

**EXPRESSION OF INTEREST CUM REQUEST FOR PROPOSAL  
(EOI CUM RFP)**

**FOR**

**Digital Syndication for Film “GOD’S OWN PEOPLE”**



**Department of Tourism, Paryatan Bhawan,  
Museum Campus, Bhubaneswar - 751 014  
Tel.No. +91 674 2432177**

**[email: oritour@gmail.com](mailto:oritour@gmail.com)**

Dated: .08.11.2017

## **1. INTRODUCTION**

The temple of Lord Jagannath at Puri occupies primacy in the religious and cultural history of Odisha. The mode of worship at Shri Jagannath temple is a blending of elaborate Vedic, Puranic and Tantrik protocols. More than sixty five festivals are celebrated annually in honour of the Lord. The Ratha Yatra (Chariot Festival) is an event of great religious experience and devotional fervour attracting large number of devotees from across the country and abroad.

The most unique event in the culture of Lord Jagannath is the Nabakalebara ceremony takes place in the year which has two months of Asadha that usually occurs within a span of twelve to nineteen years. The ceremony is dated back to the 10th century and as per recorded history took place in the years of 1730, 1749, 1768, 1790, 1809, 1821, 1855, 1874, 1893, 1912, 1931, 1950, 1969, 1977, 1996& 2015.

The Nabakalebara ceremony continues till end of Ratha Yatra where the Lords leave the temple premises, move to the Gundicha and return to their abode which is in total for 9 days. The RathaYatra has its own sets of special ceremonies and sacred rites. The grand event in 2015 attracted all time high number of tourist.

Department of Tourism, Govt.of Odisha has made a world class Film capturing all the rituals of the Nabakalebara Event 2015 of Lord Jagannath titled as “GOD’S OWN PEOPLE”. The film was directed by Sri Nilamadhav Panda, one of the notable film director of the country. The film has two versions with 18 minutes and 88 minutes duration in three languages i.e. Odia, Hindi & English. The film was screened in Cans Film Festival in the year 2016.

## **2. REQUEST FOR PROPOSAL**

Department of Tourism, Govt. of Odisha now look forward to maximize the reach of this film to wide audience within the country as well as across the world through satellite, television, DTH, Mobile, Cable, Hotel & air borne, surface, film festival & sea right etc. DoT is looking for an agency to facilitate and showcase the film in every possible digital and broadcasting platform across the globe on behalf of Department of Tourism.

The Department of Tourism, Government of Odisha (the "Authority") is issuing this Expression of Interest cum Request for Proposal (EOI cum RFP) inviting techno-commercial bids from interested and eligible agency having experience in media marketing particularly digital syndication of films, documentary and TV programme across the globe. The prescribed format for submission of BID is at Annexure-I.

## **2.1 EARNEST MONEY DEPOSIT**

The bid must be accompanied by a refundable Earnest Money Deposit (EMD) of Rs.20,000/- (Rupees twenty thousand only) in form of Demand Drafts drawn in favour of Director, Tourism, Govt. of Odisha, payable at Bhubaneswar. After selection of the suitable applicant, the amount of EMD shall be refunded to the unsuccessful Bidders. The EMD of the successful Bidder shall be retained by the Authority till the completion of the assignment as performance security.

## **2.2 SCOPE OF WORK**

- The selected agency shall be given exclusive marketing right of the film "GOD'S OWN PEOPLE" for a period of TWO years from the date of signing of the agreement. The terms of engagement can be extended for further period on mutual agreement subject to successful performance of the agency.
- The agency shall be responsible to showcase the film in every possible digital & broadcasting platform across the globe so as to reach wide audience across the globe.
- The possible media platforms are satellite, television, DTH, Mobile, Cable, Hotel & air borne, surface, film festival & sea right etc.
- The agency shall ensure that the film is at least broad casted in One National TV Channel, One Odiya TV Channels and One Digital Platforms (including OTT).
- The agency shall contact & negotiate on behalf of Department of Tourism with potential media agency for showcasing the film and also to negotiate on other commercial terms.
- The agency shall be provided all the materials to explore the above mentioned matter. The agency needs to master the film and provide to the platform in required format & duration.

- The agency shall work on revenue sharing model. All the revenue to be generated from broadcasting & showcasing the film shall be shared between Department of Tourism and the selected agency. The revenue to be shared with Department of Tourism shall be the bid selection criteria.
- All the revenue shall be received in the Accounts of Director, Tourism, Govt. of Odisha and shall be shared with the selected agency in a predetermined ratio which shall be arrived on the basis of bid outcome.
- The agency shall be allowed to contact different media channels for promotion of the film but the contract can only be signed by the agency with the individual media channels only after getting approval from the DoT. However, DoT will not unreasonably withhold such approval.
- Department of Tourism shall not give such right to any other agencies during the period of contract unless the selected agency failed to showcase the film as mentioned in the scope of work.

### **3. MINIMUM DELIVERABLES**

The agency must commit a premier National Television or Digital Channel like Netflix / Amazon

**OR**

At least one regional Odia Television Channel and one Digital Channel and one National Channel.

### **4. ELIGIBLE AGENCIES**

The agencies intending to Bid for the above shall fulfil all the following eligibility conditions:

<b>Sl.</b>	<b>Applicant Eligibility</b>
a)	The agency must have experience in media marketing particularly digital syndication of films, documentary and TV programs across the globe.
b)	Agency must also have at least 5 years experience in media marketing, film and digital distribution and production.
c)	The agency must have bagged distribution rights of at least ONE feature film and One TV documentary during last three years. The film / documentary must have been telecasted in any National TV channel of the Country. The agency should submit supporting documents in support of the above criteria.
d)	The agency must have an average annual turnover of upto INR 1 Crore from film distribution & allied activities during last three years. The audited copy of the financial statements / certificate of chartered accountant should be submitted.

#### **4.1 EVALUATION METHODOLOGY**

- The tender should be addressed to the Director & Addl. Secretary to Government, Tourism Department, Government of Orissa, Paryatan Bhawan, Bhubaneswar-751014.
- The offer should be submitted in two separate sealed cover superscribed in bold letter **“The Tender Digital Syndication for Film “GOD’S OWN PEOPLE” Technical & Financial Bid”**.
- The firms will be short listed on the basis of eligibility criteria. The financial bids of only those firms who are short-listed as such will be opened for consideration.
- The tender will be received on or before **23.11.2017** by **3.00 PM**. and will be opened on the same date at **4.00 PM** in Tourism Department, Paryatan Bhawan, Bhubaneswar-751014 in presence of tenderers or their authorized representative.
- The authority reserves the right to accept or reject any or all the offers without assigning any reason thereof.

#### **4.2 COMMERCIAL BID:**

The Applicant should quote % of the gross revenue which shall be provided to Department of Tourism. All the expenses including lodging, boarding, transport for marketing the film shall be borne by the Agency.

#### **4.3 AVAILABILITY OF RFP DOCUMENT:**

RFP document can be obtained between 1100 hours and 1700 hours on all working days from the Authority i.e. Department of Tourism, Paryatan Bhawan, Museum Campus Bhubaneswar, Odisha from **08.11.2017 to 22.11.2017**. The document can also be downloaded from the official website of Odisha Tourism <http://www.orissatourism.gov.in>

#### **4.4 BID SUBMISSION:**

The proposals/ bids may be addressed to **Director & Addl. Secretary to Government, Department of Tourism, Paryatan Bhawan, Museum Campus Bhubaneswar**. The complete proposals/ bids should reach the office of the Authority on or before **3.00 PM on 23.11.2017**.

#### **4.5 VALIDITY OF THE PROPOSAL:**

The proposal shall be valid for a period of 180 days from the bid submission date

## 5. PRE-BID MEETING

A pre-bid meeting will be held on **15.11.2017** at **11.00 AM** in the Conference Hall of Paryatan Bhawan to provide clarifications, if any. The addendum if any based on the feedback of the pre-bid meet will be issued on 18.11.2017.

## 6. DISQUALIFICATION OF THE APPLICANT

The applicant shall be disqualified if it is discovered that it has wrongly stated/manipulated the facts and figures in the proposal at any stage before the award of the assignment. Any applicant/ Unit trying to influence the evaluation process by any means shall be disqualified. Earnest Money Deposited would be forfeited in such a case.

## 7. KEY DATES

Sl.	Events	Date
1	Start date for Issuance of RFP Document	<b>08.11.2017</b>
2	Last date for issuance of RFP Document	<b>22.11.2017</b>
3	Last date for Submission of Queries	<b>13.11.2017</b>
4	Pre-Bid Conference	<b>15.11.2017 at 11.00 a.m.</b>
5	Reply to Pre-Bid Queries	<b>15.11.2017</b>
6	Issue of Addendum if any	<b>18.11.2017</b>
7	Last date and time for Proposal submission	<b>23.11.2017 up to 3.00 p.m.</b>
8	Date and time for opening of Technical bids	<b>23.11.2017 at 4.00 p.m.</b>
9	Date and time for opening of Commercial bids	<b>23.11.2017 at 5.00 p.m.</b>

For further details and queries, please contact the undersigned.

Sd/-  
Director & Addl. Secretary to Government  
Department of Tourism  
Paryatan Bhawan Museum Campus,  
Bhubaneswar Tel.No. (+91-674) 2432177  
email: oritour@gmail.com

**Bid Letter Pro-forma**

To

Director & Addl. Secretary to Government  
Department of Tourism Paryatan Bhawan  
Museum Campus, Bhubaneswar.

**Sub: Digital Syndication for Film “GOD’S OWN PEOPLE”**

Sir,

The undersigned having read and examined in detail all the BID documents for the above purpose:

**1. Technical Bid:**

1	Name of the Media Firm	
2	Address	
3	Name of the contact person to whom all references shall be made regarding this Bid	
4	Designation of the person to whom all references shall be made regarding this Bid	
5	Address of the person to whom all references shall be made regarding this Bid	
6	Telephone (with STD code)	
7	Mobile No. of the contact person	
8	E-mail of the contact person	
9	Fax No. (with STD code)	

**2. Documents forming part of the bid**

**(a) Technical Bid:**

- EMD
- Applicant proposal
- Applicant / company profile.

- Certified copy of Certificate of Incorporation of the Applicant.
- Authenticated copy of audited balance sheet and income statement for last three years in support of annual turnover (as on 31.03.2017) / certificate of chartered accountant.
- Details of the assignments supporting the eligibility and evaluation criteria
- Curriculum Vitae (CVs) of the Key Personnel proposed to handle the assignment.

**Experience Details**

Name of the Film	Detail of promotion in other medium	Detail of telecast in National TV Channel.

- Approach and methodology for completing the assignment. (Not to exceed one A4 size pages)
- Any other relevant documents.



**(b) Commercial Bid:**

*(On the Letterhead of the Agency)*

**Sub: Digital Syndication for Film “GOD’S OWN PEOPLE”.**

Having gone through the RFP document and having fully understood the scope of work for the assignment as set out in these documents; we are pleased to quote the following:

<b>% of gross revenue to be provided to the Department of Tourism</b>	_____%
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Any cutting / overwriting in the Bid documents must be authenticated by the authorized signatory of the applicant Unit.

Yours faithfully

(Signature of the applicant)

(Name )

Date \_\_\_\_\_

Place \_\_\_\_\_