

## CORRIGENDUM – 1

Preparation of Detailed Master Plan & Preliminary Design Report and Transaction Advisory for Roads & Services/ Utilities for Integrated Manufacturing Cluster (IMC) at Agra in Uttar Pradesh under Amritsar Kolkata Industrial Corridor (AKIC) Project

SN	Clause No./ Reference	Original/ New Clause	To be read as (Deletions are indicated with a <del>strikethrough</del> and additions are highlighted by an <u>underline</u> )
1.	Title of the Assignment	Preparation of Detailed Master Plan and Preliminary Design Report for Roads & Services/ Utilities for Integrated Manufacturing Cluster (IMC) at Agra in Uttar Pradesh under Amritsar Kolkata Industrial Corridor (AKIC) Project	Preparation of Detailed Master Plan & Preliminary Design Report for Roads & Services/ Utilities <u>and Transaction Advisory services</u> for Integrated Manufacturing Cluster (IMC) at Agra in Uttar Pradesh under Amritsar Kolkata Industrial Corridor (AKIC) Project
2.	Clause 2.9.4 Minimum Qualification Criteria Page - 17	Projects ‘a’ ‘b’ ‘c’ and ‘f’ shall be collectively referred to as “Eligible Projects”. For Eligible Projects, ongoing projects (category (b)) completed to 80 percent can be considered. For ‘a’, ‘b’, ‘c’ and ‘f’, a single project can qualify for all three categories. In that event, it will be counted as one project separately for each category; however, a maximum of one such project shall be admissible.	Projects ‘a’ ‘b’ ‘c’ <u>‘d’ ‘e’</u> and ‘f’ shall be collectively referred to as “Eligible Projects”. For Eligible Projects, ongoing projects (category (b)) completed to 80 percent can be considered. For ‘a’, ‘b’, ‘c’ and ‘f’, only one project can qualify for all <del>three</del> <u>four</u> categories. <u>Also, For ‘d’ and ‘e’, a single project can qualify for both the categories. Such project shall be counted as one project separately for category ‘d’ &amp; ‘e’; however, a maximum of one such project shall be admissible.</u>
3.	Clause 2.9.4 Minimum Qualification Criteria, Point d), Pg 17	Experience in successfully completing Transaction Advisory Services for infrastructure sector projects (roads, ports, airports, railways, real estate, industrial development and urban development) (with minimum project cost of at least INR 500 crore) with Govt. Agency/ State Govt./ PSUs/ PSEs/ Govt. Authorities in the past 7 years.	Experience in successfully completing Transaction Advisory/ <u>Bid Process Management</u> Services for infrastructure sector projects (roads, ports, airports, railways, real estate, industrial development and urban development) (with minimum project cost of at least INR 500 crore) with Govt. Agency/ State Govt./ PSUs/ PSEs/ Govt. Authorities/ <u>Private Developers</u> in the past 7 years.
4.	Clause 2.16.7 - List of minimum key personnel/ staff	The consultants are free to make their own estimate of man months required for effective execution of the project however it is mandated to provide a minimum of 70 man-months for the Key experts. While estimating man months it has been assumed that each expert will be supported by Support Staff	The consultants are free to make their own estimate of man months required for effective execution of the project however it is mandated to provide a minimum of <del>70</del> <u>150</u> man-months for the Key experts. While estimating man months it has been assumed that each expert will be supported by Support Staff
5.	Clause 5.13.8 Scope of Services		Please refer Annexure-D

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	11	Final Environment Clearance	D+9 months	<del>11</del> <u>10</u>	Final Environment Clearance	D+9 months
	13	Final preliminary design report with 3D model and tender packages & BIM model & Final plot control sheets	D+10 months	<del>13</del> <u>11</u>	Final preliminary design report with 3D model and tender packages & BIM model & Final plot control sheets	D+10 months
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	16	Review of GFC's	D+24 months	<del>16</del> <u>14</u>	Review of GFC's	D+24 months
	17	Hand holding and assistance to client	D+30 months	<del>17</del> <u>15</u>	Hand holding and assistance to client	D+30 months
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9.	5.13	Detailed scope of services for Part 11: Preparation of tender documents and drawings for selection of contractor(s) and during Detailed Design stage	Detailed scope of services for Part 11: <u>Preparation of RfP for Selection of PMC and</u> Preparation of tender documents and drawings for selection of contractor(s) and <u>provide assistance to the client</u> during Detailed Design stage																																				

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10.	5.2.4	Part 11: Preparation of tender documents and drawings for selection of contractor(s) and provide assistance to Client during Detailed Design stage.	Part 11: <b>Preparation of RfP for Selection of PMC and</b> Preparation of tender documents and drawings for selection of contractor(s) and provide assistance to Client during Detailed Design stage.
11.	5.13.1	5.13.1 The Consultant shall formulate tender packages. These packages shall be formulated such that all roads and infrastructure are simultaneously and seamlessly executed at the site along with the works related to street lighting, street furniture and landscape. The tender documents shall be designed such that the works can be executed in a short span of time in order to meet client’s expectations.	<b>5.13.1 The consultant shall assist the Client in the process of selection of PMC by Preparation of the technical schedules of tender/ bidding documents/ RFP document for selection of the consultant</b> 5.13.2 The Consultant shall formulate tender packages. These packages shall be formulated such that all roads and infrastructure are simultaneously and seamlessly executed at the site along with the works related to street lighting, street furniture and landscape. The tender documents shall be designed such that the works can be executed in a short span of time in order to meet client’s expectations.
12.	General	Site Map	Please refer <b>Annexure C</b> enclosed with Corrigendum
13.	2.1.22 Project Office:	The key staff proposed above should be available for presentations/ discussions/ meetings with the Client, and/or State Govt. offices in Punjab.	The key staff proposed above should be available for presentations/ discussions/ meetings with the Client, and/or State Govt. offices in <b>Punjab Agra.</b>
14.	Section 2: Instructions to Consultants 2.17.3 (2): Senior Urban Planner / Senior Master Planner; Page No 25	At least 5 out of the 15 years’ experience should be international experience in the planning and design of economic clusters or corridors, townships, or campus developments.	At least <b>5 3</b> out of the 15 years’ experience should be international experience in the planning and design of economic clusters or corridors, townships, or campus developments.

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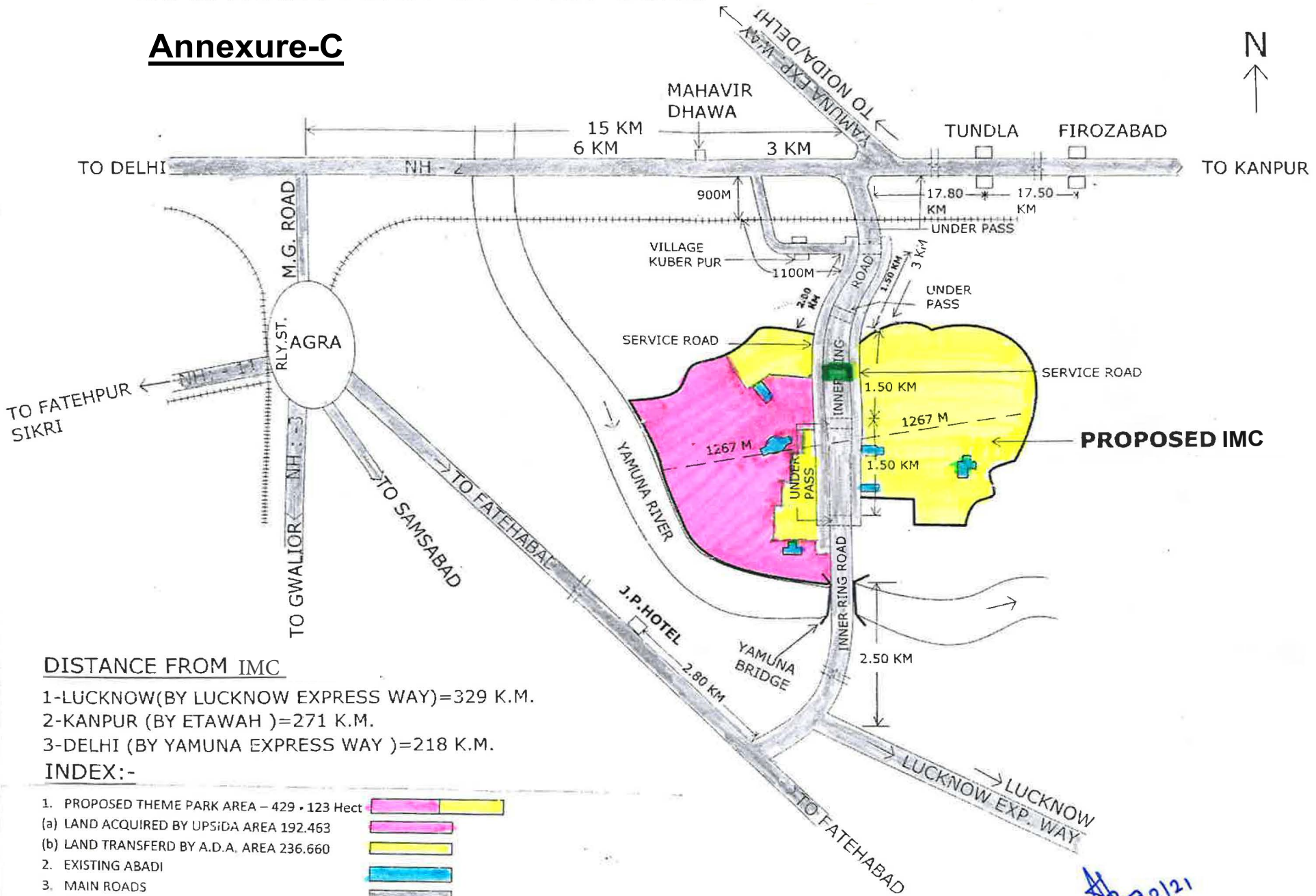
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15.	2.17.3 (3): Senior Infrastructure Planner/ Engineer; Page No 25	At least 5 out of the 15 years should be international experience in Infrastructure planning and designing of economic cluster or corridors townships or campus developments.	At least <del>5</del> 3 out of the 15 years should be international experience in Infrastructure planning and designing of economic cluster or corridors townships or campus developments.
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# LOCATION PLAN OF PROPOSED IMC AT AGRA

## Annexure-C



### DISTANCE FROM IMC

- 1-LUCKNOW (BY LUCKNOW EXPRESS WAY)=329 K.M.
- 2-KANPUR (BY ETAWAH )=271 K.M.
- 3-DELHI (BY YAMUNA EXPRESS WAY )=218 K.M.

### INDEX:-

1. PROPOSED THEME PARK AREA – 429 • 123 Hect
  - (a) LAND ACQUIRED BY UPSiDA AREA 192.463
  - (b) LAND TRANSFERD BY A.D.A. AREA 236.660
2. EXISTING ABADI
3. MAIN ROADS
4. TOLL PLAZA
5. BOUNDARY

ASST. ENGINEER

EXECUTIVE ENGINEER | SMC (VIIV)

Handwritten signature and date: 2/9/21

## Annexure-D

### **Scope of Work-Marketing and Investment Promotion**

Focused initiatives for the promotion of the industrial Manufacturing Cluster will bear fruit in the medium tenure, by giving both distinguishability to these clusters in the medium to long period and also driving interest from worldwide industrial manufacturing units looking to setup in India. It is, however, critical to comprehend that since the industrial nodes of AKIC, are being positioned as high-quality industrial infrastructure projects and would need therefore dedicated marketing efforts, instead of conventional marketing practices followed for sale of Industrial land plots. Moreover, it is critical to ensure that investors around the world, including some of the manufacturing units which are looking to relocate some parts of their supply chain to countries in Asia, are sensitized towards the advantages of the upcoming industrial nodes across India and the investment opportunities thereon, which will help them give both a cost and factors of production edge for domestic market servicing and exports. Therefore, it becomes critical to create awareness about the long-term cost savings for investors, being located out of NICDC promoted industrial nodes.

The Consultant will undertake all activities necessary to fulfil the objective and output of the services including but not limited to the following:

- (i) Undertake research on which the branding and marketing of the project will be based. Unique characteristics of the city are featured and a sustainable urban image is created.
- (ii) Develop unique brand names(s) for the Project and all the planned development packages in tandem with the brand architecture including the brand iconography and carrying out consumer test surveys before finalization and implementation of the brand.
- (iii) To come up with a comprehensive marketing strategy and sales plan detailing activities and their impact on all the planned development packages of the project that is well priced for consideration by management.
- (iv) To carry out implementation, control, routine evaluation and review of the above branding, marketing strategy and sales plan and make recommendations to the client.
- (vi) To develop a comprehensive strategic Public Relations (PR) strategy for the project and/or implement it.
- (vii) Concept development, production and execution of all marketing and sales campaigns and the branding and marketing materials for the project.
- (viii) To come up with a customized project interactive website where potential clients can get details regarding the project, have 3D visual walk through of the project, a content management system, company directory, a blog and be able to compile reports for Management on the number of hits per day, market sentiments and any other critical information that maybe be needed for a successful implementation of project of this magnitude.
- (ix) The Consultant should come up a clear strategy on positioning the industrial nodes/ clusters, along with a detailed Investment Promotion strategy, including but not limited to:
  - i. Develop strategies for positioning the industrial nodes/ clusters as a global investment destination.
  - ii. Assist in identifying sector specific investors/opportunities.
  - iii. Identify target countries for investment promotion in the focused segments.

- iv. Identify prospective entrepreneurs - create a database of minimum 200 domestic and 100 international potential investors - equal mix of small, medium and large companies across sectors to be included.
- v. Assist in organizing investor meets, road shows (national & international), sectoral seminars and participation in national and international events.
- vi. Identify trade associations, bi-lateral bodies and other stakeholders for a targeted investment promotion drive.
- vii. Suggest fiscal and non-fiscal incentives for development of industrial nodes/ clusters.
- viii. Develop appropriate content, presentations and other materials (collaterals) for each of the sectors.
- ix. Formulate an action plan and carry out an investor contact program to reach out to the identified companies at CEO/CXO level and undertake necessary follow-up.
- x. Provide regular assistance to reach out and follow-up with other potential investors.
- xi. Develop promotion plan along with calendar of events.
- xii. Undertake policy and regulatory framework.

### **Identification of Geographies & Companies for Marketing**

The key objective of this module shall be to identify the key countries and companies to target for marketing activities.

The identification of key geographies and companies is crucial for ensuring efficacy of investment promotion and marketing outreach. This ensures that the marketing activities are focused towards the right audience which would ultimately lead to generation of investments within the industrial nodes. this shall be achieved through:

- i. Analysis of foreign direct investments and EXIM data within India and the subject state over the past 5 years in order to gain an understanding also the key companies and countries which have shown interest within India and the subject State
- ii. Subsequent to identification of the major trade partners and commodities exhibiting opportunity, the consultant shall draw upon a list of major companies by market share which can be targeted for investment promotion activities. this shall ensure oh very focused marketing activity encompassing companies which are potential investors within the industrial nodes
- iii. The consultant shall create a database of target companies across countries and sectors and initiate primary level dialogues with the decision-making officials of such companies for further reach out

Resulting in formulation of a list of target companies across countries and sectors along with contact details of senior leadership

### **Preparation of Marketing Collaterals & Social Media Reach Out**

The key objective of this module is to develop rich marketing collaterals in the form of formation memorandum, investor pitch packs, sectoral reports, and any other documents necessary for investment promotion. The key tasks involved in this module are as elucidated below.

- i. Creation of information memorandum for the industrial node, which can be circulated to potential investors
- ii. Relevant Media and PR content for publicity
- iii. Preparation of knowledge content for event specific collaterals, invitation letters, and event flyer
- iv. Prepare content that is compatible for digital media and manage the social media handle such as LinkedIn, Twitter, and Facebook account for the IMC

Resulting in the preparation of marketing collaterals for the subject industrial nodes of NICDC

### **Identification of Key Events for Investment Promotion & Road Shows**

The key objective of this module is to identify a list of major events which are targeted towards investment promotion and has the potential to generate leads by Identifying major industry events and conferences both within India and abroad.

- i. Develop a prioritization matrix in order to identify the importance of each event from the perspective of investment promotion and lead generation within the industrial nodes. this should entail a thorough analysis of the past participants of these events, the kind of footfall witnessed, quantum of memorandum of understandings signed and any other relevant performance parameters
- ii. Develop a clear strategy of participation either as sponsors, keynote speakers, exhibition stalls
- iii. Coordinate with the national and international trade agencies, diplomatic missions, Foreign Consulates, High Commissions, and embassies for meetings to discuss investment opportunities
- iv. Arranging for road shows in target States/regions as identified in the previous module across target sectors
- v. The consultant shall also provide post event support such as Send Thank You letters to the key participants, follow up with investors, organize meetings within and outside the country where leads are identified

Resulting in preparation of list of events to attend for NICDC/State Govt officials, development of event calendar for the year for participation and conducting road shows for the target countries, sectors, and companies.

### **Investment Management, Tracking & Monitoring**

The key objective of this module is to actively promote the industrial node being developed and ensuring grounding of investments

The tasks under this module shall be primarily focused towards investment generation and active marketing reach out for the industrial node/IMC, as depicted in the sections below.

- i. Sensitization of Industry/ potential beneficiaries on the various industrial nodes of NICDC, industrial investment promotion scheme(s) and its benefits through workshops/ roadshows

- ii. Conduct research on a continual basis to identify potential target companies who are looking to invest and expand in the region and who should be targeted to promote subject states
- iii. Assist the designing project specific MoUs / Investment Intentions document / Strategic Partnership documents
- iv. Establishment of country specific investment desks such as a Japan Investment Desk based on interests received from various countries
- v. Regularly updating the MIS for NICDC regarding investor interest and investments made

Resulting in a database of potential investors from India and abroad and carry out a contact program to reach out to them and also ensuring high quality investments within the industrial corridor/node.