

NOTICE INVITING E-TENDER

File No. 2-33/G20/AR/23-24

Date: 12th July 2023

Online bids under Two bid system (Technical & Financial) from eligible bidders which, are valid for a minimum period of 90 days from the date of Bid opening (Date) are invited for and on behalf of IKS Division of MoE for **Preparation of Augmented Reality (AR) experience and 3D Models for IKS Division of MoE** as per the job description mentioned in the bid document.

Name of Work	Preparation of Augmented Reality (AR) experience and 3D Models for IKS Division of MoE
Earnest Money Deposit to be submitted	NIL
Date of Publishing and rights for the Augmented Reality(AR) Experience	IKS Division will retain all rights on the created AR experience including decision to publish it on any platform at any date.
Clarification Start Date and Time	One day after publishing the Tender document.
Clarification End Date and Time	One week before the submission deadline
Queries (if any)	No queries will be entertained after clarification end date.
Bid Submission Start Date	12th July, 2023
Last Date and time of uploading of Bids	1st August, 2023
Last Date and time of submitting the bids at IKS Division Headquarters	1st August, 2023
Date and time of opening of Technical Bids	12:00 pm 3rd August, 2023
Date and time of opening of Financial Bids	Will be separately notified to technically shortlisted/ qualified bidders

Interested parties may view and download the tender document containing the detailed terms & conditions from the AICTE website.

MANUAL BID SHALL NOT BE ACCEPTED

Except for the original documents/ instruments as mentioned in this tender.

Bidders should regularly visit the website to keep themselves updated.

Introduction to IKS Division of MoE

IKS Division of MoE was established in Oct. 2020 located at AICTE Headquarters in New Delhi. Indian Knowledge Systems (IKS) consists of rigorous and robust systems of knowledge creation and learning of Bhārata in various Bharatiya languages spanning several millennia, covering all aspects of human existence and thought, through an unbroken oral, textual, folk and art traditions.

The Vision of the Indian Knowledge Systems (IKS) Division is to rejuvenate and mainstream Indian Knowledge Systems for the contemporary world in the current societal context.

I] Introduction of tender requirement

This tender requirement document outlines the specifications and expectations for the development of Augmented Reality (AR) experience along with a 3D printed model of the heritage structure. The purpose of this tender is to invite qualified vendors to propose their services and capabilities to create an immersive AR experience that enhances user engagement and interaction. The AR experience should be compatible with tablets and should deliver a seamless and captivating user experience. The experience must be exclusively focused on showcasing India's heritage and be in alignment with the IKS Division mission.

II] Scope of Work:

The scope of work for this tender requirement includes, but is not limited to, the following:

a. Concept Development:

- Provide a detailed concept for the AR experience, including the overall theme, storyboarding, and user journey.
- Ensure the AR experience aligns with the objectives and brand identity of the organization.

b. Content Creation:

- Develop high-quality 3D models, animations, and visual assets required for the AR experience.
- Create interactive elements and engaging activities that promote user participation.
- Integrate audio, video, and textual content seamlessly into the AR experience.

c. AR Technology:

- Utilize cutting-edge AR technologies to deliver a realistic and immersive experience.
- Ensure compatibility across multiple platforms, including iOS and Android.
- Implement marker-based and markerless tracking systems to enable accurate positioning of AR content.

d. User Interface and Experience:

- Design an intuitive and user-friendly interface that allows users to easily navigate and interact with the AR experience.
- Optimize the performance of the AR application to ensure smooth rendering and minimal latency.
- Implement gestures, voice commands, and other intuitive controls to enhance user engagement.

e. Integration and Deployment:

- Seamlessly integrate the AR experience with existing systems or platforms, if required.
- Provide a scalable and robust solution that can handle a large number of concurrent users.
- Ensure efficient deployment and maintenance of the AR application across various devices and platforms.

III] Deliverables:

The successful vendor will be responsible for delivering the following:

- Detailed concept documentation, including storyboards and user journey.
- High-quality 3D models
- Integrated AR content, animations, audio and visual assets.
- Fully functional AR application compatible with iOS, Android, and AR glasses.
- Comprehensive user interface and experience design to ensure the following.
 - Intuitive user interface and navigation system.
 - Interactive features and gameplay mechanics to engage users.
- Compatibility with Apple iPad 11 Pro M2 wi-fi 256GB 4th gen is Mandatory
- Compatibility with any additional platforms is desirable.
- Thorough testing and quality assurance to ensure a smooth user experience.
- Comprehensive documentation, including technical specifications and user guides.

IV] Eligibility Criteria:

1. Prior experience in developing and delivering AR experiences for similar projects.
2. The bidder should possess the necessary technical skills and knowledge to develop immersive and interactive AR experiences.
3. Previous experience in working with at least one state Government/ Govt. Agency successfully executing a project related to Indian Heritage.
4. Technical Quality criteria:
 - a. The bidder should possess a strong technical background in AR development, including proficiency in AR frameworks, 3D modeling, and mobile app development.
 - b. The team should have experience working with the required platforms (iOS, Windows, and Android) and relevant AR technologies (e.g., ARKit, ARCore).
5. The vendor should have a qualified and experienced team of AR developers, designers, and technicians. Adequate resources, including hardware, software, and AR equipment, should be available to execute the project effectively.
6. The bidders who are registered/ approved by any Government department/ organization will be given preference.
7. The bidder company should have minimum 3 years of experience, preferably in the field of documentaries and film making.
8. The firm may enclose sufficient documents regarding execution of Government work order/ work order of any other organization including PSUs/ autonomous bodies, specifically in the field of documentaries and film making.
9. All bidders must enclose GST registration certificate/ PAN along with the tender documents.

V] Evaluation Criteria:

The proposals received will be evaluated based on the following criteria:

1. Experience and Expertise:
 - Demonstrated experience in developing AR experiences.
 - Expertise in AR technology, tools, and platforms.

- Knowledge of industry best practices in AR development.
2. Technical Capabilities:
 - Ability to meet the technical requirements of the AR experience.
 - Proficiency in integrating hardware devices and sensors.
 3. Cost-Effectiveness:
 - Value for money in the proposed budget and cost breakdown.
 - Cost-effective solutions without compromising quality.
 - Clear communication of pricing structure and additional expenses.
 4. Alignment with Project Objectives:
 - Understanding of project goals and desired outcomes.
 - Proposal's ability to address the organization's specific needs.
 - Relevance of the AR experience in achieving desired impact and engagement.

The evaluation will be based on the submitted quotes and portfolio for the applicants meeting the eligibility criteria. The evaluation criteria will be 70% for quality and 30% for price for all eligible bids.

VI] Deadlines for the preparation of the AR Experiences:

The AR experience must be submitted to the IKS Division by 1st September 2023.

VII] Submissions in Quotes:

Technical Quote:

1. Covering letter with the signature of the responsible official at the company committing to the delivery of AR Experience and 3D Models before the deadline.
2. Statement on the ability to deploy the required manpower for delivery of the documentaries before the deadline.
3. Detailed technical capability.
 - a. Technical specifications should include Hardware Capability, Software requirements, Performance Optimization, Graphics and Visual Fidelity and Audio and Spatial Sound.
 - b. Other technical specifications should include Platform Capability, AR Frameworks, Tracking Technology, 3D Model Format, Rendering and Graphics and device sensors and features and security and privacy.
 - c. 3D Scanning Technical Competency: Expertise in LIDAR scanner usage as well as hand-held scanners. Equipment need to be available in-house, prior experience in delivering AR-ready 3D Models with texture and maps. Experience with similar projects undertaken in heritage conservation, documentation and preservation.
4. A brief description (500 words) of the overall theme and aspects to be covered in each AR Experience.
5. Tentative plan including the potential sites to be covered and the underlying theme for the two AR experiences.
6. List of previous examples of notable work along with 2 sample videos (1-2 min), in the area of Indian heritage.
7. Please include proof of work with any
 - a. Previous experience in creating national/international level documentaries especially related to Indian heritage.

- b. Previous experience in working with at least one state Government/ Govt. Agency successfully executing a project related to Indian Heritage.
8. The above technical quote should only consist of the information requested above. It must not include any financial information about the proposal.

Financial Quote:

1. Financial quotes must include the total cost of delivering AR Experience and itemized list of expenses are expected.
2. Bidders are requested to submit their rates separately for **the preparation of AR Experiences for IKS Division of MoE**. Bids should be submitted as per BoQ (bill of Quantity) given in Annexure 'C'.
3. The L1 offer will be decided based as per established GFR procedures.
4. Any proof of previous projects/expenditures especially those done with any government organization/ Trusts/Important Institutions may be included as appendices, to support the price quoted.
5. The aggregate financial turnover during the last three previous financial years and in the current financial year up to the date of opening of the tender.

VIII] Document Submission Deadline:

- The hardcopies of the Technical and financial quotes in sealed envelopes (Clearly marked Technical Quote and Financial Quote on the envelope) must reach the IKS Division by 5:00 pm on 1st August, 2023.
- The proposals will be evaluated by an expert committee based on the documents sent to the IKS division by email.
- Late submissions will not be accepted under ANY circumstances for any reasons.

Disclaimer: The IKS Division reserves the right to accept or reject any or all Quotes and/ or to cancel the Enquiry at any stage without assigning any reason/notice whatsoever.

**Quotations must be sent by HARDCOPY to the IKS Division, AICTE Headquarters, Nelson Mandela Marg, Vasant Kunj, New Delhi by the
DEADLINE: 1st August, 2023**

Before submission of the bid, the bidders may please verify the eligibility criteria and ensure fulfillment of all the terms and conditions. In the absence of scanned copies of documents / certificates under eligibility criteria above, the bid is liable to be rejected.

Other Terms and Conditions

1. **Payment Terms & Conditions:** Full payment for AR Experience will be released after the submission of the required product.
2. **Penalty Clause:** A penalty of 5% of the awarded amount will be imposed for each week of delay up to a maximum of 50% penalty. IKS Division reserves the right to extend the deadline by 1-2 weeks or waive off the penalty.

3. **Performance Bank Guarantee:**

The successful Bidder shall be required to submit the Performance Bank Guarantee 5% of the contract value or as applicable within 15 days of award of contract/work order.

4. **Termination/Cancellation of Services: Not applicable**

5. **Right of Acceptance**

IKS Division reserves the right to reject any or all the tenders in part or full without assigning any reasons thereof. The Corporation also reserves the right to negotiate the rates and terms and conditions of supply with any or all the tenderers at its sole discretion as deemed fit without assigning any reasons thereof. IKS Division also reserves the right to proceed with opening of the financial bids in case of more than three eligible applicants.

6. **Rejection of Tender**

- a) Conditional and unsigned tenders, tenders containing absurd or unworkable rates and amounts, tenders which are incomplete or otherwise considered defective and tenders not in accordance with the tender conditions are liable to be rejected.
- b) Canvassing in any form in connection with the tender is strictly prohibited and the tenders submitted by the party who resort to canvassing are liable to be rejected.
- c) The acceptance of tender will rest with IKS Division which does not bind itself to accept the lowest tender or any tender and reserves full rights for the rejection of any or all tenders without assigning any reasons whatsoever.
- d) The successful tenderer shall not sub contract the assigned task covered under the work contract.

7. **Arbitration**

If any dispute / question or controversy arises, the settlement of which is not herein specifically provided in this Purchase Order/Work/Service Contract, the matter in dispute shall be referred to the arbitration of the Chairman AICTE or his nominee and decision of Chairman and Managing Director or his nominee shall be final and binding on both the parties. The provision of INDIAN ARBITRATION & CONCILIATION ACT 1996 as amended from time to time shall apply to such arbitration proceedings. Arbitration proceedings shall be held in New Delhi only and the Delhi Courts will have jurisdiction in the matter.

(On Company's Letter Head of the Tenderer)

UNDERTAKING

We hereby undertake that all the tender terms & conditions of this tender including scope of work and payment terms etc. as mentioned in the tender document are acceptable to us in totality.

(Signature, Name & Stamp of Firm

TENDER ACCEPTANCE LETTER
(To be given on Company Letter Head)

Date:

To,
National Coordinator,
IKS Division of MoE,
AICTE headquarters, Nelson Mandela
Marg,
Vasant Kunj,
New Delhi -110070

Kind Atten.: **National Coordinator of IKS Division of
MoE**

Sub: Acceptance of Terms & Conditions of
Tender. Tender No: dated:
Name of Tender / Work: - **Preparation of Augmented Reality (AR) Experience**

Dear Sir,

1. I / We hereby certify that I / we have read the entire terms and conditions of the tender documents all pages (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization to have also been taken into consideration, while submitting this acceptance letter.
3. I / We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety.
4. I / We do hereby declare that our Firm has not been blacklisted/ debarred/ terminated/ banned by any Govt. Department/Public sector undertaking.
5. I / We certify that all information furnished by our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit if any absolutely.

Yours

Faithfully, (Signature of the Bidder, with
Official Seal)

Table 1. Bill of Quantity for AR Experience

S. No	Name of the product	Unit Cost excluding GST (In Lakhs)	GST (In lakhs)	Total Cost (in Lakhs)
1	AR Experience 1			
2	AR Experience 2			