

EXPRESSION OF INTEREST (EOI)

FOR

CONCEPTUALIZATION, INSTALLATION,

IMPLEMENTATION, OPERATIONS,

MAINTENANCE & MANAGEMENT OF

RECREATION-AMUSEMENT ACTIVITIES AT

SUBHASH BRIDGE RIVERFRONT PARK AT SRFD

PROJECT AREA.

JUNE 2025

SABARMATI RIVERFRONT DEVELOPMENT CORPORATION
LIMITED
2nd Floor, "Riverfront House"
B/h. H.K. Arts College,
Between Gandhi and Nehru Bridge, Pujya Pramukh Swami
Maharaj Marg (Riverfront West), Ahmedabad- 380009

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I. Disclaimer

Sabarmati Riverfront Development Corporation Limited (SRFDCL), a Special Purpose Vehicle of Ahmedabad Municipal Corporation (AMC) has prepared this document to invite proposals for the scope of work mentioned herein. While SRFDCL has taken due care in the preparation of information contained herein and believes it to be accurate, neither SRFDCL, AMC or any of its authorities or agencies nor any of their respective officers, employees, agents or advisors gives any warranty or make any representations, express or implied as to the completeness or accuracy of the information contained in this document or any information which may be provided in association with it.

Sabarmati River Front Development Corporation Limited (SRFDCL) invites Expression of Interest (“EOI”) from eligible concessionaires/organizations/NGOs etc. for “Conceptualization, Installation, Implementation, Operations, Maintenance & Management of Recreation-Amusement Activities at various Gardens of SRFDCL. Interested parties are expected to make their own inquiries and research for gathering the insights, knowledge and information that may be required for submitting Expression of Interest (“EOI”)

Interested parties are advised to study this EOI document carefully before submitting their proposals. Submission of a proposal in response to this EOI shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

No reimbursement of the cost of any type will be paid to persons or entities submitting the EOI.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement any information, objective, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant for the project and the Authority reserves the right to reject all or any of the proposals / terminate the process at any time without assigning any reasons whatsoever.

II. Key Events and Tentative Dates

S/n	Stage	Date/ Time
1	Organization	Sabarmati RiverFront Development Corporation Limited (SRFDCL)
2	Name of the Work	Conceptualization, Installation, Implementation, Operations, Maintenance & Management of Recreation-Amusement Activities at Subhash Bridge Riverfront Park of SRFD Project Area.
3	EOI Downloading Start Date	24.06.2025, 12:00 PM
4	Last date for accessing EOI Document	11.07.2025, 14:00 PM
5	Last date of Physical Submission of Proposals	11.07.2025, 14:00 PM
6	Date & Time for Opening of Proposals	12.07.2025, 11:00 PM
7	Document Fee	Rs. 5,000/- (Five Thousand Rupees only) in the form of a Demand draft in favor of "Sabarmati Riverfront Development Corporation Limited" Payable at Ahmedabad
8	Officer Inviting EOI Proposals	General Manager (Parks & Garden)
9	EOI Clarification and Queries Addressed to	General Manager (Parks & Garden) Sabarmati Riverfront Development Corporation Limited 2nd Floor, River Front House, behind HK Arts College, between Gandhi and Nehru Bridge, Puja Pramukh Swami Maharaj Marg (Riverfront West), Ahmedabad- 380009
10	Date(s) for Presentation	To be decided.

III. EOI DOCUMENT FEES:

A non-refundable processing fee of Rs. 5,000/- (Five Thousand Rupees only) in the form of a Demand draft in favor of "Sabarmati Riverfront Development Corporation Limited" Payable at Ahmedabad has to be submitted along with the EOI response. Interest/proposals received without or with inadequate EOI processing fees shall be liable to get rejected.

IV. Objectives

Parks and Gardens developed and maintained by Sabarmati Riverfront Development Corporation Limited (SRFDCL) are essential public spaces that offer citizens a healthy, green environment for relaxation, leisure, and community interaction. These open spaces are extensively utilized by the community for a variety of activities, including morning walks yoga sessions, children's recreation, cultural programs, and informal social gatherings. Thoughtfully designed to be inclusive and accessible to all, these parks and gardens contribute significantly to the physical and mental well-being of residents. Moreover, they serve as vital center for social interaction and the

promotion of environmental consciousness, fostering a sense of community and shared responsibility.

The primary objective of the project is to establish an innovative and sustainable amusement activity that enriches the quality of life for the community while contributing to economic growth. Through strategic collaboration, SRFDCL (Authority) seeks to create a modern recreational facility that aligns with standards and fosters memorable experiences for patrons of all ages.

SRFDCL invites Expressions of Interest (EOI) from agencies, companies, NGOs, or other organizations to submit proposals for conducting recreational activities aimed at enhancing public engagement and community well-being.

We seek dynamic, creative, and inclusive recreational programs that could include (but are not limited to):

- Fitness sessions (e.g., aerobics, Zumba)
- Art and craft workshops
- Cultural or musical performances
- Educational and interactive games
- Outdoor or nature-based activities
- Family or children-centric events
- Any Other Proposed Activity approved by SRFDCL

The key objective of the project is:

- To develop an integrated amusement park to “Pay and play” that will encourage different age group persons to avail a quality lifestyle.
- To create an amusement park with safety standards, including ride inspections, emergency protocols, and security measures.
- To create self-sustaining community that generates commercial viability through sports, wellness and leisure-based activities.
- To provide facilities are to attract tourism.

V. Eligibility Criteria:

1. Proven experience in organizing public events or recreational activities
2. Capability to handle logistics, permissions, and safety compliance
3. Financial and operational capacity to independently manage the proposed activity
4. The Bidder should have operated, managed or maintained or Supplied Amusement Rides for Garden / Amusement Park / Game zone / Theme Park / Museum at of Govt. / Semi Govt. / Private Sector.

VI. Technical Proposal:

1. Organization's profile and relevant experience with supporting documents
2. Detailed description of the proposed activity or program
3. Estimated schedule and duration
4. Resource requirements and support expected from SRFDCL
5. Proposed financial model (with estimated revenue and/or fees)
6. Any prior partnerships or references (if applicable).

*Provide all the necessary supporting documents for the above mentioned aspects.

VII. Financial Proposal:

The parties shall propose the annual concession fees for the Conceptualization, Installation, Implementation, Operations, Maintenance & Management of Recreation-Amusement Activities at Subhash Bridge Riverfront Park of SRFDCL in the Financial Proposal.

VIII. Selection Criteria:

Shortlisted applicants will be invited for presentations and discussions. The selection will be based on following and in this regard, decision of SRFDCL shall be deemed final and binding:

- Creativity and public engagement potential of the proposed activity
- Feasibility and sustainability of the model
- Financial viability and benefit to SRFDCL
- Experience and track record of the applicant

IX. Tenure:

1. The tenure will be for a period of 2 years, which may be further extendable for 2 years on the mutually agreeable terms. In this regard, the decision of SRFDCL shall be deemed final.
2. By efflux of time on completion of the Tenure or early termination, whichever is earlier, either party may terminate the agreement by giving the Notice of 15 days.

X. Scope of Work:

The scope of work shall include, but not be limited to, the following responsibilities:

1. Program Development and Planning

- Design and conceptualize engaging recreational activities that are suitable for diverse age groups and demographics (e.g., families, children, youth, elderly).
- Activities may include fitness sessions, cultural performances, creative workshops, educational programs, games, and seasonal festivals.
- Proposals should align with the SRFDCL's goals of promoting public health, community bonding, inclusivity, and environmental awareness.
- Define the frequency (e.g., daily, weekly, monthly) and duration of each activity or event.

2. Operations and Implementation

- Take full responsibility for execution, including procurement of materials, equipment setup, staffing, and scheduling.
- Set up and dismantle infrastructure (tents, seating, lighting, sound systems, etc.) in a manner that protects property of SRFDCL.
- Ensure timely execution and high-quality service delivery throughout the event lifecycle.

- Maintain cleanliness and restore the space to its original condition post-event.

3. *Marketing and Public Outreach*

- Promote the activities to ensure active community participation through:
 - Social media campaigns
 - Local print or radio advertisements
 - Posters, banners, and flyers in coordination with branding guidelines AMC.
- Collaborate with SRFDCL for co-branded outreach and press communications.

4. *Safety, Permissions, and Legal Compliance*

- Ensure all activities comply with applicable local, state, and national regulations.
- Secure necessary approvals, permits, and insurance coverage, including:
 - Public liability insurance
 - Fire safety clearances (if required)
 - Noise and environmental permissions
- Implement crowd management plans and ensure public safety through appropriate supervision, signage, security and first-aid provisions.

5. *Community Inclusivity and Accessibility*

- Ensure the programming is inclusive, with special consideration for:
 - Children and youth
 - Senior citizens
 - Persons with disabilities
 - Economically weaker sections (where feasible, offer free or subsidized participation)
- Provide multilingual communication and accessible infrastructure where possible.

6. *Reporting and Monitoring*

- Maintain attendance records, activity logs, financial statements, and feedback from participants.
- Submit monthly/quarterly reports to the SRFDCL summarizing:
 - Participation numbers
 - Revenue generated and shared
 - Operational highlights and challenges
 - Public feedback and recommendations

7. *Environmental and Civic Responsibility*

- Ensure all activities adhere to eco-friendly practices:
 - Minimize plastic use
 - Manage waste through segregation and proper disposal
 - Encourage sustainable transport options (e.g., bicycle stands)
- Uphold the dignity and maintenance of public spaces and respect local sensitivities and cultural norms.

8. Duration and Commitment

- Proposals may be for a single event, a short-term pilot, or a long-term engagement (e.g., 6–12 months), subject to approval.
- Renewal or extension of the term will be based on performance, public response, and mutual consent.

Note: No additions, alterations, modifications to the existing construction or any major civil work, development work shall be made in any manner without the written consent of the authority. The agency may carry out minor civil and repair and development work when required for smooth operations and upkeep of the project site and inform Authority about the repairs with a report.

XI. Disclaimer:

1. SRFDCL shall not be responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable application, including applications that are lost due to computer, internet, or electronic problems.
2. Incomplete application in any respect or not fulfilling the terms and conditions of the EOI shall be rejected without assigning any reason thereof.
3. SRFDCL reserves the right to cancel or amend all or any part of the EOI. The applicants are required to visit website of SRFDCL for any updates related to this EOI.
4. SRFDCL at its sole discretion reserves the right to disqualify any application.
5. Your organization is participating as an independent entity. Participation does not constitute an endorsement or formal partnership between SRFDCL and the organization.
6. The information contained in this Expression of Interest (“EOI”) Document, whether verbally or in documentary or in any other form, by or on behalf of Sabarmati Riverfront Development Corporation Ltd. (SRFDCL), or any of their employees or consultants, in this EOI Document and such other information and terms & conditions as SRFDCL may prescribe in this behalf, has been prepared solely to assist the organizations to formulate their interests/proposals. This EOI Document is not an agreement and is not an offer or invitation by SRFDCL to any organization/parties etc.
7. SRFDCL reserves the right to reject any or all of the interests/proposals submitted in response to this EOI Document at any stage without assigning any reasons whatsoever. SRFDCL also reserves the right to hold, or withdraw or cancel the process at any stage without intimation to the organizations/parties who submit the EOI document.

8. SRFDCL also reserves the right to modify or amend or add to any or all of the provisions/information/terms & conditions of this Document or cancel the present EOI document and may call for fresh EOI document.
9. The information and statements made in this EOI document have been made in good faith. Interested organizations/parties should rely on their own judgments. Any liability of any nature whatsoever, whether resulting from negligence or otherwise howsoever caused arising from reliance by the organizations/parties upon the statements, information and terms & conditions contained in this EOI document is accordingly expressly disclaimed.

Note: - The Expression of Interest document can be downloaded from the website of SRFDCL i.e. www.sabarmatiriverfront.com. Any queries may be communicated via email office@srfdcl.com.

XII. Penalty

In the event the selected bidder fails to commence the recreation activity as per the agreed-upon timeline, breaches any terms and conditions outlined in this EOI, or makes a delayed payment, a penalty will be levied. The quantum of the penalty is yet to be decided and will be communicated separately.

Form 1- Technical Capability of the Applicant

S/n	Information	Responses(with supporting documents to be attached)
1	Name and address of the Applicant	
2	Name, Designation, Address and Contact Details of the person to whom all references can be made in connection with this EOI	
3	Legal Status	
4	Product(s) / Service(s) Offered	
5	Years in business.	
6	Technical Proposal	
7	Financial Proposal	
8	Project Information – Name, Client, Scope, Activity mix, Value, Start / End Dates, etc.	(Repeat for each project as per information under (4))
9	Requirement to form any joint venture for providing any component / feature / service etc. under this project (Yes / No)	
10	If yes for (8) above, define the component / feature / service etc.	
11	MoU with other agency(ies), if making a joint application	

Form 2- Financial Capability of the Applicant

Eligibility Criteria

The Bidder should have operated, managed or maintained or Supplied Amusement Rides for Garden / Amusement Park / Game zone / Theme Park / Museum at of Govt. / Semi Govt. / Private Sector

in the last five preceding financial years. Work Order / Work Completion Certificate / Sales Agreement / Purchase Order should be provided.

S/n	Audited Balance sheet for following Financial Years	Annual Turn over Details of Bidder (INR Crore)	Annual Net Worth Details of Bidder (INR Crore)
1	2022-2023		
2	2023-2024		
3	2024-2025		

Audited Balance Sheets must be attached

Form 3- Project Credentials

S/ n	Information	Responses(with supporting documents to be attached)
1	Project Name	
2	Location	
3	Name of the Client	
4	Brief Description of the Project	
5	Status of the Project (completed / ongoing / operational)	
6	Name of associated Firm(s),if any	
7	Date of – a. Date of award of the Project b. Project Completion Date: c. Commercial Operations Date:	
8	Project Cost	

Form 4

Format for Declaration by the Applicant for Not Being Blacklisted / Debarred

(To be submitted on the Letterhead of the Bidder)

Date- dd/mm/yyyy

To,
General Manager (Parks & Garden)
Sabarmati Riverfront Development Corporation Limited 2nd
Floor, River Front House,
Behind HK Arts College, between Gandhi and Nehru
Bridge, Puja Pramukh Swami Maharaj Marg (Riverfront
West), Ahmedabad- 380009

**Sub: Declaration for not being debarred / black-listed by Central / any State
Government department in India as on the date of submission of this EOI**

Dear Sir,

I, authorized representative of _____, hereby solemnly confirm at the Company _____ is not debarred / black-listed by any Central/State Government/ PSU entity in India or similar agencies globally for unsatisfactory past performance, corrupt, fraudulent or any other unethical business practices or for any other reason as on last date of submission of the Proposal. In the event of any deviation from the factual information/ declaration, SRFDCL / AMC (Authority) reserves the right to reject the Proposal or terminate the Contract without any compensation to the Company.

Thanking you,

yours faithfully,

Signature of Authorized Signatory (with official's Seal)

Date

Name

Designation

Address

Telephone & Fax

E-mail Address

Form 5-
Applicant's Declaration
(On the Letterhead of Applicant)

To,
General Manager (Parks & Garden)
Sabarmati Riverfront Development Corporation Limited
2nd Floor, River Front House,
Behind HK Arts College, between Gandhi and Nehru
Bridge, Puja Pramukh Swami Maharaj Marg (Riverfront
West), Ahmedabad- 380009

Dear Sir,

In response to your invitation towards Conceptualization, Installation, Implementation, Operations, Maintenance & Management of Recreation-Amusement Activities at various Gardens of SRFDCL, we <agency's name> hereby declare our interest to bid for this project, and further declare that:

- The information provided in this EOI application is true and correct to the best of our knowledge.
- We will inform SRFDCL (Authority) immediately if there is any change in the information provided in this application at any stage during the EOI or during implementation of the project scope.
- We also understand that if information provided is proved false, the application and any award made on its basis may be considered null and void.

Date:

Yours faithfully,

On Behalf of (Name of the Applicant/Bidder)

Signature of the Authorized Person

Name

Designation