

**GOVERNMENT OF ODISHA
TOURISM DEPARTMENT**

No. 5670 / TSM, Bhubaneswar, dt. 06.06.2018
TCT-TSP-MISC-20/2018

**CORRIGENDUM IN EXPRESSION OF INTEREST FOR
EMPANELLMENT OF START UPS FOR NEED BASED CONTENT
CREATION AND CURATING OF ACTIVITIES FOR DEPT OF
TOURISM, GOVT OF ODISHA**

The last date for submission of application is extended to **11.06.2018 upto 3.00 PM**. The revised/ modified Eol is issued and uploaded in www.odishatourism.gov.in

Director & Addl. Secretary to Govt.

Government of Odisha
Department of Tourism & Culture
(Tourism)

REVISED/ MODIFIED

**EXPRESSION OF INTEREST FOR
EMPANELLMENT OF START UPS FOR NEED
BASED CONTENT CREATION AND
CURATING OF ACTIVITIES FOR DEPT OF
TOURISM,
GOVT OF ODISHA**



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ODISHA
TOURISM

The Soul of Incredible India

**Department of Tourism, Govt. of Odisha
Paryatan Bhawan, Lewis Road
Bhubaneswar - 751014**

Ph : 0674 - 2432177/ 2431896, Fax : 0674 - 2430887

Toll Free :-1800 208 1414

E-mail : oritour@gmail.com

Website : www.odishatourism.gov.in & www.visitodisha.org

1. Introduction

Department of Tourism, Govt of Odisha, in keeping with the vision of the state government regarding encouraging start ups in various sectors, would like to empanel 'Start Ups' separately in content creation and experience curation sector.

The definition of start up would per the norms of MSME dept of Govt of Odisha as given below:

- Date of incorporation / registration of entity is not prior to 7 years
- The entity's annual turnover does not exceed Rs.25 crore, for any preceding financial year
- If not registered in Odisha, the entity employs at least 50% of its total qualified workforce in Odisha.
- The entity is not an extension of the existing family business; or formed by splitting up or reconstruction of a business already in existence.

(Note:

- It is not mandatory for the start ups to be registered or recognised with the MSME dept. for applying for this empanelment. Only the required criteria for start up as given above has to be met)
- Consortium of Start ups (maximum 3 start ups only) are also allowed to participate in this empanelment process.

2. Expression of Interest

Dept of Tourism invites expression of interest for empanelment of start ups, separately, for

1. Production of graphics and small photographic/ audio-video snippets for social media and web site augmentation, event / activity based content creation, AV rich presentations and walk through for events and important programs
and
2. curating small events/ activities/ workshops and experiences for dept of Tourism.

The empanelment shall remain valid for two years from the date of signing of the agreement.

Department of Tourism may decide to extend the empanelment for another two years on the basis of performance of the agency/ies.

3. Eligibility Criteria for Agencies

The minimum eligibility criteria are prescribed below: -

- i. The start up agency must have an annual turnover of minimum Rs.25 lakhs from production of audio visual content for at least any one financial year in the last three financial years. The turnover is to be supported by certification of Chartered Accountant.
- ii. The start up Agency should have experience, in any of the last three financial years, in any of these activities.
 - in producing creative audio visual content for Corporate / govt departments/ PSUs or like .
 - curating different events, activities or workshops for corporate / govt departments/ PSUs or like .

A minimum of two work orders value not below Rs.4.00 lakh each (or any other supporting document) which the applicant might have executed must be enclosed. For consortium of start ups the value of work orders can be taken up jointly i.e. addition of the value of work orders of partner's agency in the consortium.

- iii. Soft copy of work undertaken should be submitted. It should be ensured that the content submitted should be properly marked with the organisation's logo.
- iv. The start up Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in at least English, Hindi and Odia.
- v. The start up Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required
- vi. Earnest Money: A DD of Rs. 15,000/- (Rupees Fifteen Thousand Only) drawn in the name of "Director, Department of Tourism, Odisha" must be enclosed with the application. Application without the earnest money will be summarily rejected. Earnest Money of unsuccessful applicants will be returned after the empanelment of agencies.

- vii. All documents must be properly indexed and referenced for the convenience of evaluation. Department of Tourism reserves the right to seek clarification, documents from the applicants for proper assessment of application made by them. Self-attested documents against each parameter must be submitted by the applicant.
- viii. Applicants not meeting the minimum eligibility criteria will not be considered for evaluation and short listing..
- ix. The start up agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to the

**Director Tourism,
Paryatan Bhawan,
Lewis Road, Bhubaneswar- 751014
Odisha**

on or before **11.06.2018 up to 03:00 PM**. The applicants must clearly mention on the envelope "Application for Empanelment of Production Agency for audio-visual creatives".

The EOI would be opened on **11.06.2018 at 03:30 PM**.

2.4. Department of Tourism reserves the right to alter the date of opening of the bids and also to reject any or all the Eol's without assigning any reason whatsoever.

4. List of documents to be submitted with application

In addition to the documents mentioned in clause 3 (Eligibility Criteria) of the EOI document, applicants should submit following documents with their application. Performance against the parameters must be duly supported with self-attested documentary evidences.

1. Profile of the Agency.
2. Organisation setup in terms of technical staff indicating their qualifications and competencies.
3. Sample creatives of various kinds.
4. Self-Certificate stating that the agency has not been blacklisted in the past.
5. A certificate indicating that information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be blacklisted by the Department of Tourism, Govt of Odisha and EMD or performance security deposit or both of such agencies shall be forfeited.
6. Applicant agency must furnish a copy of their GSTIN Registration certificate.

5. Method of Selection for Empanelment

1. All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
2. Agencies fulfilling the eligibility criteria shall be required to make a presentation on the following, which will be evaluated by a committee on a total scale of 100
 - i. Its creative capability supported by recent credentials. (20 marks)
 - ii. The agency's understanding of Odisha Tourism for content creation/ curation of activities, events and experiences (20 marks)
 - iii. Quality of personnel, in terms of experience, exposure to different products, availability of infrastructure etc. (20 marks)
 - iv. Previous creatives works/ curating works executed by the start up agency. (40 marks)

The agencies fulfilling the criteria and scoring a minimum of 50 marks in the presentation will be empanelled. The date for presentation will be intimated separately to respective agencies.

The empanelment for Creative content making and curating works will be separate and any agency which fulfills criteria in both the categories can be empanelled in both.

6. Scope of Work

The scope of work for the assignment shall include one or more of but not limited to, the following:

1. Designing and Production of quality audio visuals (film/ documentary/ TVC/SRP) content in Full HD and 4K formats, high resolution photographs on various themes as per the need of the Department of Tourism.
2. Story boarding and script writing based on the content in the Odisha Tourism proposal and client's briefing.
3.
 - a. Editing Services: non-linear editing stations capable of importing and exporting standard definition digital (SDI) video, analog (component) high definition video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional post production services.
 - b. Composition Services: including color correction, transitions, chroma keying, mattes, masks, corner-pinning, motion tracking, and motion graphics.
4. Custom made renderings and animations with actual high resolution videos shoots including aerial photography via drone camera to demonstrate complete details and layout of the finalized area options

The final submission shall be in the form of a documentary/ animated movie / virtual tour with VFX effects and voice over in Odia and English languages.

5. Obtain prior approval for the script/ concept of the entire production from Department of Tourism.
6. Deliver animations in DVD/CD-ROM/BETA/VHS and other streaming formats which can be further uploaded on all the social media formats.
7. All the raw data and graphics with the final output shall be the ownership of Department of Tourism and the same has to be submitted along with the final submission.
8. Curating activities , events and workshops for the dept or on behalf of the dept.

Managing social media augmentation for these specific activities.

9. Any other audio-visual or graphic design content conceived by Department of Tourism.

7. Award of Work

The short-listed empanelled agencies shall be required to make a presentation for each work as & when required by the Dept of Tourism. The final selection of the agency for a particular work will be made on a QCBS method with 80 weightage to the presentation on creatives / concept presentation on curating of activities or events and like & 20 to financial quote. The terms and conditions of each bidding within the short-listed agencies will be circulated separately for each work.

The value of the work awarded, in a single work order, will not exceed Rs. 15 lakhs.

8. Terms of Empanelment

1. Payment against work shall be made at the rate of -
 - (a) 10% after submission of conceptual framework on the Audio Visual Content
 - (b) 40% on submission rough cut and
 - (c) balance 50% on final approval.
2. Payment will be by way of electronic transfer systems like RTGS within 30 days from the date of submission of Bills of accepted works as per milestones above.
3. Performance Security Deposit: - The shortlisted agencies will be required to deposit Rs.20,000/- (Rupees Twenty Thousand Only) in the

form of a Demand Draft as performance security deposit with **Director Tourism, Department of Tourism, Govt of Odisha** which will be refunded within one month after completion of the contract. The amount deposited against Earnest Money Deposit will be either adjusted or returned to the shortlisted agency/ies, as desired, after finalization of the empanelment procedure. In cases where the amount of contract awarded or cumulative value of contract by Dept of Tourism to an agency exceeds Rs. 5,00,000/-, then such agency shall be required to furnish additional performance security at the rate of 10% of the contract value exceeding Rs. 5,00,000/-. Such additional deposits will be refunded after successful completion of respective contracts. In all cases the agency shall maintain a Performance Security Deposit of Rs. 50,000/- with Department of Tourism during the concurrency of agreement.

4. The ownership of the approved creatives will vest with the Department of Tourism, Govt of Odisha and the agency will have no proprietary or other intellectual rights in respect of the same.
5. Conditional bids will be rejected outright.
6. Department of Tourism reserves the right to reject offer received from any agency without any intimation to the bidder.
7. Department of Tourism reserves the right to reject or accept any design or creative produced by the agency.
8. Department of Tourism has the right to cancel / postpone the tender without assigning any reason.
9. The selected agency shall execute an agreement with the Department of Tourism on stamp paper of Rs. 100/- as per procedure.
10. Department of Tourism reserves its right to place an order for full or part quantities under any items of work under the scope of work.
11. The period of validity of tender is 180 days from the last date of submission of application.
12. Payment of approved rates will be made only for creative which have been finally approved. No payment will be due on creative which have been asked to be modified or are not accepted.
13. The agency shall maintain strict confidentiality.

9. **Force Majeure** - Neither party will be liable in respect of failure to fulfil its obligation, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbance in the country. The party affected by an event of Force Majeure will immediately notify to the other party about its inability to fulfil

its contractual obligation resulting from such Force Majeure Act. It should similarly notify to the other party on cessation of disability arising from such event.

10. **Arbitration:** In case of any disputes and on written request of the agency, an arbitrator shall be nominated by Director Tourism, Govt of Odisha whose decision shall be final and binding on both parties.
11. **Jurisdiction:** The contract shall be governed by laws of India and all Government rules issued from time to time and in force at time of execution of contract.
12. Department of Tourism reserves right to terminate the contract of any agency / agencies without assigning any reason. In case the selected agency desires to terminate the contract, a notice of 90 days is required during which they will be required to carry out the work awarded to them. Failure to do so would be would be result in forfeiture of security deposit.
13. Department of Tourism will have the right to assess the performance of the Agency and may decided to continue or terminate the contract as per assessment made.
14. Department of Tourism may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.

Director, Tourism

Appendix I

APPLICATION FORMAT FOR EMPANELLEMENT OF CREATIVE AGENCY

	Category under which application is made: -	Start-up
	Name of the Agency / Firm	
	Address	
	Name of the Proprietor / Partners	
	Date of Establishment	
	No. of years in audio visual production	
	No. of branches/offices (if any) & their	
	Infrastructure: (_)	
	a) Creative Artists (Number)	
	b) Client Servicing (Number)	
	c) Other Staff (Number)	
	d) Other (Number)	
	<p>Details of key personnel if assigned who will work on the 'PREPARATION OF AUDIO-VISUAL CREATIVES AND ALLIED WORKS FOR DEPARTMENT OF TOURISM, GOVT OF ODISHA with age, qualification, experience (in years), notable skills and achievements</p>	
	Total Number of employees and employees with Odisha domicile	

Appendix II

FINANCIAL CAPABILITY OF THE APPLICANT

	Financial Year	Annual Turnover (In Rs. Lakh)
	FY 2015 - 16	
	FY 2016 – 17	
	FY 2017-18	

Enclose certificate issued by Chartered Accountant stating the details of annual turnover during the above three financial years along with audited financial statements.

Appendix III

LIST OF MAJOR CLIENTS SERVICED IN LAST THREE YEARS

	Name of the Client	Billing amount

Should be supported by the necessary work orders from the client.

Appendix IV

LIST OF ENCLOSURES:

[Mention list and details of all enclosures being submitted with the EOI submission]

(Authorized Signatory)

Name:

Designation:

Company Seal:

Place & Date:

