

EXPRESSION OF INTEREST

for

SELECTION OF CONSULTANT FOR THE PROPOSAL FOR CONDUCTING OF FEASIBILITY STUDY IN CONNECTION WITH SETTING OF “AYURVEDIC MEDI WELLNESS CENTRES” IN THE STATE.

OCTOBER 2022



The Pharmaceutical Corporation (Indian Medicines) Kerala Ltd, Kuttanellur, Thrissur

DISCLAIMER

1. The information contained in this Expression of Interest document (the “EOI”) or subsequently provided to Applicant(s), whether verbally or in documentary or any other form, by or on behalf of The Pharmaceutical Corporation (Indian Medicines) Kerala Ltd or Oushadhi (the” **Authority**”) or any of their employees or advisors, is provided to Applicant(s) on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.
2. Though adequate care has been taken in the preparation of this document, the Applicant submitting application should satisfy itself that the document is complete in all respects.
3. The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant or Bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way with pre-qualification of Applicants for participation in the Bidding Process.
4. The Authority reserves the right, without any obligation or liability, to accept or reject any or all the Applications submitted in response to this EOI at any stage of the process, to withhold or withdraw or to cancel or modify the process of this EOI, at any time, without assigning any reason whatsoever.
5. The Authority may, in its absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this EOI.

DEFINITIONS

EOI	: Expression of Interest
Project	: Selection of Consultant for Proposal for conducting of Feasibility study connection with Setting Up “Ayurvedic Medi Wellness Centers” in the State
Authority	: “Authority” means The Pharmaceutical Corporation (Indian Medicines) Kerala Ltd or Oushadhi
GoK	: Government of Kerala

SCHEDULE OF EOI

Issue of EOI document	:	19.10.2022
Due date for EOI documents Submission	:	18.11.2022 03.00 PM
Due date for opening of EOIs	:	19.11.2022 03.30 PM

SECTION I: INSTRUCTION TO APPLICANTS

1.1 GENERAL INSTRUCTIONS

1.1.1 The Authority invites Expression of Interest (EOI)s from National consultants for pre-qualification of Applicants who fulfil the eligibility criteria given in sections 3.1 and interested in participating for Selection of Consultant for Proposal for conducting of Feasibility study connection with setting up “Ayurvedic Medi Wellness Centres” in the State

1.1.2 This EOI is issued for short listing of Applicants for Selection of Consultant Proposal for conducting of Feasibility study connection with setting up “Ayurvedic Medi Wellness Centers” in the State of Kerala.

1.1.3 This Expression of Interest document contains information about the pre-qualification requirements and process in relation to pre-qualification of the Applicants for further participation in the bidding process for the Project as per following sections:

- Section I: Instruction to Applicants
- Section II: Project Information
- Section III: Expression of Interest – Pre-qualification Criterion
- Section IV: Expression of Interest – Application

1.1.4 All EOI submissions would be evaluated in terms of technical capability of the Applicants. Detailed information on pre-qualification Criterion is available in this EOI (Section III).

1.1.5 Applicants are required to read carefully the contents of this document and to provide required information, as per the checklist so that capabilities of the Applicants can be fully appreciated and assessed.

1.1.6 The Expression of Interest document can be physically procured from the address mentioned under clause 1.1.7 herein below or downloaded from the website of the Authority at **www.oushadhi.org**

1.1.7 EOI Application shall be submitted in a sealed single envelope at the following address by post or courier or in person latest by **18 November, 2022, 03:00 PM** having the title of envelope as: “**EOI Application for Selection of Consultant for Proposal for conducting of Feasibility study connection with setting up “Ayurvedic Medi Wellness Centres” in the State**

Address: The Pharmaceutical Corporation (Indian Medicines) Kerala Ltd, Oushadhi, Kuttanellur, Thrissur City, Kerala, India

Email: administration@oushadhi.org

1.2 ELIGIBLE APPLICANTS

1.2.1 The Applicant for pre-qualification may be a national firm, LLP or company, with the relevant experience in the field of master planning and preparation of feasibility report for mega projects. Detailed description of the objectives, scope of services and other requirements relating to this consultancy are specified in this EOI. In case an applicant firm possesses the requisite experience and capabilities required for undertaking the services, it may participate in the Selection Process individually (the "Sole Firm") in response to this invitation. The term applicant (the "Applicant") means the Sole Firm.

1.2.1 Consultant shall have adequate and sufficient in-house resources and expertise to deliver this feasibility report in a timely manner.

1.2.2 The applicant shall be deemed to be ineligible to submit a proposal, if the Organization has been barred or blacklisted by the Central and/or State Government or any agency thereunder in India

1.2.3 Prior to evaluation of Applications, the Authority shall determine whether each Application is responsive to the requirements of the EOI. An Application shall be considered responsive only if:

- (a) it is received as per the checklist at Annexure-I.
- (b) it is received by the Application Due Date;
- (c) it is signed, sealed, hard bound and marked;
- (d) it contains all the information (complete in all respects) as requested in this EOI;
- (e) it is unconditional; and
- (f) it is not non-responsive in terms hereof.

1.2.4 The Authority reserves the right to reject any Application which is non-responsive in the opinion of Authority and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such Application.

Project Information

The Pharmaceutical Corporation (IM) Kerala Limited (Oushadhi) is a 100% Kerala Government owned Ayurvedic Medicines Manufacturing Unit. It has a factory Unit in Thrissur, and a subsidiary Unit in Muttathara Thiruvananthapuram. It is a monopoly suppliers of Ayurvedic Medicines in Government Sector of the State. It has more than 1000 Oushadhi Dealers through which medicines reach Public at affordable rates. Outside Kerala, Oushadhi Supplies Medicines against orders to Government institution in 24 States. It has a well-established brand that reflects Quality, Trust and Dependability in this State and outside.

Summary of Proposal

It is observed that Wellness Tourism is growing everywhere in the world. There is a resurgence in Tourism after withdrawal of Covid. Global wellness Institute has estimated that Wellness Tourism has registered 7.5% growth and it is expected that a proportionate growth will occur in India also. Wellness implies achievement or realisation of Psychological and Physical wellbeing of Individual. Wellness Tourism is expected to grow in Kerala. Oushadhi already has Ayurvedic Panchakarma Hospital and Research Institute operating in Thrissur. Ayurvedic Treatment is considered as a back bone of wellness Treatment in the State

Project location

Anywhere in State of Kerala

Broad Scope of Feasibilities study

Consultant is expected to

- a) Conduct Market studies covering Potential of the Market
- b) Prospects for Oushadhi and feasibility Reports for the Project.
- c) Cost Estimate and any other plans for the Proposed Project.

2.2 PROJECT LOCATION & CONNECTIVITY

2.2.1 Location:

Project site is located anywhere in Kerala

2.2.2 Connectivity:

The proposed site for “Medi Wellness Centers” should be well connected with rest of the Country by road, rail and air

2.3 BROAD SCOPE OF CONSULTANCY SERVICES

The objective of this Consultancy Assignment is to prepare

- Conduct Market study
- Feasibility Report for the project
- Cost estimates and any other plans essential for the proposed project

The above scope of work is indicative and the same will be further firmed up during the RFP stage of the project.

SECTION III: EXPRESSION OF INTEREST - PRE-QUALIFICATION CRITERIA

3.1 PRIMARY ELIGIBILITY CRITERIA

Interested firms should meet the following prequalification criteria before deciding to submit an EOI response

3.1.1 The applicant should have been in the consultancy service of similar nature for at least last 5 years. This has to be supported by certificate of registration, incorporation etc as the case may be.

Technical Experience:

The Applicant should have experience in the following categories:

Experience of Feasibility study for Detailed Master Planning and Infrastructure Planning & Design of Industrial Park/SEZ/Hospitals/Industrial Estate projects undertaken in last five years preceding the PDD. (At least two projects)

(and)

Experience of Detailed Master Planning and Infrastructure Planning & Design of Pharmaceutical /Hospital/Chemical Industry Park in a single project for last five years preceding the PDD. (At least one project)

The Applicants are requested to provide relevant projects experience details (to the maximum) The Authority reserves right to shortlist the limited number of applicants for next level of selection process. Proof of completion of project including copy of work order / agreement and project completion certificate shall be enclosed.

3.1.2 Experience in conducting market survey/ demand assessment/ preparation of Feasibility Report/DPR in similar projects (at least 2 Projects) with project cost above Rs. 15 Crores, [Signed, dated and sealed copies of work orders and the work completion certificate/client certificate shall be submitted. Projects mentioned without supporting documents will not be considered].

3.1.3 Annual turnover of the applicant shall be more than 5 Crores during the three preceding years (Audited balance sheet, profit and loss account of the last 3 financial years shall be submitted)

SECTION IV: EOI - APPLICATION

4.1 SUBMISSION OF EOI

Applicants fulfilling the prescribed eligibility criteria may submit the proposal to the Managing Director, Oushadhi in a sealed envelope super scribed with "**EOI Application for Selection of Consultant for Proposal for conducting of Feasibility study connection with setting up "Ayurvedic Medi Wellness Centres" in the State**

(i) Letter of Expression of Interest

(ii) Checklist of submissions as per *Annexure 1*

(iii) Financial Information certified by Chartered Accountant as per *Annexure 3 along with Audited Annual Accounts* for the last three financial years.

(iv) Technical Experience Details all eligible projects as per *Annexure 4 along with Completion Certificates*

Note: Each and every page of Foreign Document(s), i.e. Document(s) created or originating from outside the Republic of India, such as work experience certificate(s), financial detail(s), Power Of Attorney(s), Undertaking(s), documentary evidence(s), qualifying document(s), etc. shall be compulsorily authenticated/ embossed/ legalized from the Indian Embassy/Indian High Commission situated in the country from where such Foreign Document(s) are created or are originating, before any such Foreign Document(s) are sent to India for the purpose of applying towards this Project. Such authentication/ embossment/ legalization from the Indian Embassy/Indian High Commission shall also apply to all such document(s) that are in a language other than English, which shall be compulsorily be required to be translated (as the true translated copies of the original) by a duly certified/ authorized /qualified Translator, supported by the affidavit of the said Translator, certifying the correctness of the English translation. However, in the case of Foreign Document(s) created or originating from Countries that have signed, ratified and have made operational the Hague Convention Abolishing the Requirement of Legalization for Foreign Public Documents, 5 October, 1961

“Hague Legalization for Convention, 1961”, the Applicants may affix an „Appostille” sticker on each and every page of their Foreign Document(s) [including all commercial document(s) duly notarized]. Thereafter, the Applicant shall be compulsorily required to get all such “Appostilled” Foreign Document(s) approved, certified and attested from the Indian Embassy /Indian High Commission in that country where the „Foreign Document(s)” were created or are originated from or the Ministry of External Affairs, Government of India, New Delhi and the Applicant shall follow any other norms/guidelines laid by the Ministry of External Affairs, Government of India, New Delhi.

EOI shall be submitted at the following address by post or courier or in person latest by 18th November 2022. before 03.00PM . **Address: The Managing Director, The Pharmaceutical Corporation (Indian Medicines) Kerala Ltd, Oushadhi, Kuttanellur, Thrissur City, Kerala, India. Phone: 0487-2459838**
Email: administration@oushadhi.org

4.2 INFORMATION AND INSTRUCTIONS TO APPLICANTS

4.2.1. Applicants shall submit the EOI on the prescribed format in English language.

4.2.2. The EOI shall be submitted along with a covering letter together with the desired supporting documents and proofs on the letter head of the Applicant with each page of the Document duly signed and stamped by the head or authorized signatory of the Applicant.

4.2.3. An Applicant can be disqualified if the Applicant:

- a. Does not meet the Eligibility Criteria of the Project
- b. Does not submit the completed Application as per checklist given in Annexure 1 of this EOI
- c. Makes misleading or false representations in the forms, statements and attachments submitted in the Application
- d. Has record of poor performance such as abandoning the works, not properly completing the contract, litigation history, or financial failures, etc.
- e. Application submitted is not accompanied with the requisite documentation or is non-responsive

4.2.4. Pre-qualified Bidders will be informed by the Authority through registered post/fax/e-mail.

4.2.5. The Authority may contact only the shortlisted firms.

4.2.6. The Authority reserves the right to limit the number of shortlisted firms for efficiency.

4.2.7. The Two Stage Selection Process shall be carried out for the finalization of the consultant. The selection process involves two stages described briefly as under:

Stage	Description
Stage 1	Invitation for Expression of Interest (EOI). This is only for the purpose of preparing a short listing of Applicants on the basis of the objective evaluation of credentials of prospective consultants, who fulfill the mandatory eligibility criteria

Stage 2	Request for Proposal" (RFP) shall be given to the Applicants short-listed after the stage 1 and they shall be required to submit separate "Technical Proposals" and "Financial Proposals" as per prescribed procedure. Details with regard to this stage shall be provided in the RFP document to be issued later.
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4.2.8. In case of any dispute, Thrissur India shall be the jurisdiction for any legal matter and the decision of the Authority shall be final and binding.

4.2.9. The Authority reserves the right to :-

- a. Reject or accept the EOI,
- b. Alter/modify/amend the eligibility criteria in the subsequent stages, if deemed necessary.
- c. Cancel the process and reject all or any of the EOI without assigning any reasons whatsoever.

ANNEXURES OF FORMATS

ANNEXURE 1: CHECKLIST FOR SUBMISSION OF EOI

Sl No	Enclosures to the EOI	Status (Submitted/ Not Submitted)	Comments, if any
1	Letter of Expression of Interest		
2	Particulars of the Applicant		
3	Power of Attorney		
4	Financial Information		
5	Audited Financial Statements/ Annual Reports		
6	Details of Similar Project Experience as per Annexure 4		
7	Details of Similar Market study conducted as per Annexure 5		
8	Company profile and manpower information indicating proposed team for undertaking the assignment and their qualifications and experience in relevant field		

ANNEXURE-2

FORMAT OF LETTER OF EXPRESSION OF INTEREST
On Company's letterhead

Date:

Reference:

The Managing Director,

The Pharmaceutical Corporation (Indian Medicines) Kerala Ltd,
Oushadhi, Kuttanellur, Thrissur City, Kerala, India. Phone: 0487-2459838
Email: administration@oushadhi.org

SUBMISSION OF EXPRESSION OF INTEREST

Proposal for conducting of Feasibility study connection with setting up "Ayurvedic Medi Wellness Centres" in the State

Dear Sir, We hereby submit our expression of interest for consultancy services as explained in the Invitation for Expression of Interest for the aforementioned project. In support we submit all the necessary information and relevant documents for our participation in the procedure for short listing of applicants as a part of the selection process.

The submission is made by us, on behalf of In the capacity of duly authorized to submit the expression of interest.

We hereby submit our willingness to get shortlisted for our participation in the process for identifying the Consultant for the aforementioned project.

We understand that Authority reserves the right to reject the submission, without assigning any reason.

Yours faithfully,

Signature of Applicant:

Name of Signatory:

Designation:

Name and address of firm:

Contact number:

Fax:

Email:

Enclosures:

1. Copy of Board Resolution/ Power of Attorney or Authority letter authorizing the representative to sign on behalf of the Company/ firm 2.

APPENDIX-I
Form - 1

Particulars of the Applicant

1.1	Title of Consultancy: Proposal for conducting of Feasibility study connection with setting up "Ayurvedic Medi Wellness Centres" in the State
1.2	State the following: Name of Company or Firm: Legal status (e.g. incorporated private company, unincorporated business, partnership etc.): Incorporation documents (to be enclosed at the end): (e.g. Certificate of Incorporation (of both Indian/Foreign Company, Memorandum/Articles of Association, CS/CA certificates, etc.) Country of incorporation: Registered address: Year of Incorporation: Year of commencement of business: Principal place of business: Detail Company Profile description of the Company including details of its main lines of business Name, designation, address and phone numbers of Authorised signatory of the Applicant: Name: Designation: Company: Address: Phone No.: Fax No. : E-mail address:
1.3	State the following: (i) Name of Firm: (ii) Legal Status and country of incorporation (iii) Registered address and principal place of business.
1.4	For the Applicant, state the following information: (i) In case of non Indian Firm, does the Firm have business presence in India? Yes/No If so, provide the office address (es) in India. (ii) Has the Applicant been penalized by any organization for poor quality of work or breach of contract in the last five years? Yes/No (iii) Has the Applicant ever failed to complete any work awarded to it by any public authority/entity in last five years? Yes/No (iv) Has the Applicant been blacklisted by any Government department/Public Sector Undertaking in the last five years? Yes/No Note: If answer to any of the questions at (ii) to (iv) is yes, the Applicant is not eligible for this assignment.
1.5	Does the Applicant's firm/company combine functions as a consultant or adviser along with the functions as a contractor and/or a manufacturer?

	Yes/No If yes, does the Applicant agree to limit the Applicant's role only to that of a consultant/ adviser to the Authority and to disqualify themselves, their Associates/ affiliates, subsidiaries and/or parent organization subsequently from work on this Project in any other capacity? Yes/No
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ANNEXURE 3: FORMAT FOR FINANCIAL INFORMATION

Note: The average annual turnover of the applicant for the last 3 Financial years should be 5 crores.

1. Average Annual Turnover of the Applicant

All figures in Rs crore

Financial Year	Annual Turnover from Business
2018-19	
2019-20	
2020-21	

Financial Year: 1st April to 31st March

Note: The Applicant shall submit annual reports and audited financial statements (Balance sheet, profit and loss account and if available cash/funds flow statement).

SIGNATURE _____

DATE: _____

NAME _____

DESIGNATION: _____

COMPANY SEAL

COMPANY: _____

Certificate from the Statutory Auditor*

This is to certify that..... (Name of the Applicant) has received the payments shown above against the respective years on account of professional fees.

Name of the audit firm:

Seal of the audit firm Date: (Signature, name and designation of the authorised signatory)

\$ In case the Applicant does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant. **In case the applicant is depicting turnover from *foreign country, the turnover certification needs to be from the Chartered Accountant / Statutory Auditor located in the same country.** * This may be the case when an Applicant is based out of India, or the Applicant is using financial credentials of its parent company based outside India The Price Conversion factor shall be as per prevailing market rates

ANNEXURE 4: FORMAT FOR TECHNICAL INFORMATION I

The Applicants are requested to submit summary of Technical Experience details as per the below mentioned format:

1. Details of eligible assignments undertaken by the applicant for feasibility study of general Industrial Parks/SEZs/Hospitals/Industrial Estates or any similar projects

Sl No	Name of project	Project cost(Rs in crores)	Location	Current (Under implementation/Operational)	Remarks

2. Details of eligible assignments undertaken by the applicant for Pharmaceutical / Chemical Industry Parks

Sl No	Name of project	Project cost(Rs in crores)	Location	Current (Under implementation/Operational)	Remarks

Note: For details of the each of the projects indicated in the summary sheet, Applicants are requested to provide detailed project information as per the format hereunder and the experience / completion certificates separately.

ANNEXURE 5: FORMAT FOR TECHNICAL INFORMATION II

The Applicants are requested to submit summary of Experience in conducting market survey/demand assessment/preparation of Feasibility Report/DPR in similar projects as per the below mentioned format:

1. Details of eligible assignments undertaken by the applicant for market survey/demand assessment/preparation of Feasibility Report/DPR in similar projects

Sl No	Name of project	Project cost(Rs in crores)	Location	Current (Under implementation/Operational)	Remarks

Note: For details of the each of the projects indicated in the summary sheet, Applicants are requested to provide detailed project information as per the format hereunder and the experience / completion certificates separately.