Expression of Interest

For

Empanelment of Creative Agencies For Dept. of Tourism, Govt. of Odisha

EoI No. 4487/TSM, Date 04.06.2020

Department of Tourism,
Government of Odisha
Paryatan Bhawan, Lewis Road,
Bhubaneswar-751014

https://www.odishatourism.gov.in/
Expression of Interest for Empanelment of Creative Agencies For Dept. of Tourism, Govt. of Odisha

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The issue of this EoI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.
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Schedule of Bidding Process

Department of Tourism (DoT), Govt. of Odisha invites proposals from prospective applicants for empanellement of creative agencies in accordance with the conditions and manner prescribed in the Expression of Interest (EoI) document.

Prospective applicants are advised to study the EoI document, available at https://dot.odishatourism.gov.in/?q=tender, carefully before submitting their proposals in response to the EoI. Submission of proposal in response to this EoI shall be deemed to have been done after careful study and examination of this document.

Important Dates and Information

<table>
<thead>
<tr>
<th>Sl.</th>
<th>Information</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Date of Issue of EoI Document</td>
<td>04.06.2020</td>
</tr>
<tr>
<td>2</td>
<td>Last date for submission of written/online queries for clarification Email sent to:- <a href="mailto:pmuodishatourism@gmail.com">pmuodishatourism@gmail.com</a> <a href="mailto:info@odishatourism.gov.in">info@odishatourism.gov.in</a></td>
<td>10.06.2020 upto 17:00 Hrs</td>
</tr>
<tr>
<td>4</td>
<td>Response to Pre-Bid Queries</td>
<td>12.06.2020, 17:00 Hrs</td>
</tr>
<tr>
<td>5</td>
<td>Last date of proposal submission By email to <a href="mailto:pmuodishatourism@gmail.com">pmuodishatourism@gmail.com</a> <a href="mailto:info@odishatourism.gov.in">info@odishatourism.gov.in</a></td>
<td>24.06.2020, 15:00 Hrs</td>
</tr>
</tbody>
</table>
1. INTRODUCTION

DoT intends to ‘empanel’ a resource pool of production agencies having experience and capability of producing excellent quality of audio-visual content highlighting the tourism potential of the State of Odisha. The target audience will be national and international public, private investors, governmental agencies and other stakeholders associated with tourism sector.

After being empanelled the concerned agencies will have to produce audio-visual creatives and manage the entire production across the locations desired by DoT. The videos should have an important element of background sound supporting the visuals, hence the film makers need to have an expertise on both audio and visual aspects including voice-over. The videos will require shooting in different locations as required by Dept of Tourism and it is the responsibility of the agency to successfully manage the shoot from pre-production to post production in these areas.

2. EXPRESSION OF INTEREST

DoT invites expression of interest for empanelment from reputed agencies for production of audio-visual creatives and allied works for the promotional campaign of DoT. Agencies with proven track record of having delivered services to large business houses/ Govt. organisations/PSUs, etc.on major national/international projects in audio-visual content creation are invited to participate in this empanelment process.

a. The categories of empanelment are: -
   I. Category A - National Level Empanelment
   II. CategoryB-StateLevelEmpanelment
b. The empanelment shall remain valid for two years from the date of signing of the agreement. DoT may decide to extend the empanelment for another two years on the basis of performance of the agency/ies.
c. The agencies fulfilling the eligibility criteria may submit their application together with requisite documents in sealed cover addressed to:-
   Director Tourism,
   Paryatan Bhawan,
   Lewis Road, Bhubaneswar- 751014
   Odisha
d. Last date of submission of proposal is on or before 24.06.2020 up to 03:00 PM.
   The applicants must clearly mention on the envelope “Application for Empanelment of Production Agency for audio-visual creatives”. The date of the opening of EOIs would be conveyed to bidders through email communication.
e. DoT reserves the right to alter the date of opening of the bids and also to reject any or all the EoI’s without assigning any reason whatsoever.

3. ELIGIBILITY CRITERIA FOR AGENCIES

- The minimum eligibility criteria prescribed for Production Agency is as provided below:
  a. For Category A (NationalLevel Empanelment): The agency must have an average annual turn over of minimum INR.5.00 Crore from production of corporate videos related jobs during the last three financial years (FY 2016-17, 2017-18, 2018-19). The turn over is to be duly certified by a Chartered Accountant, alongwith the details about service tax paid for production jobs undertaken during last three years.
b. For Category B (State level): The agency must have an average annual turnover of minimum INR.25 Lakhs from production of video spots, shorter versions of videos and related jobs during the last three financial years (FY 2016-17, 2017-18, 2018-19) and should have registered office at Bhubaneswar. The turnover is to be duly certified by a Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.

c. The Agency should have a minimum of three years’ experience of producing creative, media planning and video (film/ documentary/ TVC) content. A minimum of three work orders or completion certificates for each of the three years which the applicant might have executed must be enclosed.

d. CD of Show reel of work undertaken in the last 3 years should be submitted.

e. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in at least English, Hindi and Odia.

f. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

➢ Applicants not meeting the minimum eligibility criteria will not be considered for further evaluation and short listing. Self-attested documents against each parameter must be submitted by the applicant. All documents must be properly indexed and referenced for the convenience of evaluation. DoT reserves the right to seek clarification, documents from the applicants for proper assessment of application made by them.

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. Proof of ownership or tie ups of production facilities.
3. Organisation setup in terms of technical staff indicating their qualifications and competencies.
4. Sample creatives of various kinds.
5. Self-Certificate stating that the agency has not been blacklisted by Govt. of India or States / Central or State PSU as on the date of submission of the Bid.
6. 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.
7. Applicant agency must furnish a copy of their GSTIN Registration certificate.
5. METHOD OF SELECTION

a. 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.

b. Agencies fulfilling the eligibility criteria shall be requested to make a presentation on the following:

   I. Its creative capability supported by recent credentials.
   II. The agency’s understanding of Odisha Tourism for content creation.
   III. Quality of personnel, in terms of experience, exposure to different products, length of service in industry.
   IV. Availability of infrastructure facilities etc.

c. Directorate of Advertising and Visual Publicity (DAVP)/ National Film Development Corporation of India (NDFC) empanelled agencies will be given preference.

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 creative, media planning and video (film/documentary/TVC/SRP) content on various themes as per the need of DoT.

2. Storyboarding and script writing based on the content in the Odisha Tourism proposal and client’s briefing.

3. Video post-production services should include non-linear editing and post production finishing / 2D and 3D images composting as outlined below:

   a. Editing Services: non-linear editing stations capable of importing and exporting standard definition digital (SDI) video, analog (component) SD video, high definition (SDI/HD) video and HD video files. The editing and motion graphic personnel must be proficient with experiences in providing professional, commercial and industrial post production services.

   b. Composition Services: including color correction, transitions, chroma keying, mattes, masks, corner-pinning, motion tracking, and motion graphics. The vendor shall have the ability to provide video image processing with the following operational requirements: 2D & 3D composing, Key frame animation, Motion Graphic Creation, Painting & Re-texturing, Input and output files in SD and HD resolutions.

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.

5. The tourism spots visualization and simulation has to be completed with computer animation renderings (preferably with GIS enabled software) with excellent broadcast quality and international standards with a simulation time of 5-10 minutes.
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6. Produce 3D animations of famous tourist spots, details of walk-through or fly-through of an area that includes pedestrian and vehicular movement, mixed/overlapped with the actual high resolution photography/videos. The animation shall be of international standards.

7. 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.

8. Obtain prior approval for the script of the entire production from Department of Tourism.

9. Deliver animations in DVD/CD-ROM/BETA/VHS and other streaming formats which can be further uploaded on all the social media formats.

10. All the raw-data and recordings, 3D visualization models and graphics with the final output shall be the ownership of DoT and the same has to be submitted along with the final submission.

11. Any other audio-visual content conceived by DoT.

7. AWARD OF WORK

The agencies selected will be empanelled in two categories—National Level empanelment and State Level empanelment as detailed in 2. Expression of Interest, above.

As and when required, DoT will decide mode of selection of preferred bidder for various projects. The mode of selection of the preferred bidder may vary from project to project and time to time.

8. TERMS OF CONTRACT

A. Payment against work shall be made at the rate of –

   (a) 10% after submission of conceptual framework on the Audio Visual Content
   (b) 60% on submission rough cut and
   (c) balance 30% on final approval.

B. 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.

C. Performance Security Deposit: The shortlisted agencies will be required to deposit INR 50,000/- (Rupees Fifty Thousand Only) in the form of a Demand Draft as performance security deposit with “DirectorTourism” will be refunded within one month after closure of the empanelment. In cases where the amount of a contract awarded or cumulative value of a contract by DoT 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 iNR. 50,000/- with DoT during the concurrency of agreement.
D. The ownership of the approved creatives will vest with DoT, Govt of Odisha and the agency will have no proprietary or other intellectual rights in respect of the same.

E. Conditional bids will be rejected outright.

F. DoT reserves the right to reject offer received from any agency without any intimation to the bidder.

G. DoT reserves the right to reject or accept any design or creative produced by the agency.

H. DoT has the right to cancel/postpone the tender without assigning any reason.

I. The selected agency shall execute an agreement with DoT on stamp paper of Rs. 100/- as per procedure.

J. DoT reserves its right to place an order for full or part quantities under any items of work under the scope of work.

K. The period of validity of tender is 180 days from the last date of submission of application.

L. 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.

M. The agency shall maintain strict confidentiality.

N. DoT reserves right to terminate the contract of any agency/ agencies without assigning any reason. Incase 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 result in forfeiture of security deposit.

O. DoT reserves the right to assess the performance of the agency and may decide to continue or terminate the contract as per assessment made.

P. DoT may in the interest of work, include any addition in panel and assign it work at mutually agreed rates.

9. FORCE MAJEURE
Neither party will be liable in respect of failure to fulfill 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 fulfill 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 to the agency, an arbitrator shall be nominated by Director Tourism, Govt. of Odisha whose decision shall be final and binding on both
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parties. The venue of the arbitration proceeding shall be the office of Director Tourism, or such other places as the arbitrator may decide.

11. JURISDICTION

- The contract shall be governed by the laws of India and all Government rules issued from time to time and in force at the time of execution of contract.
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**Annexure-I**

**APPLICATION FORMAT FOR EMPANELMENT OF CREATIVE AGENCY**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Description</th>
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<tbody>
<tr>
<td>01</td>
<td>Name of the Agency/ Firm</td>
</tr>
<tr>
<td>02</td>
<td>Address</td>
</tr>
<tr>
<td>03</td>
<td>Name of the Proprietor / Partners/ Directors</td>
</tr>
<tr>
<td>04</td>
<td>Date of Establishment</td>
</tr>
<tr>
<td>05</td>
<td>No. of Years in audio-visual production</td>
</tr>
<tr>
<td>06</td>
<td>No. of branches/ offices (if any) and their addresses</td>
</tr>
<tr>
<td>07</td>
<td>Infrastructure</td>
</tr>
<tr>
<td></td>
<td>a) Creative Artists</td>
</tr>
<tr>
<td></td>
<td>b) Client Servicing (Number)</td>
</tr>
<tr>
<td></td>
<td>c) Other Staff (Number)</td>
</tr>
<tr>
<td></td>
<td>d) Other (Number)</td>
</tr>
<tr>
<td>08</td>
<td>Details of key personnel if assigned who will work on the Preparation of Audio-Visual Creatives And AlliedWorks For Departmentof Tourism, Govt.of Odisha with age, qualification, experience (in years), notable skills and achievements</td>
</tr>
</tbody>
</table>

Category under which application is made: -
A) National Level OR
B) State Level
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ANNEXURE II
FINANCIAL CAPABILITY OF THE APPLICANT

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Financial Year</th>
<th>Annual Turn Over (in INR Crs)</th>
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<tbody>
<tr>
<td>01</td>
<td>FY 2018-19</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>FY 2017-18</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>FY 2016-17</td>
<td></td>
</tr>
</tbody>
</table>

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

LIST OF MAJOR CLIENTS SERVICED IN LAST THREE YEARS

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of Client</th>
<th>Year</th>
<th>Scope of work</th>
<th>Work Order Amount (in INR lakh)</th>
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<tbody>
<tr>
<td>01</td>
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<td>04</td>
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The annexure is to be supported by Work Orders or completion certificates for each project provided by respective client.
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Annexure-IV

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

(Authorised Signatory)
Name:-
Designation:-
Company Seal:-
Place and Date:-