

**GOVERNMENT OF ODISHA  
DEPARTMENT OF TOURISM**

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Bhubaneswar,

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**ODISHA**  
TOURISM

**India's Best Kept Secret!**

**Expression of Interest (EOI)  
For  
“Appointment of Event Management Company  
(EMC) for organization of Bhubaneswar City  
Festival”**

Dated: 20.08.2018  
Last Date: 04.09.2018

**ODISHA TOURISM**

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## Contents

1. Introduction.....	3
Why .....	3
What .....	3
When .....	4
2. Brief Description of the Bidding Process: - .....	5
3. Schedule of EOI process: - .....	6
4. Eligibility of Applicants.....	6
4.1 General eligibility.....	6
4.2 Technical eligibility .....	6
4.3 Financial eligibility .....	7
5. Criteria for Evaluation.....	7
5.1 Concept for the Bhubaneswar City Festival – 50%.....	7
5.2 Citizen outreach – 10%.....	7
5.3 Branding and marketing plan – 15% .....	7
5.4 Financial model – 25%.....	7
6. Submission of EOI .....	8
7. Amendments to EOI.....	8
8. Site Visit and Verification of information .....	9
9. Fraudulent and Corrupt Practices.....	9
10. Right to accept or reject .....	9

## 1. Introduction

- a) Bhubaneswar, the temple city of India, with its on-going transformation as one of the best performing Smart Cities, of late, has become the cradle for Indian hockey. With world class infrastructure and ancillary facilities in plenty, the Odisha Capital has certainly given the nation a new momentum to the game, for which people of Odisha are always proud. Not only hockey, Bhubaneswar has been the host to several International sporting events in recent times including 22nd Asian Athletics Championships 2017, Hero Super Cup 2018, Hockey World League Finals 2018, FIH Champions Trophy 2014 and many more.
- b) Making the State proud, the city is all set to host its largest sporting event, the Men's Hockey World Cup 2018 from 28<sup>th</sup> November to 16<sup>th</sup> December. In tune to the grand occasion, Bhubaneswar aims to create a vibrant city environment befitting the scale of the event and the citizens, as well as the visitors to the city. The city intends to organize a series of events of involving international participation. This is aimed at providing an International feel and festive ambience to the arriving delegates, players, tourists, officials and supporters from 16 playing nations as well as citizens of Bhubaneswar, a memorable experience of their lifetime.
- c) In order to make the city abuzz with activities the City Infrastructure Development and Beautification Committee, constituted by the State Government, has planned to have **Bhubaneswar City Festival from 25<sup>th</sup> November to 16<sup>th</sup> December 2018** at various strategic locations of the city.

### Why

*To carry forward the good practice of extending the celebrations of the Odisha Hockey Men's World Cup 2018 (28<sup>th</sup> November-16<sup>th</sup> December) to the main stakeholders - the masses and to create a spirit of festivity for the city. The event would be focused at involving citizens for enhanced sense of inclusion, greater awareness about the grand event and **strengthening the identity of the city**. The intent of the festival is to **promote the city** to local, national and international audiences as an emerging and dynamic place to live, visit, work, study, invest and play in the Indian sub-continent.*

### What

*A string of events, targeted to reach out to different groups of the populace. These events would include myriad activities ranging from workshops and food carnival to cultural performances and contests. These could also be conducted in collaboration with different agencies having experience in implementation of specific theme based activities.*

*Following are the probable list of events:*

- a. **Story Telling Festival:** Odisha has got a great tradition of story-telling with many traditional forms to attract the people's gaze. The first-ever International storytelling festival in the city shall have oral storytelling, professional storytelling workshops accompanied by light music and food etc. Storytellers of international and national repute shall be invited to participate in the festival which can be organized at Jaydev Bhawan, Bhubaneswar. M/s. Gokul Foundation has been assigned the responsibility to curate, select & handle the artist.

- b. **Street Food Festival** : This event will be organized at different locations of the city with an aim to propagate international recipes by reinventing food of 16 participating nations and India. There will be Indian cuisines from different regions and states and will also have special zones for authentic *Odia* delicacies. The existing food streets of the city will host a Street Food Carnival in order to give the street food a major boost with local entrepreneurs and homemakers participating in large numbers. There will also be musical performances and flea markets to ensure maximum citizen participation. Odisha Tourism Development Corporation and Institute of Hotel Management have been given the responsibility to select hoteliers and leading restaurant operators for operation of the food stalls. The site for the event has been booked at IDCO Exhibition Ground, Bhubaneswar.
- c. **Dance, Music & Art Festival**: Odisha is also known for its art and crafts as the land has traditional expertise in fields like Stone Carving, *Patta Chitra*, Palm Leaf Engraving, handloom sarees, Papier-mâché work, Brass and Bell metal work, Dhokra, Terracotta, Horn work and lot more. The Festival can include Performances like folk play, music and dance, workshops, exhibitions and. The site for the event has been booked at IDCO Exhibition Ground, Bhubaneswar. Department of Tourism is in process of identifying an agency to curate, select & handle artist, craftsman for this event.

*Apart from the above broad themes, Applicants may come up with proposal of organizing other such innovative and unique events which would add on to the festivity of the occasion and at the same time would reflect the cultural diversity of various states and participating countries.*

*It may be noted that to curate above mentioned 3 themed individual events, 3 individual agencies are being identified. **The scope of work for EMC that is being selected through this EOI and subsequent process, shall be to :***

- a. *Curate the City scale festival in a holistic manner that will include above mentioned 3 themed events/festivals and any other as approved later.*
- b. *Provide support for implementation, logistic, branding, citizen connect campaigns, documentation of these 3 themed events in a holistic manner at city scale,*
- c. *Inter-department and inter-agency coordination to ensure a seamless organization of the city festival.*

## **When**

*A number of events and activities beginning from 25<sup>th</sup> November, 2018 up to the closing ceremony of Hockey Men's World Cup on 16<sup>th</sup> December, 2018 could be planned. The events could be planned in a way that it would lend appropriate time for the organisers to prepare and coordinate. At the same time various events would be programmed taking into consideration the target audience to ensure maximum citizen/visitor participation. For example, the events targeted for participation of delegates from participating countries will be scheduled considering the game schedule and the academic calendar of educational institutes and school timings etc. shall be taken into consideration before finalizing the schedule for conducting different storytelling sessions. Strong outreach programmes for each event shall be organized in advance.*

## 2. Brief Description of the Bidding Process: -

- (a) The Authority has adopted a two-stage bidding process for selection of Bidder for award of the Project. The first stage i.e. EOI stage of the process involves qualification of interested parties who make an Application in accordance with the provisions of this EOI. The Authority expects to short-list suitable pre-qualified Applicants who shall be eligible for participation in the second stage of the Bidding Process comprising Request for Proposal(s).
- (b) ODISHA TOURISM shall prepare and distribute Request for Proposal (RFP) among the bidders identified through this EOI. The RFP shall contain details about project implementation structure and the contractual terms & conditions. Only the bidders who get shortlisted through this EOI shall be allowed to participate in this project at the RFP stage.
- (c) Any further information on the project could be availed from the official website of Odisha Tourism or by communications to the address mentioned below: -

Director,  
Odisha Tourism,  
Paryatan Bhawan, Lewis Road, Bhubaneswar, Odisha – 751014  
Email: - odishatourism.od@gov.in/ oritour@gmail.com  
Ph: - 0674 – 2432177  
Fax: - 0674 – 2430887

- (d) The Authority shall be entitled to disqualify any Applicant at any stage of the Bidding Process in accordance with the guidelines of Government of Odisha or such other laws as applicable from time to time. Applicants must satisfy themselves that they are qualified to bid, and should give an undertaking to this effect. Also, suggestions for modification are invited from potential bidders for any suitable amendment to the suggested procedure, eligibility, project structure or any other aspect that the bidder perceives should be changed for the benefit for the project.
- (e) In this stage, applicants are required to furnish all the information as per this EOI to participate in the qualification process. Only those Applicants that are pre-qualified and short-listed by the Authority shall be invited to submit their bids for the project in second stage. However, if the Authority perceives modifications to this condition is important for benefit of the project, it may qualify more bidders and make structure of the project suitable for better participation of bidders during the RFP stage. The Applicants are advised to visit the site and familiarize themselves with the Project before bidding for the project.
- (f) The selection of the successful bidder shall as per the terms and conditions set out in the RFP document at the bidding stage.

### 3. Schedule of EOI process: -

The Authority shall endeavor to adhere to the following schedule:

S. No.	Event Description	Date
1	Issue of Advertisement & Uploading of EOI	20.08.2018
2	Last date of receiving Queries	27.08.2018 – 5 PM (IST)
3	Pre proposal meeting	30.08. 2018 – 3 PM (IST)
4	Last Date of submission of Proposals	04.09.2018 – 3 PM (IST)

The pre-proposal meeting will be held in the conference hall of Odisha Tourism as per scheduled date and time provided herein above.

### 4. Eligibility of Applicants

Only the applicants satisfying the below mentioned criteria shall be considered applicable for applying for this EOI.

#### 4.1 General eligibility

- a. The Agency should be a Company or firms registered under the Companies Act or an equivalent law outside India, Partnership Firm registered under The Indian Partnership Act or an equivalent law outside India or a registered proprietary firm in India or outside.
- b. The agency must not have been blacklisted or deregistered by any central/state government department or public sector undertaking during the last three years. The bidder should submit undertaking to this effect in pro-forma as given in **Annexure A**.
- c. The Agency should be in existence and operation for at least 3 years as on the day of the submission of Application/ Bid.
- d. The Agency must have experienced professionals (On Payroll) in the area of "Event Management". It must have adequate human and logistic resource to meet the requirements, and must be equipped to liaison extensively and independently. The details of professionals (On Payroll) shall be provided in the format at **Annexure B**.

#### 4.2 Technical eligibility

The Agency should have an experience of curating, implementing & managing similar events satisfying any of the following two conditions

- a. The agency must have successfully completed<sup>2</sup> at least 2 similar events of project cost of 5 Crore each during the 5 years preceding the proposal due date

OR

The Agency must have successfully completed<sup>2</sup> 5 similar events of project cost of 2 Crores each during the 5 years preceding the proposal due date

<sup>1</sup> Similar event means, experience of organizing and managing an event or a festival of similar scale spread across the city.

<sup>2</sup> Completed – curated, planned, implemented & managed, with multiple stakeholders/agencies, Government or private

### **4.3 Financial eligibility**

The Agency must fulfill the following criteria:

- a. The bidder should have an annual average turnover of Rs. 10.00 Crores certified by chartered accountant during last 3 (three) financial years ending 31.03.2018.
- b. The Firm should be making profit during each of the last three financial years, ending on March 31, 2018.

The agency need to submit Statutory Auditor's certificate on Turnover and Profit for the last 3 years in the format given in **Annexure-C** along with the Audited Annual Accounts for last three financial years.

## **5. Criteria for Evaluation**

The eligible bidders as per eligibility criteria mentioned above shall be evaluated further for short-listing. Only shortlisted parties shall be allowed to participate in the next phase of selection.

Each eligible bidder shall have to make a presentation of max. 30 slides on the overall concept and shall be marked as below. The Presentation of the eligible bidders shall be evaluated on the following criteria:

### **5.1 Concept for the Bhubaneswar City Festival – 50%**

- a. Overall curation idea and central theme for the entire City Festival which will include 3 themes as mentioned earlier
- b. Creativity and innovation in the planning and implementation
- c. Inclusion of city's rich heritage and smart features/solutions in overall concept
- d. Preparing a tentative work plan for the overall city festival

### **5.2 Citizen outreach – 10%**

- a. Strategy for citizen outreach such as campaigns, road shows, street plays, social media, etc.

### **5.3 Branding and marketing plan – 15%**

- a. The party shall present a tentative branding and marketing strategy for the city festival
- b. Broad list of branding collaterals shall be presented (samples of previous work in soft format)
- c. The parties shall give a list and samples (soft format only) of various media they choose to use for branding such as print media, virtual media (AV, holograph, etc.) social media, etc.

### **5.4 Financial model – 25%**

The participating parties shall give brief details on the following related to funding of city Festival;

- a. Proposed means of finance for the event
- b. Revenue generating mechanism

The parties with min 70% score shall be shortlisted for further process and shall be eligible to participate in the Phase-2 for the selection of an Event Management Company (EMC) for organizing Bhubaneswar City Festival.

## 6. Submission of EOI

- (a) The EOI application shall be submitted in hard copy having the title as **“EOI for Event Management of Bhubaneswar City Festival”**. The applicant shall send the documents by post to the address mentioned herein below before the submission due date as mentioned in this EOI document.
- (b) The applications should be submitted before the submissions due date in hard copy bound properly to the address mentioned in section 2(c) above.
- (c) The application shall include following document (including but not limited to):-
  - i. Letter of Pre-Qualification
  - ii. Organizational detail
  - iii. Financial Capability of Applicants for fulfillment of conditions in accordance with section 4 (c).
  - iv. Technical capacity of Applicants for fulfillment of conditions in accordance with section 4.2
  - v. A check list of documents submitted as per **APPENDIX-X**
- (d) Besides above documents, following supporting documents also need to be submitted along with the bid:-
  - i. Original documents certifying applicant’s legal status
  - ii. Certificate of incorporation (in case of companies)
  - iii. For JV/ consortium details of all members as per (i) and (ii) above is required.
  - iv. Letter of Authority in favor of Authorized Signatory
  - v. Latest company brochures/ capabilities statement
  - vi. Information on any litigation/ court case in which the applicant was involved during last 5 preceding years including any current litigation/ court case.
  - vii. Audited Annual Accounts for the last 3 preceding years i.e 2015-16 ,2016-17 and 2017-18.
  - viii. Certificates of completed work/ projects and experience details during last 10 years.
- (e) Applicants shall submit the EOI in the prescribed format in English language only and incase of documents and certificate in other language the same shall be supported with translation in English language.
- (f) The EOI shall be submitted along with a covering letter together with the desired supporting documents and proof on the letter head of the Applicant/ Consortium and each page of the Document duly signed by the head or Authorized signatory of the Applicant/ Consortium under a common seal.

## 7. Amendments to EOI

- (a) At any time prior to the Application Due Date, the authority may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify terms and conditions of EOI through issuance of corrigendum and addendum.



- (b) Any Addendum or Corrigendum of reply to queries thus issued will be available only on the website of the authority.
- (c) In order to afford the applicants a reasonable time for taking an Addendum in to account or for any other reason the Authority may, in its sole discretion, extend the Application Due Date.

## **8. Site Visit and Verification of information**

- (a) Applicants are encouraged to submit their respective Application after visiting the project site and ascertaining for themselves the site conditions, traffic, location, availability of power, water and other utilities for construction, access to site, handling and storage of materials, applicable laws and regulations and other relevant matter.
- (b) Prospective bidder interested to carry out the site visit may seek support of the Authority to better understand the project parameters. Any site visit, enquiry or investigation pertaining to above shall be at own cost of the bidder and no claim in this regard shall be entertained by the Authority.

## **9. Fraudulent and Corrupt Practices**

If an Applicant is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the EOI or Bidding Process, such Applicant shall not be eligible to participate in any tender or EOI issued by the Authority.

## **10. Right to accept or reject**

The Authority reserves right to accept or reject any/all application without assigning any reason or incurring any liability to the applicants. The decision of Secretary, Odisha Tourism in respect of the EOI shall be final and binding on all.

## **Annexure A**

1. a) Is the tenderer currently involved in any litigation relating to the works. Yes/No

If yes: give details:

2. a) Has the tenderer or any of its constituent partners been blacklisted/ deregistered by any agency in India during the last 5 years. Yes / No

If yes, give details:

3. a) Has the tenderer or any of its constituent partners failed to perform on any contract work in India during the last 5 years. Yes / No

If yes, give details:

### **Note:**

*If any information in this schedule is found to be incorrect or concealed, qualification application will be summarily be rejected.*

**Signature**

## ***Annexure B***

The details of professionals (On Payroll) shall be provided as per bidder's standard format.

**FINANCIAL CAPABILITY OF BIDDER**

Sl. No.	Particulars	2015-16	2016-17	2017-18
1.	Turnover			
2.	Profit			

**Note:**

1. Attach certified copies of Annual Audited Balance Sheets and IT Returns Certificate for the past 3 years.
2. The Firm should be making profit during each of the last three financial years.
3. The above data must be submitted for all Relevant Consortium members, duly certified by Statutory Auditor such as Chartered Account.

Signed

Signature of CA/ Statutory Auditors

(Name of the Authorised Signatory)

(with seal &amp; registration no.)

For and on behalf of

(Name of the Bidder)

Designation

Place:

Date:

**CHECKLIST OF DOCUMENTS**

1. EOI in Prescribed Format
2. Requisition/ Incorporation Certificate
3. Undertaking regarding not blacklisted
4. Information on Employees (Annexure-A)
5. Auditor's certificate regarding turnover and profit in last 3 years 2015-16, 2016-17 & 2017-18.
6. Documents in support of technical viability as mentioned at 4.2
7. Certification of completed work/ projects and experience details during last 10 years.
8. Letter of Authority in favour of authorized signatory