

GUJARAT TOURISM OPPORTUNITY LTD

A Government of Gujarat Promoted Company



Expression of Interest inviting Event Management Agencies/Firms to manage various Events/Festivals across Gujarat

Gujarat Tourism Opportunity Limited (GUJTOP), on behalf of Department of Tourism, Government of Gujarat, invites Expression of Interest [EOI] from experienced Event Management agencies/firms, who shall conceptualize, plan, coordinate, execute, market and sell the following Mega Events conducted in the state of Gujarat for a period of two years. List of various events is stated as below:

Mango Festival	Paragliding Festival	Ultra trail running
Monsoon fest	Rann Utsav	Great Indian Heritage Fest
Monsoon fest	International Kite Festival	Pravasi Bharatiya Divas
Navratri	Polo Cycle Race	
Beach Festival	Global Bird Watchers Conference	
Eoi Download Date	18.10.2014	Last Date of Submission 01.11.2014

For more details contact- <http://www.gujtop.com> | 605-606, Haveli Arcade, Sector 11, Gandhinagar, Gujarat-382011

COO (GUJTOP) - 079-66720023/26 | info@gujtop.com

Expression of Interest inviting Event Management Agencies/Firms to manage various Events/Festivals across Gujarat

Date of Release: 18th October 2014

Date of submission of Proposal: 1st November 2014

I. Background:

Gujarat is a land of bounteous cultural diversity. The folklore and folk arts of Gujarat form a major part of the Culture of Gujarat. It has a rich tradition of song, dance and drama. Festivals in Gujarat signify socio-cultural-religious and even economic aspirations of the people of Gujarat. Gujarat celebrates all regional fairs and festivals with great fervor and spirits. The details of the events to be organized in Gujarat for next two years are tabulated below:

Event Calendar - 2014/15

Sr. No.	Event	Dates of event	Location
1	Mango Festival	June 2015	Sasan Gir
2	Monsoon fest	Aug - Sept 2015	Saputara
3	Tarnetar	Aug 2015	Tarnetar
4	Navratri	Oct 2015	Ahmedabad
5	Beach Festival	Oct 2015	Tithal & Mandvi
6	Paragliding Festival	20 th Dec 2014 – 15 th Jan 2015	Saputara
7	Rann Utsav	1 st Dec 2014 – 5 th Mar 2015	Dhordo
8	IKF 2015	7 th -14 th Jan 2015	Ahmedabad
9	Polo Cycle Race	29 th Jan 2015 (Tentative)	Polo
10	Global Bird Watchers Conference	31 st Jan -2 nd Feb 2015	Porbandar
11	Ultra trail running	7 th -8 th Feb 2015 (Tentative)	Dholavira-Khadir bet-Kutch
12	Great Indian Heritage Fest	27 th -28 th Feb 2015	Vadodara
13	Pravasi Bharatiya Divas	5 th – 9 th January 2015	Gandhinagar

Department of Tourism, Government of Gujarat is keen to tap this vast tourism potential by leveraging the cultural diversity thus showcasing it through various festivals. Department of Tourism, Govt. of Gujarat through Gujarat Tourism Opportunity Limited (the authority) wants to promote holistic tourism development by increasing visitor satisfaction thereby increasing visitation rate. They also want to create an enabling environment for promoting the state's rich cultural diversity by the medium of Larger than Life Festivals.

II. Project Details:

Gujarat Tourism Opportunity Limited (GUTOP), intends to invite Internationally/Nationally experienced Event Management agencies/firms who shall conceptualize, plan, coordinate, execute, market and sell the following Mega Events conducted in the state of Gujarat for a period of two years.

1. Great Indian Heritage Fest

The fest provides an opportunity to revisit the forgotten pages that constitute the Golden Era in Indian history.

It is organized at Vadodara during 27 and 28th Feb annually.

2. Rann Utsav

Rann Utsav is organized by Government of Gujarat as an annual 3 month long festival conducted in the months of December, January and February. Here tourists can see the various sights of the Rann as well as get a taste of the local culture, cuisine and hospitality.

3. International Kite Festival

Gujarat Tourism hosts the International Kite Festival drawing crowds to witness the show of eminent kitists from many states and countries. This International Kite Festival is held at Ahmedabad, to coincide with the festival of Uttarayan or Makar Sankranti. People from all over the world display their exotic kites of various designs.

4. Global Birdwatcher's Conference

Gujarat tourism in association with various organization began this event in 2009-10 to put water bodies in the state on the international map and attract tourists. It has become a regular event and is organized annually for three days starting January 31. It is an endeavour to not only showcase this strength of Gujarat; but importantly to also deliberate on how to preserve this wonderful gift of nature from the many threats posed by the modern world.

5. Pravasi Bharatiya Divas

The Pravasi Bharatiya Divas is celebrated on January 9 every year to mark the contribution of the overseas Indian community in the country's development. The Pravasi Bharatiya Divas celebrations will be organized from January 5 to 9, 2015 at the Mahatma Mandir in Gandhinagar to mark the centenary of Mahatma Gandhi's return to India.

6. Mango Festival

Mango festival is held at Sasan Gir between 7 to 9 July to showcase Gujarat's varied of mangoes via an exhibition.

7. Monsoon Fest

Every year during the monsoons, a month long festival is held at Saputara during 16th Aug – Sept 21st to enable the tourists to experience the only hill station in Gujarat at its best.

8. Ternetar

The Tarnetar fair is an annual festival denoting colour, vivacity, ebullience, prayers and rituals held between 29th to 31st August

9. Navratri

It is a vibrant event of song and dance dedicated to worship of the nine forms of Shakti/Durga. The dates of the festival are determined according to the lunar calendar.

10. Beach Festival

It is organized at Tithal beach every year between 24-26 October to bring out the natural beauty of Tithal beach located in south Gujarat. Activities like entertainment nights with lightings, magic show and music, Volleyball, beach cricket, water ball and many more sports activity are organised on beach side

11. Paragliding Festival

It is held in Saputara annually from 20th Dec to 15 Jan to attract avid adventure sport enthusiasts and varied adventure activities are conducted here.

12. Polo Cycle Race

It will be held on 29th January 2015 (tentative)

13. Ultra Trail Running

It will be held on 7-8 Feb 2015 (tentative)

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.
- Liaisoning for sponsorship for the event
- Manage relationships with event vendors, liaisoning 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 Gujarat Tourism Opportunity Limited, 605-606, Haveli Arcade, Sector 11, Gandhinagar, Gujarat-382011

Tel: +91 91 79 66720020/66720021 during office hours 10:00 a.m. to 5 p.m. from **18th October 2014** onwards.

The forms can also be downloaded from the official website www.gujtop.com

V. Eligibility Criteria

1. The party should have a Valid ISO certification
2. A party applying as a sole applicant cannot at the same time be member of any Consortium applying for this project
3. The annual turnover of the party should not be less than Rs. 5.00 crore for last three financial years
4. The party should have organized at least three similar big events of National/International repute in the last two years, where the Gross Event Billing was over Rs. 3.00 crore for each event.

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

1. Company Profile
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

11. The party must submit the details for coordination sponsors and their previous experience and association with corporates in organizing live shows
12. Non-refundable application fee in form of Demand Draft in favor of Gujarat Tourism Opportunity Ltd. payable at Ahmedabad

On the basis of the applications, Top Five parties/agencies will be shortlisted and shall be required to give an Audio-Video presentation of their past profile experience and conceptual master plan for all the aforementioned festivals/events at Gandhinagar on the date so intimated before the authority.

Submission of EOI:

The duly filled application forms shall be submitted with a Demand Draft of Rs. 5,000 (EOI Application Fee-nonrefundable) drawn in favor of **Gujarat Tourism Opportunity Limited** payable at **Ahmedabad**. The last date for the submission of the EOI application is **1st November up to 4:00 p.m.**

The forms are to be submitted to the following:

*Chief Operating Officer,
Gujarat Tourism Opportunity Limited
605-606, Haveli Arcade
Sector 11, Gandhinagar
Gujarat-382011
Tel: +91 79 66720020/66720021*

VI. Terms and Conditions for Expression of Interest inviting Event Management Agencies/Firms to manage various Events / Festivals across Gujarat

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.
4. The authority shall evaluate the performance of events by appointing a third party agency.

For Further Queries Contact:
COO, GUJTOP | Email: info@gujtop.com

Annexure: 1

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

Date: _____

To,
Chief Operating Officer,
Gujarat Tourism Opportunity Limited
605-606, Haveli Arcade, Sector 11
Gandhinagar, Gujarat-382011

Subject: "Expression of Interest inviting Event Management Agencies/Firms to manage various Events/Festivals across Gujarat"

Dear Sir,

As _____ per the released Expression of Interest, we,
_____ in consortium with
_____ (if any), are keen to apply for
_____ (project name), where the lead partner shall be
_____.

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

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1	Name of the Party/Organization	
2	Company Profile	
3	Address for Communication	
4	Phone No.	
5	Email ID	
6	Copies of Income Tax Returns of the last three consecutive years	Attached/Not Attached
7	Audited Financial statements of the last three consecutive years	Attached/Not Attached
8	Copy of receipt of Rs. 5,000/- as purchase proof of EOI Application Fee	Attached/Not Attached
9	PAN no.	Attached/Not Attached
10	Service Tax Registration No.	Attached/Not Attached
11	Experience in handling events of National/International Repute Audited statement for Event/Certificate of Completion/Work order	Attached/Not Attached
12	Action plan for collecting amount from Sponsorship	Attached/Not Attached
13	Consortium Letter	Attached/Not Attached
14	Experience of Consortium Members	Attached/Not Attached

Date:

Place:

Signature and Name of Party

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)