


Government of Odisha
Department of Tourism & Culture
(Tourism)

No. 8805 / TSM, Bhubaneswar, dt. 20.9.17
T.TSP-II (F)-16/2017

EXPRESSION OF INTEREST (EOI) FOR
SELECTION OF PR / EVENT MANAGEMENT AGENCY FOR
ODISHA TOURISM ROAD SHOW

Odisha Tourism is inviting Expression of Interest from the reputed and registered PR / Event Management Agency for organization of Odisha Tourism Road Shows within the country. The last date of submission of offer is **20.10.2017** upto **3.00 PM**. The details can be downloaded from our website www.odishatourism.gov.in.


Director & Addl. Secretary

Government of Odisha
Department of Tourism & Culture
(Tourism)

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Expression of Interest (EOI) for
Selection of PR & Event Management Agency for
Organisation of Odisha Tourism Road Shows within India
(2017-2018 & 2018-2019)

Odisha Tourism is inviting offers from reputed PR Agencies / Event Management Companies having requisite expertise and experience in travel and tourism industry for successful organisation of Tourism Road Shows within the Country. The objectives of organising such Road Shows is to brief, aware and interact with the potential buyers about the new niche products and tourism potentials of Odisha, and market Odisha as one of the emerging and preferred destination in India.

1. Background:

The Department of Tourism (DoT), Govt. of Odisha is planning to organise about 6 nos. of Odisha Tourism Road shows within India during 2017-18. The Road Shows shall be held in one of the important hotels in the respective places in collaboration with the Tourism Stakeholder of the State. There will be a pre-event Press Meet followed by B2B Meeting, Odisha Tourism Presentation, Interaction followed by cocktail & dinner. For selection of the Event Management Agency, Odisha Tourism intends to invite offer from reputed PR Agencies / Event Management companies having experience in relevant field to organise road show on turn-key basis in the following cities and schedules.

2. Dates of the Event:

2017-18		
Sl. No	Name of the place	Date & Month
1	Varanasi	13.11.2017
2	Bodhagaya	15.11.2017
3	Raipur	12.12.2017
4	Mumbai	10.01.2018
5	Hyderabad	07.02.2018
6	Ahmedabad	14.03.2018

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3. Schedule of Events:

Day 1 : Arrival of participants / officials

Day 2 : Press Meet : 1100 hrs followed by Hi-Tea for about 50 pax.

1800 hrs to 1830 hrs : Registration of Delegates

1830 hrs to 1945hrs : B2B Meeting with Tour Operators / Travel Agencies.

1945 hrs – 2000 hrs : Odisha Tourism Presentation

2000 hrs to 2010 hrs : Floor Open for Interaction & Feedback

2010 hrs to 2040 hrs : Cultural Programme

2040 hrs onwards : Participants Invited for Dinner with beverage for 100 pax.

4. Terms of Reference & Scope of Work:

1. The Agency shall be responsible for overall management of the Road Show on behalf of Odisha Tourism on **turn-key basis in a hotel not below 4 star.**
2. The Agency shall have to contact the list of major Tour Operators / Travel Agents of the concerned city for the Road Show & invite them after approval & clearance of Deptt. of Tourism.
3. The Agency shall have to invite reputed Opinion Makers of the city, if any;
4. The Agency shall invite important Tour Operators who has the potential to promote Odisha.
5. Suggest & invite important representatives from both print and electronic media of the city & ensure wide coverage.
6. Invite Representatives from selected Airlines, Embassy/Consulates & trade houses.
7. Arrange Press Meet at 11 am / 3 pm on the same day before the Event in the same hotel in each city as per the approved schedule.
8. Arrangement of Hi-Tea for the Press & media for about 50 pax and arrangement of Cocktail Dinner for Tour Operators with buffet for 100 pax..
9. The Agency shall design the Invitation Cards and get it approved from Odisha Tourism.
10. The Agency shall make arrangement for printing, mailing and despatching of the Invitation Cards to the respective invitees.
11. Arrangement of B2B buyer-seller interaction. Each individual Stakeholder of Odisha shall be provided a table with four chairs for interaction.
12. The Agency shall follow-up through response management system for ensuring the attendance of the invitees in large numbers.
13. The target Tour Operators & Travel agents per city is about 100. However, the agency should inform Department of Tourism the number of participants expected in each city so as to enable us to plan for the Road show.



14. Arrange for LED Screen as stage backdrop in the dimensions as asked by Tourism Department.
15. The Agency shall arrange at least 3 rooms in the same hotel venue, transportation and air ticket for Odisha Tourism Officials (3 nos) in each venue.
16. The Agency shall depute at least two supervisory / managerial personnel at the venue for the smooth organization of the Event.
17. The agency shall arrange one professional Master of Ceremony (MC) with good knowledge of English & Hindi for each event.
18. The Agency shall be fully responsible for successful organisation, facilitate meetings and management of the Road Show.
19. The Agency shall obtain all statutory permissions in respective states for the Road Show.
20. The Agency may suggest in selecting the best hotel after consultation with Department of Tourism (not below 4 Star hotel) in a centrally located place in each city.
21. The Agency shall bear expenses for arranging a suitable Conference Hall and audio-visual equipment for the event.
22. Constant liaison with the hotel for making such arrangements.
23. The Agency shall make arrangement for editorial in some influential media.
24. Arrangement of one professional photographer and videographer for the event.
25. The venue of the Road Show shall be well décor, gel with typical Odishan ambience. There shall be proper branding, for which the text and designs shall be approved by DoT.
26. The Agency shall make arrangement for collecting all publicity materials, collaterals and gift items etc. from the Department of Tourism for Press Meet and Evening B2B Meetings for each event.
27. The Agency shall be required to prepare & install the display materials on Odishan themes in the venue of the event in each city like Backdrop banner, Display Standees, Roll-up Hangings etc.
28. Preparation & distribution of Press Content, Kit for the media and distribution of kit bag for the Tour Operators and Travel Agents.
29. To ensure pre & post event coverage in electronic & print media.
30. The Agency shall submit a detailed report along with Photograph & video to the DoT after the completion of each Road show.
31. The Agency shall organise the entire components of the event as stated above and quote accordingly.

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32. The Agency shall bear all expenses including hotel venue arrangement, dinner & cocktail, Hi-tea, Accommodation, Transportation & Air Ticket for the officials and all other logistic expenses as mentioned in the Scope of Work.

5. **Eligibility Criteria**

The applicants have to fulfil the following eligibility criteria:

- Must have successfully organised similar Tourism Events and Road Shows for any Tourism Departments / Tourism Board / Airlines / Agencies at least 3 event in the past 2 years having work order value not below Rs. 5.00 lakh per event.
- The Agency must have average Annual Audited Turnover of minimum Rs. 1.00 crore (Rupees One crore) per annum for the last three years specifically from handling Roadshows, Event Management & PR activities only.
- Must have valid GST registration // PAN / TAN etc.

6. **Selection Methodology**

1. **Technical Qualification**
2. **Financial Bid**

The Agency will be selected through competitive bidding process. The bid shall contain 2 parts: one as **Pre-qualification (Technical) bid** and other as **Financial bid**. The pre-qualification bid shall contain proof of documents in support of eligibility criteria, brief profile of the agency, experience in organizing similar tourism events & Road shows, bid security amounting to Rs.20,000/- in shape of DD drawn infavour of Director, Tourism and payable at Bhubaneswar, copy of GST Registration, copy of PAN / TAN, copy of the audited Balance Sheet & P/L Account/ certificate of the Chartered Accountant confirming the Turnover and detail plan for the Road Show.

THE SELECTION CRITERIA:

Only those agencies which pass the technical qualification as stated above will be considered for further evaluation of their financial bids. Bids of the ineligible agencies in technical bids shall not be opened under any circumstances.

The final selection will be made from the agencies qualified for Financial Bid and on the basis of lowest quotation for a particular segment of work / particular event.

7. **Submission of the bid**

Documents supporting the eligibility criteria shall be duly sealed in an envelope clearly marked as “**pre-qualification bid for organizing Odisha Tourism Road Show**”. The Financial bid shall be duly sealed in an envelope and clearly marked as “**Financial Bid for Odisha Tourism**”

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Road Show". Both the envelopes should be sealed and included in 3rd large envelope and marked "Bid for Odisha Tourism Road Show". The completed bid shall be submitted to the office of Director, Tourism, Paryatan Bhavan, Lewis Road, Bhubaneswar, PIN -751014 latest by 3.00 PM on dtd. 20.10.2017

8. Bid validity

The bid shall remain valid for **2017-2018 & 2018-2019** from the date of issue of Work order.

9. Bid Opening

The pre-qualification bid shall be opened on 23.10.2017 at 11 am in the presence of the bidders or through their authorized representative. The financial bid shall be opened later for only those bidders who qualify the minimum eligibility criteria.

10. Financial Quote

The Agency shall be required to organize the Road Show on turn-key basis. The expenses for the entire arrangement as mentioned in the Scope of Work shall be borne by the selected agency. The Agency is required to make a quote for the city & event wise in the financial bid format given at **Annexure-A**.

11. Bid Schedule

a) Issue of bid document	:	22.09.2017
b) Last date for receipt of queries on bid document	:	25.09.2017
c) Issue of clarification & addendum to the EoI	:	26.09.2017
d) Last date of receipt of bid document	:	<u>20.10.2017</u>
e) Opening of the pre-qualification bid	:	<u>23.10.2017</u>
f) Technical bid presentation by the short listed agency:		<u>23.10.2017</u>
g) Opening of Financial Bid	:	<u>23.10.2017</u>

12. Terms of Payment:

100% payment will be made after completion of the Road Show subject to deductions, if any. No advance shall be given and the Agency is required to submit the bills within 15 days of completion of the event.

13. Additional Information:

- i. Conditional bids will be rejected outright.
- ii. Insurance including transit insurance will be arranged by the Agency.
- iii. **Performance Security:** The selected Agency shall submit a Performance Security for an amount of 10% of the value of the assignment for one year in the form of a

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Demand Draft / Bank Guarantee in favour of the Director Tourism, Odisha. The Performance Security shall remain valid for a period of 60 days beyond the date of completion of the contractual obligation of the agency.

iv. **Termination by default:** Department of Tourism reserves the right of Government of Odisha to reject, cancel and terminate any offer without assigning any reason thereof.

v. **Risk- Purchase Clause:** If the Agency after submission of the tender and on the acceptance of the same fails to abide by the terms and conditions of the Tender Document or fails to complete the work within the specified time or at any time repudiates the contract, The Department of Tourism will have the right to:

- a) Terminate the empanelment / contract of the agency with the Department of Tourism and further blacklist the agency.
- b) Invoke the Security Deposit.
- c) In case of completion through alternate sources and if price is higher, the agency will pay the balance payment to the Department of Tourism.
- d) For all purposes, the Work Order issued by the Department of Tourism will be considered as formal contract.

vi) **Arbitration:** Provisions of Arbitration Act 1996 & 2002 will be applicable and venue of arbitration will be Bhubaneswar, Odisha.

vii) **Jurisdiction:** Bhubaneswar, Odisha.

Interested PR Agencies / Event Management Companies having requisite expertise in organising such events can submit their offer by post in sealed envelope to the Director Tourism, Department of Tourism, Govt. of Odisha, Paryatan Bhawan, Lewis Road, Bhubaneswar-751014 latest by **3.00 pm** dated **20.10.2017**


Director & Addl. Secretary,

FINANCIAL BIDS

SCOPE OF WORK

AMOUNT TO BE QUOTED

2017-18			
Sl. No	Name of the Place	Scope of Work	Amount to be quoted
1	Varanasi	Cost of organising Road Show in turn-key basis as per Scope of Work in Expression of Interest (EOI) as at Clause No -4 such as Hi-Tea for 50 pax, Cocktail & Dinner for about 100 persons & Cultural programme (group).	
2	Bodhagaya		
3	Raipur		
4	Mumbai		
5	Hyderabad		
6	Ahmedabad		
	Fees are exclusive of taxes		

Signature of the Bidder

Model Bank Guarantee Format for Performance Security
[Ref. Para 22(1)]

To
The Governor of Odisha

WHEREAS..... (name and address of the agency (hereinafter called "the agency has undertaken, in pursuance of contract no..... dated to supply (description of goods and services) (herein after called "the contract").

AND WHEREAS it has been stipulated by you in the said contract that the supplier shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the supplier before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed thereunder or of any of the contract documents which may be made between you and the supplier shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid until the day of 20.....

Our branch at * (Name & Address of the * branch) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our * branch a written claim or demand and received by us at our * branch on or before Dt. otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

.....
(Signature of the authorized officer of the Bank)

.....
Name and designation of the officer

.....
Seal, name & address of the Bank and address of the Branch

* Preferably at the headquarters of the authority competent to sanction the expenditure for