

**Government of West Bengal
Office of the District Magistrate
Jalpaiguri**

Expressions of Interest for

Design and Installation of Tourism Signage at Jalpaiguri

Jalpaiguri District Administration wishes to commission the design, fabrication, delivery and installation of directional way / river / tourist interest signage & on-street Totem Maps across the District. Initial expressions of interest from appropriate agencies and individuals (having previous experience in the field) should be submitted by ...20th December. (2.00 PM) 2013, in accordance with the requirements set out in this specification.

Background

- II. The lack of signage has long been a contested issue for this District of tourist interest. There is a concern amongst tourists that numerous upcoming tourist spots /streets leading to tourist amenities do not have sufficient promotion. The BID would like to help alleviate this concern by commissioning a project to allow the design and fabrication of appropriate signage across the District.
- III. Signage should respect the character and appearance of the area (roadside / riverside / forests / temples etc) must preserve or enhance the character of the area and be in resonance with the natural ambiance.

Specification

- IV. Expressions of Interest are invited from any individual or organization in the private, public or voluntary sector with the appropriate expertise and capacity to deliver the commissioned work, as outlined below.
- V. Parameters that are to be considered for such Signage :
- Created at different dimensions to suit each location – Tentative number of such signage 150 which may be enhanced subsequently.
 - Generally the dimension will be of three types: 1. spot signage (10ft X 6ft X 10ft). 2. Directional signage a) 45ft X 4ft X 24ft... b) 3ft X 2ft X 6ft... 3. Totem map (7ft X 4ft X 3ft)..... But there may be exceptions based on local requirements.
 - Designed so it can hold information that can be updated or changed easily;
 - Created using material which is durable and also fluorescent so that there is visibility during night.
 - Take into account the character and appearance of the area at where it is fixed.
 - A preliminary response to these brief, including design ideas and possible concepts about how you might deliver this commission along with pictorial representation, miniature model and material components to be used and its durability.
 - A description of the expertise available for execution of this type of work (In terms of credentials)
 - Confirmation of period of time (in terms of days) from the date of issuance of work order within which you would be able to complete the work entrusted (150 signages).
 - Rates offered per unit of signage of the specified four categories i.e. signage at riverside / at places of tourist interest / road directional signage / on-street totem map
 - One Logo may be developed and proposed for such signages, specimen of which to be accompanied with the EOI.
 - ST / IT and Vat clearance.
 - Two referees for work of a comparable nature
 - EOIs should be submitted in sealed cover by person and to be dropped in the EOI box kept for the purpose at DM Office Jalpaiguri or may be sent by registered speed post so as to reach the undersigned within 2.00 pm of ...20th December 2013 .In either case the sealed cover is to be superscribed with the words EOI for Signage and addressed to:
District Magistrate
Jalpaiguri

Scrutiny.

Scrutiny of EOIs will be undertaken by a panel including – but not limited to – the Jalpaiguri BID team consisting of; representatives of Tourism Department (GOWB), Forest Department (GOWB) and DM Jalpaiguri respectively. The process will be overseen by the ADM Jalpaiguri and the selected individual /organization will be given a further 20 days to complete at least four installations (one at riverside / one at place of tourist interest / one road directional signage / one on-street totem map) for which the rate agreed to will be paid and depending on assessment of performance, balance work may be awarded.

- The evaluation criteria, which will be applied to all EOIs is as follows:
- The ability of the individual/organization (s) to deliver the commission successfully, based on previous portfolio, relevant skills and experience and response to the brief;
- The capacity of the bidder(s) to install the signages over the time period stated in confirmation;
- The stability and reliability of the bidder (track record, financial status,)
- Rates offered for each unit of signage installed at riverside / at place of tourist interest / road directional signage / on-street totem map
- The style and medium of previous work
- Undersigned reserves full right to accept or reject any or all the EOIs without assigning any reason and is not bound to accept the lowest rate offered .
- Rates quoted should be specific and unconditional and all inclusive .No additional cost will be allowed in future.
- Time is an essential criterion of this EOI .

VIII An evaluation panel will meet to consider the EOIs shortly after 2.30 pm on ...20th December 2013 wherein the intending officers may remain present .

IX There is no set format for this EOI, but the contenders must include the information as mentioned under SPECIFICATION.


District Magistrate,
Jalpaiguri