

**Spices Board**  
**Ministry of Commerce & Industry Palarivattom**  
**P.O, Kochi, Kerala-682025**

**Empanelment of Interior Designers for Spice India Signature Stall**

Spices Board is in the process of establishing chain signature stalls in major Cities in the country to provide a mechanism to bring farmer and retailers together and link Spice production to the market so as to ensure maximization of value addition, minimize wastage, global quality standards and improve farmer's income and also to develop the brand name "Flavourit".

Board has installed two signature stalls, one in Lulu Mall, Cochin, Kerala and the other in Dilli Haat , Janakpuri, New Delhi. Keeping in view the expansion of this project, the Spices Board intends to select Interior Designers empanelment for developing the Signature Stalls. Therefore Expression of interest (EOI) is invited from the interested and technically qualified Interior Designers.

The empanelment of Interior Designers would be done on the basics of technical competence possessed by the agencies/individuals to carry out the tasks envisaged as above. The details of the Project, the eligibility condition, evaluation criterion etc are given below

The interested agencies may submit their EoI latest by 12/05/2017 at 5.00 P.M addressed to the Director (Marketing), Spices Board, (Ministry of Commerce & Industry, Govt. of India), Sugandha Bhavan, N.H By-Pass, P. B. No.2277, Palarivattom. P.O, Cochin - 682025, India.

## **Notice inviting Expression of interest (EOI) from Interior Designers for the Development of Signature Stalls**

### **BACKGROUND**

Spices Board (Ministry of Commerce & Industry, Govt. of India) has launched the process for establishing a retail chain of signature stalls for Spices in major cities across the country, with the objective to bring farmers and retailers together and link Spice production to the market so as to ensure maximization of value addition, minimize wastage, global quality standards and improve farmers income and also to develop the brand name "Flavourit"

The signature stall should be more than just another retail outlet with a major objective to promote a unique brand image to Indian Spices and serve as an experiential centre for customers to touch, smell and feel spices and educate them on various culinary, nutraceutical and medicinal uses of spices.

This stall would sell Spices and value added products of Spices in a state of the art infrastructure, so as to create an impression and feel in the minds of the customers, which will compliment to creating a sustainable brand image to Indian spices, as a premium product. It should also be seen as a great opportunity and platform for us to uplift India's image in domestic & international market.

1. **Interior Designers:** The agency may be engaged for developing a retail chain of Signature stalls in major cities across the country. The details of the Specification and scope of the works will be finalized through a pre bid discussion with the Agencies who had submitted the EoI.

### **2. Terms of Reference (TOR) for appointment of Interior Designers.**

2.1 To design and assist for developing the retail environment design covering the following aspects:

- Analysis of various sites and locations
- Adoption of the existing retail environmental design to the proposed Signature stalls
- Develop Basic Design and Strategy with proposed ideas.
- Prepare Bubble Diagram, Block Plans, Circulation Plan and General Layout.
- Develop suitable in-store graphic communication
- Detailed design for Interior works, Shop-build, Shop-fit and utilities elements
- Suggestions on Materials and finishes brands and specifications
- Quantity Surveying and BOQ estimation
- Statutory approvals and clearances required

- Project Cost estimation
  - Project Schedule estimation
  - Services planning- All services like lighting, electrical, HVAC, fire fighting etc.
  - Preparation Tenders, evaluation bids and vendor identification for supply and installation of materials etc
- 2.2. Assistance to Spices Board/anchor entrepreneurs/prospective franchises in obtaining key statutory approvals/clearances including environmental clearances, which are prerequisite to commencement of the project.
- 2.3 Assistance to Spices Board/anchor entrepreneurs/prospective franchises in Vendor identification& RFP procedure and vendor finalization.
- 2.4 Project Tracking and Coordination with various vendors for technical updation.
- 2.5 Complex Vendor management/Coordination of the following
- Civil & interior
  - Electrical
  - Security loss Prevention
  - Furniture & Fixtures
  - Visuals & Signage
  - Vendor Bill verifying and certifying for payment
- 2.6 Completed store measurement and ensure smooth handing over to Spices Board/anchor entrepreneurs/prospective franchises

### **3. Eligibility criteria for Interior Designers**

They shall fulfil the following eligibility conditions:

- a. Shall be a Registered Company/Partnership / Proprietorship, which has minimum 5 years experience in interior designing, development and execution of retail environment projects.
- b. Interior Designers/Agency should have personnel having professional qualification in Architect/Interior designing/Civil Engineering and expertise in technical, strategic development and aligning projects to Business needs.
- c. Shall be technically sound with practical knowledge in preparing precise feasibility reports , DPRs with respect to objectives of the project and possess good knowledge in the stepwise implementation of similar projects.
- d. Should have quality experience in design, development and execution retail outlets.
- e. Desirable to have designed, developed and implemented retails environment projects or similar kind.

f. Desirable to have experience in designing, developing and implementing agro commodity retails environment projects or any of its kind.

J. Should have financial strength to undertake such projects considering various steps/tasks to be performed from the conception to the completion of the project (i.e.) conducting feasibility study, preparation of DPRs, implementation of the project and to help in achieving financial closure of the project.

#### **4. Fee Applicable**

A non-refundable fee of Rs.5,000/- is required to be deposited in the form of a demand draft in favour of "**Secretary, Spices Board, Kochi**" payable at Kochi along with the EoI. Fee exemptions are applicable for eligible firms as per the Government norms.

#### **5. Submission of EOI**

5.1 The agency qualifying the above criteria shall submit the EOI along with the documents in support of the eligibility conditions as mentioned above along with the following documents:

- Expression of Interest
- Details of similar projects if any
- Details of Financial status of the applicant for the last three years
- Income tax registration and income tax clearance
- Service tax registration certificate

5.2 The applicant in addition to furnishing complete information in the Forms appended with the documents shall furnish a complete document on the proposed approach; methodology & work plan for rendering the services asked for. The work plan shall include full justification for procedures to be adopted. A time schedule for carrying out the each component of the assignment is also to be indicated.

## 6. Evaluation of EOIs

The EOIs which fulfils the minimum eligibility conditions will be called for a presentation before a Committee which will evaluate the proposal.

## 7. The Spices Board reserved the right

- α) To reject any / all applications without assigning any reasons thereof
- ◆) To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the Spices Board and the objective of the scheme without assigning any reasons thereof
- ξ) To include any other item in the Scope of work at anytime after in the pre-bid meeting or otherwise

## 8. Clarifications

Clarifications, if any can be sought from Shri. Prathyush T.P Asst. Director, Spices Board (Ministry of Commerce & Industry, Govt. of India), Tel:- 0484- 2333610, Extn: 259 , E-mail: [prathyush.tp@nic.in](mailto:prathyush.tp@nic.in)

## 9. Last date for submission of EOIs:

The EoI complete in all respects are required to be submitted **by 5:00 p.m on 12/05/2017**  
to:

**Director (Marketing),**  
Spices Board, Sugandha Bhavan,  
N.H Bye Pass  
Palarivattom P.O, Cochin,  
Kerala -682 025