

Expression of interest for empanelment of T.V network/s with overseas operation to promote Orissa Tourism

Expression of interest invited from TV networks with geographical spread of programs in different parts of the World for production and telecast of Orissa tourism related Ad films, documentaries and infomercials in overseas network. For its overseas campaign Orissa Tourism is primarily looking at the South Asian market followed by South-East Asia and European market. The selected agencies will be responsible for conceptualizing and implementing customized promotional campaigns for positioning the state of Orissa as Tourist destination. Tourism department, Govt. of Orissa has a budgetary provision of approximately Rs.2.50 crores for its international electronic campaign. 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 documentaries, featured infomercials and other such packages. The offer should be given for a total price of Rs 1-Rs1.25 crore and also for Rs2.5 crore as a whole as Orissa Tourism might decide to entrust the responsibility to one or more TV Networks depending on the reputation and brand equity of the networks, geographical spread and the value addition features being offered.

A) Scope of work

To produce and telecast Tourism advertisements, documentaries and other related work for Orissa Tourism

1. Conceptualizing content and creatives
2. Fresh production (locale identification, shooting, editing, etc.) of such creative through in-house development team or through tie-ups with dedicated agencies.
3. Telecast / broadcast in T.V. networks owned and operated by the applicant agency and in partnership with other sister channels
4. A composite proposal involving the aforesaid three components only shall be entertained.

B) Eligibility criteria

(i) The applicant must be a reputed TV network having overseas telecast operation and having significant viewer ship. Proof relating to TRP ratings, reports of AC Nielsen, EMS, and PAX, etc., will be appreciated. Similarly, those Networks offering value addition features in terms of website coverage are requested to give some assessment reports of COMSCORE or other similarly reputed agencies.

And

(ii) The applicant must be a registered entity

And

(iii) The minimum audited annual turnover should not be less than Rs 100.00 crores during each of the last three years

And

(iv) The applicant must have a dedicated and qualified development team for conceptualization & production of Ads. & documentaries.

C) The offer should be submitted as per the following on or before 22-09-2010 at 4.00 PM

- Technical bid
- Telecasting proposal.

Technical bid

The technical bid shall accompany the following

- The profile of the TV networks
- Proof in support of viewership (latest)
- Submission of proof regarding works done for other Tourism departments/Boards and Travel and Leisure Corporates.
- Certified accounts in support of annual Turnover as per eligibility criteria.
- Details of the creative team, their qualification and experience in related field.
- EMD of Rs.40,000/-(refundable) in shape of DD favouring Director Tourism

Telecasting Proposal

- The proposal shall contain two parts– one with a budgetary limit of Rs 1.00 to Rs.1.25 crore and another with budgetary limit of Rs 2.50 crores
- The package should be composite one and shall include:

A. Proposal within budgetary limit of Rs.1.00 to Rs.1.25 Crores (All inclusive)

01.	Production of documentary on different theme & overall State showcasing Orissa Tourism. (proposal for promotion in the website may also be included here)	No of theme to be indicated by the bidder.	<u>Duration of slots</u> 15 minutes to 30 minutes (to be indicated by the bidder)
02.	Production of Ad. slots	For each theme separate Ad	10 sec., 20 sec., 30 sec. & 1 minutes
03.	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)
04.	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)
05.	Telecasting of documentaries	No.of time to be indicated by the applicant	Duration to be indicated by the applicant.

B. Proposal within budgetary limit of Rs.2.50 Crores (All inclusive).

01.	Production of documentary on different theme & overall State showcasing Orissa Tourism. (proposal for promotion in the website may also be included here)	No of theme to be indicated by the bidder.	<u>Duration of slots</u> 15 minutes to 30 minutes (to be indicated by the bidder)
02.	Production of Ad. slots	For each theme separate Ad	10 sec., 20 sec., 30 sec. & 1 minutes
03.	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)
04.	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)
05.	Telecasting of documentaries	No.of time to be indicated by the applicant	Duration to be indicated by the applicant.

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 T.V. network with overseas presence 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, quality of production team, airing time both in principal channel & Ad on 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.

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