall.LED Display of Size 16 Ft (W) x 9 Ft (H)
– Should Support Full HD content in 16:9 Ratio
- Configured PC (Standard i5 Processor with 8 GB RAM, HD Graphic Card, Wireless etc)
- DSLR Camera: HD Camera with Camera Rig

Application Deliverables at two sites :

- Ideation - Story-boarding
- 3D Asset Development: 5 Animal Character (Rigged Model)
- 3D Environment Creation
- Character Animation & Effects
- Creating Application Engine & Programming
- Content Development & Integration (Total Animation Duration of 120 seconds)
- Baking, Texturing & Lighting
- Audio & Sound Integration
- 4K Rendering

Installation & Testing on-site:

- Installation with proper integration of Application with the LED Display screen.
- Technical Personnel on-site for Installation (2 Personnel)
- On-site Testing with final Delivery

Eligibility:

- 1) The Firm should have experience of three years in this trade and must have implementation completion certificate of same scale project in three setups of Govt./Semi Govt./Govt. undertaking/ Govt. Enterprises/ Authorities etc.
- 2) Turn Over as per ITR for last three years must be over one crore for each year.

Technical Bid Specification:

- 1) Detailed Visual Storyboard Presentation (in .PPTX) to be included in Technical Bid.
- 2) Company PAN, GST Certificate, PT Return, Trade Licence, three years IT Return copy with Computation to be submitted along with Last Tax Payment Challans copy.
- 3) Completion Certificate of same scale projects with client references are to be submitted.
- 4) The maintenance terms, covered sections and excludes are to be clearly mentioned.

Financial Bid Specification:

- 1) The Financial Bid document to specify the price in the below structure -

SR#	DELIVERABLES	COST
1	Content Development & Application Programming (Total duration of 120 seconds)	
2	2.9MM LED Wall.LED Display of Size 16 Ft (W) x 9 Ft (H) – Should Support Full HD content in 16:9 Ratio	
3	Hardware (Camera + PC) + Installation + Set-up onsite (Recurring)	
4	One Year Maintenance Cost	
5	Implementation, Training & Development as and when required	
6	Any Other Expense	
BASE Cost		
Taxes and Levies		
TOTAL COST		

- 2) Next year onwards AMC charges inclusive of all Expenses, Taxes and Levies along with the maintenance terms, covered sections and excludes.
- 3) Project Implementation Duration :Within 30 Days from receiving Work Order.

Payment Terms:

- 1) 25% on Installation of Hardware.
- 2) 25% on application development of Augmented Reality Programme
- 3) 40% After completion of implementation.
- 4) 10% Security Deposit to be released on application after 6 months of completion.

Terms and Conditions:

- 1) The firm should have the credential to undertake the work of organizations on the sector.
- 2) Supporting documents shall be enclosed (Non-Statutory Documents).
- 3) The Company/ Agency/ Firm has to carry out the entire Installation Process independently.
- 4) However, the West Bengal Zoo Authority reserves the right of accepting and rejecting any tender without assigning any specific reason.
- 5) The warranty i.e., after sales service on site must be provided for 3 years after the successful implementation of the project.
- 6) Manual of Operation and Technical Aspects to be provided in soft copy and printed manual.
- 7) The maintenance terms must include the Tenderer's commitment and assurance to the project during the next three years.
- 8) The Tenderer must mention the technical contacts of hardware direct vendors and content support persons to run the project after three years and in case the Tenderer wishes to discontinue the services for any reason.
- 9) The tenderers may remain present at the opening of tender.
- 10) The quoted rate shall be inclusive of all taxes. Price shall include installation & training.
- 11) Taxes will be deducted at source as per prevailing rules of Central and State Government.
- 12) Payment will be released after successful installation of the system subject to satisfactory implementation and performance report by the Assigned Authority.
- 13) The Tenderer shall clearly state the installation requirements and take all responsibilities to arrange the same.
- 14) The Service Engineer shall attend the call within 24 hrs for trouble shooting to be done on no wait basis.
- 15) The successful tenderer shall complete the entire development and installation of software within 30 (thirty) days from the issuance of the supply order.
- 16) A sum of **Rs.1,50,000/- (Rupees One Lac Fifty thousand only)** shall be deposited to the under-noted account of the **"West Bengal Zoo Authority"** through **Demand Draft** as earnest money and the copy of receipt challan with Transaction Reference number shall be accompanied with technical bid document (Statutory Documents) failing which the tender paper will be treated as cancelled. The earnest money of the unsuccessful quotations(s) will be refunded without interest after one month of the opening of tender paper and the same of the successful Tenderer will be refunded without interest after three months of the satisfactory installation of the software, subject to redressal of complaint, if any.

- 17) Tender paper shall be downloaded from <http://wbza.co.in> Portal. A sum of Rs.2,000/- (Rupees two thousand) only to be deposited to the above account mentioned at "Terms and Conditions" Section Sl. No. 17, towards the cost of tender paper failing which tender paper will be treated as cancelled.
- 18) No sub-contract will be allowed.
- 19) The Tender Quote should be valid for at least 90 (ninety) days from the Tender opening date.
- 20) The brochure / catalogue of the project should accompany the technical bid documents (Non-Statutory documents). Selection of the Successful Tenderer will be made on the basis of both Technical and Financial bids. Technical Bid and Financial Bid to be submitted in separate envelop inside the main envelopers with proper seal.
- 21) The Tenderer may visit the setup to study the infrastructure between 25-August-2018 to 09-September-2018 within the Working Hours (11 a.m. to 4.00 p.m.) excluding the off/closed days of the setup.
- 22) **For any clarification, please contact Chief Engineer Mr.Bibhash Ranjan Adhikari, West Bengal Zoo Authority on phone no.+91-33-23350012.**

23)Date & Time Schedule

SI No	Particulars	Date & Time
1	Publishing of Tender	17-August 2018 at 11.00 a.m.
2	Documents download / sell start date	17-August-2018 at 11.00 a.m.
3	Bid submission Start Date	17-August-2018 at 11.00 a.m.
4	Bid Submission End Date	10 Sept-2018 at 11.00 a.m
5	Technical Bid Opening	12 September-2018 at 03.00 p.m
6	Financial Bid Opening	14- September-2018 at 03.00 p.m
7	Work Order Issue to Successful Tenderer within	18-September2018

The member-secretary,
West Bengal Zoo Authority