Odisha Tourism intends to participate in international tourism events to showcase Odisha Tourism products & interact with tourism stakeholders. Expression of Interest is invited from reputed PR / Event Management Agencies / Firms with expertise in handling International Tourism events and having a track record of working in tourism related fields or providing similar services to other tourism boards outside India. The Agency shall arrange all pre-post networking with the relevant stakeholders in some of the selected source markets / countries in order to maximize the impact of such participation at international level. Last date of submission of EOI is **09.10.2017** up to 3 P.M.

The Terms of References may be collected from the Department of Tourism, Government of Odisha, Paryatan Bhawan, Bhubaneswar or may be downloaded from our website [www.orissatourism.gov.in](http://www.orissatourism.gov.in).
TERMS OF REFERENCES (TOR) FOR
SELECTION OF EVENT MANAGEMENT & PR AGENCIES FOR
PARTICIPATION IN OVERSEAS TOURISM EVENTS

BACKGROUND & OBJECTIVE

Odisha Tourism is participating in a number of events, travel marts, travel exhibitions, road shows, outside the country. While participating in these events / travel marts, Odisha Tourism would like to have pre-event networking & appointments with the potential clients and post-event follow-ups with relevant stakeholders to make the participation more productive and fruitful. This would involve contacting the tour operators, travel agents and other relevant stakeholders before the travel mart / road show and invite them to Odisha Tourism Stand. Besides, the agency is required to design, install, erect & decorate the stand at the venue. Odisha Tourism intends to participate in the following events. The schedule & size of the stand is given as below.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Event</th>
<th>Period</th>
<th>Size (Approx)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>IFTM Top Resa, Paris</td>
<td>September 2018</td>
<td>36 / 45 sq.mtr</td>
</tr>
<tr>
<td>2</td>
<td>JATA 2018</td>
<td>September 2018</td>
<td>36 / 45 sq.mtr</td>
</tr>
<tr>
<td>3</td>
<td>ITB Asia</td>
<td>25-27 October 2017 &amp; 2018</td>
<td>36 / 45 sq.mtr</td>
</tr>
<tr>
<td>4</td>
<td>WTM London</td>
<td>02-06 November, 2017 &amp; 2018</td>
<td>40 / 45 sq.mtr</td>
</tr>
<tr>
<td>5</td>
<td>FITUR Madrid, Spain</td>
<td>17 – 21 January 2018, 2019</td>
<td>36 / 45 sq.mtr</td>
</tr>
<tr>
<td>6</td>
<td>ITB Berlin, Germany</td>
<td>07 – 11 March 2018 &amp; 2019</td>
<td>36 / 45 sq.mtr</td>
</tr>
</tbody>
</table>

(This list is exhaustive. The number of events for participation may vary subject to Govt. approval.)

Expression of Interest are invited in sealed covers from reputed PR / Event Management Agencies having previous experience of successfully organizing and providing similar services to different tourism boards and MNCs outside India and providing logistic & professional assistance to Odisha Tourism for the aforementioned purposes. The contract with Odisha Tourism will be for the financial 2017-18 & 2018-19.

TERMS OF REFERENCE AND ELIGIBILITY CRITERIA:
The basic job requirement of the Agency will be:

- Scheduling of business meetings and appointments in advance before the Tourism Exhibitions / Event with buyers / sellers / investors during international events.

- To undertake post event analysis, constant follow-up with business/activity partners.
o To facilitate tie-ups with major Tour Operators / Travel Agencies / Travel Writers / Journalists / Opinion Makers / TV Teams / Hoteliers etc. from India and overseas.

o Invite the potential buyers / sellers / investors like Tour Operators, Travel Agents who are promoting India not Odisha and new Operators. Invite Journalists and Travel Writers etc. to the Odisha Tourism Stand of the country where the event is organized.

o Organise design, construct and decorate Odisha Tourism Stand in International Tourism Fairs and Exhibitions covered space approximately measuring 36 / 45 sq.mtrs. The detail specification of the work to be done is given at Annexure – C.

o Take care of booking of space, registration etc. for Odisha Tourism participation in scheduled International Events in coordination with the organizers.

o Developing, designing, creating and dispatching of e-mails, e-flyers, e-newsletters, etc to potential clients for the fairs/ festivals/ events on regular basis.

o To organize press meet / roadshow on request on selected cities and destinations.

o At the end of each event, the Agency shall submit a detailed report in printed & bounded form alongwith detailed list of invitees, appointment made, photographs, visitor’s feedback, CD/DVD etc. to the Department.

o The representative of the Agency shall come to DOT on short notice as and when required. This will help in devising future strategies and quick action plan for implementation.

o The Agency shall depute at least 1 (one) fluent English speaking tourism conversant personnel for the overseas tourism events who shall report before two days of the event & remain till the end of the event.

SUBMISSION OF EMD:

The bidders shall have to submit Rs. 1,00,000/- (Rupees One Lakh only) along with the technical bid by way of Demand Draft in favour of Director Tourism and payable at Bhubaneswar, Odisha towards Earnest Money Deposit (EMD).

The agency has to submit sealed tender document along with the EMD at the time of submission of tender documents otherwise the bid would be out rightly rejected. The EMD of the unsuccessful bidders shall be returned within one week of the opening of the bid and the EMD of successful bidder shall be returned after receipt of the Performance Security.
ELIGIBILITY CRITERIA:

1. The Agency should have an annual average turnover of at least Rs. 5.00 crore per annum for the last three years especially from handling PR & Event Management activities only.

2. The Agency have successfully organised / executed similar tourism events for any tourism departments / boards / corporations / airlines etc. at least 3 events in the past 2 years having work order value not below Rs. 30.00 lakh for each event.

BIDDING PROCESS:

The offer should be submitted in the 2 bid form –

1. Technical Bid
2. Financial Bid

TECHNICAL BID

The Agency shall submit the Technical Bid in a sealed cover superscribing “Proposal for Technical Bid” as per Annexure - B & C. The technical bid shall carry a weightage of 70 marks as per the details given in the table.

The agency should furnish the profile of the firm covering the following points:

1. The professional qualifications of personnel, technical expertise, past experience, proof of similar work handled in the past, turn over and other relevant details as a part of technical bid as attached in Technical Bid Format.

2. The agencies will have to make a presentation before the duly constituted committee for the purpose on the points mentioned in Annexure – B and for the evaluation of Technical Bid at Annexure-C.

3. The Technical bid submitted by the bidder shall comprise the following documents.

   a. EMD in shape of DD only for Rs. 1.00 lakh favouring Director, Tourism and EMD of the unsuccessful bidders shall be returned to them within a week of bid opening. EMD of the successful bidder shall be returned on receipt of performance security.

   b. Proof of Annual Turnover for the last 3 years specifically from handling Event Management & PR activities only (Audited Accounts).

   c. Copy of Work Order for organising similar events for any Govt. / PSU (at least 3 events in the past 2 years having work order value not below Rs. 30.00 lakh per event).
d. Details of professional qualifications, technical expertise & past experience.
e. Valid GST Registration Number / PAN / TAN
f. Audited Financial Statements for last 3 financial years.

details of technical work force, regular designer, creative team (minimum 5 personnel) in the payroll of the agency.

The agencies having the prescribed qualifying criteria shall have to give a presentation before the tender committee consisting of DoT Officials and experts, if any. The technical evaluation shall carry a weightage of 70%.

The agency should furnish the profile of the firm covering the following points. The professional qualifications of personnel, technical expertise, past experience, proof of similar work handled in the past, turn over and relevant details as a part of technical bid as attached in Technical Bid format.

FINANCIAL BID

The Agency shall submit the Financial Bid document in proper sealed cover superscribing “Proposal for Financial Bid” as per Annexure – D.

BID VALIDITY

The bid shall remain valid for the financial year 2017-18, 2018-19.

BID OPENING

The pre-qualification bid shall be opened on 10.10.2017 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.

BID SCHEDULE

a) Issue of bid document : 19.09.2017
b) Last date for receipt of queries on bid document : 22.09.2017
c) Issue of clarification & addendum to the EoI : 23.09.2017
d) Last date of receipt of bid document : 09.10.2017 (up to 3 pm)
e) Opening of the pre-qualification bid : 10.10.2017 (at 11am)
f) Presentation by the short listed agency : 10.10.2017
(g) Opening of Financial Bid : 10.10.2017 / 11.10.2017

THE SELECTION CRITERIA:

The technical bids will be opened first and shall be scrutinized to verify the eligibility criteria. Those who fulfill all the criteria will be short listed and considered for further evaluation for Technical and Financial Bids. Bids of the ineligible agencies will not be opened in any condition. 70% weightage shall be given on technical bids and
30% weightage shall be given on financial bids. The financial bids of the eligible agencies will be opened after evaluating their technical bid. The lowest quote will be awarded 30 marks and the remaining quotes will be calculated in relation to the lowest quote, i.e. if the lowest quote Rs. 1000, it will get 30 marks and the quote of Rs. 2000 will get 15 marks and so on.

The final selection will be made after adding the score of technical bid with the financial bid and the agency/ agencies securing highest marks for the particular segment of work in terms of area / size of stall for a particular event shall be selected for that particular work.

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 an account payee Demand Draft / Bank Guarantee in favour of Director, Tourism, Odisha. The Model Bank Guarantee is at Annexure – E. The performance security shall remain valid for a period of 60 days beyond the date of completion of the contractual obligation.

OTHER TERMS & CONDITIONS

1. The Selected Agency will have to sign an Agreement with the DoT to give effect to the contents of this notification.

2. This Agreement shall be valid for the financial year 2017-18 & 2018-19. However, this Agreement can also be cancelled / terminated / revoked before expiry of the validity period, if the performance of the Agency is found unsatisfactory.

3. Tenders received after the due date and time shall not be considered. The Director Tourism reserves the right to accept or reject any tender or its part.

4. For any query and clarification, interested agencies may contact by mail oritour@gmail.com before submitting the tenders.

5. Wherever specific terms and conditions have not been spelt out in tender document, rules as contained in Odisha Government Financial Rules (OGFR) shall apply.

6. The bids as per details given above should be submitted to the Director Tourism, Department of Tourism, Govt. of Odisha, Paryatan Bhawan, Bhubaneswar, 751014 on or before 09.10.2017 up to 3 PM.

7. Selection of the Agency in this process should not be construed as binding on the Authority to award any task / work subsequently. This shall be done at the discretion of the DoT, duly considering the performance of the Agency from event to event.
8. The selected agency has to submit the bills and other documents within 15 days of the completion of any particular event to DoT for settlement of claims and no advances shall be given to the agency relating to any event.

**ADDITIONAL INFORMATION:**

i. Conditional bids will be rejected outright.

ii. Insurance including transit insurance will be arranged by the Agency.

iii. **Liquidated Damages:** In the event of Agency's failure to complete the work within the specified time, The Department of Tourism may, without prejudice to his any other rights hereunder, recover from the supplier, as Liquidated Damages, the sum of 5% of the contract price.

iv. **Termination by default:** Department of Tourism, Government of Odisha reserves the right 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 / Event Management Companies having requisite expertise in organising such PR Activities and 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 09.10.2017.**

**Director, Tourism**

Paryatan Bhawan, Onissa
Bhubaneswar-751014
## TECHNICAL BID

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particulars</th>
<th>Status</th>
<th>Indicate the Page marking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name &amp; Address of the Firm (Details of Tel, Fax, Email)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Date of Establishment of the Company (Submit Evidence)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Total Work Experience (in years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Is your Firm a Proprietorship / Partnership / Joint Venture or registered under Companies Act (Pl. give details and enclose certificate)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>EMD (Rs. 100,000/-)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Details of Income Tax Registration (Enclose copy of GST Registration /PAN/TAN)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Service Tax Registration copy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Annual turnover of Rs. 5.00 crore for the last 3 year. Copy of Chartered Accounts Certificate on Audited Financial Statements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Successfully executing similar overseas works at least three, work order value not below 30.00 lakhs per event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Professional qualifications, technical expertise &amp; past experience in detail</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Signature of the Bidder
## EVALUATION OF TECHNICAL BID - WEIGHTAGE 70%

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particulars</th>
<th>Details of Information Required</th>
<th>Basis for evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Professional Qualification &amp; Creative Team</td>
<td>The name of the professionals &amp; creative team furnished by the agency must be in their pay roll for a period of not less than 1 year. Supporting documents like EPF / ESI, and any other statutory drawls</td>
<td>Qualification standards &amp; experiences - 10 marks</td>
</tr>
<tr>
<td>2</td>
<td>Technical Expertise</td>
<td>The Design proposed for Odisha Tourism, Creative and presentation.</td>
<td>Design - 10 mark</td>
</tr>
<tr>
<td></td>
<td>(20 Marks)</td>
<td></td>
<td>Creativity &amp; Presentation - 10 mark</td>
</tr>
<tr>
<td>3</td>
<td>Past Work Experience</td>
<td>One International Event = 5 mark</td>
<td>20 marks</td>
</tr>
<tr>
<td></td>
<td>(20 Marks)</td>
<td>One National event = 2 mark</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Average Turn Over in last 3 years</td>
<td>Annual audited statement of last 3 years</td>
<td>Upto 5 crore = 5 mark</td>
</tr>
<tr>
<td></td>
<td>(20 Marks)</td>
<td></td>
<td>5 - 10 crore = 5 mark</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>10 - 15 crore = 5 mark</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Above 15 crore = 5 mark</td>
</tr>
</tbody>
</table>
## SPECIFICATION OF STAND

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particulars of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Construction, Design and decoration of Odisha Tourism Stand</td>
</tr>
<tr>
<td>2</td>
<td>Stall Fabrication (Backlit, Platform, Carpeting, etc)</td>
</tr>
<tr>
<td>3</td>
<td>Eco-solvent vinyl /UV print mounted on 5 mm foam board. Major elements of the display may be put in 2-3 layers to give it a 3D effect in Vinyl / Acrylic / Cloth printing</td>
</tr>
<tr>
<td>4</td>
<td>Reception / Information Table &amp; Chairs &amp; 2 Hostess</td>
</tr>
<tr>
<td>5</td>
<td>Arrangement of Tea / Coffee / Biscuits / Water etc. for the stand</td>
</tr>
<tr>
<td>6</td>
<td>Provision of Video Wall (6 X 8 ft) shall be provided and fixed in a vantage point in the Stand.</td>
</tr>
<tr>
<td>7</td>
<td>Sitting Arrangement with Sofa Set &amp; branding for Co-exhibitors and Odisha Tourism</td>
</tr>
<tr>
<td>8</td>
<td>Set of 1 Table &amp; 2 Chairs for about 6-8 Co-exhibitors</td>
</tr>
<tr>
<td>9</td>
<td>Information Counter &amp; Flowers for Decoration with bouquet, etc</td>
</tr>
<tr>
<td>10</td>
<td>Handling dispatch of publicity materials from DoT for the event</td>
</tr>
<tr>
<td>11</td>
<td>Presence of at least one person two days before the event till end</td>
</tr>
<tr>
<td>12</td>
<td>Arrangement of Hostess – 2 nos</td>
</tr>
<tr>
<td>13</td>
<td>Adequate Branding of the stand</td>
</tr>
<tr>
<td>14</td>
<td>Daily Cleaning of Stand</td>
</tr>
<tr>
<td>15</td>
<td>Wi-Fi Connections</td>
</tr>
<tr>
<td>16</td>
<td>Replica of Konark Wheel in Poly Vinyl</td>
</tr>
</tbody>
</table>

Signature of the Bidder
## ANNEXURE - D

### FORMAT FOR FINANCIAL BID

**2017-18**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name of the Event</th>
<th>Scope of Work</th>
<th>Size &amp; Amount Quoted</th>
</tr>
</thead>
</table>
| 1     | ITB Asia                         | • Construction, design and decoration of Odisha Tourism Stand as per details in Annexure – C.  
• Scheduling of business meetings and appointments in advance.  
• Post event analysis  
• Supply of Tea/Coffee / Snacks at stand.  
• Arrangement of Video Wall  
• Arrangement of Sofa set for Meeting  
• Sitting arrangement & branding for Stakeholders and Odisha Tourism  
• Information Counter & Flower decoration  
• Handling dispatch of publicity materials from DOT to the Event venue.  
• Presence of One person two days before the event till end.  
• Hostess – 2 Nos.  
• Adequate Branding of the stand & cleaning  
• Wi-Fi Connections | 36 sqm  
45 sqm |
| 4     | WTM London                       |                                                                                                                                                                                                             | 40 sqm  
45 sqm |
| 5     | FITUR Madrid, Spain              | • Arrangement of Video Wall  
• Arrangement of Sofa set for Meeting  
• Sitting arrangement & branding for Stakeholders | 36 sqm  
45 sqm |
| 2     | ITB Berlin, Germany              | • Construction, design and decoration of Odisha Tourism Stand as per details in Annexure – C.  
• Scheduling of business meetings and appointments in advance.  
• Post event analysis  
• Supply of Tea/Coffee / Snacks at stand.  
• Arrangement of Video Wall  
• Arrangement of Sofa set for Meeting  
• Sitting arrangement & branding for Stakeholders and Odisha Tourism  
• Information Counter & Flower decoration  
• Handling dispatch of publicity materials from DOT to the Event venue.  
• Presence of One person two days before the event till end.  
• Hostess – 2 Nos.  
• Adequate Branding of the stand & cleaning  
• Wi-Fi Connections | 36 sqm  
46 sqm |

**Total**

N.B.1 The fees quoted shall be inclusive of all taxes and duties as applicable. No further fees to be paid / expenses to be reimbursed for scope of work mentioned in the bid document except the amount quoted above.

N.B.2 The price quoted above shall be valid for the period of agreement / contract.

*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 on or before the DI, 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 purchase of goods or at the concerned district headquarters or the State headquarters.