

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

No. 7150/TSM, Bhubaneswar, the **14-09-2010**

EXPRESSION OF INTEREST

Applications on Expression of interest is invited from Local Oriya TV networks for production and telecasting of Orissa Tourism Ad films/ slots in the approach of Incredible India "***Atithi Devo Bhava***". Last date of submission of EOI is **05-10-2010**

The Terms of References may be collected from the Directorate of Tourism, Government of Orissa, Paryatan Bhawan, Bhubaneswar or may be downloaded from our website **www.orissatourism.gov.in**.

**Sd/-
(T. Ao)
Director & Addl. Secretary to Govt.**

Expression of interest for Local Oriya T.V network/s to promote Orissa Tourism

Expression of interest is invited from Local Oriya TV networks for production and telecast of Orissa tourism related Ad films/ slots patterned on the campaign run by Incredible India "***Atithi Devo Bhava***". The campaign should include production of ads, small documentaries, web campaign (for those channels maintaining a website), etc with an intention to sensitize the different stakeholders involved in providing services/hospitality to the tourists visiting Orissa. The plan should also include the telecasting plans with seconds of FCT, free spots, documentaries and other publicity plans being offered as part of the package. The intending network/s is/are required to submit a package with details about no of spots, seconds of FCTs, and the value addition features that can be offered in terms of telecasting ad films. The agency must create a catchy slogan/ signature in Oriya in the style of *Atithi Devo Bhava*.

A) Scope of work

To produce and telecast Tourism ad films for Orissa Tourism

1. Conceptualizing catchy slogan/ signature
2. Fresh production (locale identification, shooting, editing, etc.) of such creative (ads, documentaries, etc) through in-house development team or through tie-ups with dedicated agencies/ production house with their detail profile.
3. Telecast / broadcast in Local Oriya T.V. networks by way of FCTS, spots.

B) Eligibility criteria

- (i) The applicant must be a Local Oriya TV network having telecast operation and having significant viewer ship throughout the State/ Country. Proof relating to TRP ratings etc. will be appreciated.

And

- (ii) The applicant must be a registered entity

And

- (iii) The minimum audited annual turnover should not be less than Rs.10.00 crores during each of the last three years

C) **The offer should be submitted as per the following on or before 05-10-2010 at 4.00 PM**

- Technical bid
- Telecasting proposal.

Technical bid

The technical bid shall accompany the following

- The profile of the Local Oriya TV networks (with proof as registered entity)
- Proof in support of viewership (latest)
- Submission of proof regarding works done for/with Tourism Departments/ Boards and Travel and Leisure Corporates.
- Certified accounts in support of annual Turnover as per eligibility criteria.
- EMD of Rs.15,000/-(refundable) in shape of DD favouring Director Tourism

Telecasting Proposal

- The proposal shall contain three parts with a budgetary limit of Rs 10.00 lakh, Rs.20.00 lakh and Rs.25.00 lakh separately.
- The package should be composite one and shall include:

A. Proposal within budgetary limit of Rs.10.00 lakh (All inclusive)

01.	Production of Ad. slots	For each theme separate Ad	15 sec., 30 sec. & 45 sec.
02.	Telecasting Proposal (name of principal channel)	No. of times (prime time, off peak time) (to be indicated by the bidder)	Duration of slots. (to be indicated by the bidder)
03.	Telecasting proposal in sister/partner channels a. b.	No. of times (prime time, off peak time) (to be indicated by the bidder)	Duration of slots. (to be indicated by the bidder)
04.	No. of spots		
05.	Value addition		

B. Proposal within budgetary limit of Rs.20.00 lakh (All inclusive).

01.	Production of Ad. slots	For each theme separate Ad	15 sec., 30 sec. & 45 sec.
02.	Telecasting Proposal (name of principal channel)	No. of times (prime time, off peak time) (to be indicated by the bidder)	Duration of slots. (to be indicated by the bidder)

03.	Telecasting proposal in sister/partner channels a. b.	No.of times (prime time, off peak time) (to be indicated by the bidder)	Duration of slots. (to be indicated by the bidder)
04.	No. of spots		
05.	Value addition		

C. Proposal within budgetary limit of Rs.25.00 lakh (All inclusive).

01.	Production of Ad. slots	For each theme separate Ad	15 sec., 30 sec. & 45 sec.
02.	Telecasting Proposal (name of principal channel)	No.of times (prime time, off peak time) (to be indicated by the bidder)	Duration of slots. (to be indicated by the bidder)
03.	Telecasting proposal in sister/partner channels a. b.	No.of times (prime time, off peak time) (to be indicated by the bidder)	Duration of slots. (to be indicated by the bidder)
04.	No. of spots		
05.	Value addition		

Guidelines for submission of proposal & selection process

1. The proposals should be submitted in two separate sealed envelopes - one as technical bid and second as telecasting proposal.
2. The telecasting proposal of the short-listed Oriya T.V. network that are found to have fulfilled the eligibility criteria given in technical bid will only be opened & assessed by a committee duly constituted by Department of Tourism.
3. Basing on the telecasting proposal, viewer ship of the channels in different territory, market target, airing time both in principal channel & sister channels, the committee may recommend one or more agencies for empanelment.
4. The selected empanelment agencies will be required to enter into an Agreement with the DoT to give effect to the contents of this notification.

Sd/-

DIRECTOR, TOURISM
Government of Orissa, Paryatan Bhawan
Lewis Road, Bhubaneswar - 751014