



## **Expression of Interest for Variable Message Signboards in Rourkela**

**Date: 16 April 2021**

Rourkela Smart City Limited (RSCL) is planning to implement installation of install Variable Message Signboards (VaMS) in different locations of Rourkela. RSCL intends to prepare a detailed plan for sustainable implementation of Variable Message Signboards (VaMS) through Public Private Partnership (PPP) Model in Rourkela. For the execution of the VaMS project, RSCL invites Expression of Interest from interested private parties/firms/reputed agencies.

### **Objectives:**

The **objectives** of this project are as follows:

- ***Encouraging local economy by commercial advertisements***
- ***Enhancing municipal revenue***
- ***Dissemination of the real-time information on government notifications and instructions***
- ***Broadcasting of the real-time information in Emergencies such as accidents or mob violence***
- ***Increasing Citizens' participation and awareness***

### **Aspects:**

The key **aspects** of this project are as follows:

- Financing, installing, operating and maintaining Variable Message Signboards in PPP mode.
- Preparation of sustainable – PPP Model for Variable Messaging Display (VMD) implementation at Rourkela
- Exploring innovation in Advertising, Publicity and Citizens' Awareness

### **Essential Information needed:**

The following **information** is to be provided in response to the EOI by the interested firms:

- Organization details and company establishment/registration certificates
- Relevant VaMS work experience documents along with financial details
- Annual Turnover Statements (FY 2017-18, 2018-19 and 2019-20)
- Net Worth details
- Technical and Financial Proposals on masterplan and innovative solutions for advertisements
- Product offering along with PPP Model

The above said documents (duly signed and scanned) should be submitted online via mail at [rourkelascl@gmail.com](mailto:rourkelascl@gmail.com) latest by 25<sup>th</sup> April 2021, 17:00 Hrs. The hard copy should be

sent at RSCL Office Address: The Chief Executive Officer, Rourkela Smart City Limited, Udit Nagar, Rourkela-769012, Sundargarh, Odisha at least by 28<sup>th</sup> April 2021, 15:00 Hrs.

For any clarifications, please mail to [rourkelascl@gmail.com](mailto:rourkelascl@gmail.com).

Single Point of Contact (SPOC) for any queries related to the EOI will be:

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Mail: [rourkelascl@gmail.com](mailto:rourkelascl@gmail.com)

Sd/-

**Chief Executive Officer**  
**Rourkela Smart City Limited**