

AP TOURISM DEVELOPMENT CORPORATION LIMITED

Expression of Interest inviting Event Management Agencies / Firms to manage various Events / Festivals during Pushkarams 2015.

I. Background:

Godavari Pushkaram is an Indian Festival dedicated to worshipping of rivers. It is celebrated at shrines along the banks of river Godavari in the form of ancestors worship, spiritual discourses, devotional music and cultural programmes and happens annually once in 12 years. During Godavari pushkarams, pilgrims from all over the country will have a holy dip with the belief that they would be relieved from all sins and perform rituals to departed souls. The first twelve days of Godavari pushkarams is called Aadhi Pushkaram and the last 12 days of Godavari pushkaram is called Anthya Pushkaram. The Govt. of AP have decided to celebrate Godavari Pushkarams from 13.07.2015 to 25.07.2015 across river Godavari in East and West Godavari Districts of Andhra Pradesh

Event Calendar

Sl.No.	Event	Location	Maximum budget ceiling prescribed inclusive of taxes as applicable (Rs. In Lakhs)	Requirements
1	Sky Lanterns festival (Akasa Deepalu) (Inaugural day)	Rajahmundry, East Godavari District	120.00	Festival Hype, Communication, Social media, visibility, advertisement - minimum 4 weeks. Venue with a size to accommodate 50,000 people to release lanterns at one time. Barricading and Safety arrangements Sale of lanterns, lighting equipment. Very high end professional videography and photography set up to cover the magnimity from ground and air. Stage, Back drop, Light &

				Sound, Digital screen for live and recorded relays Logistics
2	Sand Art Festival (13.07.2015 to 25.07.2015)	Narsapuram, West Godavari District.	30.00	Festival Hype, Communication All weather venue open from all sites Creative stall set up for sale of innovation sand art products/ articles Travel & Honorarium to Artists Stage, Back drop, Light & Sound, Digital screen for live and recorded relays Logistics
3	Food Festival (14.07.2015 to 25.07.2015)	Rajahmundry, East Godavari District	30.00	Festival Hype, Communication All Weather venue Food stalls Common seating arrangements Food competitions for five best dishes. Honorarium to Chefs- Fun competition around unique food ideas. Stage, Back drop, Light & Sound, Digital screen for live and recorded relays Logistics Publicity
4	Prabhalu Festival (Auspicious day to be decided)	Antarvedi, East Godavari District	30.00	Festival hype, Communication All weather venue Material/Making of Prabhalu- Labour charges. Logistics Publicity Gallery construction. All weather venue. Travel and honorarium to participants.
5	Fire Works Show (to be decided)	Kovvuru, West Godavari District.	30.00	Festival Hype, Communication Material/ Crackers Labour Charges Logistics Publicity
6	Flower and Horticulture show (14.07.15-25.07.15)	Kadiyam, East Godavari District	20.00	Festival hype, communication, social media, visibility All weather venue open from all sides Creative stall setup for sale of seeds, Flowers, Pots, Potted Plants, Equipment & Chemicals. Stage, Back drop, Light & Sound, Digital screen for live and recorded relays.
7	Laser show	Havelock	140.00	Festival Hype, Communication

	(13.07.15 to 25.07.15)	Bridge, Rajahmundry, East Godavari District		Pyro setup, laser equipment, laser artists with multiple & Laser accessories pre & post entertainment - performance by specialized laser artists including laser acrobats and aerial acrobats
		Total	400.00	

Department of Tourism, Government of Andhra Pradesh is keen to tap this vast tourism potential by leveraging the cultural diversity thus showcasing it through various festivals. Department of Tourism, Govt. of Andhra Pradesh through AP Tourism Development Corporation Limited wants to create an enabling environment for promoting the state's rich cultural diversity by the medium of Larger than Life Festivals.

II. PROJECT DETAILS

AP Tourism Development Corporation Limited intends to invite Nationally experienced Event Management agencies/firms who shall conceptualize, plan, coordinate, execute, market and sell the above Mega Events.

1. Sky Lanterns festival (Akasa Deepalu):

AP Tourism Development Corporation Limited wants to host the Sky Lanterns Festival (Akasa Deepalu) on the lines of Sky Lanterns Festival held in Hyderabad in January 2015 with 1,00,000 lanterns. This Sky Lantern Festival will be held at Rajahmundry to coincide with the Godavari Pushkarams 2015 by releasing 50,000 Sky Lanterns. People from all over the State will release 50,000 Sky Lanterns with mythological themes.

2. Sand Art Festival:

APTDC wants to host sand art festival on the banks of River Godavari at Narsapuram depicting mythological themes.

3. Food Festival:

A mega food festival with Andhra Cuisine, Godavari Cuisine, Rayalaseema Cuisine will be organized at Rajahmundry.

4. Prabhalu Festival:

Prabhalu - Specially decorated arches with lord shiva's replicas with bamboo sticks and new clothes will be taken as huge procession at Antarvedi.

5. Fire Works Show

A major fire work show will be organized at Kovvuru in West Godavari District with mythological themes.

6. Flower and Horticulture Show (14.07.15- 25.07.15)

A mega flower and horticulture show will be organized at Kadiyam showcasing

beautiful nurseries of Kadiyam. The infrastructure and publicity arrangements will be made by APTDC and APTDC will facilitate nursery owners to showcase their master pieces.

7. Laser Show (13.07.15 to 25.07.15)

A mega Laser show with mythological themes will be organized on Havelock bridge at Rajahmundry which can be seen by Pilgrims from both sides of River Godavari.

The locations may change as per field conditions.

III. Scope of Work:

- Conceptualize, design, develop, execute, manage and operationalize master plan of the Events along with timelines
- Handling logistics like Ticketing, Security, Accommodation for artisans/performers, Electricity, Decoration of venues, Seating arrangements, Public Conveniences, Drinking Water, Fire extinguishers, Artists coordination and Transportation or any other activities required for successful implementation of event..
- Implementation of the marketing campaign, printing of invitation cards, posters, programme sheets, certificates
- Responsible for implementation process for all aspects of the event.
- Liasioning for sponsorship for the event
- Manage relationships with event vendors, liasioning with concerned Department and Dist. Admin.
- Management on-site event set up, hygiene standards and the upkeep of the site
- Manage and execute event debrief including analyzing surveys as well as recommended improvements/changes.
- Manage and handle security systems: CCTV cameras, Walky-talky, security personnel.
- Arrangement of press conferences, curtain raisers and other important shows.
- Audio/Visual Documentation of the events and press releases.
- In addition to the above mentioned events the selected agency shall also suggest and conceptualize other events/activities to diversify the event portfolio.

IV. EOI Application:

The interested parties are required to submit their applications along with the following prerequisites. The EOI application forms are to be sent in a sealed envelope. EOI application forms can be obtained from the office of the APTDC

Tel: 040-23262157 during office hours 10:30 a.m. to 5 p.m. from 13.05.2015 onwards. The forms can also be downloaded from the official website

www.aptdc.gov.in

V. Eligibility Criteria

1. The party should have a Valid ISO or EEMA certification
2. A party applying as a sole applicant, at the same time, be a member of any consortium applying for project. Also at the same time any party cannot be part of two separate consortiums.
3. Applicants may submit other additional credentials along with their application, these credentials could be in form of membership of reputed industry specific Associations such as EEMA (Event & Entertainment Association) or be ISO certified.
4. The annual turnover of the party/applicant (lead member in case of consortium) should not be less than Rs. 5.00 Crores for last three financial years
5. The party/ applicant (lead member in case of consortium) should have organized at least three big events of National / International repute in the last two years, where the Gross Event Billing was over Rs. 1.00 Crore for each event.

Submittals and Prerequisites to be sent along with the EOI application form:

1. Company Profile along with any accreditations like EEMA/ ISO certification etc. or any other credentials, if any.
2. ISO certificate
3. Service Tax Registration Number
4. Income Tax PAN no.
5. The party shall attach Copies of Income Tax Returns of the last three consecutive years
6. The party shall attach proof of financial status of the company indicating the total turnover for the last three consecutive years (Audited Financial Statements)
7. The party shall have to furnish the details of handling similar National/International Events (prior experience) in the last three years. Documentary proof/work order/certificate of completion/Audited statement for each event must be attached for the above mentioned events
8. The party shall enclose a list of its employees along with their ESI/EPF enrollment no.
9. The party must submit a detailed action plan along with timelines
10. Consortium letter indicating the lead partner and role of each party. The party must submit the details for coordination sponsors and their previous

experience and association with corporates in organizing live shows

11. Non-refundable application fee in form of Demand Draft in favor of APTDC Ltd. payable at Hyderabad.

On the basis of the applications, a minimum of three parties/agencies will be shortlisted based on objective criteria and the authority/ APTDC may ask the eligible to showcase a detailed presentation, before the committee of Senior Officers appointed by the Govt. of Andhra Pradesh in showcasing past profile experience and conceptual master plan for all the afore mentioned festivals/events at Hyderabad on the date of so intimated. The agency will be selected based on the concept presentation along with proposed budget by the applicant and the other criteria as decided by the Committee for evaluation.

Submission of EOI:

The duly filled application forms shall be submitted with a Demand Draft of Rs. 10,000 (EOI Application Fee-nonrefundable) drawn in favor of APTDC Limited payable at Hyderabad. The last date for the submission of the EOI application is 20.05.2015 up to 4:00 p.m.

The forms are to be submitted to the following:

Vice Chairman and Managing Director,
AP Tourism Development Corporation Ltd.,
Tourism House, Himayatnagar,
Hyderabad.

VI.	Terms and Conditions for Expression of Interest inviting Event Management Agencies/Firms to manage various Events / Festivals.
1.	The authority shall not be responsible for any compensation to the party in case of any calamity/accident/natural calamity/ fire or loss of any kind
2.	The authority shall have the right to reject any application without assigning any reason and its decision is final and binding on all the parties
3.	The authority reserves the right to terminate the EOI process without assigning any reasons thereof at no cost to the authority

Annexure: 1

Format for Application Letter
(On the letter-head of the Applicant/Lead member)

Date: _____

To,
The VC & MD
AP Tourism Development Corporation Ltd.
Tourism House, Himayat nagar,
Hyderabad.

Subject: "Expression of Interest inviting Event Management Agencies/Firms to manage various Events/Festivals during Godavari Pushkarams 2015"

Dear Sir,

As per the released Expression of Interest, we, _____ (name of the applicant/ lead member) in consortium with _____ (if any), hereby unconditionally expresses our interest in participating for _____ (project name).

We _____ (name of the lead member) have been appointed as the lead member, by our all consortium members viz _____ (name of the consortium members), for the project (Applicable in case of consortium applicant only).

We understand that

1. This is an initial expression of interest and does not entitle us to receive any documents or to be invited to bid for the project.
2. The authority/ APTDC reserves the right, in its absolute discretion, at any stage without prior notice and without giving any reasons, terminate further participation in the bidding process by any party, change the structure, procedures and timing of the bidding process, alter the terms of participation in the bidding process at any stage of the bidding process and to suspend or terminate the bidding process.

The undersigned hereby declares that the statements made and information provided in this Expression of interest is factually complete, true and correct and we shall be liable for any consequential effects arising there from.

All requisite documents/ papers/ information are enclosed as Annexures to this letter for Expression of Interest.

Thanking you,

Yours sincerely,

Name, Signature and Company seal of the Lead partner)
Address of Communication

Annexure: 2 Checklist of Deliverables to be sent along with the EOI application

Expression of Interest inviting Event Management Agencies/Firms to manage various Events/Festivals during Godavari Pushkarams 2015.

1	Name of the Party/Organization	
2	Company Profile	
3	Address for Communication	
4	Phone No.	
5	Email ID	
6	Financial Capability of bidder/consortium including copies of IT Returns of the last three consecutive years and audited financial statements of the last three consecutive years.	Attached/Not Attached
7	Copy of receipt of Rs. 10,000/- as purchase proof of EOI Application Fee	Attached/Not Attached
8	PAN no.	Attached/Not Attached
9	Service Tax Registration No.	Attached/Not Attached
10	Technical Capability of bidder / consortium, Experience in handling events of National/International Repute Audited statement for Event/Certificate of Completion/Work order	Attached/Not Attached
11	Consortium Letter	Attached/Not Attached
12	Experience of Consortium Members	Attached/Not Attached
13	Letter of authorization to the person submitting the bid	Attached/Not Attached

Date:

Place:

Signature and Name of Party

Note:

- 1 In case of consortium bidder, the list of deliverables to be submitted along with Annexure 2 should be submitted as a separate section for all the consortium members also.
- 2 In case of consortium, the roles & responsibilities and their stake in the project, of each consortium member to be specified

Annexure: 3
Consortium Letter
(On letter head of Lead Member)

Date:
Place:

UNDERTAKING GIVEN BY CONSORTIUM MEMBERS

- 1.0 I, _____, designated as the lead member of this consortium, hereby confirm that they we have formed consortium with _____(Associate Member) for the sole purpose of participating in the Expression of Interest for_____, in case of getting qualified, to submit the bid for the Project.
- 2.0 The Parties of the Consortium hereto shall, if awarded the Contract for the Project, be jointly and severally liable to the Authority for giving services to the Project in accordance with the Contract.
- 3.0 The Parties undertake to participate as consortium and shall co-operate and contribute their respective expertise and resources.
- 4.0 The Parties hereto agree to pool in their financial, administrative, managerial, technical resources and expertise for successful execution of the Project, if awarded.

AUTHORISED SIGNATORY

-
Authorised
Signatory
(Lead Member)

-
Authorised
Signatory
(Associate
Member)

ADDENDUM

Clauses & Specifications in respect of Sky Lanterns festival in view of complexities involved.

- 1) Release of 100% Biodegradable lanterns.
- 2) Release of 100% fire retardant lanterns.
- 3) Fuel cell material shall be mixture of Wax (Non-drip), Paper and cloth.
- 4) Size – 3 feet in height and 1 foot in diameter (Aerodynamic design).
- 5) Packaging with Silica gel.
- 6) Paper thickness 18 gsm.
- 7) Fuel cell thickness – Z flip four fold.
- 8) Launch time duration should not exceed 40 Seconds.
- 9) Flight time – minimum of 7 minutes.
- 10) The sky lanterns should withstand 20 kms per hour wind speed.