

**Government of Odisha
Department of Tourism & Culture
(Tourism)**

**EXPRESSION OF INTEREST FOR
EMPANELLMENT OF CREATIVE
AGENCIES FOR DEPT OF TOURISM,
GOVT OF ODISHA**

Odisha Tourism



Scenic | Serene | Sublime
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 intends to come up with a promotional campaign with an appealing tag line. As a part of the campaign we have identified Audio-Visual creatives and outdoor branding as one of the preferred medium for information dissemination in Tourism and hospitality sector. The quality of the audio-visual creatives is a key factor in ensuring that the message is effectively communicated to the public and stakeholders with simple yet clear representation and content.

With this objective in mind Dept of Tourism, Govt of Odisha intends to 'empanel' a resource pool of production agencies having experience and capability of producing excellent quality of audio-visual content. Department of Tourism intends to produce several audio-visual media content for 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.

The agencies will have to submit a final script along with a concept note for the promotional campaign, which would also include sample videos with background music. After being empanelled the concerned agencies will have to produce audio- visual creatives and manage the entire production across the locations desired by Dept of Tourism. 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.

The videos produced will be a maximum of 3 minutes in duration. Examples of videos demonstrating the quality desired by Dept of Tourism are given below:

<https://www.youtube.com/watch?v=Uqmc0891L2U&t=5s>

<https://www.youtube.com/watch?v=RTG8pg21OGs>

<https://www.youtube.com/watch?v=r1ZaH4ITuXQ>

<https://www.youtube.com/watch?v=yeGOZAhAIS0>

<https://youtu.be/SC58q3WmBrk>

https://www.youtube.com/watch?v=0_YxjnGz6_A

2. Expression of Interest

Dept of Tourism invites expression of interest for empanelment from reputed agencies for production of audio-visual creatives and allied works for the promotional campaign of Department of Tourism. 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.

The categories of empanelment are: -

- (i) Category A - National Level Empanelment: The services will be sought for audio visual creatives required for tourism promotion at national and state level.
- (ii) Category B - State Level Empanelment: The services will be sought for audio visual creatives required for tourism promotion at state level.

2.1. 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.

2.2. Pre-bid meeting will be held on **29th January 2018, 03:00 PM** at the address mentioned

2.3. The 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 **5th February 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 **5th February 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.

3. Eligibility Criteria for Agencies

3.1 The empanelment is invited under three categories having different scope and magnitude of work. The categories of empanelment are: -

3.2 The minimum eligibility criteria prescribed for Production Agency is as provided below:

-

- i. For Category A (National Level Empanelment): The agency must have an average annual turnover of minimum Rs.5 Crore from production of corporate videos related jobs during the last three financial years. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.

- ii. For Category B (State level): The agency must have an average annual turnover of minimum Rs.25 lakhs from production of video spots, shorter versions of videos and related jobs during the last three financial years and should have registered office at Bhubaneswar. The turnover is to be supported by Audited Annual financial statement of accounts duly certified by the Chartered Accountant, along with the details about service tax paid for production jobs undertaken during last three years.
 - iii. 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 any other supporting document) for each of the three years which the applicant might have executed must be enclosed.
 - iv. CD of Show reel of work undertaken in the last 3 years should be submitted.
 - v. The Agency should have the resources to produce multi-lingual publicity with proficiency and proof reading facilities in at least English, Hindi and Odia.
 - vi. The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required
 - vii. Earnest Money: A DD of Rs. 25,000/- (Rupees Twenty Five 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.
- 3.3. 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. Department of Tourism 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 in the past.
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 and EMD or performance security deposit or both of such agencies shall be forfeited.
7. Applicant agency must furnish a copy of their GSTIN Registration certificate.

5. Method of Selection

- 5.1. 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.
- 5.2. 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.
- 5.3. 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 the Department of Tourism.
2. Story boarding 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 compositing 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 compositing, 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.
6. Produce three- dimensional 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. Example of desired animation quality include: <https://www.youtube.com/watch?v=neEMDnhXgVg>

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, 3D visualization models 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.
11. Any other audio-visual content conceived by Department of Tourism.

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, Department of Tourism will ask for price bid from the empanelled agencies within respective categories. The terms and conditions of submission of price shall be provided along with Invitation to Bid. The work shall be awarded based on the price bids received in accordance with the terms and conditions mentioned in the Invitation to Bid.

8. Terms of Contract

8.1. 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.

8.2. 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.

8.3. Performance Security Deposit: - The shortlisted agencies will be required to deposit Rs. 50,000/- (Rupees Fifty 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.

- 8.4. 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.
- 8.5. Conditional bids will be rejected outright.
- 8.6. Department of Tourism reserves the right to reject offer received from any agency without any intimation to the bidder.
- 8.7. Department of Tourism reserves the right to reject or accept any design or creative produced by the agency.
- 8.8. Department of Tourism has the right to cancel / postpone the tender without assigning any reason.
- 8.9. The selected agency shall execute an agreement with the Department of Tourism on stamp paper of Rs. 100/- as per procedure.
- 8.10. 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.
- 8.11. The period of validity of tender is 180 days from the last date of submission of application.
- 8.12. 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.
- 8.13. The agency shall maintain strict confidentiality.
- 8.14. 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.
- 8.15. 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.
- 8.16. 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.
- 8.17.** 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.

- 8.18. 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.
- 8.19. Department of Tourism may in the interest of work, include any additional agency in the panel and assign it work at mutually agreed rates.

A handwritten signature in black ink, appearing to be 'D. Blais', written in a cursive style.

Director, Tourism

APPLICATION FORMAT FOR EMPANELLEMENT OF CREATIVE AGENCY

Category under which application is made: -	[A - National Level / B - State Level]	
	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)	
	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 ODISHS with age, qualification, experience (in years), notable skills and achievements	

FINANCIAL CAPABILITY OF THE APPLICANT

	Financial Year	Annual Turnover (In Rs. Cr.)
	FY 2014 - 15	
	FY 2015 - 16	
	FY 2016 - 17	

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: