

Government of Goa  
**DEPARTMENT OF TOURISM**  
Paryatan Bhawan  
Patto Panaji Goa

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No: 4/2(196) E-tender/2023-DT/ 3875

Date: 29 /12/2023

**DETAILED TENDER NOTICE**  
**(E-TENDERING MODE ONLY)**

**Appointment of an Agency for Goa Tourism towards Management and Organization of Carnaval & Shigmo Festival 2024.**

Department of Tourism, Government of Goa invites e-tenders from Empanelled EMA's (under Category "A" only) for "Appointment of an Agency for Goa Tourism towards Organization and Management of event for Carnaval & Shigmo Festival 2024". Agencies interested in applying for the tender may submit their bids with complete information as required as per the tender document.

Sr. No.	Brief Description		Cost. of Tender document (Non refundable)	Tender Processing Fee (Non refundable)
		Estimated Amount in Rupees	Mode of Payment : e-Payment Only	
1.	Appointment of an Agency for Goa Tourism towards Organization and Management of event		4,000/-	3,000/-
	Carnaval Festival -2024	Rs. 1,44,98,000/- excl. GST		
	Shigmo Festival- 2024	Rs. 1,19,28,500/- excl. GST		
2.	Date & Time for application for issue of tender form	i) Last Date and Time of online submission of duly filled tender document is on <b>09.01.2024 up to 5.30 p.m.</b>		
3.	Time/date of receipt/opening of bid	ii) The financial bid online will be opened at <b>10.01.2024 at 10.30 a.m.</b> in the office of the Director, Department of Tourism, Paryatan Bhavan Patto Panaji-Goa-403001.		

**Note: Bidders can contact e-procure help desk in case of any issues faced while browsing the <https://eprocure.goa.gov.in> website via the following:**

<b>Sr. No</b>	<b>Contact</b>	<b>Phone Number</b>
A	Support Helpdesk	91-7972854213, 91-7822039673, 91-7972871944
B	Senior Support	91-9834889836
C	For any technical related queries please call at 24x7 Help Desk Number	0120-4001002, 0120-4001005, 0120-6277787

Interested and eligible bidders who have not registered with Goa Infotech Corporation Ltd., Porvorim and intending to participate in Online Tendering may register now and apply before the last date of request for application. The application of the intending Bidder's should accompany the following documents.

1. Copy of PAN card, duly certified displaying the PAN Number
2. eTender Processing Fee: 3000/-
3. Cost of the Tender Document : Rs. 4000/-
4. Mode of Payment towards Cost of the Tender Document, Bid Security and Tender Processing Fee: To be paid online through e-payment mode via NEFT / RTGS / net banking with pre-printed Challans available on e-tendering website and directly credit the amount to ITC account as generated by Challans for NEFT / RTGS.

The applicant should scan and upload the above required documents. The submission of the tenders is through E-Tendering mode only.

Incomplete application shall be summarily rejected and right to reject any or all the tenders including the lowest without assigning any reasons thereof is reserved by The Department of Tourism.

Sd/-

**Director of Tourism**  
Department of Tourism  
Government of Goa

Government of Goa  
**DEPARTMENT OF TOURISM**  
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**No:** 4/2(196) E-tender/2023-DT/3875

**Date:** 29/12/2023

**BRIEF TENDER NOTICE**  
**(E-TENDERING MODE ONLY)**

**Appointment of an Agency for Goa Tourism towards Management and Organization of Carnival and Shigmo Festival 2024.**

Department of Tourism, Government of Goa invites e-tenders from Empanelled EMA's (under Category A only) for "Appointment of an Agency for Goa Tourism towards Management and Organization of Carnival & Shigmo Festival 2024". Agencies interested in applying for the tender may submit their bids with complete information as required as per the tender document. The last date for submission of the bid is **09.01.2024** up to 5.30 pm. For detailed Tender Notice and for participation in e-tender please visit our e-tender website <https://eprocure.goa.gov.in>. Tender notice is also available on [www.goatourism.gov.in](http://www.goatourism.gov.in) for reference. All queries may be emailed to [deptgoatourism@gmail.com](mailto:deptgoatourism@gmail.com)

Sd/-

**Director of Tourism**



**Department of Tourism, Government of Goa**

**Notice Inviting e-Tender**

**Notice Inviting e-Tender No. 4/2(196) E-Tender/2023-DT/3875**

**Dated: 29/12 /2023**

**for**

**Appointment of an Agency for Management and Organization  
of Carnaval Festival 2024 for Goa Tourism**

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## **DISCLAIMER**

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1. The information contained in this Request for Proposal document (the "RFP") or subsequently provided to the Applicant(s), whether verbally or in documentary or any other form by or on behalf of Department of Tourism, Government of Goa ("DOT" or "the Authority") or any of its employees or advisors, is provided to the Applicant(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
2. This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in submitting their Application pursuant to this RFP. This RFP includes statements which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.
3. Information provided in this RFP to the Applicant(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
4. The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, sufficiency, completeness or reliability of this RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bidding Process.
5. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Applicant upon the statements contained in this RFP.
6. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.
7. The issue of this RFP does not imply in any way, that the Authority is bound to select Applicant or to appoint the Service Provider, as the case may be, for the Project and the Authority reserves the right to reject all or any of the Applicants or Bids without assigning any reason whatsoever.
8. The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Application including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Application. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Application, regardless of the conduct or outcome of the Bidding Process.

9. In particular, the Authority shall not be responsible / liable for any latent or evident defect of the site or any other related aspects at the time of bidding, as applicable to the tender. Any character or requirement of the site, which may be deemed to be necessary by the Applicant should be independently established and verified by the Applicant.

## **GLOSSARY**

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Authority	:	Department of Tourism (DOT), Government of Goa
Project	:	Appointment of an Agency for Management and Organization of Carnaval Festival 2024 for Goa Tourism.
RFP	:	Request for Proposal
Engagement period	:	The term for which the successful bidder is engaged to provide desired services under this Project as defined in Clause 3 in this document.
Bidder	:	All agencies empanelled with Department of Tourism under Category-A (PR, Media, National/ International events) who are eligible to apply for tenders more than INR 50 Lakh
Successful Bidder	:	The empanelled agency with Authority which is technically qualified and quoting the lowest amount for executing the project.

## INVITATION FOR REQUEST FOR PROPOSAL

1. Director, Department of Tourism, Paryatan Bhavan, 2nd Floor, Patto, Panaji - Goa, hereby invites bid for “**Appointment of an Agency for Management and Organization of Carnaval Festival 2024 for Goa Tourism**”. The brief details are as follows:

<b>Name of the Project</b>	Appointment of an Agency for Management of Goa Tourism Stalls in National Tourism Exhibitions/ Marts/ Events etc.
<b>Estimated Project Cost</b>	The maximum permissible cost for this tender is <b>INR 1,44,98,000/- plus GST</b> The Applicant quoting the lowest amount wins the tender.
<b>Tender Document Fee (Non- refundable)</b>	<b>INR 4,000/-(INR Four Thousand only)</b> To be paid online through e-payment mode
<b>Tender Processing Fee (Non- refundable)</b>	<b>INR 3,000/-(INR three Thousand only)</b> To be paid via e-tender website
<b>EMD</b>	<b>Nil</b> (Limited tender among the empanelled agencies of DOT only)
<b>Performance Security</b>	<b>Nil</b> As the Authority had earlier taken performance security in the form of bank guarantee from Category-A agencies amounting to INR 7.5 Lakhs.

2. This RFP may include any Corrigenda or Addenda issued by the Authority, for whatsoever reasons, at any time prior to the submission of the application. Any Corrigenda or addendum issued shall be part of the RFP Documents and shall be available on the website: <https://eprocure.goa.gov.in>.
3. The Bidders are expected to examine all instructions, forms, terms and specifications in the RFP Document. Failure to furnish all information or documentation required by the RFP Document may result in the rejection of the application.
4. For further details contact:

The Director,  
Department of Tourism,  
Paryatan Bhavan,  
2nd Floor,  
Patto, Panaji - Goa

For all queries, please write to: [dir-tour.goa@nic.in](mailto:dir-tour.goa@nic.in) / [deptgoatourism@gmail.com](mailto:deptgoatourism@gmail.com)

## **SCHEDULE OF BIDDING PROCESS**

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The Authority shall endeavor to adhere to the following schedule:

<b>SrNo</b>	<b>Activity / Event</b>
1	Date of issuance of tender notice by DOT.
2	Last date and time for Bid submission (Online submission of all documents)
3	Financial Bid opening
4	Issue of Letter of Award

The date and time of aforesaid activities / events and changes if any will be communicated to Bidders by the Authority vide issuance of Corrigendum.

## **1. PROJECT BACKGROUND**

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Goa, whose primary industry is tourism, is famous for its beautiful beaches, locales, and golden shores. Goa is the right place for tourists to experience unlimited fun as the state flaunts diverse tourist attractions such as beaches, adventure tourism activities, religious places, spice plantations, Forts, wildlife and bird sanctuaries, UNESCO World Heritage Sites etc. The state is well known for its beaches and several parties / events / festivals that often draws crowd from India and abroad.

COVID-19 had a negative impact on global tourism industry leading to heavy revenue losses and job cuts across the board. The scenario was not different for Goa too, wherein the tourism sector in the state had to shut down for more than four months. Subsequent to reopening of tourism from July 2020 onwards and in line with its Tourism Master Plan & Policy 2020, Goa Tourism was reentering its strategy towards a more responsible form of tourism. Given the size and the environmental vulnerability of Goa, the Authority intends to promote quality tourism' by showcasing its unique experiences, niche culture, rich heritage, natural attractions and unexplored villages, apart from its beautiful beaches. Apart from Beach, parties, carefree spirit, the Authority intends to go beyond what Goa has been "known for" – as it wants to attract more responsible tourists, who often don't mind paying extra for good quality services that they receive.

The Department of Tourism intends to organize the Goa Carnival from February 10<sup>th</sup> to 13<sup>th</sup> February 2024 in association with the local Municipal bodies namely Corporation of City of Panaji and Municipal Councils of Margao, Mapusa and Mormugao. The Department of Tourism is looking at making the Goa Carnival an occasion to attract more tourist in the State.

In this regard, the Authority intends to undertake the tender process and appoint a technically qualified agency, among the agencies that are empanelled with the authority, who in turn will undertake the scope of work as specified in Clause 2 of this document.

## **2. SCOPE OF WORK**

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2.1. During their engagement with the Authority, the Successful Bidder is required to arrange following items during the Carnival festival 2024 for Goa Tourism:

2.1.1. The successful bidder is required to create themes for the stall highlighting key offerings of Goa Tourism. Few suggested themes for creation include:

- Beaches and coastal belt of Goa
- Exploring backwaters
- Hinterlands and their major attractions
- Adventure and water sports activities
- Goan village culture and heritage including cuisine, music etc.
- Archaeological heritage, Art, and architecture in Goa
- Goan arts, crafts, and festivals

- Goa as a safe destination to travel
- 2.1.2. The successful bidder shall create creative content of the presentation, designs, concepts of signages, original ideas and shall present before the Authority to finalize.
- 2.1.3. The successful bidder shall submit soft copy of each item as per Performa attached in this tender document. The bidders shall submit financial proposals (the “Financial Proposal”) made in accordance with “Price Sheet” and upload them on the tendering website.
- 2.1.4. The successful bidder will organize and execute a grand Flag off ceremony and befitting the International Carnival standards at Panaji or three other centres as finalized by Department of Tourism.
- 2.1.5. The successful bidder shall utilize the existing infrastructure available with the Authority.
- 2.1.6. The successful bidder shall create three Pandals in Amphitheatre format. The stalls shall be as follows and bidder shall also consider(\*)/(\*\*) at the time of creation of stall.

Sr No.	Stand/Stall/Pandals	Pax.	Qty.
1	VVIPs	400	1
2	VIPs	800	2

*\*out of the above 50 pax on stands to be reserved for differently abled person*

*\*\*all the areas around the stands/ in front of gallery to be 50 paxpandal for media personals near old secretariat/ Miramar as per selected route.*

- 2.1.7. The successful bidder shall take information regarding the venue as decided by the Authority.
- 2.1.8. The successful bidder is required to identify and apply for any relevant NOCs / permissions / approvals for undertaking the Project through the Authority including but not limited to:

Indicative list		
SrNo.	NOC / Clearance / permission	Concerned Department
1	Music Licensing	PRS, PPL TPPL licensing Department
2	Fire safety	Fire Department
3	Entertainment tax	Commercial Taxes Department
4	Any other as applicable	

- 2.1.9. The successful bidder is required to arrange VIP barricading/ suitable mojo/ bamboo barricading to be provided along the entire parade route from below Mondovi bridge to Kala Academy. View cutter from below Mandovi bridge to Old Secretariat and old Mandovi bridge to be provided.
- 2.1.10. The successful bidder shall arrange signage's for the demarcation of the seating in VIP enclosures with chairs capacity of up to 2500 to be arranged at strategic points on parade route.

- 2.1.11. The successful bidder shall make pandal and sitting arrangements of 1200 pax like multilevel amphitheatre type sitting opposite to Dempo House/COP Jetty or any other location as represented by the Department.
- 2.1.12. The successful bidder shall arrange 50 volunteers to conduct float parade.
- 2.1.13. The successful bidder shall arrange open sitting gallery of 2500 pax.
- 2.1.14. The successful bidder shall arrange additional galleries of 1000 pax. as per availability of space.
- 2.1.15. The successful bidder shall arrange sufficient branding of the venues with panels, outside the venue 50 mask cut outs to be installed at fifty prominent places in Miramar to Divja circle to provide festive atmosphere of size (6'\*4').
- 2.1.16. The successful bidder shall make Carnival backdrop to be put with masks, lights, banners etc. along with the following as mentioned below:
- Drapes at the venue
  - Props, stands
  - Banners, logos, and promo's
  - Decoration parade route from Miramar Circle to Harley Davidsons showroom and décor from New Patto Bridge Panaji to Campal ground
  - Masks to be displayed- 60
- 2.1.17. The successful bidder shall arrange for proper lighting system at the venue and Parade route.
- 2.1.18. The successful bidder shall ensure that any and all forms of advertising or promotion during the event does not include mention of smoking, alcohol, gutkha, pan masala, political, racial or vulgar content.
- 2.1.19. The successful bidder shall arrange for excellent quality PA system for running commentary with professional commentator at the starting point.
- 2.1.20. The successful bidder shall arrange Goa Police Float on the theme, Crime/ Security/ Traffic Rules etc. with sound and generator at 4 main centres.
- 2.1.21. Artist F & B on site shall be provided by the successful bidder.
- 2.1.22. The successful bidder shall arrange for manpower, volunteer, ushers, hostesses, artists including Rehearsal's venue.
- 2.1.23. The successful bidder shall provide sitting area cum stage with adequate backdrop and design parameters as approved by the Authority.
- 2.1.24. The successful bidder shall arrange for the following as mentioned to be distributed to the audience: -

<b>Sr No.</b>	<b>Items</b>	<b>Quantity</b>
1	Paper Carnival Caps	2000

2	Paper Carnaval eye masks	4000
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- 2.1.25. The successful bidder shall design webpage on Goa Carnaval containing all information and linked to Department of Tourism/ Goa Tourism Development Corporation website.
- 2.1.26. All the posts created shall be uploaded on Facebook and Instagram regularly with the assistance of the Authority.
- 2.1.27. The successful bidder shall arrange media platform on the right of VVIP area admeasuring 80\*16 feet. This is to ensure that no media representative shall be there on the roads.
- 2.1.28. The successful bidder shall make sure the arrangements of PA system at Miramar Circle in addition to the PA system as mentioned in clause 2.1.19 that will be installed for the running commentary at VVIP/VIP area.
- 2.1.29. The successful bidder shall arrange suitable décor in Panaji City to build up the ambience of the venues to the international standards.
- 2.1.30. The successful bidder shall have suitable decorative at the venue in consultation with the Authority and as per the designs and creative's approved by the Authority.
- 2.1.31. The successful bidder shall make sure the creative's are executed. The proposed decoration is to be executed from the street connecting the Panaji city- Patto bridge to Campal for 4 days.
- 2.1.32. The successful bidder shall make sure 200 numbers of cut outs, banners masks, lightening décor to create festive Carnaval atmosphere.
- 2.1.33. The successful bidder shall make sure art installations to be set up at traffic circles namely KTC Panaji bus stand, Divja circle and Miramar circle.
- 2.1.34. The successful bidder shall make sure that the Décor include sponsors logo, brandings, "Goa Carnaval", alphabets to be installed with LED lamps decorative.
- 2.1.35. The successful bidder requires to execute and erect one entry arche which will be installed at the airport or any other location as specified by Department of Tourism for four days, welcoming tourists for the Carnaval 2024.
- 2.1.36. The successful bidder shall take prior approval of the design creation from the Authority.
- 2.1.37. The successful bidder shall also take prior permissions/ NOCs required from the Authority.
- 2.1.38. The successful bidder shall arrange the following as mentioned below: -

Sr No.	Elements	Details	Units	No. of days
1	Entrance Arch	-	1	4

2	Pillars	(15'*3')	2	-
3	Top Facia with suitable printing	(50'*5')	1	-

The successful bidder shall provide detailed plan to manage garbage and to maintain cleanliness in the below mentioned areas. The objective of the Conservancy plan shall be to ensure that the festival areas are to be spotlessly clean in accordance with the international image of the festival. Any shortfall in the Conservancy plan shall be viewed seriously by the management of the authority and it shall be the total responsibility of the successful bidder to ensure neat and clean surroundings during the entire duration of the Festival. The areas will be covered under the Conservancy plan are Panaji- Parade Venue and area surrounding the parade venue.

2.1.39. The successful bidder shall affix garbage collection boxes at all the potential garbage generating sites as per directions of CCP. The sites shall be identified by the successful bidder.

2.1.40. The successful bidder shall actively coordinate with the local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented.

2.1.41. The successful bidder shall arrange for the portable toilets at the following venues and arrange for the maintenance at least one staff per toilet i.e., 20. the successful bidder shall arrange portable toilets as follows-

VVIP	4
VIP	4
Media Pandal	2
Open Ground	6
Starting point of the parade route	4

2.1.42. The successful bidder shall arrange for the below mentioned festive uniforms for the volunteers and other officials and shall be supplied one month prior to the Carnival.

Sr No.	Items	Quantity
1	Festival collared T- Shirts	1000
2	Festive caps	1000

(\*the T-Shirts shall be made up of good quality cotton cloth and adequately branded.)

2.1.43. The successful bidder shall arrange temporary signboards at all the venues of Goa Carnaval 2022. The venue being the airport, roads leading to the festival venues & or any other suitable venue.

2.1.44. The successful bidder shall take prior approval from the Authority for layout and design of the temporary signboards.

2.1.45. The successful bidder shall follow following instructions for the temporary signboard's installations: -

<b>Sr No.</b>	<b>Item</b>	<b>Description</b>
1	Complete Signage i.e., Printing, Cutting of foam board Installation at all the venues as per the requirement of signage's	Fixing of foam board Signage on light poles, walls, with necessary clamps, binding wires etc.
2	fabrication and installation of metal frames, standees, and road signage's	-
3	flex hanging pennants	Hanging pennants for all the festival venues i.e., along with Printing on Flex, sticking/pasting, making loops. inclusive of all materials 10ftx4ft, including installation cost
4	Pole pennants	100 no. along Panaji parade route. The Panaji city décor must be completed 7 days before the Panaji parade
5	flex double sided with loops on top & bottom	Printing on flex double sided with loops on top & bottom of proposed size-7ftx1.5ft and include Installation of pennants on light poles on the road leading to Panaji city from under the bridge to Miramar Circle.

- 2.1.46. The successful bidder shall arrange for professional photographers and videographers to cover all the events organized at the various venues. The photographers are to cover the events in a digital camera and provide photographs prints and soft copies of each event at the end of the day. Similarly, the videographers have to cover major events at all the venues and highlights of events at the Festival theatres in a video camera and provide ten DVDs within 15 days of the completion of event. Minimum of 500 Nos. of photographs of each event. Installation of 20 CC TV Cameras with cabling and control room along the official Carnaval parade route as per the advice of Goa Police and other security agencies. Agency has to provide High resolution/4K short video's/films of about 5-6 minutes and all raw footages of the event.
- 2.1.47. The successful bidder will have to factor in all the cost of the manpower required to coordinate with the Authority. The Authority will provide with festival volunteers / executives at all the venues to meet the requirements of hospitality, transport etc. However, the coordination of all the festival executives will be done by the successful bidder with the help of the Authority. This cost of manpower required by successful bidder to coordinate and supervise the festival executives appointed by the Authority to be quoted in the Manpower costs.
- 2.1.48. The successful bidder shall arrange a contest to select a Goan King Momo 15 days prior. The bidder also ensures costume stitching, arrangement of minibus for King Momo and his Entourage (10pax) for all the 4 centres as mentioned in this RFP.
- 2.1.49. The successful bidder is solely responsible for transportation of King Momo and his entourage to the 4 Carnaval venues.
- 2.1.50. The successful bidder shall be entitled with remuneration of INR 1,50,000 min. for the arrangement for transport, refreshments and costumes for other participants of the lead float.
- 2.1.51. The successful bidder shall arrange Confetti sweets along with 5 decorative baskets at all the 4 centres.
- 2.1.52. The successful bidder shall design and exhibit a world class lead float on Carnaval theme with Celebrity and King Momo. The float will be truck mounted and will be three dimensional with recorded music and sound. Design and fabrication of Lead Float of Carnaval mounted on Tempo, including hire of vehicle for 4 days prior to event. A Copy of the design of the Lead Float along with detailed specifications to be submitted at the creative presentation. Proper arrangement must be made to climb on the vehicle. The height of the Float should be below 14 feet from the ground level. Performance of live band along with decorated vehicle for all the four days. Hire of sound system with generator for all the 4 days. The Vehicle and generator sound system to be arranged separately and will have to be duly decorated in accordance with the Lead Float and in consultation with the Authority. Float will go to 4 cities as lead float.
- 2.1.53. The successful bidder shall arrange for dance team of maximum size of 30 participants with costumes, refreshments, transport etc.

- 2.1.54. The successful bidder shall arrange press conference in Goa for local media and one month promotion of the event.
- 2.1.55. The successful bidder shall arrange for 10 hoardings in the state average size of 20x20 ft. at least 30 days prior to the event to publicize the event.
- 2.1.56. The successful bidder shall release colour quarter page advertisements on Daily local newspapers i.e., two leading English newspapers, two Marathi newspapers and one Konkani newspaper for 4 days during the festival. Advertisements to be released on prominent location of the newspapers, preferably on first or second page. The list of newspapers along with creative's prepared by the successful bidder must be submitted to the Authority.
- 2.1.57. The successful bidder shall execute live campaign of the event on Goa Tourism official Facebook page.
- 2.1.58. Any costs over and above indicated above, which the successful bidder may think would form a part of the overall cost for GOA CARNAVAL 2024 may be included. The same may please be specified item wise with the detailed break up of costs. It may be noted that any cost specified in this section shall be considered while deciding the successful bidder.
- 2.1.59. The successful bidder shall arrange for Goa Police float on the theme crime, security, traffic rules etc. with proper sound arrangements at all the centres.
- 2.1.60. The successful bidder shall arrange for 5 observation towers for Goa Police and set up view cutter as directed by the Police authorities.
- 2.1.61. The successful bidder shall produce theme song of the festival two weeks prior the event and take necessary approval from the Authority.

### **3. TIME & DELIVERY SCHEDULE**

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#### **3.1. Next Steps on selection of Successful Bidder**

- 3.1.1. The Department of Tourism reserves the right to reject or accept any offer without assigning any reasons whatsoever.
- 3.1.2. Tender shall remain valid for acceptance till the period event from date of opening of Tender.
- 3.1.3. The Authority will strive to adhere to the following schedule on selection of the Successful Bidder for undertaking the Carnival Festival 2024 for Goa Tourism in the events.

<b>S No.</b>	<b>Description of Deliverables</b>	<b>Date</b>
1	Issuance of LOA to the Successful Bidder	L
2	Marketing/Publicity.	T-15 days
3	Decorations	T-3 days

4	Start of Event	T
3	End of Event	E
4	Submission of Detailed Report of the event	E+15 days

3.1.4. The service shall stand completed on acceptance and approval by the Authority of all the Deliverables of the appointed Service Provider.

3.1.5. The Services shall be deemed completed and finally accepted by the Authority and the final Deliverable shall be deemed approved by the Authority as satisfactory upon expiry of the event after receipt of the final Deliverable unless the Authority, within period, gives written notice to the Service Provider specifying in detail, the deficiencies in the Services. The Service Provider shall thereupon promptly make any necessary corrections and/or additions (including extending the campaign to the extent of deficiencies observed by the Authority), and upon completion of such corrections or additions, the foregoing process shall be repeated.

#### 4. PAYMENT TERMS

4.1. The Authority will not pay any advance to the Successful Bidder for undertaking the event. 100% of the payment will be paid on satisfactory completion the event, i.e., on satisfactory submission of the detailed report to the Authority, and its approval based on verification by Authority's representative. The payment will be done in Indian Rupees (INR) only.

4.2. The Authority will determine any deficiency and unsatisfactory performance of the Successful Bidder based on scope of work mentioned in Clause 2. In such cases, the following deduction will be made in the payment to the Successful Bidder:

Sr.No.	Deviation from minimum commitment	Deductions to payment to the successful bidder
1	Up to 10%	Nil
2	11%-25%	Up to 25% of total quoted amount by the Successful Bidder
3	>25%-50%	Up to 50% of total quoted amount by the Successful Bidder
4	>50%	If the deviation is more than 50% in comparison to the minimum commitment by the Successful Bidder, the Authority will not accept the final deliverable. Any penalty that may be levied on the Successful Bidder will be decided by the Authority.

4.3. The Authority will provide a chance to the Successful Bidder to provide any justification for their non-performance and only if the reasons are found genuine, an empowered committee of the Authority or Authority may decide on exact quantum of deduction including extending any waiver on deduction to the Successful Bidder.

- 4.4. In case of cancellation of the event up to 7 days before scheduled event date by the Authority, the Authority shall not pay any amount to the Successful Bidder. In case of cancellation of the event from 0 to 7 days before scheduled event date by the Authority, the Authority will reimburse the Successful Bidder up to a maximum of 50% of the expenditure incurred by the Successful Bidder and in no case the reimbursement shall be more than 50% of the quoted financial bid. This value shall be determined based on the report submitted by the Successful Bidder and cross verification and inspection by the Authority.

## **5. COST OF RFP AND PERFORMANCE SECURITY**

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- 5.1. The complete RFP document can be downloaded from <https://eprocure.goa.gov.in>. The Bidder has to pay the sum of INR 4,000/- (INR Four Thousand only) as Tender document fee and sum of INR 3,000/- (INR three Thousand only) as Tender processing fees.
- 5.2. Mode of Payment towards cost of the Tender Document & Tender Processing Fee: To be paid online through e-payment mode via NEFT / RTGS / Net banking with pre-printed challans available on [www.goaenivida.gov.in](http://www.goaenivida.gov.in) website and directly credit the amount to ITG account as generated by challans for NEFT / RTGS.
6. The Authority had empanelled 09 agencies in Category-A (PR, Media, National/ International events who are eligible to quote for tenders more than INR 50 Lakh). The Authority has already received performance security in the form of bank guarantee from these agencies under Category A amounting to INR 7,50,000/- (INR Seven Lakh fifty Thousand only)

## **7. BRIEF DESCRIPTION OF BIDDING PROCESS**

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- 7.1. The Authority has adopted a Single stage competitive bid process (collectively called as the "Bidding Process") for selection of the bidder for award of the Project. Only the empanelled with the Authority shall be allowed to participate in the bidding process as it is a limited tender.
- 7.2. The eligible bidders shall submit financial proposals (the "Financial Proposal") made in accordance with "Price Sheet" and upload them on the tendering website.
- 7.3. The RFP of the Project and all the further updates, notices, amendments, clarifications etc. shall be available on the website <https://eprocure.goa.gov.in> under 'Department of Tourism'.
- 7.4. The Bidder will also be required to submit the Annexure-1 along with the RFP document, each page of which shall be duly signed by its authorized signatory (as declared during the empanelment of the firm with the Authority).
- 7.5. The Bidder quoting the lowest financial quote would be declared the "Highest Ranked Bidder".
- 7.6. Generally, the Highest Ranked Bidder shall be the "Successful Bidder" (the "Successful Bidder"). The remaining Bidders shall be kept in reserve and the Second Highest Ranked Bidder may be invited to match the Financial Bid submitted by the Highest Ranked Bidder in case such Highest Ranked Bidder withdraws or is not selected for any reason in the Application Validity Period. In the event Second Highest Ranked Bidder

does not match the Financial Bid of the Highest Ranked Bidder, the Authority may, in its discretion, cancel the Tender Process.

7.7. Further, other details of the process to be followed during the Bidding Process and the terms thereof are defined in this RFP.

## **8. INSTRUCTION TO APPLICANTS**

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### **8.1. Completeness of Response**

- a) A Bidder is advised to study all instructions, forms, terms, requirements, and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b) The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Bidder's risk and may result in rejection of its Proposal.
- c) After acceptance of work order, the firm fails to abide by the terms and conditions of the tender documents or fails to complete the project as per contract or at any time repudiates the contract, Department of Tourism will have the right to levy any penalty and blacklist the agency.

### **8.2. Proposal preparation costs**

- a) The Bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of proposal, in providing any additional information required by The Authority to facilitate the evaluation process, and in negotiating a definitive Contract or all such activities related to the bid process. The Authority will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- b) This RFP does not commit the Authority to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award of contract or for preparing this bid.
- c) All materials submitted by the bidder become the property of The Authority and may be returned completely at its sole discretion.

### **8.3. Amendment of RFP document**

- a) At any time prior to the last date for receipt of bids, the Authority, may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify this RFP document by an amendment.
- b) The amendment will be notified in writing or by email to all prospective bidders who have been issued this RFP document and will be binding on them.

- c) In order to afford prospective bidders reasonable time in which to take the amendment into account in preparing their bids, the Authority may, at its discretion, extend the last date for the receipt of bids.

#### **8.4. Supplemental information to the RFP**

- a) If the Authority deems it appropriate to revise any part of this RFP or to issue additional data to clarify an interpretation of provisions of this RFP, it may issue supplements to this RFP. Any such corrigendum shall be deemed to be incorporated by this reference into this RFP.

#### **8.5. Right to modify submission deadline**

- a) The Authority may, in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing a corrigendum or by intimating all bidders who have been provided the proposal documents, in writing or by facsimile, in which case all rights and obligations of the project and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

#### **8.6. Right to terminate the process**

- a) The Authority may terminate the tender process at any time and without assigning any reason. The Authority makes no commitments, explicit or implied that this process will result in a business transaction with anyone.
- b) This RFP does not constitute an offer by The Authority. The bidder's participation in this process may result in The Authority selecting the bidders to engage in further discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by The Authority to execute a contract or to continue negotiations. The Authority may terminate negotiations at any time without assigning any reason.

#### **8.7. Right to accept/reject any or all proposals**

- a) The Authority reserves the right to accept or reject any proposal, and to annul the bidding process and reject all Bids at any time prior to award of Contract, without thereby incurring any liability to the affected Applicant or Applicants or any obligation to inform the affected Applicant or Applicants of the grounds for the Authority's action.
- b) In case, only 1 (one) submission is received against the RFP, The Authority shall reserve the right to award the tender to the Successful Bidder upon meeting the minimum eligibility criteria as laid down in Clause 8.

#### **8.8. Liquidity Damages**

- a) In the event of failure to complete the work within a specified time, Department of Tourism may without prejudice to any other rights, here under recover from the successful bidder, as Liquidated Damages and not by way of penalty the sum of 25% of the contract price, which will be deducted from the Performance Security submitted by the Successful Bidder.

## 9. CONDITION OF ELIGIBILITY OF APPLICANTS

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- a) Only Category – A service providers (that eligible to apply for tender more than INR 50 Lakh), which are empanelled with the Authority can apply for this tender.
- b) As on date of submission of the bids, the bidders should not have committed any performance lapse, defaults, breach of conditions of their empanelment with the Authority. The Authority's decision to accept or reject the proposal by any empanelled agency is final and binding.

## 10. FINANCIAL PROPOSAL

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### Financial Evaluation of Bids

- a) All interested bidders shall submit their financial proposals on e-tendering website, which shall comprise of the financial quote as per the format specified below / Price Bid:  
  
**“Consolidated Cost for the event”**
- b) The bidders are requested to fill the bid details on the website: <https://eprocure.goa.gov.in> for preparing their price bid i.e., Financial Quote.
- c) The Empanelled Agencies shall submit the detailed cost of each item as per the Financial Bid format under the respective heads. The Empanelled Agencies will have to ensure that the cost details are submitted only in the format finalized by the Authority, failing which the financial tenders submitted by it are liable not to be considered without assigning any reasons thereof. The costing submitted by the Empanelled Agencies and approved by the Authority shall be the upper limit of the expenditure. No extra expenditure over and above what is authorized by the Authority shall be done by the Empanelled Agencies without written order of the Authority.
- d) The descriptive items enlisted against each head are only indicative, and it shall be the duty of the event management agency to visualize and anticipate the extra requirements if any, of the festival like refreshments for the supporting staff, incidental production costs, incidental cost of travel, hospitality, etc. The Bidders shall quote the corresponding cost, accordingly, as laid down in Price bid.
- e) The Authority shall in no way be bound by the payment schedule submitted by the respective EMA's and shall reserve the right to formulate its own payment schedule which shall be final and binding on both the parties, and no further negotiations on this aspect will be considered.
- f) The Financial Quote by the Bidder shall be exclusive of all the taxes, duties, and levies
- g) The estimate for performing the said digital campaigns per the scope defined in Clause 2 of this RFP is INR 1,44,98,000 (INR One Crore Forty-Four Lakh Ninety Eight Thousand only). Hence, the bidders are required to quote their price, which does not exceed the above estimate.

## **11. AUTHORIZED REPRESENTATIVES**

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Any action required or permitted to be taken, and any document required or permitted to be executed by the Authority may be taken. The Authority may, from time to time, re-designate one of its officials as the Authorized Representative. Unless otherwise notified, the Authorized Representative of the Authority shall be its Director / Member Secretary.

The successful bidder, after appointment, shall designate one of its employees as a representative, who will act as single point contact

## **12. OTHER TERMS**

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- 12.1. The Bidders shall submit a set of creatives in accordance with the scope of this tender document. This is intended to provide scope for invoking the creative capabilities and skills of the Empanelled Agencies and to provide the Authority with the best possible options at a reasonable cost. The Empanelled Agencies must give an undertaking to the effect that all the creative designs belong to it and the Authority shall not be liable in any manner for copyright infringement. In case the Authority selects the creative's submitted by the Empanelled Agencies then the actual execution of the event shall conform to the creative's submitted by Empanelled Agencies and approved by the Authority, failing which the Authority shall be at liberty to deduct, necessary charges, as deemed fit.
- 12.2. The entire liability of internal personnel/volunteers engaged by the Successful Bidder shall totally lie with the Agency. The Agency shall indemnify and keep indemnified the Authority against any claims/compensation/damages caused on account of any or all actions of the Bidders or its agents/representatives.
- 12.3. The Bidders shall be responsible for complying with all the statutory requirements such as adherence to noise pollution norms, meeting the standards of pollution control, solid waste management, GST payments etc. and complying with all the legal requirements of the local municipality; State/Central Governments.
- 12.4. The Bidders shall be fully responsible for verifying the credentials/background of its agents, employees, volunteers, and personnel from the security point of view. The Bidders will have to submit details about the volunteers/personnel/suppliers and other support staff engaged by it for the smooth conduct of various activities during the Carnival Festival 2024. The Bidders shall be completely responsible for issuing identity cards to all such personnel engaged by it, directly or indirectly at their own cost and expense, and that the Bidders will have to fully cooperate with the Authority during the process of issue of the identity cards, to their staff members/volunteers.
- 12.5. **Commencement and Termination of Services**
  - a) The successful bidder shall commence the project within the time and delivery schedule as specified in clause 3, unless otherwise agreed mutually with the Authority.
  - b) If the Successful bidder does not commence the Project within the designated period as stated above, the Authority may, by not less than 1 (one) weeks' notice to the successful bidder, declare their appointment to be null and void, and the successful

bidder shall be deemed to have accepted such termination. In the event of termination, the Authority may opt for retendering of the project.

- c) Unless terminated before the end of project period, the project shall, unless extended by the Parties by mutual consent, expire on the date of acceptance of the final performance report by the Authority.

#### 12.6. **Disqualification**

The Authority may at its sole discretion and at any time during the evaluation of proposal, disqualify any bidder, if the bidder:

- a) Submitted the proposal after the response deadline.
- b) Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements.
- c) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, not meeting the parameters, etc. in any project in the preceding three years.
- d) Submitted a proposal that is not accompanied by required documentation or is non-responsive.
- e) Failed to provide clarifications related thereto, when sought.
- f) Submitted more than one proposal.
- g) DPR is not approved or submitted on required time
- h) Was declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices.
- i) Submitted a proposal which is not in the requisite format and or is incomplete and or is conditional.

#### 12.7. **General Terms and Conditions**

- a) The Authority has the right to negotiate with the lowest bidder.
- b) The decision of The Authority regarding rejection of bid shall be final & shall not be called upon question under any circumstances.
- c) In case, L1 bidder refuses to accept the award of contract then the authority has the right to negotiate with the L2 and so on till the contract is finalized with the bidder.

#### 12.8. **Force Majeure Event**

- I. As used in this Agreement, Force Majeure Event means the occurrence of any of the Non-Political Events, the Political Events, or the Other Events in India, included but not limited to those set out in the Agreement including the impact / consequence thereof which:
  - a) is beyond reasonable control of the Party claiming to be affected thereby (the "Affected Party");
  - b) prevents the Affected Party from performing or discharging its obligations under the Agreement; and

- c) the Affected Party has been unable to overcome or prevent despite exercise of due care and diligence.
- d) In case of any restriction imposed due to pandemic some of the items mentioned in the scope of work may be cancelled and the amount will be restricted accordingly.

## **II. Non-Political Events**

Any of the following events which prevent the Affected Party from performing any of its obligations for a continuous period of not less than 7 (seven) Days from the date of its occurrence, shall constitute a Non-Political Event:

- a) act of God, epidemic, extremely adverse weather conditions, lightning, earthquake, cyclone, flood, volcanic eruption, chemical or radioactive contamination or ionizing radiation, fire or explosion (to the extent of contamination or radiation or fire or explosion originating from a source external to the scope of work of this Agreement, and by reasons not attributable to the Service Provider or any of the employees or agents of the Service Provider;
- b) strikes or boycotts (other than those involving the Service Provider or its contractors, employees/representatives, or attributable to any act or omission of any of them), and not being an Other Event set forth in Clause 11.4.3 of this Agreement, labour disruptions or any other industrial disturbances not arising on account of the acts or omissions of the Service Provider;
- c) any failure or delay of the Service Provider caused by any of the Non-Political Events, for which no offsetting compensation is payable;
- d) any event or circumstance of a nature analogous to any of the foregoing.

## **III. Political Events**

Any of the following events shall constitute Political Event:

- a) Change in Law for which no relief is provided under the provisions of the Agreement, resulting in Material Adverse Effect;
- b) Action of a Government authority having Material Adverse Effect including but not limited to:
- c) acts of expropriation, compulsory acquisition or takeover by any Government authority of the Project and Services or any part thereof or of the Service Provider's rights under this Agreement, and
- d) any unlawful, unauthorized or without jurisdiction refusal to issue or to renew or the revocation of any Applicable Permits, in each case, for reasons other than the Service Provider's breach or failure in complying with the Project Requirements, Applicable Laws, Applicable Permits, any judgment or order of a Governmental Agency or of any contract by which the Service Provider as the case may be is bound;
- e) Early determination of the Agreement by the Government for reasons of national emergency, national security or the public interest;

- f) Any failure or delay of the Service Provider caused by any of the aforementioned Political Events, for which no offsetting compensation is payable; or
- g) Any event or circumstance of a nature analogous to any of the foregoing.

**IV. Other Events**

Any of the following events which prevents the Affected Party from performing any of its obligations under the Agreement for a continuous period of not less than 7 (seven) Days from the date of its occurrence, shall constitute the Other Event:

- a) An act of war (whether declared or undeclared), invasion, armed conflict or act of foreign enemy, blockade, embargo, riot, insurrection, terrorist or military action, civil commotion or politically motivated sabotage;
- b) Industry wide or State wide strikes or industrial action;
- c) Any civil commotion, boycott or political agitation which prevents collection of Fee by the Service Provider.
- d) Any judgment or order of a court of competent jurisdiction or statutory the Government in India made against the Service Provider in any proceedings which is non-collusive and duly prosecuted by the Service Provider; and any judgment or order of a court of competent jurisdiction or statutory authority in India made against the Service Provider in any proceedings which is non collusive and duly prosecuted by the Service Provider other than relating to proceedings:
  - I. Pursuant to failure of the Service Provider to comply with any Applicable Law or Applicable Permit; or
  - II. on account of breach of any Applicable Law or Applicable Permit or of any contract; or
  - III. Enforcement of the Agreement; or
  - IV. With respect to exercise of any of its rights under the Agreement by the Government; or
- e) Any event or circumstance of a nature analogous to any of the foregoing.

**V. Notice of Force Majeure Event**

- a) The Affected Party shall give written notice to the other Party in writing of the occurrence of any of the Force Majeure Event (the "Notice") as soon as the same arises or as soon as reasonably practicable and in any event within 7 (seven) Days after the Affected Party knew, or ought reasonably to have known, of its occurrence and the adverse effect it has or is likely to have on the performance of its obligations under the Agreement.
- b) The Notice shall inter-alia include full particulars of:
  - I. the nature, time of occurrence and extent of the Force Majeure Event with evidence in respect thereof;

- II. the duration or estimated duration and the effect or probable effect which such Force Majeure Event has or shall have on the Affected Party's ability to perform its obligations or any of them under the Agreement;
  - III. the measures which the Affected Party has taken or proposes to be taken, to alleviate the impact of the Force Majeure Event or to mitigate the damage; and
  - IV. any other relevant information.
- c) So long as the Affected Party continues to claim to be affected by a Force Majeure Event, it shall provide the other Party with periodic (fortnightly/monthly) written reports containing the information called for by Clause (b) of 11.4.4 and such other information as the other Party may reasonably request.
  - d) If the force majeure event continues for a period beyond 30 days either party may terminate the contract.

#### **VI. Performance of Obligations**

If the successful bidder is rendered wholly or partially unable to perform any of its obligations under this document because of a Force Majeure Event, it shall be excused from performance of such obligations to the extent it is unable to perform the same on account of such Force Majeure Event provided that,

- a) due notice of the Force Majeure Event has been given to the Authority as required by the preceding Clause ;
- b) the excuse from performance shall be of no greater scope and of no longer duration than is necessitated by the Force Majeure Event;
- c) the successful bidder has taken all reasonable efforts to avoid, prevent, mitigate and limit damage, if any, caused or is likely to be caused to the event venue because of the Force Majeure Event and to restore the event venue, in accordance with the Good Industry Practice and its relative obligations under the document;
- d) when the successful bidder can resume performance of its obligations under the document, it shall give to the other Party written notice to that effect and shall promptly resume performance of its obligations hereunder, the non-issue of such notice being no excuse for any delay for resuming such performance;
- e) the successful bidder shall continue to perform such of its obligations which are not affected by the Force Majeure Event and which are capable of being performed in accordance with the document; any insurance proceeds received shall be entirely applied to repair, replace or restore the assets damaged on account of the Force Majeure Event, in accordance with Good Industry Practice, unless otherwise agreed to by the Authority.

#### **12.9. Additional Information**

- a) **Insurance:** Insurance, including transit insurance will be arranged by the Successful Bidder. The Empanelled Agencies should ensure that all its liabilities including that of its staff/volunteers/contractors/equipment/material, etc, and especially third-party

liabilities are covered by a suitable insurance policy. The details of this policy will be intimated to the Authority as soon as the same is finalized. Though the Authority will insure the event on its own, it will not bear any responsibility whatsoever for any or all liabilities arising on account of any or all actions of the EMA's, before, during and after the above Festival 2024.

- b) **Liquidity Damages:** In the event of agency's failure to complete the work within the specified time, the Authority may, without prejudice to his any other rights hereunder, recover from supplier, as Liquidated Damages, the sum of 25% of the quoted Consolidated Cost for the event.

#### 12.10. **Risk- Purchase Clause**

The successful bidder after submission of tender and acceptance of the same fails to abide by the Terms and Conditions of the tender document or fails to complete the work within the specified time or at any time repudiates the contract, the Department of Tourism will have the right to:

- a) Terminate the empanelment of the agency with the Goa Tourism and further blacklist the agency.
- b) In case of completion through alternative sources and if price is higher, the agency will pay the balance amount to the alternate sources.
- c) For all purposes, the work order issued by the Authority will be considered as the formal contract.
- d) The Goa Tourism delegation shall submit the officer report to Director of Tourism towards shortfall in execution of scope of tender. The delegation shall also produce check list of the scope of work of said tender with the selected agency for counter signature.

#### 12.11. **Arbitration**

Arbitration Provisions are not reserved in the matter. The decision of Director of Tourism shall be final and binding on the selected agency and shall not be challenged in any Court of law. In case if any issue arises between Department of Tourism and the successful bidder, the same shall be solved by applying the Principal of Natural Justice and further, if need arise the selected agency shall comprise on the issue in the favour of Department of Tourism positively.

### **13. ANNEXURE-I**

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#### **Form 1 - Notice of Intent to submit proposal in response to the RFP Notice**

(To be submitted on letter head of the responding firm)

To, {Place}  
The Director {Date}  
Department of Tourism,  
Paryatan Bhavan,  
2nd Floor, Patto,  
Panaji - Goa

#### **Sub: Submission of Proposal in response to the RFP for Appointment of an Agency for Management and Organization of Carnaval Festival 2024 for Goa Tourism**

Dear Sir,

1. Having examined the RFP, we, the undersigned, herewith submit our proposal in response to your RFP No..... dt..... for Tender for Appointment of an Agency for Management and Organization of Carnaval Festival 2024 for Goa Tourism.
2. We have read the provisions of the RFP document and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
3. We agree to abide by this proposal, consisting of this letter, the detailed response to the RFP and all attachments, for a period of 120 days from the closing date fixed for submission of proposals as stipulated in the RFP document.
4. We would like to declare that we are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment and we are not under a declaration of ineligibility for corrupt or fraudulent practices.

Dated this      Day of 2023 (Signature)

Duly authorised to sign the Bid Response for and on behalf of: (Name and Address of Company) Seal/Stamp

<<<<<END OF TENDER>>>>>

Government eProcurement System  
 Created By: Dhiraj Vagle  
 Created Date/Time: 10-Jan-2024 11:26 AM  
 Tender Title: Appointment of an Agency for Goa Tourism towards Management and Organization of Carnival and Shigmo Festival 2024  
 Tender ID: 2023\_DT\_13155\_1

Director , Department of Tourism, Government of Goa

Name of Work: Appointment of an Agency for Goa Tourism towards Organisation and Management of Carnival Festival 2024.

Contract No: 4/2(196) E-tender/23-DT/ 3875 Date: 29/12/2023

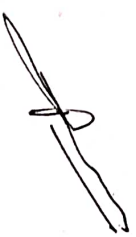
SCHEDULE OF WORK / ITEM(S)					ADVERTISING ASSOCIATES(GSTN:NA)	AMC COMMUNICATIONS PRIVATE LIMITED(GSTN:NA)	MX ADVERTISING PRIVATE LIMITED(GSTN:NA)	Alica Purple Advertising Pvt Ltd(GSTN:NA)	SEAN ADEVENT(GSTN:NA)
Sl.No	Description of Work / Item(s)	No.of Qty	Units	Estimated Rate	Amount	Amount	Amount	Amount	Amount
1.00	Management of Carnival Festival 2024.	1.00	Lumpsum	0.00	15103095.000	14869740.000	15423400.000	14498000.000	15102080.000


Total in Figures

15103095.000	14869740.000	15423400.000	14498000.000	15102080.000
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Lowest Amount Quoted BY: Alica Purple Advertising Pvt Ltd(14498000.000)

L1 Amount	L1 Vendor
14498000.00	Alica Purple Advertising Pvt Ltd

  
 Dy. Director  
 Department of Tourism  
 Panaji - Goa

  
 Assistant Director  
 Department of Tourism,  
 Panaji - Goa

No. 4/2(196) E-Tender/2023-DT/

Department of Tourism  
Information Section

The e-tender towards Appointment of an Agency for Goa Tourism towards Management and Organization of Carnaval and Shigmo Festival 2024 were floated. The tender notice and tender document may be perused at pages from 8/C to 35/C. The last date for submission of the bids was 09.01.2024 up to 5.30 pm. The tender was opened on 10.01.2024 at 10.30 am.

Five bids were received from the empanelled agencies towards Appointment of an Agency for Goa Tourism towards Management and Organization of Carnaval Festival and Shigmo Festival 2024. The details are as follows:

**1. Appointment of an Agency for Goa Tourism towards Management and Organization of Carnaval Festival 2024**

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1	M/s. Advertising Associates	₹ 1,51,03,095/-
2	M/s. AMO Communications Private Limited	₹ 1,48,69,740/-
3	M/s. MX Advertising Private Limited	₹ 1,54,23,400/-
4	M/s. Alica Purple Advertising Pvt. Ltd.	₹ 1,44,98,000/-
5	M/s. Sean Adevent	₹ 1,51,02,080/-

The comparative statement is placed at page 38/C. As per the statement the lowest amount quoted is ₹ 1,44,98,000/- by M/s. Alica Purple Advertising Pvt. Ltd.

**2. Appointment of an Agency for Goa Tourism towards Management and Organization of Shigmo Festival 2024**

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1	M/s. Advertising Associates	₹ 1,28,27,000/-
2	M/s. AMO Communications Private Limited	₹ 1,24,25,520/-
3	M/s. MX Advertising Private Limited	₹ 1,26,89,890/-
4	M/s. Alica Purple Advertising Pvt. Ltd.	₹ 1,22,34,350/-
5	M/s. Sean Adevent	₹ 1,19,28,500/-

The comparative statement is placed at page 37/C. As per the statement the lowest amount quoted is ₹ 1,19,28,500/- by M/s. Sean Adevent.

It is therefore recommended that the following lowest bids submitted by the agencies may be seen for approval please.

Sr. No	Name of the bidders	Event	Quoted Amount excluding GST	Estimated amount put to tender	% above/lowest estimated amount
1.	M/s. Alica Purple Advertising Pvt. Ltd.	Appointment of an Agency for Goa Tourism towards Management and Organization of Carnaval Festival 2024	1,44,98,000/-	1,44,98,000/-	Equal
2.	M/s. Sean Adevent	Appointment of an Agency for Goa Tourism towards Management and Organization of Shigmo Festival 2024	1,19,28,500/-	1,19,28,500/-	Equal
Total amount			2,64,26,500/-		
Total (Rs. 2,64,26,500/- + Rs. 47,56,770/- (GST) = Rs. 3,11,83,270/-					

(Rupees Three Crore Eleven Lakhs Eighty Three Thousand Two Hundred Seventy only)

E-tendering Certificate in Annexure I is placed in the file at page 39/C

Account section may like to place Certificate of Availability of funds in the file.

File is submitted to obtain Administrative and expenditure sanction of the Government for an amount of ₹ 3,11,83,270/- <sup>inclusive of GST</sup> towards Appointment of an Agency for Management and Organization of Carnaval Festival 2024 and Shigmo Festival 2024.

*[Signature]*  
10/01/2024

*[Signature]*  
A.T.O (I)  
10/01/2024

*[Signature]*  
AD (I) *[Signature]*  
10/1/2024

*[Signature]*  
DDE *[Signature]*  
10/1/24

*[Signature]* kindly place FAC for an amt. of  
Rs. 3,11,83,270/-  
*[Signature]*  
12/01/2024

A/A.O.

*[Signature]*  
12/1/24

*[Signature]*  
12/01/2024  
Shethan.

Funds Availability certificate is placed in file at page  
A/C for amount Rs. 31183270/- under the Head of  
Account Demand NO. 78 3452-80-104-01-26.

12/1/24

Accountant Baik  
12/01/2024

AAO  
12/1/2024

DPC (Accountant) Basnay  
12/01/2024

~~DD (I) 15/11~~

For A.A. and FD (exp)  
expenditure Sanction for Rs.  
Rs. 3,11,83,270/- (inclusion of GST)

D.T. A.A. & FD (concurrent).

scpt ~~15/11~~

Haril Kumar Pray  
18/01/24

~~DD (I)~~

FD concurrent

25-FD/Exp

12/1/24

412 (196) E-Tender/2023-DT/1033

Secretary (Tourism)  
Inward No: 035  
Date: 17-01-2024

412 (196) E-Tender/23-DT/1057

Fin (Exp.) Department  
Received: 400096906  
Date: 24/1/2024

O/o Minister for Tourism  
Secretariat, Porvair-Goa  
Inward No: 7177  
Date: 19/01/2024

O/o the Minister for Tourism,  
IT and Printing & Stationery  
Outward No: 568/17  
Dated: 23-01-24

INWARD No. 9  
Date: 17/01/2024

SH

Note from pgs. 1/N-3/N may please be perused.

The proposal of the Department of Tourism is for according approval for selection of the lowest bidder from the empanelled agencies for the work of Management and Organization of festival 2024 i.e. Carnival Festival 2024 and Shigmo festival 2024.

In this connection, it is stated that the e-tender for the aforesaid festivals was invited. The tender notice and tender document may please be seen at pgs.35/C-8/C.

In response the Department received bids from 5 empanelled agencies for the 2 different festivals i.e. Carnival and Shigmo festival. The details may please be seen at pgs.1/N.

The details of the bidders who have quoted the lowest amount are as follows:

Sr. No	Name of the lowest bidder	Festival	Amount quoted by the bidder excluding GST	Estimated amount put to tender	% above/below estimated amount
1.	M/s Alica Purple Advertising Pvt. Ltd.	Carnaval Festival	Rs. 1,44,98,000/-	Rs. 1,44,98,000/-	Equal
2.	M/s Sean Adevent	Shigmo Festival	Rs. 1,19,28,500/-	Rs. 1,19,28,500/-	Equal

Certificate for Availability of Funds for the F.Y. 2023-24 is placed at pg.40/C

The proposal has administratively been approved by the Hon'ble Minister (Tourism) at pg. 3/N.

Thus, the total amount towards aforesaid festivals i.e. Carnaval Festival 2024 and Shigmo festival 2024 works out to Rs. 3,11,83,270/- (1,44,98,000 + 1,19,28,500 + 47,56,770 18% GST)

In view of pre-page, may like to see to accord expenditure sanction amounting to :-

- 1. Rs. Rs. 1,71,07,640/- (Including 18% GST) to Carnaval Festival through the Lowest Bidder M/s. Alica Purple Advertising Pvt. Ltd.
- 2. Rs. 1,40,75,630/- (Including 18% GST) to Shigmo Festival through the Lowest Bidder M/s. Sean Adevent.

Submitted please.

*[Signature]*  
(Sonia Halarnkar)  
Asstt.  
25/01/2024

*SO. MS*  
*29/01/2024*

*U.S. (Fin-Exp.)* *MS*  
*22/2/24*

*Addl. Secy. (Fin-Exp.)* *[Signature]*  
*22/2*

*Pr. Secy. (Fin.)* *[Signature]*  
*02/2/24*

*Hon'ble F.M./C.M.* *[Signature]*  
*6/2/24*

*AS (Fin)* *[Signature]*  
*7/2*

*US* *MS*  
*9/2/24*

*D.T.* *[Signature]*  
*19/2*  
*DDE* *[Signature]*  
*19/2*

*[Signature]*  
*19/2/24*  
*[Signature]*  
*19/2/24*

Secretary (F.Y.)  
Inward No: 830  
Date: 02-02-24

Office of Chief Minister  
Mantralaya, Panvel  
Inward No: 10095  
Date: 5/2/24

Department of Tourism  
Paryatan Bhawan, Patto-Panaji  
Inward No: 18713  
Date: 13/2/24

Government of Goa  
**DEPARTMENT OF TOURISM**  
Paryatan Bhavan  
Patto Panaji Goa  
Tel: 0832-2494200 Fax: 0832-2494227  
Email: [dir-tour.goa@nic.in](mailto:dir-tour.goa@nic.in) Website: [www.goatourism.gov.in](http://www.goatourism.gov.in)

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E-Tender Notice No: 4/2(318) E-Tender/2024-DT/2907

Date: 15/10/2024

**BRIEF TENDER NOTICE**  
**(E-TENDERING MODE ONLY)**

**Category A only to apply**

**Appointment of an Agency for Goa Tourism towards Organisation and Management of Festivals. (Re-tender)**

Department of Tourism, Government of Goa invites e-tenders from Empanelled EMA's (**under Category A only**) for "Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals". Deepotsav Festival, Vintage Car and Bike, Sea Food Festival, Heritage Festival, Food & Cultural Festival, Carnival Festival, Shigmo Festival and Spirit of Goa Festival. Agencies interested in applying for the tender may submit their bids with complete information as required as per the tender document. The last date for submission of the bid is 22<sup>nd</sup> October 2024 up to 17.30 p.m. For detailed Tender Notice and for participation in e-tender please visit our e-tender website <https://eprocure.goa.gov.in>. Tender notice is also available on [www.goatourism.gov.in](http://www.goatourism.gov.in) for reference. All queries may be emailed to [deptgoatourism@gmail.com](mailto:deptgoatourism@gmail.com)

Sd/-

**Director of Tourism**

Government of Goa  
**DEPARTMENT OF TOURISM**  
Paryatan Bhavan  
Patto Panaji Goa

Tel: 0832-2494200

Email: [dir-tour.goa@nic.in](mailto:dir-tour.goa@nic.in)

Fax: 0832-2494227

Website: [www.goatourism.gov.in](http://www.goatourism.gov.in)

E-Tender Notice No: 4/2(318) E-Tender/2024-DT/ 2907

Date: 15/10/2024

**DETAILED TENDER NOTICE**  
**(E-TENDERING MODE ONLY)**

**Category A only to apply**

**Appointment of an Agency for Goa Tourism towards Organisation and Management of Festivals. (Re-tender)**

Department of Tourism, Government of Goa invites e-tenders from Empanelled EMA's (under Category A only) for "Appointment of an Agency for Goa Tourism towards Organisation and Management of Festivals". Deepotsav Festival, Vintage Car and Bike, Sea Food Festival, Heritage Festival, Food & Cultural Festival, Carnival Festival, Shigmo Festival and Spirit of Goa Festival. Agencies interested in applying for the tender may submit their bids with complete information as required as per the tender document.

Sr. No.	Brief Description	Estimated Amount in Rupees (excl. of GST)	Cost. of Tender document (Non refundable)	Tender Processing Fee (Non refundable)
			Mode of Payment : e-Payment Only	
1.	<b>Appointment of an Agency for Goa Tourism towards Organisation and Management of Festivals</b>		4,000/-	3,000/-
	<b>Deepotsav Festival</b>	<b>Rs.1,00,00,000/- + prizes</b>		
	<b>Vintage Car and Bike</b>	<b>Rs. 63,00,000/-</b>		
	<b>Sea Food Festival</b>	<b>Rs. 1,40,00,000/-</b>		
	<b>Heritage Festival</b>	<b>Rs. 1,20,00,000/-</b>		
	<b>Food &amp; Cultural Festival</b>	<b>Rs. 1,20,00,000/-</b>		
	<b>Carnival Festival</b>	<b>Rs. 1,45,00,000/-</b>		
	<b>Shigmo Festival</b>	<b>Rs. 1,20,00,000/-</b>		
	<b>Spirit of Goa Festival</b>	<b>Rs. 1,20,00,000/-</b>		
2.	Date & Time for application for issue of tender form	i) Last Date and Time of online submission of duly filled tender document is up to <b>22.10.2024 up to 17.30 p.m.</b>		

3.	Time/date of receipt/opening of bid	ii) The financial bid online will be opened at <b>23.10.2024 at 10.30 a.m.</b> in the office of the Director, Department of Tourism, Paryatan Bhavan Patto Panaji-Goa-403001.
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**Note: Bidders can contact e-procure help desk in case of any issues faced while browsing the <https://eprocure.goa.gov.in> website via the following:**

Sr. No	Contact	Phone Number
A	Support Helpdesk	91-7972854213, 91-7822039673, 91-7972871944
B	Senior Support	91-9834889836
C	For any technical related queries please call at 24x7 Help Desk Number	0120-4001002, 0120-4001005, 0120-6277787

Interested and eligible bidders who have not registered with Goa InfoTech Corporation Ltd., Porvorim and intending to participate in Online Tendering may register now and apply before the last date of request for application. The application of the intending Bidder's should accompany the following documents.

1. Copy of PAN card, duly certified displaying the PAN Number
2. eTender Processing Fee: 3000/-
3. Cost of the Tender Document : Rs. 4000/-
4. Mode of Payment towards Cost of the Tender Document, Bid Security and Tender Processing Fee: To be paid online through e-payment mode via NEFT / RTGS / net banking with pre-printed Challans available on e-tendering website and directly credit the amount to ITC account as generated by Challans for NEFT / RTGS.

The applicant should scan and upload the above required documents. The submission of the tenders is through E-Tendering mode only.

Incomplete application shall be summarily rejected and right to reject any or all the tenders including the lowest without assigning any reasons thereof is reserved by The Department of Tourism.

Sd/-

**Director of Tourism**  
Department of Tourism  
Government of Goa



**Department of Tourism, Government of Goa**

**Notice Inviting e-Tender**

**Notice Inviting e-Tender No.4/2(318) E-Tender/2024-DT/2907**

**Dated: 15 / 10 /2024**

**for**

**Appointment of an Agency for Goa Tourism towards  
Organization and Management of  
Festivals. (Re-tender)**

**Deepotsav Festival, Vintage Car and Bike, Goa Sea Food Festival,  
Heritage Festival, Food & Cultural Festival, Carnival Festival,  
Shigmo Festival and Spirit of Goa Festival**

- Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals

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- **Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals**

## **DISCLAIMER**

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1. The information contained in this Request for Proposal document (the "RFP") or subsequently provided to the Applicant(s), whether verbally or in documentary or any other form by or on behalf of Department of Tourism, Government of Goa ("DOT" or "the Authority") or any of its employees or advisors, is provided to the Applicant(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
2. This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in submitting their Application pursuant to this RFP. This RFP includes statements which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.
3. Information provided in this RFP to the Applicant(s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.
4. The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, sufficiency, completeness or reliability of this RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bidding Process.
5. The Authority also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Applicant upon the statements contained in this RFP.
6. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.
7. The issue of this RFP does not imply in any way, that the Authority is bound to select Applicant or to appoint the Service Provider, as the case may be, for the Project and the Authority reserves the right to reject all or any of the Applicants or Bids without assigning any reason whatsoever.
8. The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Application including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Application. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Application, regardless of the conduct or outcome of the Bidding Process.
9. In particular, the Authority shall not be responsible / liable for any latent or evident defect of the site or any other related aspects at the time of bidding, as applicable to the tender. Any character or requirement of the site, which may be deemed to be necessary by the Applicant should be independently established and verified by the Applicant.

- **Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals**

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## **GLOSSARY**

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Authority	: Department of Tourism (DoT), Government of Goa
Project	: Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals.
RFP	: Request for Proposal
Engagement period	: The term for which the successful bidder is engaged to provide desired services under this Project as defined in clause 3 in this document.
Applicant	: All agencies empanelled with Department of Tourism under Category-A: PR, Media, National/ International events who are eligible to apply for tenders more than INR 50.00 Lakh,
Successful Bidder	: The empanelled agency with Authority which is technically qualified and quoting the lowest amount for executing the project.

- **Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals**

## INVITATIONFORREQUESTFORPROPOSAL

Director, Department of Tourism, Paryatan Bhavan, 2<sup>nd</sup>Floor,Patto ,Panaji-Goa,hereby invites applications for “Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals”.

1. The brief details are as follows:

<b>Name of the Project</b>	<b>Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals.</b>
<b>Estimated Project Cost</b>	As mentioned below. The Applicant quoting the lowest amount wins the tender.
<b>Tender Document Fee (Non- refundable)</b>	<b>INR4,000/-(INR Four Thousand only)</b> To be paid online through e-payment mode
<b>Tender Processing Fee (Non- refundable)</b>	<b>INR 3,000/-(INR Three Thousand only)</b> To be paid via e-tender website
<b>EMD</b>	<b>Nil</b> (Limited tender among the empanelled agencies of DOT only)
<b>Performance Security</b>	<b>Nil</b> As the Authority had earlier taken performance security in the form of bank guarantee from Category-A agencies amounting to INR 7.5 Lakh

2. This RFP may include any Corrigenda or Addenda issued by the Authority, for whatsoever reasons, at any time prior to the submission of the application. Any Corrigenda or addendum issued shall be part of the RFP Documents and shall be available on the website: <https://eprocure.goa.gov.in>.
3. The Applicants are expected to examine all instructions, forms, terms and specifications in the RFP Document. Failure to furnish all information or documentation required by the RFP Document may result in the rejection of the application.
4. For further details, contact:

The Director,  
Department of Tourism,  
Paryatan Bhavan,  
2nd Floor,  
Patto, Panaji – Goa

For all queries, please write to: [dir-tour.goa@nic.in](mailto:dir-tour.goa@nic.in)/[deptgoatourism@gmail.com](mailto:deptgoatourism@gmail.com)

- Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals

## **SCHEDULE OF BIDDING PROCESS**

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The Authority shall endeavor to adhere to the following schedule:

<b>Sr.No.</b>	<b>Activity/Event</b>
1	Date of issuance of tender notice by DOT.
2	Last date for Applying for the Tender
3	Last date and time for receipt of written queries for clarifications (by email)
4	Last date and time for submission of financial bids (To be submitted online only)
5	Date of opening financial bids
6	Issue of Letter of Award

The date and time of aforesaid activities / events will be specified by the Authority vide issuance of a Corrigendum.

### **1. PROJECT BACKGROUND**

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Goa, whose primary industry is tourism, is famous for its beautiful beaches, locales, and golden shores. Goa is famous among international and national tourists with diverse tourist attractions such as beaches, adventure tourism activities, religious places, spice plantations, forts, wildlife and bird sanctuaries, UNESCO World Heritage Sites etc.

COVID-19 had a negative impact on global tourism industry leading to heavy revenue losses and job cuts across the board. The scenario was not different for Goa too, wherein the tourism sector in the state had to be temporarily shut down in line with national guidelines. Subsequent to reopening of tourism and in line with its Tourism Master Plan & Policy 2020, Goa Tourism was reentering its strategy towards a more responsible form of tourism. Given the size and the environmental vulnerability of Goa, the Authority intends to promote quality tourism' by showcasing its unique experiences, niche culture, rich heritage, natural attractions and unexplored villages, apart from its beautiful beaches. Apart from Beach, parties, carefree spirit, the Authority intends to go beyond what Goa has been "known for" – as it wants to attract more responsible tourists across diversified tourism products.

Tendering in advance to allow for sufficient time to market and promote to get domestic and international tourists.

- **Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals**

### **1.1 Deepotsav Festival 2024**

One of such local festivals that uniquely showcase Goan culture is Diwali or Deepotsav, which is celebrated in the month of October or November based out of “Samvatsar” (Hindu Calendar). Diwali is one of the most celebrated festivals in India, which literally means ‘rows of lighted lamps’. The event marks the winning celebration of good over evil, which represents conquer of light over darkness. The event is celebrated between 3-5 days, involving family get to gathers, feasts, fireworks, illuminated houses/ pathways / streets through lighting of earthen lamps apart from offering prayers to God and Goddess of Wealth, Vishnu and Lakshmi.

### **1.2 Vintage Car and Bike Festival 2024**

Every year the Department of Tourism, Government of Goa organizes the prestigious “Vintage Car and Bike Festival” to invite tourists to an up-close view of the exquisite vintage cars and bikes on display. These rare prized classic cars and bikes have been maintained by the owners with passionate enthusiasm over the years and showcased to enthusiasts. The festival is normally organized at the INOX Theatre Courtyard in Panaji. The festival starts off with a captivating rally which moves across the Capital city comprising of vintage cars and bikes dating back from 1933. The last edition of the festival had on display more than 50 vintage cars and 75 bikes driven down in a colourful convoy with a stunning display of rare and classic models of bikes and cars adding fun, enthusiasm and excitement to the tourists attending the celebration.

After the road show ends all the vintage cars and bikes are displayed at the INOX courtyard where the tourists and visitors can get an opportunity to see and gather valuable knowledge about the cars/bike models and interact with their owners etc. The event ends with prize distribution in various categories to the best vehicles. The event also consists of a fashion show, other entertainment acts and live bands line up in the evening to entertain the audience.

### **1.3 Goa Sea Food Festival 2024/25**

Goa as a tourist destination and its diverse product offerings, it is recommended that a well curated Sea Food Festival be organized in association with all the local community and stake holders of those commercial units who are in the allied industry related to sea food and supply of the same. The goal of the Sea Food Festival is to promote local food and culture by showcasing and tasting typical food products. Moreover, the presence of a food event will increase tourist and contribute to creation of a distinctive image, which is essential to influence the choice of a destination and to generate satisfaction. From this perspective, the sea food festival will be an animator of destination attractiveness, representing a key marketing proposition to promote Goa. The decision to focus attention on the events within the sea economy was based on the growing interest in this sector from businesses, governments and researchers, and on a perceived knowledge gap regarding the interactions between the different sectors that composed the sea economy & the tourism industry. In particular, the interactions between tourism and seafood could differentiate the offer; attract visitors looking for more authentic experiences and support sustainable tourism.

### **1.4 Heritage Festival 2025**

Festival is insightful and magnified a cultural expression that further raises the representation of Goa as a tourist destination. The festival showcases the art and culture and tradition of the State. The centre attractions of this festival are different folklore and dances, heritage walk, the crafts bazaar,

- **Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals**

textile & photography exhibition, cuisine, musical show, etc, surely all will give a chance for mesmerizing and will ensure to comeback year after year. Festival helps to increase tourist inflows in the State and helps to derive more economic benefits. The three days long heritage festival gives an opportunity for socio- cultural and economic benefits and a same time development of cultural tourism.

### **1.5 Food and Cultural Festival 2024/25**

The Department of Tourism, Government of Goa organizes a grand Food and Cultural Festival to showcase Goa's rich legacy and unique customs and traditions which have added colour and variety to the food habits and lifestyle of Goans. This festival celebrates authentic Goan cuisine along with performances on the state's vibrant folklore and heritage. The event includes over 70 stalls with variety of vegetarian and non-vegetarian delicacies and brings together eminent caterers along with locals serving mouth-watering delicacies and traditional Goan dishes with live music and entertainment for visitors over three days. Cultural programmes are also organised with live performances by famous bands of the like of Parikrama, Indus Creed, etc. who have performed in the past at this event. Apart from the above a grand display of fireworks is also one of the major attractions for the tourists and locals at this event.

### **1.6 Carnival Festival 2025**

Carnival is one of the most famous festivals in the State, being celebrated since the 18<sup>th</sup> Century. It is celebrated in the months of February-March, 40 days before Lent. Long colourful parades take over the state's cities with bands, floats, and dances. Decorated floats led by King Momo as the lead float parade passes through the main roads of major cities. King Momo presides over the Carnival celebrations and comes in a lead float, decorated with streamers and his adoring entourage which include a bevy of dancers and singers. During the four days of Carnival, King Momo reigns over the city in line with his decree to "Eat, drink and make merry". The parade is attended by thousands of international and national tourists along with locals. Major tourism activities that attract tourists include entertainment programs and processions of floats parade in the main cities. In addition, Goa's cities come alive with beautiful decorations and installations. \ Celebrations on a smaller scale are also held in major thoroughfares involving lively music, dance, and cuisine. Performances by local artisans, musicians and dance troupes and parades and village level celebrations are held during the festival. Other ancillary services include food stalls which serve local snacks at certain locations, including sales by Self-help groups. This festival is regularly promoted during all Goa promotional events and participations at International and National markets.

### **1.7 Shigmo festival 2025**

Festival is celebrated by organizing large fairs and parades in Goa. Many small communities and groups of people come together and prepare colorful tableaux. They dress up as colorful characters and take part in the processions actively with much enthusiasm. Most of these tableaux are based on mythology and many popular legends. Some tableaux also depict important happenings depicted in the holy epics. It is basically a time to enjoy to the hilt and indulge in true festive spirit of Goa. And the people participated in it while performing the 'Rommatamel' and 'Fugdi' dances. Shigmo festival is celebrated by villages after farming. The Festival has been included in the list of identified Festivals by the Government of India. The Authority has decided to promote Shigmo among the domestic and foreign tourists to promote, festival and cultural tourism in the state and to increase the arrival of tourists in Goa during this period.

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### 1.8 Spirit of Goa Festival 2025

The cashew tree, ANACARDIUM OCCIDENTALE, has a long standing history as an extremely useful tree. The Portuguese bought Cashew first to Goa and then spread this nutritional tree nut across the western region of India, and then further to South East Asia. It is said that the edible value of the Cashew nut was discovered by Goan prisoners exiled to the Portuguese territory of Africa (Mozambique) during Goa's freedom movement in 1752. The cashew nut became a part and parcel of Goan life. The local people of Goa started consuming Cashew nuts by the middle of the 18th century and now, it commercially ranks second to Almond and figures among the nine important tree nuts in trade world over. The Feni extract from both Cashew and Coconut have given world recognition with a GI status to Goan Feni..In the light of increasing awareness of Goa's rich culture and heritage, besides driving footfalls towards multiple interesting events for the domestic and foreign tourist, Goa Tourism proposes to organize the Spirit of Goa Festival.

Sr. no.	Appointment of an Agency for Management and Organization of Festival 2024-25	Estimated Project Cost (excl. of GST)	Date (Tentative)	Venue (tentative)
1.	Deepotsav Festival 2024	Rs.1,00,00,000/-	29-30 Oct'2024	To be decided
2.	Vintage Car and Bike 2024	Rs. 63,00,000/-	Date to be decided	Inox Courtyard, Panaji
3.	Goa Sea Food Festival 2024/25	Rs. 1,40,00,000/-	December 2024	To be decided
4.	Heritage Festival 2025	Rs. 1,20,00,000/-	January 2025	Saligao, Bardez Goa
5.	Food & Cultural Festival 2024/25	Rs. 1,20,00,000/-	November 2024	Margao
6.	Carnaval Festival 2025	Rs. 1,45,00,000/-	1 <sup>st</sup> – 4 <sup>th</sup> March 2025	Panaji
7.	Shigmo Festival 2025	Rs. 1,20,00,000/-	15 <sup>th</sup> -29 <sup>th</sup> March 2025	Panaji
8.	Spirit of Goa Festival 2025	Rs. 1,20,00,000/-	April 2025	Colva, Salcete

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## **2. (a) SCOPE OF WORK DEEPOTSAV FESTIVAL 2024**

The proposed venue for this event is Housing Board Plot, Next to SCERT Building, Service Road, Alto Porvorim, Bardez, Goa or any other suitable venue in the state. With the view of promotion, organizing and management of the aforesaid event, the proposed scope of work to the event agency is categorized as follows:

### **2.1 Design of Décor and Concept including organizing cultural programs:**

- Concept and décor for the entire venue is to be arranged as per the theme of Deepotsav, which includes the following:
  - Akash Kandil should be displayed and illuminated in the night at the Venue & Paryatan Bhavan;
  - Four Corner huge Deepastambha to be installed at two corners of the venue;
  - The entire venue should be decorated with different akashkandil (paper lanterns) coloured patakas (flags);
  - Two-Dimensional images of Hindu mythological figures associated with the Diwali festival are to be created and displayed at the venue.
- Entrance Gate (size 24 ft. width x 16 ft. height), to be constructed as per the Deepotsav theme, made out of eco-friendly material.
- Barricading of the event section at the venue to be undertaken, leaving space for parking.
- Wide entry gate to be demarcated for the entry of the Narkasur effigies with associated vehicles, music arrangement, drums, etc.
- Refreshments to VVIP (50 nos.) and Visitors (500 nos.) on all the three days.

### **2.2 Cultural Programme for three days:**

- **First Day:**
  - Timing: 6.00 pm to 10.00 pm
  - Inaugural Program starts at 6.00pm with DeepPrajwalan (lighting of lamp) of the traditional lamp and singing of invocation song
  - Felicitation of the dignitaries on the Dais (Traditional Goan clay lamps)
  - Addresses by the Chief Guest, Guest of Honour and other dignitaries on Dais
  - Traditional performances based on Goan Music, Art & Culture
  - Classical and Semi-classical Music performances by Goan Musician
  - Fancy dress competition for children based on Hindu mythological characters shall be organized 1) up to 10 years, 2) 10 to 18 Years.
  - Performances by celebrity artist across India
  - DJ (Goan DJ with local and Spiritual beats)
- **Second Day:**
  - The second day events shall commence from 6:00 pm and conclude at 10 pm
  - Rangoli competition shall be organized by the EMA
  - To nurture the artistic talent of the population, the EMA shall organize AkashKandil Spardha – there will be appropriate provision for hanging the Akashkandils of the participants.
  - Dhulo competition for women group participants
  - Ghumot Aarti competition for the local youth
  - Traditional performances based on Goan art & culture
  - Semi-classical band performances
  - Performances by renowned singers outside Goa

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- **Third Day:**

- The thirdday events shall commence from 5:00 pm till midnight
- Hindi Orchestra.
- DJ (Goan DJ with local and Spiritual beats)
- Narkasur Spardha will commence at 10pm and will go on along with other stage performances.
- Each Narkasur effigy participant team shall enter the venue and showcase their performance In front of a panel of judges/Jurry, (online voting platform may be explored) and then take a parade around the venue before departing from the designated point.
- The EMA will be required to create a Narkasur effigy of height 20ft, with attractive décor and loaded with high quality fireworks; the effigy shall be burnt around 4:00-5:30 am (Fatoder) the following morning; the enactment of Krishna killing Narkasur should be organized for the same, along with a cultural presentation
- EMA to organize all Goa Narkasur Vadh Competition and shall distribute total prizes approximate amounting to Rs. 10.00 lakhs under various categories to the participants.

- **Requirements for the event days:**

- Two MCs on each day – Male & Female
- Panel of judges for all 3 days
- Guests to be invited for each day
- Prize Distribution to be conducted on each day after completion of the competitions
- Narkasur Spardha Winners to be awarded on the final day of the event
- An audio visual presentation and theme-relevant graphics are to be created and used extensively on the LED Backdrop on stage
- 10 nos. Bouquets to be arranged on each day
- All the Prizes, Participation and Winner certificates to be printed and supplied by the EMA

### **2.3 Temporary rain shelter for visitors / tents / German Hangar:**

- **A temporary rain shelter for visitors / tent / German Hangar of size at least 20,000 sq.ft. needs to be set up, with the following specifications:**
  - Height of the two sides should be atleast 20ft.
  - The tent / hangar should cover the stage, console and VIP seating area
  - There should be a pathway marked for the movement of Narkasur effigies, in front of the stage, having a width of 20ft.
  - The VIP seating area should be provided with a platform of 6 in. height, with carpets.

### **2.4 Stage setup, LED walls, sound systems and green room:**

- **Stage to be provided with the following specifications:**
  - Size: 6ft width x 40ft depth x 4 ft height
  - Masking all around the stage with carpeting on the stage
  - Steps to be provided on 3 sides
- **Stage Backdrop: A LED wall backdrop to be provided on stage of size 40ft width x 12ft height, with raiser of height 3ft**
  - Suitable theme decoration to be provided on the stage
- **Truss, Light & Sound: specifications as below:**
  - Four-way Box Truss for special effect stage lights (60ft x 40ft)

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- Special effect stage light includes:
  - a) LED Par 64 cans – 100 nos.
  - b) Sharpies – 30 nos.
  - c) Blinders – 10 nos.
  - d) Wash Lights – 10 nos.
  - e) Power Cans – 20 nos.
  - f) Follow spots 1200w -1 no
  - g) Operator -1 no
  - h) Avolite Pearl lighting controller – 1 no.
- **Detailed specifications for sound equipment's:**
  - Sound- 60,000 watts (L & R) having flying speakers delay stock 20,000 watts to cover the venue
  - Sound console with 64 channel digit mixer (FOH)
  - JBL vertex speakers having minimum 4 subs per side (UT 4889) minimum 4 aside
  - Microphones all types
  - line out to the bands/performers
  - Stage monitors – 8 nos.
  - One sound engineer
  - DJ – 1 no
  - Technician -2 nos.
- **Green Room – 2 nos. to be provided with the following items in each:**
  - Full length mirror
  - Make-up mirror on table with focus lights
  - Chairs
  - Lights
  - Clothes Hangars
  - Pedestal Fans
  - Carpeting

## **2.5 Visitor area along with dining places:**

- VIP Area and audience sitting setup specifications:
  - Platform to be provided of size: 100ft width x 70ft depth x 6inches height, with carpeting
  - Sofas to be provided for VIP seating: 40 nos. 3-seater sofas
  - Coffee tables: 10 nos
  - Plastic Chairs (without cover): 500 nos.
  - Barricading of VIP area
  - Q-Manager: 24 nos.
- Dining Area in Food Court with the following facilities:
  - Round tables with frilled table cloth – 10 nos
  - Plastic chairs surrounding the tables – 100 nos.
  - Dust bins, separate for wet and dry waste – 6 nos
  - Stainless steel wash basin with taps – 4 nos.

## **2.6 Exhibition areas and stalls:**

- An Exhibition area has to be setup, of size 45ft width x 15ft depth with a carpeted platform of 6 inches height, under a water-proof pandal structure, for display of the following:

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  - Mythological stories related to the different events of Deepotsav festival, like, Narak Chaturdashi, NarkasurVadha, depiction of the traditional 'Fow', LaxmiPujon, 'Gorwanchopadwo', Dhendlo festival, 'Tulsilagna' or Vhodli Diwali.
  - Different characters pertaining to the stories, in 2-D format, to be displayed
  - Self-Standees with detailed explanation of each festival component/story
  - Marigold flower chains to be used as appropriate
  
- **Stalls for presenting food items and other Diwali-related items for sale:**
  - No. of stalls: 20 – out of which 8 nos. of Food Stalls and remaining for other items and display
  - Size of each stall: 3 metres x 3 metres
  - Décor of stalls should be as per the Deepotsav theme
  - Each stall shall be provided with 2 nos. tables of 6ft x 2ft, 2 chairs, 1 Dustbin, 1 Pedestal Fan, Lights, Power connection - switch board with 15 amps 2 nos. plug point, Signage
  - Self Help Groups and artisans to be invited for taking up stalls
  
- **Departmental Stall to be erected of size 3 metres x 6 metres, with the following provided:**
  - Tables of appropriate size (3 x 2 02 nos. approx), artistic designed, 01 system table.
  - Chairs 06 nos.
  - Electricity switch board with 15 amps 2 nos. plug point.
  - Name Fascia.
  - Raised Floor covered by carpet.
  - Dustbin 02 small.
  - Spotlights or tube lights.
  - Two pedestal fans.
  - Flex Banners indicating the name of Department covering full background area.
  - LED Screening showing Departmental Achievement.
  
- **Organizer's Office to be provided as per the following specifications:**
  - Size: 3 meters x 3 meters
  - Table: 2 nos.
  - Chairs: 6 nos.
  - Electrical Plug points: 2 nos.
  - Pedestal Fan: 2 nos.
  - PA System
  
- **EMA to arrange refreshments for guests, officials and participants – 200 nos. on each day**

## **2.7 Public conveniences / amenity areas including security arrangement:**

- Mobile toilets – 6 nos
- Drinking water Dispenser – 4 nos
- Security arrangement at the venue for the 3 days of the event – 5 nos. on each day
- Fire Extinguishers to be arranged as per the norms of safety.
- Providing barricading/fencing by G.I sheets as required at the venue
- Housekeeping services to be arranged by the EMA at the venue for all the days for the entire event particularly for food court area and also should take care to keep the entire area clean and neat during the festival period

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## **2.8 Promotion of the event especially through digital and online formats and promotion on pre events to get tourist:**

- Self Standees of size 6ft x 4ft for venue branding – 20 nos.
- Flex Hoardings at Venue and other locations for event promotion, of size 10ft x 8ft – 30 nos.
- Photography, Videography and Drone photos for entire event. Photos and Videography.
- Creation of a special jingle for the occasion of Deepotsav
- Advertising and promotion print media;
- Advertising and promotion on electronic media
- Advertising and promotion on FM channels for 3 days of the event
- Social Media and digital online promotion – Facebook, Instagram, Twitter, YouTube and Google promotion
- Live screening of the events on local channels, Facebook and Youtube.
- 3 minutes & 5 minutes edited film of the event.
- Raw footage of all three days event.

## **2.9 Lighting of the event:**

- Ambience and Venue illumination
- Eight towers to be erected with adequate lights
- Ambience lights with serial/rice lights and other appropriate lighting
- Generators to be supplied for the event – 125 KVA – 3 nos.
- Illumination of parking areas.

## **(b) SCOPE OF WORK OF VINTAGE CAR AND BIKE FESTIVAL 2024**

Agencies are hereby requested to quote for all jobs as specified in the scope of work detailed below. The Rates quoted in this tender shall be final and no cost escalation will be permitted. The agencies must make all possible attempts to get the best and most competitive rates, as per details mentioned in the tender document.

- 3.0 The selected Agency will have to arrange / invite maximum Vintage cars and Bikes for the display and rally. The minimum 35 cars and 65 bikes.
- 3.1 The agency will need to set up a stage having size 24' x 20' feet with lights, sound & backdrop for a programme that will be held from 6pm to 10 pm at the Inbox Courtyard/Suitable venue.
- 3.2 200 chairs will need to place at the venue for the same.
- 3.3 Registration booth for the Car Rally will need to be created at the INOX square venue with tables and chairs. One dedicated helpline number to be set up for proving all details to participants. All details regarding event need to be updated on department website. Agency will also have to prepare and upload the artwork /photos of the event on department website.
- 3.4 ID cards and Display number for vehicles will need to be designed and given out for approximately 100 vehicles.
- 3.5 A suitable display area will need to be created for the vehicles with red carpet and the lineup will need to be marked out for smooth entry, exit and parking of the vehicles.
- 3.6 Refreshments for 200 pax& Lunch for 200 pax will need to be served to special invitees, participants in the E4 room at the old GMC precinct, Panaji.

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- 3.7 A flag off platform will need to be created along with a checkered/thematic flag for the flag off with live music from a set of brass band.
- 3.8 A pilot vehicle and a follow up vehicle will need to accompany the rally at all times. 20 Volunteers will need to be placed strategically at different points with signage for route ratification. The agency in collaboration with the Department of Tourism will identify the best possible route for the rally.
- 3.9 A five feet high backdrop in size 20 feet length should be placed to achieve branding with each car stopping in front of the same for just two secs. These spot needs to be well conceptualized to achieve a photogenic output.
- 3.10 The Inox square will need to be suitably decorated with props that will bring out the theme of the Vintage Car & Bike Show. An entrance arch will need to be designed, constructed and installed with a minimum height of 10 feet having an opening of 12feet.
- 3.11 The stage at Inox square will need to have a goal post truss for effect lights and sound for the area. A suitable thematic backdrop will need to create on stage. A backstage dressing room in size 10 x 10 feet will also need to be provided.
- 3.12 A cultural and Heritage entertainment programme will need to be organized including a Classic Jazz Music programme to sync with the theme including 3 rounds of fashion show.
- 3.13 200 nos. tote bags, 500 nos. T- Shirts with colour, 300 nos. caps all branded with logo to be supplied and distributed as per the instruction of the Department of Tourism officials( Remaining balance T-shirts & caps handed over to department of Tourism).
- 3.14 Lunch, refreshment coupons to be designed and printed for the participants and other guest.
- 3.15 ADVERTISING & PUBLICITY (include new promotion services):
  - Minimum 2 nos. Hoardings to be put up 15 days prior to the event in south and north of Goa or a suitable location indicated by Department of Tourism , besides 1 nos. existing hoarding at the Inox complex to be coordinated with ESG.
  - The EMA to develop content for face book for likes campaign within Goa
  - The EMA to run a FM radio campaign in any one popular radio channel.
  - Local TV cable news channels also to be also used for publicizing the event through scroll advertising using minimum 5 nos. TV channels.
  - Agency has to invite minimum two national travel bloggers to cover the event and has to submit their publication in the event report. Agency will have to cover bloggers expense such as travelling, accommodation, internal transport and food.

#### **Other incidental and supplementary scope-**

#### **3.16 Branding and Logo:**

Since the **GOA VINTAGE CAR AND BIKE Show** is being organized as a niche event the EMA will be required to create an appropriate logo depicting the nature of the festival. In addition, the EMA will be required to create other branding including

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placards, standees, participant tags etc. that will be required of the festival.

### **3.17 Rally Route & venue Decor :**

The rally is slated to begin from Inox Courtyard, Panaji to NIO circle and back to Inox Courtyard. Appropriate thematic ambience décor will have to be arranged by the EMA at INOX Courtyard, where the event will be flagged off.

### **3.18 Entertainment Programme :**

An entertainment programme will need to be organized at INOX courtyard which will include local live band and performers along with suitable benches, canapés and seating arrangements for spectators. One compere for announcements will also need to be arranged. Appropriate platform/ stage will need to be constructed at INOX courtyard, for certificate distribution and entertainment programme. Artist fees, Fashion Show, transportation, artistes, lights, sound to be taken care of by the EMA. Arrangement of waste management, housekeeping, refreshments and all necessary permissions and other fees and logistics will need to be done by the EMA.

### **3.19 Security :**

Agency should make appropriate security arrangements to ensure protection of the vintage cars and bikes. In addition, appropriate barricades to be provided during display of the vintage cars and bikes.

### **3.20. Photography & Videography :**

The EMA will have to arrange for professional photographers and videographers to cover the event. The photographers are to cover the events in a digital camera and provide photographs, prints and soft copies of each event at the end of the event.

### **3.21. Manpower & Labour :**

EMA should arrange their own manpower and labour to make the event successful and should not take any assistance from tourism officials.

### **3.22 Licence & Permissions :**

EMA to depute suitable personnel for obtaining government permissions from various government departments. Applicable fees for licenses and permissions will be borne by Department of Tourism.

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### 3.23 **Promo-Materials**

EMA to ensure creation of all collaterals and promo-material including registration forms, invitations, flyers, posters, advertisements, participation certificates, banners, standees and CATELOGUE etc.

### 3.24 **Media & Advertising**

As per the ADVERTISING & PUBLICITY campaign.

### 3.25 **Emergency Services**

EMA should make arrangement for a Tow vehicle to tow the cars to Paryatan Bhavan in case of breakdown of vehicles.

### 3.26 **Curator**

Agency has to work with Curator in order to make Department of Tourism tie up arrangements with Curator has to contact Vintage Car/Bike owners along with DOT/EMA and ensure maximum participation of Vintage cars and Bikes for the event. (Appx. 70 - 100 cars, 15 - 20 bikes).

### 3.27 **Printing of Catalogue:**

Agency has to design and print Catalogue with the help of Curator, Participants and the official PR agency for Goa Tourism.

### 3.28 **Trophies & Certificates:**

Trophies & framed participation certificates to be arranged for all the participants.

### 3.29 **Support from the Industry:**

The EMA has to ensure to get stakeholders like VCCCI and auto related magazine/s like 'Auto Car' on board for support and increasing the value of **GOA VINTAGE CAR AND BIKE SHOW** and hosting of appx. 10 pax by providing flight from Mumbai/Bangalore and back and accommodation in star category Hotel in Goa.

### 3.30 **Sponsorship:**

The EMA will have to coordinate and liaison with Department of Tourism for obtaining sponsorship from High end car & bike brands besides related brands from the industry.

## (c) SCOPE OF WORK OF GOA SEA FOOD FESTIVAL 2024/25

4.0 During their engagement with the Authority, the Successful Bidder is required to achieve the objectives as specified in this document through the methodology called Edutainment. While all the characteristics are being presented, the Successful

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Bidder should ensure that it conceptualizes the festival to engage and entertain the visitor while achieving the objectives. Care shall be taken to present the facts authentically and effectively for which interaction with various associations is critical. The festival will be held for duration of 3 days.

#### **4.1 Edutainment**

- While this festival will present uniquely and creatively the rich marine life and diverse preparations across sects with a focus on homegrown elements, the stage can be set to present the Fusion and the originals. Master Chefs to be invited to demonstrate this fusion effectively.
- Various themed dances, songs and acts that go with the festival should be conceptualized and presented to make the evening an integrated edutainment capsule.
- The stage area should not be the only area for engagement as there could be multiple interactive kiosks that need to be conceptualized creatively that will engage and entertain while delivering the objectives mentioned in this document.

#### **4.2 Layout Plan**

- The entire area shall be well segregated and sectioned/integrated as follows:
  - Food Items—snacks and main 15 course veg. and non veg. using authentic Goan sea food.
  - Drinks – Home grown beverages and cocktails. The drinks section can be further classified to present the originals and the mixes which can be called as the Fusion section with master classes on sea food pairing.
  - The packaging and export section.
  - The sea food spice section
  - The Edutainment Section for workshops & master classes
  - The Installation sections to be showcased with live stories of the fisher folk and their adventures on the sea.
- All the above sections to feature innovative ways of presenting the objectives by entertaining the visitor. High engagement models may be applied by the Successful Bidder.

#### **4.3 The scope of work for the Successful Bidder shall include the following:**

##### **A. Venue**

The main event will be organized at with ample Parking facilities venue to be decided by DOT. The Authority at its sole discretion may decide on other suitable venue in Goa which shall be communicated to the Successful Bidder.

- The agency shall inspect the ground and field conditions, carry out site preparation, if any would be necessary, like filling/clearing/leveling at own cost.
- The agency should cover the ground area of approximate size of 4,000 sq. meters with fresh new green carpeting. Levelling & watering of the ground shall be conducted suitably by the Agency befitting the event.

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- iii. The agency should provide the required services for the parking of cars/ vehicles and deploy adequate security staff for the same for smooth and effective management in the designated parking area.
- iv. The agency should clean-up the sites and drain of garbage, muck, plastic, disposables, filth, etc. after the event and facilitate handover of the premise accordingly.

#### **B. Overall Theme and Décor**

The Successful Bidder shall present the entire event in a traditional themed ambience giving the visitor a rich experience of the sea food offerings available in Goa. Right from the stage backdrop, to the VIP lounge to the stalls, the boundary and the entry arches, Goa's exotic and sea food cuisine must be well presented.

#### **C. Programme/Concert**

- i. The Successful Bidder shall arrange for entertainment on all three days.
- ii. Entertainment programmes of 4 hours for all 3 days must consist of traditional brass Bands, Local flavors Bands, Fusion Bands, Fusion Dances, Local Dances, Dances using local elements, Dances using natural props.
- iii. The Concerts shall start from 6:30 pm to 10:00 pm and will also include performances from Goan artists and singers. After 10.00 pm acoustic duos to be appointed to entertain the visitors.
- iv. The Successful Bidders shall arrange to provide suitable live feed display and sound equipment suitable for the venue.
- v. The Successful Bidder should indicate the cost for a total of 3 days of live performances and concerts at the venue. The cost should be inclusive of the stage setting, light, sound, audio visual equipment etc. The number of screens/sound equipment's / lights and other equipment are only indicative.
- vi. It shall be the complete responsibility of the Successful Bidder to visualize the requirements of the event and to quote accordingly and to submit the consolidated costing in Price bid.
- vii. In addition to the above mentioned activities, the following works shall also be a part of above head.

<b>Sr. No.</b>	<b>Description of work</b>	<b>Details / Particulars</b>	<b>Quantity Required</b>
1	Concert Venue and Parking Ground Stage, décor sound lights for four days all inclusive to be arranged by EMA.	As decided by the Authority	The venue will be booked by Department of Tourism

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		<p>Ample parking facilities should be available near the venue.</p> <p>*or any other suitable venue(s) as decided by the Authority</p>	<p>(Note:-Payment to be made by Agency. Authority will reimburse the same as per actuals on submission of payment receipt.)</p>
2	<p>Stalls and food court</p> <p>The stalls shall be of cloth/fiber/octomom/pre-fabricated with proper design / theme/ décor as per approved layout. No continental cuisine or non Goan cuisine shall be permitted. Stalls/shacks may also be allotted to traditional and registered self-help groups. The stalls/installations shall be open from 5:00 pm to 11:00 pm. Stall to be provided with facia names.</p>	<p>Size of the stall shall be 3m X 3m and 8 ft ht.</p>	<p>Erection&amp; Providing on hire 40 nos. stalls.</p> <p>There shall be seating arrangement for minimum 400 pax in the venue with tables and chairs.</p>
3	<p>Stage for Concerts</p> <p>Stage: Providing on hire stage with truss with adequate enclosures for green rooms and backstage management. These are the basic requirements. However, agency needs to create an innovate stage design and present the same.</p> <p>Steps on both sides of the stage with proper landing space. Green rooms for artist &amp; performers.</p> <p>Stage gear will have to comprise of full back line gear as would be required for a full 6 to 7 piece band. Mics will need to be provided on stage for all performers as may be required by them. Sound logistics needs to be comprehensive in this regard and must account for any last minute request that will be made by the performers.</p>	<p>The truss shall be 48ft x 32 ft</p> <p>The height of the stage shall be between minimum 5ft to 6ft</p>	<p>3 days</p>

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4	<p>Special Lounge</p> <p>The EMA shall construct a specially designed Lounge to go with the theme for VVIP. The lounge should have 4 waiters and provide specially created refreshments and Soft drinks to visiting dignitaries on all days.</p>	5mtrsx5mtrs	1for3days
5	<p>Providing on hire appropriate designed tables/chairs/sofas to go with the theme for the VVIP enclosure / barricading. Innovations in this regard may be presented.</p> <p>Also Providing on hire plastic ordinary chairs and round tables duly covered within VIP enclosure near stage area</p>		120 nos. plastic ordinary chairs and 25 nos. round tables
6	<p>Venue Constructs</p> <p>Creative décor-Providing Goan style décor and concept for the entire area, relevant to the theme of the previous The Goa Sea food of Goa Festival. The main area for the event will have to be masked in cloth on all four sides.</p> <p>Venue Barricading on periphery-(cloth/tin with bamboo).</p> <p>Barricading for stage front &amp; console Barricading for carpeted entrance metal barricades/L/V console riser Backstage Green Matting Plastic Chairs for console &amp;backstage.</p> <p>Rectangle tables with covers for console &amp; backstage Glow sign box signage placement for sponsor as per requirement</p> <p>Manpower/Setup</p> <p>Plastic Chairs for general public seating</p>	<p>28'x24'x3'</p> <p>7000sqft</p> <p>50</p> <p>12</p> <p>3000</p>	Item wise

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7	Entrance gate/Arch: Decoration of entrance gate including entry arch shall be done in the festival the meinthree dimension design. Arch shall be provided with proper decoration as approved by the Authority.	As per design approved by the Authority.  Arch should be minimum 2.5 metres high and 10ft. wide	Item wise
8	LCD, PA system and two big screens Projectors/LED		Item wise
	To ensure visibility even when venue lights are on.		
9	Venue Lighting and parking are alighting on scaffolding towers 23 ft ht. each Halogens/metalhilides Mains Cabling Plug Boards Transportation & Cabling &Manpower	100	Item wise
10	Stage gear shall comprise of full back line gear as wouldberequiredfora full6to7pieceband. Mics will need to be provided on stage for all performers as maybe required by them. Sound logistics needs to be comprehensive in this regard and must account for any last minute request that will be made by the performers.		Item wise
11	Inaugural and closing functions All arrangements including refreshments, one podium floral decoration on these.		Item wise
a)	20 nos. of VIP executive chairs to be provided on the venue and 6 nos. of deluxe cushioned sofa sets to be provided in the first row.		--
b)	10 flower bouquets to be provided for opening and closing ceremonies.		--

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c)	Professional comperes to be provided. (1Female&1 male)		--
d)	Appropriate décor on the backdrop		Item wise
e)	In addition, the EMA will have to provide refreshment for the VVIP Section during entire duration of the event.		3days
12	Sound system to be provided by contractor approx.15,000 WATTS along with stage lighting of 24 par cans, 6 LED Washes, 6 profile spots, 6 Moving Heads, 6 Scanners,1 follow spotlight of 1200HMI,1smokemachineheavyduty and any other lights. The EMA shall arrange illumination for parking area, ambient illumination and illumination in the centre of main area.		Item wise
13	Generator120KVAwithdieselandthesameshouldbe sound proof.		4nos
14	Erection & providing on hire temporary toilet facilities for public.		8nos
15	Security Guards/Bouncers		15eachday
a)	Prior to event		4Guards (24hoursshift)
b)	Festival Days		6Guards (12hoursshift) 6Guards (24hoursshift)
c)	Bouncersfor4daysduringeventtiming.		4Bouncers (12hoursshift)
16	Arrangements for sweeping, housekeeping, cleaning and maintaining cleanliness in the area. Watering of the area should be done to prevent dust without disturbing the normal set up on a daily basis. The wet and dry waste must be segregated as per guidelines laid down by CCP and other authorities. Dustbins & Conservatory plans.		Item wise

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17	a) Providing 2 tube lights and a connection point of 5 amps for each stall/Installation		Item wise
	b) Providing venue lights surrounding the area.		Item wise
	c) 1 Table/2 chairs		Item wise
18	Miscellaneous like Communication (Walkies & Clearcoms), Crew Badges, etc.		Item wise
19	Live story telling of adventures on the sea portrayed/displayed for edutainment purpose.		Item wise
20	On the spot art competition to be organized depicting Goan Sea food or a fisherman's life at sea		Item wise
21	Cookery Competitions LIVE counters for on the spot cookery contest to be held for preparing theme based dishes. Panel of judges to be selected. Prizes for the winners to be given. In one LIVE counter there will be a master chef demonstrating live cooking using traditional elements		Item wise
22	Workshops/Master class to be organized at venue.		Item wise
24	To organize for sea food games for children to be played on a LCD screen		Item wise
25	2 full fish Counters to be organized to depict a fish market for local purchase on site.		Item wise
26	To arrange for an edutainment virtual reality stall for children to experience and learn the marine life found in the ocean.		Item wise
27	The Games Arcade EMA shall provide special area for demonstration and organizing themed games that need to be conceptualized and installed. The games need to be innovative in nature and must bring out the Goa Sea food of the festival.		Item wise
28	Printing of 1000 invites, 50 posters and 2000 leaflets indicating the festival dates.		Item wise

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29	Felicitation Ceremony The EMA will have to arrange felicitation ceremony to felicitate the dwindling tappers		Item wise
30	Webpage The EMA will have to create and design a web page cover and host the same on Dept. and GTDC website at least 15 days before the event so as to give wide publicity. Similarly, the information will have to be uploaded on		Item wise
	Face book page also to popularize the festival through social media.		
31	Camera set up, production and editing		Item wise
	Miscellaneous charges		

#### **4.4 Fireworks Show**

- viii. The fireworks show shall be of minimum 2 minutes duration on all 3 days of the event, at the location specified by the Authority. The show should include fancy display of assorted fireworks and artistically planned. Permissions , if any to be source by successful Bidder.
- ix. The fireworks show conducted should not exceed the noise pollution limits laid down by the Government. All safety parameters should be adhered to and the Agency shall be solely responsible for any injury or damage caused to any person/property during the fire work show, if any. The Authority shall not bear any responsibility in this matter.
- x. In case additional fireworks are required for other alternate venues then the Authority shall make a proportionate payment to the Successful Bidder, depending on the duration of the show.

#### **4.5 Conservancy and Garbage Management**

Area surrounding the concert and parking venue will be covered under the Conservancy plan.

The Successful Bidder shall provide a detailed plan to manage garbage and maintain cleanliness. The objective of the Conservancy plan shall be to ensure that the festival areas are to be spotlessly clean in accordance with the international image of the festival.

Suitable garbage disposal bins near the stalls and at the venue.

Any shortfall in the Conservancy plan shall be viewed seriously by the Authority and

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it shall be the entire responsibility of the Successful Bidder to ensure neat and clean surroundings during the entire duration of the Festival.

The Successful Bidder shall affix garbage collection boxes at all the potential garbage generating sites as per directions of the local Panchayat. The sites shall be identified by the Successful Bidder in coordination with the local Panchayat. Cost for garbage disposal will be reimbursed on actuals by Goa Tourism.

The Successful Bidder shall actively coordinate with the Authority, local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented.

#### **4.6 Chemical Toilets**

The Successful Bidder shall arrange to install & maintain 10 Chemical toilets at the venue and arrange for their regular maintenance towards usage of visitors.

#### **4.7 Signages**

The Successful Bidder shall provide adequate temporary signages at the following locations for the event. Applicable charges as required for signage locations are to be paid to local authorities in the name of Department of Tourism (Note:- payment to be made by Agency. Department will reimburse the same at basis submission of payment receipt.)

1. Roads leading to the Festival venue as decided by the Authority
2. The venue i.e./ground or any suitable venue as decided by the Authority
3. The layout & design will be as per the approved theme of the festival. The signage requirement is as follows.

Sr.no	Item
1	Complete Signage i.e. Printing, Cutting of foam board and Installation at all the venues as per the identified signage requirements  Fixing of foam board signage on light poles, walls, with necessary clamps, binding wires etc.
2	Fabrication and Installation of Metal Frames, Standees and Road Signages

#### **4.8 Videographers and Photographers/CCTV Cameras**

- i. The Successful Bidder shall arrange professional photographers and videographers to cover the entire event.
- ii. The photographers shall cover the events with a digital camera and provide photograph prints and soft copies of the event activities by the end of the same day. Minimum 200 nos. of photographs shall be captured on each day.
- iii. The videographers shall cover major activities and highlights at all the event venues via video camera and provide 1 pen drive with content in digital format within 15 days of the completion of event to the Authority and also upload the same on the

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cloud with a download link.

- iv. 5 to 6 Minute High resolution edited film of the festival is to be submitted to the Authority on a pen drive within 15 days of the completion of event.
- v. Short High resolution video bites/ Testimonials of Guest and Visitors at the Event to be submitted to the Authority within 15 days of the completion of event on a pen drive.
- vi. 10 nos. of CCTV cameras are to be installed at significant places and data is to be maintained by the Successful Bidder for 3 months from end of event at its own cost.
- vii. 5 reels of each day events to be provided to the DoT, same to be uploaded on all the social Media handles of DoT/GTDC.

#### **4.9 Manpower Cost**

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- a. The Successful Bidder shall factor in all the cost of the manpower required to coordinate with the Authority. Cost of manpower required to coordinate and supervise the festival and the executives appointed by the Authority shall need to be considered in the financial quote in the Manpower costs. The Successful Bidder will be expected to

Coordinate and supervise with the personnel as per work requirements during the actual execution of the event.

- b. Minimum 40 personnel to be engaged for the said event. The Successful Bidder will have to furnish details of personnel deployed at the event to the Authority along with copy of their identity cards and attendance at the time of submitting report.

Note: All liability of above said personnel will be borne by the Successful Bidder. The Authority shall not be liable for any liabilities/ payments relating to said personnel.

#### **4.10 Mobiles and Communication Facilities**

The Successful Bidder shall factor overall costing towards the event, adequate costing towards their internal communication facilities to its ground staff so as to maintain smooth execution of various activities during the event. However, this cost shall not be required to be quoted separately in the final consolidated statement.

#### **4.11 Liaison**

The Successful Bidder shall liaise with the Authority and coordinate with sponsors, Govt /semi Govt/autonomous bodies.

The Successful Bidder will also have to coordinate with the Authority for fixing of various banners, buntings, hoardings and any other related activities during the event.

The Successful Bidder may be required to extend additional support services to the Authority as a part of the overall coordination activity. The above activities are indicative in nature.

#### **4.12 Setting up of Stalls**

The Successful Bidder must erect stalls at the concert venue of Festival to fulfil the requirement of the sponsors as well as marketing of the stalls by the Authority.

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All the necessary permissions for setting up the stalls will be obtained by the Successful Bidder / the Authority and the charges are to be paid to concerned Govt. agencies like CCP, Municipalities/ panchayat, Excise, and Fire Dept etc. The payments to various applicable government agencies/ authorities has to be made by the Successful Bidder and same will be reimbursed to the bidder at actual after submitting payment receipt to the Authority.

The stalls will have to be provided with 2 chairs, 1 table, 2 tube lights, one 15 amps power point and 1 backup power point. There has to be Generator power backup for all the stalls.

Generator power backup shall be provided for all the stalls.

Appropriate licenses will have to be obtained from the concerned government agencies by the Authority. The Successful Bidder will assist the Authority for the same.

The stalls will have to be erected and handed over at least 1 day prior to start of the event.

The exact location of the stalls will be approved by the Authority. The stalls will have to be in the exact place as earmarked by the Authority.

4.13 The creative design concept of the stalls to be erected will have to be adhered to by the Successful Bidder.

The power supply requirements will have to be arranged by the Successful Bidder. Backup power for the stalls must be provided by installing generators. All the arrangement for internal lighting will have to be provided by the Successful Bidder.

The Successful Bidder shall maintain the stalls in the following manner:

Cleanup the stalls of litter and maintain the décor and quality of the stall.

Sprinkle water around the ground regularly (minimum twice daily) to control the dust.

#### **4.13 Various Competitions/Contests & Demos**

The agency will have to organize Competitions / contests like cooking / recipe etc. with sponsored prizes which will be judged by a celebrity Chef. The cooking competition must promote local cuisine and must showcase the same to the visiting tourists. The agency is also free to suggest any other alternative activities that will attract attention and participation. The winning recipe must be given to PR agency to be displayed on website and social media etc.

#### **4.14 Publicity/Marketing**

10000 leaflets to be printed in 4 colours on 130 GSM Art paper for distribution to tourists in Goa through Hotels.

The Successful Bidder shall invite minimum two national and two local travel bloggers to cover the event and must submit their publication in the event report. The Successful Bidder shall cover the bloggers expense such as travelling, accommodation, internal transport and food.

Successful Bidder shall execute social media campaign (including posts on Facebook and Instagram) in coordination with social media management agency of the Authority to popularize the event through social media.

Extensive digital advertising national in well selected target markets to achieve 5

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lakh impressions on Face book & Instagram (achieved through paid advertising only)

5 lakh impressions on Google ad words (achieved through paid advertising only)

#### **4.15 Workshop/Master Classes**

The Successful Bidders shall organize master classes and workshops on subjects provided by the Authority and the various associations involved like the Shack Owners Association, The

Trawlers Association, The TTAG, at the venue in a suitably sized combined stall that will have its own PA system, tables and chairs for about 30 people.

#### **4.16 Miscellaneous Costs**

Any costs over and above those indicated above, which the Successful Bidder envisages would form a part of the overall cost for the event may be included. The same may be specified item wise with the detailed break up of costs. It may be noted that any cost specified in this section shall be considered while deciding the L1 party.

#### **4.17 Management Fees**

The Successful Bidder shall quote the fee towards overall management and organization of said festival.

#### **4.18 Obtain NOC's/permissions for the project**

- The Successful Bidder is required to undertake necessary actions to maintain and organize Goa Sea food of Goa Festival while ensuring adherence to all statutory guidelines and regulations.
- The Successful Bidder is required to identify and apply for any relevant NOCs / permissions / approvals for undertaking the Event on behalf of the Authority including but not limited to:

Indicative list		
S.No.	NOC / Clearance / permission	Concerned Department
1	Music Licensing	PRS, PPLTPPLicensingDepartment
2	Fire safety	Fire Department
3	Entertainment tax	Commercial Taxes Department
4	Any other as applicable	

- The Authority will facilitate the successful bidder in obtaining the necessary NOCs / permissions / approvals for the Project. The
- The Successful Bidder will have to make payment towards venue hire charges, excise, FDA, Panchayat, etc. and the same will be reimbursed to the Successful Bidder by the Authority as per actual on submission of receipt.

### **(d) SCOPE OF WORK OF HERITAGE FESTIVAL 2025**

#### **5.1. OPENING CEREMONY:**

The SELECTED AGENCY will have to organize and execute a grand opening ceremony

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befitting Goa Heritage Festival2025 at Saligao or any other suitable venue. Agency will have to invite media and arrange press conference at the venue itself during the opening ceremony for the wide publicity of the festival. Agency will have to also provide refreshments to the invited media personals.

**5.2. Goa Heritage Festival2024 and MEGA CONCERT AT Saligao or any other suitable venue as decided by Department of Tourism:**

The EMPANELLED AGENCIES will have to arrange three concerts on all three days as below:

- All the cultural programme has to be finalize in connection with Department of Tourism.
- 4 hours for all 3 days Example: traditional brass Bands, acrobatics, Live Latin music, Dhalo, Mando, Fugdi, Goan Folk Music, Indian Classical Music, Natak and Tiatr etc. Also, details of entertainment programme for 3 days to be specified/ written down with timings. All IPRS/ PPL/Govt permissions/ licenses to be obtained for the event.
- The Concerts will start from 6:30 pm to 10:00 pm and will also include performances from Goan artists and singers.
- The between fillers can be Goan talents / cultural folk dances and other performers.

**Beside above, following works are also a part of above head.**

SR.NO	ITEMS	DETAILS/PARTICULARS	DEPARTMENT / Number of quantity required
1	FESTIVAL VENUE & PARKING GROUND Stage, sound lights for three days all inclusive to be arranged by EMA.		The grounds will be booked by Department of Tourism Note:- payment to be made by agency. Department will reimburse the same as per actual on submission of payment receipt.)
2	LICENSES & PERMISSIONS	_____	_____
	IPRS, PPL TPPL, to be borne by EMA if applicable.	_____	EMA to be obtaining department
	Fire Department –NOC	-----	-----
	Entertainment tax – NOC	-----	-----
	Other Necessary Permission	-----	-----
3	<b>STAGE FOR CONCERTS</b>		

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	Stage, decor Platform with carpet (the carpet will be firmly fixed to ensure no obstruction for performances)	32' x 24' x 6'	1
	Creative stage backdrop with dimensional effect	32' x 15' ht	1
	Steps on both sides of the stage with proper landing space	_____	2
	Green rooms for artist & performers	12'x12'	2
4	Entrance and Exit arches	As per design approved by GOA TOURISM	2
5	<b>MEGA SCREENS SETUP</b>		
	Back Projection Screen	Suitable size	1
	Elevation platform and suitable framing for the screens base support from the ground	_____	2
	Scaffolding for the Box Structure Support & Strength	_____	2
	Projector covering room	_____	2
	Platform for projector	_____	2
	White screen cloth		2
	Setup	-----	
6	<b>PROJECTION SYSTEM</b>		
	<b>VIDEO</b>	-----	-----
	10000 Lumens projector	-----	1
	DVD Player		1
	Cabling & Technician	-----	-----
	Setup	-----	-----
	Projector system with screen for backend projection for displaying sponsor commercials and to relay live programmes inclusive of console rooms , controls etc,	-----	1
7	<b>VENUE CONSTRUCTS</b>	<b>Approx</b>	
	Venue Barricading on periphery- (cloth and tin combined)	1500 rft	Event management Agency

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	Barricading for stage front & console – metal barricades	500 rft	do
	Barricading for carpeted entrance metal barricades	500 rft	do
	S/L/V console riser	28'x24'x3'	1
	Backstage carpeting	10000sq ft	Event management agency
	Chairs for console & backstage	-----	50
	Rectangle tables with covers for console & backstage	-----	20
	<b>Platforms</b> for follow and cameras riser	4'x4'x8'	6
	Glow sign box signage placement for sponsor requirement	-----	Event management agency
	Manpower /Setup	-----	do
8	SOUND Minimum 10000 watts with fill backline for various artist to perform on stage.	-----	Event management agency
	PA system (4 pair stack on each side) for 10000 watts	-----	do
	CD Player with Music Stock	-----	do
	Cordless Mike/s	-----	do
	Miking for performers /artiste	-----	do
	Cabling & Amplification	-----	do
	Sound Engineer	-----	do
	Transportation & Cabling	-----	-----
9	LIGHTING SYSTEM (The agency has to submit the details of the required stage lighting mentioning the nos and detailed operations on the agency letterhead)	-----	Event management agency
	Colour Wash	-----	do
	Parcans with dimmer	-----	do

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	packs		
	Scanners	-----	do
	Moving Heads	-----	do
	Follow spot	-----	1
	Smoke Machine	-----	2
	Transportation & Cabling	-----	do
	Scaffolding for lights, General lights & Parking Lights	32' ht	10
	Lighting towers for Parking Area	24' ht	4
10	<b>GENSETS (SOUNDPROOF)</b>		
	Sound proof Generators x Projection system	200 kva	1
	Sound proof Generators x Sound	125 kva	1
	Sound Proof Generators x Stage Lights & Backstage Lights	125 x 62kva	2
	Manpower	-----	-----
11	VENUE LIGHTING and parking area lighting on scaffolding towers 24ft ht. each	-----	Event management Agency
	Halogens / metalhalides	-----	100
	Mains Cabling	-----	Event Management agency
	Plug Boards	-----	do
	Transportation & Cabling & Manpower	-----	do
12	<b>BARRICADING OF THE VIP AREA.</b>		do
	Suitable barricading of the VIP area to provide for seating of 200 pax round table cluster seating	-----	do
	Bamboo barricading of the parking lot	-----	do
	Bamboo barricading of the		do

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	spectators area into 6 zones for easy movement of spectators		
13	PLASTIC CHAIRS for general public seating	5000	do
14	Banquet chairs for VIP seating	200	do
15	<b>Manpower requirements</b> for coordination with GOA TOURISM		do
16	MISCELLANEOUS like COMMUNICATION (WALKIES & CLEARCOMS), CREW BADGES, (Vanity vans caravans for artiste) if required		do
17	<b>Artist F &amp; B on site</b> To be provided by EMA for artists including Rehearsals venue		do
18	Grand Total		

**The other terms and conditions related to the use of the venue or any other suitable venue which will have to be adhered by the agency are as follows:**

The agencies will inspect the ground and field conditions, carry out site preparation, if any would be necessary, like filling/clearing/leveling at the cost of the agency. The agency should cover the ground area of approx size of 6000 sq. meters with brand new green carpet after leveling & watering the ground for proper look and feel of the place. The agency will also provide the required services for the parking of 800 cars/ vehicles and deploy adequate security staff for the same for smooth and effective management.

To ensure that the open drain inside the premise from main gate leading to the sea is not filled/blocked in the course of site preparation/usage. It would agree to clear the fill/blockage etc., if any, occurs accordingly

To clean-up the site of the muck, plastic, disposables, filth etc. after the event and handover the premise accordingly.

**5.3. FIREWORKS SHOW:**

Should be of minimum 2 minutes **duration on 1<sup>st</sup> day of the festival during inaugural function, at the location specified by DEPARTMENT OF TOURISM.** The show should include fancy display of assorted fireworks and artistically planned.

The fireworks should not exceed the noise pollution limits laid down by the Government. All safety parameters should be adhered to and the DEPARTMENT OF TOURISM shall not be responsible for any injury or damage caused to any person/property during the fire work show. In case additional fireworks are required for other alternate venues then the DEPARTMENT OF TOURISM shall make a proportionate payment to the EMA, depending on the duration of the show.

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#### 5.4. DÉCOR:

Goa Heritage Festival 2025, it is essential to have a suitable décor in Saligao/ any other location decided by Department of Tourism to build up the ambience of the venues to international standards. EMPANELLED AGENCIES will have to therefore suitably decorate the venue in consultation with DEPARTMENT OF TOURISM and as per the designs and creative's approved by DEPARTMENT OF TOURISM.

Providing traditional Goan style décor and concept for the entire area, relevant to the theme of the heritage event such as cutouts, inert animations, buntings, banners, signages, posters, standees, lighting, venue branding and other creative elements. The main area for the event will have to be masked in cloth on all four sides. The area facing road shall have the arch and the façade of the cloth masking for this side should have attractive décor.

There should be a VIP enclosure area for elite guests seating approx. 50 pax with dedicated tables, covered chairs, exquisite décor serving food and drinks. The main area should be covered with carpet to prevent dust related issues. VIP's visiting the venue to be provided with snacks and soft beverages on all days. The festival must depict the following rich folk traditions in the décor element, live animations and life size cutouts with proper information to be given to the tourists. The actual branding and other miscellaneous works are as follows.

Sr.no	Elements	Detail	Minimum Units	No of day
1.	Red carpet at concert venue		250 mtrs	3
2.	Tin with black cloth masking around the main concert venue.	Of min ht 3 mts	700 meters	3
3.	Decor at the <b>SALIGAO or any other suitable venue:</b>  Shigmo Festival, Maand, Music, Instruments, Songs/ narration, Mell, Holi, Rangpanchmi/ Gulal, Gade, ShimoDallap, Karvalyo, Chor-Por- Thor, Haldoni,	Lights, Scrolls, buntings, angings, drapes and branding backdrops	As shown in presentation	

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	Bhonwor, Diwjam, Shisharanni, Navra-Navri, Virabhadra, Durig, Haanpet, SaalGade, Shidio, Chorpurne, Sheni Ujo, Satryo, JambavliGulal, Dongriintruz and Intruz			
4.	Banners buntings, entrance gate, lights, Construct, to be arranged.	200 nos	Event management Agency	

#### 5.5. CONSERVANCY AND GARBAGE MANAGEMENT:

EMPANELLED AGENCIES shall provide a detailed plan to manage garbage and to maintain cleanliness. The objective of the Conservancy plan shall be to ensure that the festival areas are to be spotlessly clean in accordance with the international image of the festival. Any shortfall in the Conservancy plan shall be viewed seriously by the of DEPARTMENT OF TOURISM and it shall be the total responsibility of EMPANELLED AGENCIES to ensure neat and clean surroundings during the entire duration of the Festival. Area surrounding the concert venue will be covered under the Conservancy plan..

EMPANELLED AGENCIES shall affix garbage collection boxes at all the potential garbage generating sites as per directions of CCP. The sites shall be identified by EMA. EMPANELLED AGENCIES shall actively coordinate with the local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented.

#### 5.6. CHEMICAL/ PORTABLE TOILETS:

The EMPANELLED AGENCIES has to arrange to install & maintain Chemical toilets at the following venues and arrange for the daily maintenance for the use of visitors.

Sr. No.	Location	No of days	No. of Toilets
1	As approved by the DoT	3	20

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			(10 nos. Male / 10 nos. Female)
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### 5.7. SIGNAGES:

The EMPANELLED AGENCIES will have to provide adequate temporary signage's at all the venues of Goa Heritage Festival2025. The venues being Roads leading to the Festival venues **AT SALIGAO, or any other suitable venue:**

The layout & design will be as per the theme of the festival. The signage requirement is as follows.

Sr no	Item
1	<b>Complete Signage i.e. Printing, Cutting of foam board Installation at all the venues as per the requirement of signages</b> Fixing of foam board Signage on light poles, walls, with necessary clamps, binding wires etc. Minimum 20 nos.
2	<b>FABRICATION AND INSTALLATION OF METAL FRAMES, STANDEES AND ROAD SIGNAGES. Minimum 20 nos each.</b>
3	<b>FLEX HANGING PENNANTS</b> <b>Hanging pennants for all the festival venues i.e.</b> along with Printing on Flex, sticking/pasting, making loops. Inclusive of all materials 10ftx4ft, including installation cost. Minimum 30 nos.
4	<b>Pole pennants</b> 100 nos. along D.B Marg. The Saligao décor must be completed 3 days before the festival.
5	Printing on flex double sided with loops on top & bottom of proposed size-7ftx1.5ft and include Installation of pennants on light poles on the road leading to Panaji city from under the bridge to Kala Academy. Minimum 20 nos.
6.	<b>Dismantling charges and Miscellaneous charges</b>

### 5.8. VIDEOGRAPHERS AND PHOTOGRAPHERS/ CCTV CAMERAS:

- The Successful Bidder shall arrange professional photographers and videographers to cover the entire event.
- The photographers shall cover the events with adigital camera and provide photograph prints and soft copies of the event activities by the end of the same day. Minimum 200 nos. of photographs shall be captured on each day.
- The videographers shall cover major activities and highlights at all the event venues vide video camera and provide 1 pen drive with content in digital format within 15 days of the completion of event to the Authority and also upload the same on the cloud with a download link.

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- iv. 5 to 6 Minute High resolution edited film of the festival is to be submitted to the Authority on a pen drive within 15 days of the completion of event.
- v. Short High resolution video bites/ Testimonials of Guest and Visitors at the Event to be submitted to the Authority within 15 days of the completion of event on a pen drive.
- vi. 10 nos. of CCTV cameras are to be installed at significant places and data is to be maintained by the Successful Bidder for 3 months from end of event at its own cost.
- vii. 5 reels of each day events to be provided to the DoT, same to be uploaded on all the social Media handles of DoT/GTDC.

### 5.9 MANPOWER COSTS

The EMPANELLED AGENCIES will have to factor in all the cost of the manpower required to coordinate with DEPARTMENT OF TOURISM. This cost of manpower required by EMPANELLED AGENCIES to coordinate and supervise the festival executives appointed by DEPARTMENT OF TOURISM to be quoted in the Manpower costs. Minimum 40 workers to be engaged for the said festival. Agency will have to furnish details of workers to this department along with their copy of identity cards at the time of submitting report.

Note: Any liability of above said workers will be born by agency and not by Department of Tourism.

### 5.10. SETTING UP OF STALLS

During HERITAGE FESTIVAL 2024 the selected agency has to erect stalls at the concert venue of HERITAGE FESTIVAL. The details of the stalls are as follows. All the necessary permissions for setting up the stalls will to be obtained by EMA / Department of Tourism and the charges to be paid to Govt. agencies like CCP, Municipalities/ panchayat, Excise, and Fire dept etc. The payments to various authorities has to be made by the agencies and same will be reimbursed to the agency as per actual after submitting payment receipt to this department. The permission to set up stalls will be as per the numbers mentioned below.

Sr no	Location	Specifications	Number of stalls
1	<b>Saligao or any other suitable venue:</b>	10ft X 10ft. made of wooden frame covered with cloth / etc. with approved façade on stall can be combined to make lesser stalls	Minimum 50 nos and maximum 65 stalls

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Stalls to be allotted to Goan crafts artisans and balance to be allotted to Food stalls serving only traditional Goan cuisine, Goa Feni and other local beverages. A Goan theme food court will have to be erected in the area for serving traditional Goan cuisine and delicacies after obtaining FDA permissions etc. No continental cuisine or non Goan cuisine shall be permitted in the food court. There shall be seating arrangement for minimum 400 pax in the food court with tables, umbrellas and chairs. Stalls may also be allotted to traditional and registered self-help groups. The stalls shall be open from 5:00 pm to 11:00 pm. Stall to be provided with facia names.

The stalls will have to be provided with 2 chairs, 1 table, 2 tube lights, one 15 amps power point and 1 backup power point. There has to be Generator power backup for all the stalls. Appropriate licenses will have to be obtained from the concerned authorities by DEPARTMENT OF TOURISM. EMA will provide assistance for the same.

The stalls will have to be erected by 1 day prior to the event.

The exact location of the stalls will be approved by the DEPARTMENT OF TOURISM. The stalls will have to be located in exactly the same place earmarked by the DEPARTMENT OF TOURISM.

The creative design concept of the stalls to be erected will have to be adhered to by EMA. The power supply requirements will have to be arranged by the EMA. Backup powers for the stalls have to be provided by installing generators. All the arrangement for internal lighting will have to be provided.

The Agency will have to maintain the stalls in the following manner:

- a. Will have to clean up the stalls of litter and maintain the décor and quality of the stall.
- b. Will have to sprinkle water around the GROUND regularly (minimum twice daily) to control the dust.

#### **5.11.Publicity-**

- 4.19 10000 leaflets to be printed in 4 colours on 130 GSM Art paper for distribution to tourists in Goa through Hotels.
- 4.20 The Successful Bidder shall invite minimum two national and two local travel bloggers to cover the event and must submit their publication in the event report. The Successful Bidder shall cover the bloggers expense such as travelling, accommodation, internal transport and food.
- 4.21 Successful Bidder shall execute social media campaign (including posts on Face book and Instagram) in coordination with social media management agency of the Authority to popularize the event through social media.
- 4.22 Extensive digital advertising national in well selected target markets to achieve 5 lakh impressions on Face book & Instagram (achieved through paid advertising only)
- 4.23 5 lakh impressions on Google ad words (achieved through paid advertising only)

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### **Face book like Campaign:**

Successful bidder will have to execute Face book like Campaign so as to popularize the event through the medium of Face book.

### **5.12. Special VVIP Lounge and VIP enclosure**

The EMA shall construct special Lounge for VVIP seating comprising of 40 seater sofas, equipped with 5 course snack menus (To be approved by Department of Tourism) and refreshments with Juice/Soft Drinks and water for approx 200 VVIP's and other special guests on all days of Goa Heritage Festival. 4 nos.. Waiters to be deployed to serve snacks and drinks to the VIP guests on all days of the Event.

Note: Department of Tourism will allot special stall to the caterer to be appointed by agency to prepare fresh food for VVIP's. no prior cooked food to be served to the VVIP's and other guest. The appointed caterer will have to work under the instructions of Department of Tourism. The EMA shall construct a VIP enclosure near stage area with 250 nos. of ordinary chairs and required nos. of round tables covered with white cloth.

### **5.13 Exhibition on Marathi/ Konkani Books and traditional Heritage Photographs**

The EMA shall arrange an exhibition of ancient Goan heritage photographs pertaining to buildings, traditional way of life, and lifestyle of traditional Goan set in a separate enclosure. There will also be a book exhibition for sale and display of Konkani and Marathi Literature books. English books written by Goan authors may also be included. There will be photo gallery of accomplished Goan poets, writers and eminent Goans from all walks of life with brief biodata. The exhibition will be conducted for all three days. Exhibition of antique items, heritage items, coins, utensils and other equipments traditionally used by Goans.

### **5.14 Fashion show**

Organizing a Fashion show on traditional Goan wear one day for One and half hours with proper theme, choreography etc. No vulgarity will be permitted.

### **5.15 Traditional Goan games gallery**

EMA shall provide special area for demonstration and organizing traditional Goan games like goddye, lagori etc with proper information to be given to visitors.

### **5.16 Pottery demonstration**

The EMA will have to arrange demonstration of pottery and other traditional Goan handicrafts. The EMA will also have to arrange workshops on Goan literature, fine arts, folk traditions, Goan history and give wide publicity to the same.

### **5.17 Workshops**

The EMA will have to organize lectures discourses and workshops on traditional Goan dramas, tiatr, dance and drama and related topics every day through some eminent experts (Time to be specified)

### **5.18 Felicitation Ceremony**

The EMA will have to arrange felicitation ceremony to felicitate 30 traditional artists/ eminent Goans every day by giving one memento as per approved sample, shawl and coconut. The list of Goan Artists to be felicitate should be obtained from Art and Cultural Department and needs to be approved by Department of Tourism.

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### **5.19 Konkani Films**

The EMA have to show 2 Konkani and one Marathi film to the audience during the event after obtaining PPL and IPRS licenses etc.

**New Tourism Services display boards** (flex to be mounted on wooden/suitable frames) 3 mtr x 3 mtr -6 nos.

### **5.20. MISCELLANEOUS COSTS**

Any costs over and above indicated above, which the EMPANELLED AGENCIES may think would form a part of the overall cost for Goa Heritage Festival **2025** may be included here. The same may please be specified item wise with the detailed break up of costs. It may be noted that any cost specified in this section shall be considered while deciding the L1 party.

### **5.21 Other terms and conditions**

The EMPANELLED AGENCIES shall submit **exact cost** details of each programme/event. The entire liability of internal personnel/volunteers engaged by the EMPANELLED AGENCIES shall totally lie with the agency. The agency shall indemnify and keep indemnified the Department of Tourism against any claims/compensation/damages caused on account of any or all actions of the EMPANELLED AGENCIES or its agents/representatives. The EMPANELLED AGENCIES shall be responsible for complying with all the statutory requirements such as adherence to noise pollution norms, meeting the standards of pollution control, solid waste management, **GST payments etc.** and complying with all the legal requirements of the local municipality; State/Central Governments. The EMPANELLED AGENCIES shall be fully responsible for verifying the credentials/background of its agents, employees, volunteers and personnel from the security point of view. The EMPANELLED AGENCIES will have to submit details about the volunteers/personnel/suppliers and other support staff engaged by it for the smooth conduct of various activities during the Goa Heritage Festival **2025**. The EMPANELLED AGENCIES shall be completely responsible for issuing identity cards to all such personnel engaged by it, directly or indirectly at their own cost and expense, and that the EMPANELLED AGENCIES will have to fully cooperate with the Department of Tourism during the process of issue of the identity cards, to their staff members/volunteers.

The EMPANELLED AGENCIES shall submit the detailed cost of each item as per the enclosed Proforma under the respective programmes. The EMPANELLED AGENCIES will have to ensure that the cost details are submitted only in the format finalized by the DEPARTMENT OF TOURISM, failing which the financial tenders submitted by it are liable not to be considered without assigning any reasons thereof. The costing's submitted by the EMPANELLED AGENCIES and approved by DEPARTMENT OF TOURISM shall be the upper limit of the

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expenditure. No extra expenditure over and above what is authorized by DEPARTMENT OF TOURISM shall be done by the EMPANELLED AGENCIES without written order of the DEPARTMENT OF TOURISM.

The EMPANELLED AGENCIES should provide the best possible plan with the best possible quality at reasonable cost and due weight age shall be accorded to this aspect.

A set of creative's will have to be submitted by the EMA, in accordance with the scope of this tender document. This is intended to provide scope for invoking the creative capabilities and skills of the EMPANELLED AGENCIES and to provide the DEPARTMENT OF TOURISM with the best possible options at a reasonable cost. The EMPANELLED AGENCIES must give an undertaking to the effect that all the creative designs belong to it and the DEPARTMENT OF TOURISM shall not be liable in any manner for copyright infringement. In case the DEPARTMENT OF TOURISM selects the creative's submitted by the EMPANELLED AGENCIES then the actual execution of the event shall conform to the creative's submitted by EMPANELLED AGENCIES and approved by DEPARTMENT OF TOURISM, failing which the DEPARTMENT OF TOURISM shall be at liberty to deduct, necessary charges, as deemed fit. The EMPANELLED AGENCIES shall be specific, focused and shall bring out the exact plan of action for Goa Heritage Festival **2025**. The EMPANELLED AGENCIES will have to submit their consolidated / total financial costings in the pro forma provided in **Price bid**, under the various sub-heads and the summary under this pro forma will finally be considered by the DEPARTMENT OF TOURISM, for arriving at an appropriate decision. It shall be up to the EMPANELLED AGENCIES to, anticipate and work out the various costing under the given sub-heads. The descriptive items enlisted against each festival programmes are only indicative, and it shall be the duty of the event management agency to visualize and anticipate the extra requirements if any, of the festival like refreshments for the supporting staff, incidental production costs, incidental cost of travel, hospitality, etc. The EMPANELLED AGENCIES shall quote the corresponding cost accordingly, as laid down in **Price bid**. Any subsequent increase or escalation of costs shall have to be borne by the EMPANELLED AGENCIES unless the same has been requested and authorized by DEPARTMENT OF TOURISM in writing. No extra items will be added without the written approval of the DEPARTMENT OF TOURISM. DEPARTMENT OF TOURISM shall in no way be bound by the payment schedule submitted by the respective **EMAs** and shall reserve the right to formulate its own payment schedule which shall be final and binding on both the parties, and no further negotiations on this aspect will be considered. The EMPANELLED AGENCIES shall not be paid any advance towards the production costs before the commencement of the festival. No amount shall be payable during the period of the festival. It shall be obligatory on the part of EMPANELLED AGENCIES to ensure smooth conduct of ongoing Festival Programme. The EMPANELLED AGENCIES will not be permitted to stop the ongoing programmes on the ground that the advance has not been received from DEPARTMENT OF TOURISM.

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It shall be the entire responsibility of EMA to depute suitable personnel for obtaining government permissions from various government Departments. However the DEPARTMENT OF TOURISM will render all possible support and help in this activity to the appointed EMA. Agency will have to make payment towards Venue hire charges, Excise, FDA & CCP and the same will be reimbursed to agency by this department as per actual on submission of receipt .

The EMPANELLED AGENCIES should ensure that all its liabilities including that of its staff/volunteers/contractors/equipment/material, etc, and especially third-party liabilities are covered by a suitable insurance policy. The details of this policy will be intimated to the DEPARTMENT OF TOURISM as soon as the same is finalized. Though the DEPARTMENT OF TOURISM will insure the event on its own, it will not bear any responsibility whatsoever for any or all liabilities arising on account of any or all actions of the EMA's, before, during and after the Goa Heritage Festival **2025**.

The artists and costs for various ceremonies like opening / closing, concerts, gala dinner will have to be borne by the agency.

#### **5.22 Man power costs**

The EMPANELLED AGENCIES will be required to factor in their overall costing towards the festival programme, the internal Man power that it proposes to engage during the entire duration of the Goa Heritage Festival **2025**. **The EMPANELLED AGENCIES will be expected to coordinate and supervise them as per work requirements during the actual execution of the festival. Once the EMPANELLED AGENCIES is appointed.**

#### **5.23 Mobiles and communication facilities**

EMPANELLED AGENCIES will factor overall costing towards the festival programme, adequate costing towards their internal communication facilities to its ground staff so as to maintain smooth execution of various activities during the Goa Heritage Festival **2025**. However this cost shall not be required to be quoted separately in the final consolidated statement.

#### **5.24 Liaison**

The EMPANELLED AGENCIES shall liaise with this DEPARTMENT OF TOURISM, and will coordinate with sponsors, Govt/semi Govt/ autonomous bodies. Similarly they will also have to coordinate with the DEPARTMENT OF TOURISM for fixing up of various banners, buntings, hoardings and any other related activities during the and Goa Heritage Festival **2025**. These are only indicative areas where the logistical support of the EMPANELLED AGENCIES will be required. However the DEPARTMENT OF TOURISM may require additional support services

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as a part of the overall coordination activity.

## **(e) SCOPE OF WORK OF FOOD AND CULTURAL FESTIVAL**

### **6.1 Food and Cultural Festival**

During their engagement with the Authority, the Successful Bidder is required to set up, manage and operate the Food and Cultural Festival for the Authority. The festival will be held for duration of 3 days. The scope of work for the Successful Bidder shall include the following.

#### **A. Opening Ceremony**

- The Successful Bidder will have to organize and execute a grand opening ceremony befitting the international level Food and Cultural Festival 2024/25 at the venue as decided by DOT or any other suitable venue as will be informed by the Authority.
- Agency will have to invite relevant media and arrange press conference at the venue itself during the opening ceremony for wide publicity of the festival. Agency will have to also provide refreshments to the invited media personals.

#### **B. Programme / Concert**

The Successful Bidder will have to arrange a minimum of three concerts on all three event days as below:

- All the concerts/ cultural programmes shall be finalized in collaboration with Department of Tourism.
- Two Goan music bands and one national level music bands of high repute like The local train, when chai met toast, Agnee, or equivalent depending on availability.
- The concerts will need to be organised between 6:30 pm to 10:00 pm and shall also include performances from Goan artist and singers.
- Fillers during these programmes shall be Goan talent performance or cultural/ folk dances or other similar performances.
- In addition to the above mentioned activities, the following works shall also be a part of above head.

<b>Sr.No.</b>	<b>Items</b>	<b>Details/Particulars</b>	<b>Quantity required</b>
1	Festival Venue & Parking Ground Stage, sound and lights for three days all-inclusive to be arranged by EMA.	any other suitable venue(s) as decided by the Authority	The venue will be booked by Department of Tourism  Note: - Payment to be made by Agency. Authority will reimburse the same as per actual on submission of payment receipt.)

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	Stage for Concerts		
2	Stage, decor Platform with carpet (the carpet will be firmly fixed to ensure no obstruction for performances)	32' x 24' x 6'	1
	reative stage backdrop with 3 dimensional effect	32' x 15' ht	1
	Steps on both sides of the stage with proper landing space	————	2
	Green rooms for artist & performers	12'x12'	2
3	Entrance and Exit arches	as per design approved by Department of Tourism	2
4	Mega Screens Setup		
	Back Projection Screen	Suitable size	1
	elevation platform and suitable framing for the screens base support from the ground		2
	Scaffolding for the Box Structure Support & Strength		2
	Projector covering room		2
	Platform for projector		2
	White screen cloth		2
	Setup		
5	Projection System		
	Video		
	10000 Lumens projector		1
	DVD Player		1
	Cabling & Technician		
	Setup		
	rojector system with screen for backend projection for displaying sponsor commercials and to relay live programmes inclusive of console rooms , controls		1

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	etc,		
6	Venue Constructs		
	Venue Barricading on periphery- (cloth and tin combined)	1500 rft	
	Barricading for stage front & console – metal barricades	500 rft	
	Barricading for carpeted entrance metal barricades	500 rft	
	S/L/V console riser	28'x24'x3'	1
	Backstage carpeting	10000sq ft	
	Chairs for console & backstage		50
	Rectangle tables with covers for console & backstage		20
	Platforms for follow and cameras riser	4'x4'x8'	6
	Glow sign box signage placement for sponsor requirement		
	Manpower /Setup		
7	Sound Minimum 10000 watts with fill backline for various artist to perform on stage.		
	PA system (4 pair stack on each side) for 10000 watts		
	CD Player with Music Stock		
	Cordless Mike/s		
	Microphoning for performers /artiste		
	Cabling & Amplification		
	Sound Engineer		
	Transportation & Cabling		
8	LIGHTING SYSTEM The agency has to submit the details of the required stage lighting mentioning the nos and detailed operations on the agency letterhead)		
	Colour Wash		

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	Parcans with dimmer packs		
	Scanners		
	Moving Heads		
	Follow spot		1
	Smoke Machine		2
	Transportation & Cabling		
	scaffolding for lights, General lights & Parking Lights	32' ht	10
	Lighting towers for Parking Area	24' ht	4
9	Gensets (Soundproof)		
	Soundproof Generators x Projection system	200 kva	1
	Soundproof Generators x Sound	125 kva	1
	Sound Proof Generators x Stage Lights & Backstage Lights	125 x 62kva	2
	Manpower		
10	Venue Lighting and parking area lighting on scaffolding towers 24ft ht. each		
	Halogens / metal-halides		100
	Mains Cabling		
	Plug Boards		
	Transportation & Cabling & Manpower		
11	Barricading of the VIP Area		
	Suitable barricading of the VIP area to provide for seating of 200 pax round table cluster seating		
	Bamboo barricading of the parking lot		
	Bamboo barricading of the spectators area into 6 zones for easy movement of spectators		

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12	Plastic Chairs for general public seating	5000	
13	banquet chairs for VIP seating	200	
14	Manpower requirements for coordination with Goa Tourism		
15	Miscellaneous like Communication (Walkies & Clearcoms), Crew Badges, (Vanity vans caravans for artiste) if required		
16	Artist F&B on site To be provided by EMA for artists including Rehearsals venue		
17	Miscellaneous décor items		
	ed carpet at concert venue of minimum length 250 mt.		3
	in with black cloth masking around the main concert venue of Min height of 3 mt. and breadth of 700 mt.		3
	Decor at the DayanandBandodkar Football Ground at Campal or any other suitable venue as decided by the Authority including lights, scrolls, buntings, hangings, drapes and branding backdrops		3
	anners, entrance gate, lights, construct, to be arranged of 200 nos.		3

### 6.2 . Venue

The Authority at its sole discretion may decide on other suitable venue in Goa which shall be communicated to the Successful Bidder.

- The agency shall inspect the ground and field conditions, carry out site preparation, if any would be necessary, like filling/clearing/levelling at own cost.
- The agency should cover the ground area of approximate size of 4,000 sq. meters with fresh new green carpeting. Levelling & watering of the ground shall be conducted suitably by the Agency befitting the event.

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- iii. The agency should provide the required services for the parking of 500 cars/ vehicles and deploy adequate security staff for the same for smooth and effective management in the designated parking area.
- iv. The agency shall ensure that the open drain inside the premises from main gate leading to the sea is not filled/ blocked during site preparation/ usage during the event. The Bidder shall agree to clear the fill/blockage etc. if any occurs.
- v. The agency should clean-up the sites and drain of garbage, muck, plastic, disposables, filth, etc. after the event and facilitate handover of the premise accordingly.

### **6.3 Fireworks**

- i. The fireworks show shall be of minimum 2 minutes duration on the 1st day of the festival during the inaugural function, at the location specified by the Authority. The show should include fancy display of assorted fireworks and artistically planned.
- ii. The fireworks show conducted should not exceed the noise pollution limits laid down by the Government. All safety parameters should be adhered to and the Agency shall be solely responsible for any injury or damage caused to any person/property during the fire work show, if any. The Authority shall not bear any responsibility in this matter.
- iii. In case additional fireworks are required for other alternate venues then the Authority shall make a proportionate payment to the Successful Bidder, depending on the duration of the show.

### **6.4 Decoration of City**

It is essential to suitable decorate city / any other location as decided by the Authority to build up the festival ambience of the venues to international standards. The Successful Bidder shall therefore suitably decorate the venue/ Panaji city / any other location in consultation with the Authority and as per the designs and creative's approved by the Authority

### **6.5 Conservancy and Garbage Management**

- i. Area surrounding the concert and parking venue will be covered under the Conservancy plan.
- ii. The Successful Bidder shall provide a detailed plan to manage garbage and maintain cleanliness. The objective of the Conservancy plan shall be to ensure that the festival areas are to be spotlessly clean in accordance with the international image of the festival.
- iii. Suitable garbage disposal bins near the stalls and at the venue.
- iv. Any shortfall in the Conservancy plan shall be viewed seriously by the Authority and it shall be the entire responsibility of the Successful Bidder to ensure neat and clean surroundings during the entire duration of the Festival.
- v. The Successful Bidder shall affix garbage collection boxes at all the potential garbage generating sites as per directions of Corporation of City of Panaji (CCP). The sites shall be identified by the Successful Bidder in coordination with the CCP.
- vi. The Successful Bidder shall actively coordinate with the Authority, local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented.

### **6.6 Chemical / Portable Toilets**

The Successful Bidder shall arrange to install & maintain 21 Chemical toilets (10 Male, 10 Female and 1 specially abled) at the venue and arrange for their regular maintenance towards usage of visitors.

### **6.7 Signages**

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- i. The Successful Bidder shall provide adequate temporary signage's at the following locations for the Food and Cultural Festival 2024. Applicable charges as required for signage locations are to be paid to local authorities in the name of Department of Tourism (Note:- payment to be made by Agency. Department will reimburse the same at basis submission of payment receipt.)
  - a. Roads leading to the Festival venue i.e. D B Marg or any suitable road as decided by the Authority
  - b. The venue i.e. Dayanand Bandodkar Football Ground at Campal or any suitable venue as decided by the Authority
  - c. The layout & design will be as per the approved theme of the festival. The signage requirement is as follows.

<b>Sr.No.</b>	<b>Item</b>
1	Complete Signage i.e. Printing, Cutting of foam board and Installation at all the venues as per the identified signage requirements Fixing of foam board signage on light poles, walls, with necessary clamps, binding wires etc. Minimum 20 nos.
2	Fabrication and Installation of Metal Frames, Standees and Road Signages Minimum 20 nos. each.
3	Flexible Hanging Pennants Hanging pennants for all the festival venues along with Printing on Flex, sticking/pasting, making loops. Inclusive of all materials 10ftx4ft, and installation cost. Minimum 30 nos.
4	Pole pennants 100 nos along D.B Marg. The Panaji city décor must be completed 3 days before the festival.
5	Printing on flex double sided with loops on top & bottom of proposed size-7ftx1.5ft and include Installation of pennants on light poles on the road leading to Panaji city from under the bridge to Kala Academy. Minimum 20 nos.
6	New Tourism Service Display boards Flex to be mounted on wooden / suitable frames 3 mt. x3 mt. – 6 nos.
7	Dismantling and Miscellaneous charges

### **6.8 Videographers and Photographers / CCTV Cameras**

The Successful Bidder shall arrange professional photographers and videographers to cover the entire event.

The photographers shall cover the events with adigital camera and provide photograph prints and soft copies of the event activities by the end of the same day. Minimum 200 nos. of photographs shall be captured on each day.

The videographers shall cover major activities and highlights at all the event venues vide video camera and provide 1 pen drive with content in digital format within 15 days of the completion of event to the Authority and also upload the same on the cloud with a download link.

5 to 6 Minute High resolution edited film of the festival is to be submitted to the Authority on a pen drive within 15 days of the completion of event.

Short High resolution video bites/ Testimonials of Guest and Visitors at the Event to be

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submitted to the Authority within 15 days of the completion of event on a pen drive.

10 nos. of CCTV cameras are to be installed at significant places and data is to be maintained by the Successful Bidder for 3 months from end of event at its own cost.

5 reels of each day events to be provided to the DoT, same to be uploaded on all the social Media handles of DoT/GTDC.

### **6.9 Manpower Costs**

- The Successful Bidder shall factor in all the cost of the manpower required to coordinate with the Authority. Cost of manpower required to coordinate and supervise the festival and the executives appointed by the Authority shall need to be considered in the financial quote in the Manpower costs. The Successful Bidder will be expected to coordinate and supervise with the personnel as per work requirements during the actual execution of the event.
- Minimum 40 personnel to be engaged for the said event. The Successful Bidder will have to furnish details of personnel deployed at the event to the Authority along with copy of their identity cards and attendance at the time of submitting report.

Note: All liability of above said personnel will be borne by the Successful Bidder. The Authority shall not be liable for any liabilities/ payments relating to said personnel.

### **6.10 Setting up of Stalls**

- The Successful Bidder must erect stalls at the concert venue of Festival
- All the necessary permissions for setting up the stalls will be obtained by the Successful Bidder / the Authority and the charges are to be paid to concerned Govt. agencies like CCP, Municipalities/ panchayat, Excise, and Fire Dept etc. The payments to various applicable government agencies/ authorities has to be made by the Successful Bidder and same will be reimbursed to the bidder at actuals after submitting payment receipt to the Authority.
- The details of the stalls are as follows:

<b>Sr. No.</b>	<b>Location</b>	<b>Specifications</b>	<b>Number of stalls</b>
1	As approved by the DOT	10ft X 10ft. made of wooden frame covered with cloth / etc. with approved façade on stall can be combined to make lesser stalls	Minimum 50 nos and maximum 65 stalls as specified by the Authority

- Each stall shall be provided with 2 chairs, 1 table, 2 tube lights, one 15A power point and 1 backup power point of 15A.
- Generator power backup shall be provided for all the stalls.
- Appropriate licenses will have to be obtained from the concerned government agencies by the Authority. The Successful Bidder will assist the Authority for the same.
- The stalls will have to be erected and handed over at least 1 day prior to start of the event.
- The exact location of the stalls will be approved by the Authority. The stalls will have to be in the exact place as earmarked by the Authority.
- The creative design concept of the stalls to be erected will have to be adhered to by the Successful Bidder.
- The power supply requirements will have to be arranged by the Successful Bidder. Backup power for the stalls must be provided by installing generators. All the arrangement for internal lighting will have to be provided by the Successful Bidder.
- The Successful Bidder shall maintain the stalls in the following manner:
  - Clean up the stalls of litter and maintain the décor and quality of the stall.
  - Sprinkle water around the ground regularly (minimum twice daily) to control the dust.

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### **6.11 Various Contests and Demos**

- i. The agency can organize Competitions / contests like cooking / recipe with Food Awards etc - with sponsored prizes which will be judged by a celebrity Chef. There will be an Award Night during the Food and Cultural fest.
- ii. The cooking competition must promote local cuisine and must showcase the same to the visiting tourists.
- iii. The agency is also free to suggest any other alternative activities that will attract attention and participation.
- iv. The winning recipe will be displayed on Goa Tourism website and social media etc.

### **6.12 Publicity / Marketing**

10000 leaflets to be printed in 4 colours on 130 GSM Art paper for distribution to tourists in Goa through Hotels.

Successful Bidder shall execute social media campaign (including posts on Face book and Instagram) in coordination with social media management agency of the Authority to popularize the event through social media.

Extensive digital advertising national in well selected target markets to achieve 5 lakh impressions on Face book & Instagram (achieved through paid advertising only)  
5 lakh impressions on Google ad words (achieved through paid advertising only)

### **6.13 Liaison**

- i. The Successful Bidder shall liaise with the Authority and coordinate with sponsors, Govt / semi Govt / autonomous bodies.
- ii. The Successful Bidder will also have to coordinate with the Authority for fixing of various banners, buntings, hoardings and any other related activities during the Food and Cultural Festival 2025.
- iii. The Successful Bidder may be required to extend additional support services to the Authority as a part of the overall coordination activity. The above activities are indicative in nature.

### **6.14 Special VVIP Lounge and VIP Enclosure**

- i. The Successful Bidder shall construct special lounge for VVIP seating comprising 40 three seater sofas, suitable number of coffee tables and serve 5 course snack menus (To be approved by the Authority) and refreshments with Juice/Soft Drinks and water for approx. 200 VVIP's and other special guests on all days of Food and Cultural Festival 2022.
- ii. 4 nos. of waiters to be deployed to serve snacks and drinks to the VVIP guests on all days of the Event.
- iii. The Authority will allot special stall to the caterer to be appointed by the Successful Bidder to prepare fresh food for VVIP's. Food prepared in advance shall not be served to the VVIP's and other guests. The appointed caterer will have to work under the instructions of the Authority.
- iv. The Successful Bidder shall construct a VIP enclosure near the stage area with 250 nos. of ordinary chairs and required nos. of round tables covered with white cloth.

### **6.15 Miscellaneous Costs**

Any costs over and above those indicated above, which the Successful Bidder envisages

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would form a part of the overall cost for Food and Cultural Festival 2025 may be included. The same may be specified item wise with the detailed break up of costs. It may be noted that any cost specified in this section shall be considered while deciding the L1 party.

#### 6.16 Management Fees

The Successful Bidder shall quote the fee towards overall management and organization of said festival.

#### 6.17 Overall Theme and Décor

The Successful Bidder shall present the entire event in a traditional themed ambience giving the visitor a rich experience of the heritage and value of Goa. Right from the stage backdrop, to the VIP lounge to the stalls, the boundary and the entry arches, the traditional yet rich heritage of the event should radiate through.

#### 6.18 Obtain NOC's / permissions for the project

- The Successful Bidder is required to undertake necessary actions to maintain and organize the Food and Cultural Festival while ensuring adherence to all statutory guidelines and regulations.
- The Successful Bidder is required to identify and apply for any relevant NOCs / permissions / approvals for undertaking the Event on behalf of the Authority including but not limited to:

Indicative list		
S.No.	NOC / Clearance / permission	Concerned Department
1	Music Licensing	PRS, PPL TPPL licensing Department
2	Fire safety	Fire Department
3	Entertainment tax	Commercial Taxes Department
4	Any other as applicable	

- The Authority will facilitate the successful bidder in obtaining the necessary NOCs / permissions / approvals for the Project. The
  - The Successful Bidder will have to make payment towards venue hire charges, excise, FDA, CCP, etc. and the same will be reimbursed to the Successful Bidder by the Authority as per actual on submission of receipt.

#### **(f) SCOPE OF WORK OF CARNAVAL FESTIVAL**

7.1 During their engagement with the Authority, the Successful Bidder is required to arrange following items during the Carnival festival 2025 for Goa Tourism:

7.2 The successful bidder is required to create themes for the stall highlighting key offerings of Goa Tourism. Few suggested themes for creation include:

- Beaches and coastal belt of Goa
- Exploring backwaters
- Hinterlands and their major attractions
- Adventure and water sports activities
- Goan village culture and heritage including cuisine, music etc.
- Archaeological heritage, Art, and architecture in Goa

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- Goan arts, crafts, and festivals
- Goa as a safe destination to travel

- 7.3 The successful bidder shall create creative content of the presentation, designs, concepts of signages, original ideas and shall present before the Authority to finalize.
- 7.4 The successful bidder shall submit soft copy of each item as per Performa attached in this tender document. The bidders shall submit financial proposals (the “Financial Proposal”) made in accordance with “Price Sheet” and upload them on the tendering website.
- 7.5 The successful bidder will organize and execute a grand Flag off ceremony and befitting the International Carnival standards at Panaji or three other centres as finalized by Department of Tourism.
- 7.6 The successful bidder shall utilize the existing infrastructure available with the Authority.
- 7.7 The successful bidder shall create three Pandals in Amphitheatre format. The stalls shall be as follows and bidder shall also consider (\*)/(\*\*) at the time of creation of stall.

No.	Stand/Stall/Pandals	x.	y.
	IPs	0	
	Ps	0	

\*out of the above 50 pax on stands to be reserved for differently abled person

\*\*all the areas around the stands/ in front of gallery to be 50 pax/pandal for media personals near old secretariat/ Miramar as per selected route.

- 7.8 The successful bidder shall take information regarding the venue as decided by the Authority.
- 7.9 The successful bidder is required to identify and apply for any relevant NOCs / permissions / approvals for undertaking the Project through the Authority including but not limited to:

Indicative list		
SrNo.	NOC / Clearance / permission	Concerned Department
1	Music Licensing	PRS, PPL TPPL licensing Department
2	Fire safety	Fire Department
3	Entertainment tax	Commercial Taxes Department
4	Any other as applicable	

- 7.10 The successful bidder is required to arrange VIP barricading/ suitable mojo/ bamboo barricading to be provided along the entire parade route from below Mondovi bridge to Kala Academy. View cutter from below Mandovi bridge to Old Secretariat and old Mandovi bridge to be provided.
- 7.11 The successful bidder shall arrange signage's for the demarcation of the seating in VIP enclosures with chairs capacity of up to 2500 to be arranged at strategic points on parade route.

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- 7.12 The successful bidder shall make pandal and sitting arrangements of 1200 pax like multilevel amphitheatre type sitting opposite to Dempo House/COP Jetty or any other location as represented by the Department.
- 7.13 The successful bidder shall arrange 50 volunteers to conduct float parade.
- 7.14 The successful bidder shall arrange open sitting gallery of 2500 pax.
- 7.15 The successful bidder shall arrange additional galleries of 1000 pax. as per availability of space.
- 7.16 The successful bidder shall arrange sufficient branding of the venues with panels, outside the venue 50 mask cut outs to be installed at fifty prominent places in Miramar to Divja circle to provide festive atmosphere of size (6'\*4').
- 7.17 The successful bidder shall make Carnival backdrop to be put with masks, lights, banners etc. along with the following as mentioned below:
- Drapes at the venue
  - Props, stands
  - Banners, logos, and promo's
  - Decoration parade route from Miramar Circle to Harley Davidsons showroom and décor from New Patto Bridge Panaji to Campal ground
  - Masks to be displayed- 60
- 7.18 The successful bidder shall arrange for proper lighting system at the venue and Parade route.
- 7.19 The successful bidder shall ensure that any and all forms of advertising or promotion during the event does not include mention of smoking, alcohol, gutkha, pan masala, political, racial or vulgar content.
- 7.20 The successful bidder shall arrange for excellent quality PA system for running commentary with professional comparer at the starting point.
- 7.21 The successful bidder shall arrange Goa Police Float on the theme, Crime/ Security/ Traffic Rules etc. with sound and generator at 4 main centres.
- 7.22 Artist F & B on site shall be provided by the successful bidder.
- 7.23 The successful bidder shall arrange for manpower, volunteer, ushers, hostesses, artists including Rehearsal's venue.
- 7.24 The successful bidder shall provide sitting area cum stage with adequate backdrop and design parameters as approved by the Authority.
- 7.25 The successful bidder shall arrange for the following as mentioned to be distributed to the audience: -

Sr No.	Items	Quantity
1	Paper Carnival Caps	2000

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2	Paper Carnaval eye masks	4000
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- 7.26 The successful bidder shall design webpage on Goa Carnaval containing all information and linked to Department of Tourism/ Goa Tourism Development Corporation website.
- 7.27 All the posts created shall be uploaded on Facebook and Instagram regularly with the assistance of the Authority.
- 7.28 The successful bidder shall arrange media platform on the right of VVIP area admeasuring 80\*16 feet. This is to ensure that no media representative shall be there on the roads.
- 7.29 The successful bidder shall make sure the arrangements of PA system at Miramar Circle in addition to the PA system as mentioned in clause 2.1.19 that will be installed for the running commentary at VVIP/VIP area.
- 7.30 The successful bidder shall arrange suitable décor in Panaji City to build up the ambience of the venues to the international standards.
- 7.31 The successful bidder shall have suitable decorative at the venue in consultation with the Authority and as per the designs and creative’s approved by the Authority.
- 7.32 The successful bidder shall make sure the creative’s are executed. The proposed decoration is to be executed from the street connecting the Panaji city- Patto bridge to Campal for 4 days.
- 7.33 The successful bidder shall make sure 200 numbers of cut outs, banners masks, lightening décor to create festive Carnaval atmosphere.
- 7.34 The successful bidder shall make sure art installations to be set up at traffic circles namely KTC Panaji bus stand, Divja circle and Miramar circle.
- 7.35 The successful bidder shall make sure that the Décor include sponsors logo, brandings, “Goa Carnaval”, alphabets to be installed with LED lamps decorative.
- 7.36 The successful bidder requires executing and erecting one entry arche which will be installed at the airport or any other location as specified by Department of Tourism for four days, welcoming tourists for the Carnaval 2024.
- 7.37 The successful bidder shall take prior approval of the design creation from the Authority.
- 7.38 The successful bidder shall also take prior permissions/ NOCs required from the Authority.
- 7.39 The successful bidder shall arrange the following as mentioned below: -

No.	ements	tails	its	. of days
	trance Arch			
	ars	**3’)		
	o Facia with suitable printing	**5’)		

The successful bidder shall provide detailed plan to manage garbage and to maintain

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cleanliness in the below mentioned areas. The objective of the Conservancy plan shall be to ensure that the festival areas are to be spotlessly clean in accordance with the international image of the festival. Any shortfall in the Conservancy plan shall be viewed seriously by the management of the authority and it shall be the total responsibility of the successful bidder to ensure neat and clean surroundings during the entire duration of the Festival. The areas will be covered under the Conservancy plan are Panaji- Parade Venue and area surrounding the parade venue.

- 7.40 The successful bidder shall affix garbage collection boxes at all the potential garbage generating sites as per directions of CCP. The sites shall be identified by the successful bidder.
- 7.41 The successful bidder shall actively coordinate with the local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented.
- 7.42 The successful bidder shall arrange for the portable toilets at the following venues and arrange for the maintenance at least one staff per toilet i.e., 20. the successful bidder shall arrange portable toilets as follows-

IP	
o	
dia Pandal	
en Ground	
Starting point of the parade route	

- 7.43 The successful bidder shall arrange for the below mentioned festive uniforms for the volunteers and other officials and shall be supplied one month prior to the Carnival.

No.	Items	Quantity
	festival collared T- Shirts	100
	festive caps	100

(\*the T-Shirts shall be made up of good quality cotton cloth and adequately branded.)

- 7.44 The successful bidder shall arrange temporary signboards at all the venues of Goa Carnival 2025. The venue being the airport, roads leading to the festival venues & or any other suitable venue.
- 7.45 The successful bidder shall take prior approval from the Authority for layout and design of the temporary signboards.
- 7.46 The successful bidder shall follow following instructions for the temporary signboard's installations: -

No.	Item	Description
	Complete Signage i.e., Printing, Cutting of foam board Installation at all the	Printing of foam board Signage on light poles, walls, with

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	venues as per the requirement of signage's	necessary clamps, binding wires etc.
	fabrication and installation of metal frames, standees, and road signage's	
	flex hanging pennants	hanging pennants for all the festival venues i.e., along with Printing on Flex, sticking/pasting, making loops. inclusive of all materials 10ftx4ft, including installation cost
	Pole pennants	100 no. along Panaji parade route. The Panaji city décor must be completed 7 days before the Panaji parade
	flex double sided with loops on top & bottom	Printing on flex double sided with loops on top & bottom of proposed size-7ftx1.5ft and include Installation of pennants on light poles on the road leading to Panaji city from under the bridge to Miramar Circle.

7.47 The successful bidder shall arrange for professional photographers and videographers to cover all the events organized at the various venues. The photographers are to cover the events in a digital camera and provide photographs prints and soft copies of each event at the end of the day. Similarly, the videographers have to cover major events at all the venues and highlights of events at the Festival theatres in a video camera and provide ten DVDs within 15 days of the completion of event. Minimum of 500 Nos. of photographs of each event. Installation of 20 CC TV Cameras with cabling and control room along the official Carnival parade route as per the advice of Goa Police and other security agencies. Agency has to provide High resolution/4K short video's/films of about 5-6 minutes and all raw footages of the event.

7.48 The successful bidder will have to factor in all the cost of the manpower required to coordinate with the Authority. The Authority will provide with festival volunteers / executives at all the venues to meet the requirements of hospitality, transport etc. However, the coordination of all the festival executives will be done by the successful bidder with the help of the Authority. This cost of manpower required by successful bidder to coordinate and supervise the festival executives appointed by the Authority to be quoted in the Manpower costs.

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- 7.49 The successful bidder shall arrange a contest to select a Goan King Momo 15 days prior. The bidder also ensures costume stitching, arrangement of minibus for King Momo and his Entourage (10pax) for all the 4 centres as mentioned in this RFP.
- 7.50 The successful bidder is solely responsible for transportation of King Momo and his entourage to the 4 Carnaval venues.
- 7.51 The successful bidder shall pay remuneration of approx. INR 1,50,000 min. for the arrangement for transport, refreshments and costumes for other participants of the lead float.
- 7.52 The successful bidder shall arrange Confetti sweets along with 5 decorative baskets at all the 4 centres.
- 7.53 The successful bidder shall design and exhibit a world class lead float on Carnaval theme with Celebrity and King Momo. The float will be truck mounted and will be three dimensional with recorded music and sound. Design and fabrication of Lead Float of Carnaval mounted on Tempo, including hire of vehicle for 4 days prior to event. A Copy of the design of the Lead Float along with detailed specifications to be submitted at the creative presentation. Proper arrangement must be made to climb on the vehicle. The height of the Float should be below 14 feet from the ground level. Performance of live band along with decorated vehicle for all the four days. Hire of sound system with generator for all the 4 days. The Vehicle and generator sound system to be arranged separately and will have to be duly decorated in accordance with the Lead Float and in consultation with the Authority. Float will go to 4 cities as lead float.
- 7.54 The successful bidder shall arrange for dance team of maximum size of 30 participants with costumes, refreshments, transport etc.
- 7.55 The successful bidder shall arrange press conference in Goa for local media and one month promotion of the event.
- 7.56 The successful bidder shall arrange for 10 hoardings in the state average size of 20x20 ft. at least 30 days prior to the event to publicize the event.
- 7.57 The successful bidder shall execute live campaign of the event on Goa Tourism official Face book page.
- 7.58 Any costs over and above indicated above, which the successful bidder may think would form a part of the overall cost for GOA CARNAVAL 2025 may be included. The same may please be specified item wise with the detailed break up of costs. It may be noted that any cost specified in this section shall be considered while deciding the successful bidder.
- 7.59 The successful bidder shall arrange for Goa Police float on the theme crime, security, traffic rules etc. with proper sound arrangements at all the centres.
- 7.60 The successful bidder shall arrange for 5 observation towers for Goa Police and set up view cutter as directed by the Police authorities.

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7.61 The successful bidder shall produce theme song of the festival two weeks prior the event and take necessary approval from the Authority.

### **(g) SCOPE OF WORK OF SHIGMO FESTIVAL**

During their engagement with the Authority, the Successful Bidder is required to set up, manage and operate the Shigmotsav Festival for the Authority. The festival will be held for duration of 10 to 15 days. The scope of work shall include:

#### **8.0 Décor at Harmony Circle (Ponda) or Gandhi Circle, Divjam Circle, KTC Panjim Circle, Miramar Circle and front of Panjim Church.**

The successful bidder shall make sure the décor consists of colourful, giant Dhol, and Taso Players (18 to 20 feet) shall be central mega characters of the décor.

The successful bidder shall make sure the décor depicting Shigmo parade have min.15 artistic rendition of characters like village woman in colourful attire, a village landlord in traditional attire and grandeur etc.

The successful bidder shall make sure traditional Shigmo elements such as Gudi, Aptagir and Tarang should be displayed in minimum 200 nos.

The successful bidder shall make sure the materials used are fibre, glass, cloth, metal, wood, and other permissible materials used in the events.

The successful bidder shall arrange for illumination with aesthetic lighting for characters at night and electricity cost shall borne by the successful bidder.

The entire Dayanand Bandodkar Route from Divja circle to Miramar shall be adorned with festive splendour for Shigmo 2025 five days prior Panaji Float Parade.

The successful bidder shall make sure that each of the poles shall be decorative with min. 100 Shigmo motifs depicting various traditional designs and folk art, Aptagirs, Tarangs, Gudis and other traditional elements associated with Shigmo should be hoisted on poles.

The successful bidder shall make sure the décor has dindya patakas as tradition aldécorelements throughout DB Marge Route.

**The successful bidder shall decorate Shigmo Parade befitting of the colourful festival.**

The successful bidder shall decorate the entire route adorned with uniquely designed minimum 20 pillars of height of minimum 20 ft.

The successful bidder shall install on either side artistic creations such as human figures, dancers, masks, peacocks, mounted on around 15 feet pillars.

The successful bidder shall opt for any other suitable place in case of emergency with the proper discussion with the Authority.

#### **8.1 Viewing Gallery**

- vi. The successful bidder shall arrange attractive viewing gallery set up at Miramar during Panaji shigmotsav for minimum 250 VVIPs including Chief Guest, dignitaries, and the Authority officials for Shigmo parade in Panaji.

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- vii. The successful bidder shall arrange raised platform for viewing gallery with chairs and appropriate décor based on shigmotsav theme.
- viii. The successful bidder shall provide snacks and refreshments to the invites of minimum 250 quantity.

### **8.2 Illumination and Security**

- i. The successful bidder shall arrange proper aesthetic illumination at all the sites as mentioned above in clause 2.1 (A).
- ii. The successful bidder shall also include electricity and cabling costs including that of DG sets, the cost for arrangement shall be borne by the successful bidder.
- iii. The successful bidder shall arrange for minimum 30 security personnel at each site as mentioned above in clause 2.1 (A).

### **8.3 Conservancy and Garbage Management**

- i. The Successful Bidder shall provide a detailed plan to manage garbage and to maintain cleanliness. The objective of the Conservancy plan shall be to ensure that the festival areas are to be spotlessly clean in accordance with the international image of the festival.
- ii. Any shortfall in the Conservancy plan shall be viewed seriously by the Authority and it shall be the total responsibility of the Successful Bidder to ensure neat and clean surroundings during the entire duration of the Festival.
- iii. Area surrounding the venue will be covered under the Conservancy plan.
- iv. The successful Bidder shall affix garbage collection boxes at all the potential garbage generating sites as per directions of CCP. The sites shall be identified by the successful Bidder.
- v. The successful Bidder shall actively coordinate with the local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented.

### **8.4 Chemical / Portable Toilets**

- i. The successful Bidder shall arrange to install & maintain 20 Chemical toilets (10 Male and 10 Female) at the venue and arrange for the daily maintenance for the use of visitors.

### **8.5 Signages**

The successful Bidder shall provide adequate temporary signage's at the following locations of Shigmotsov Festival 2025. The charges to be paid to local authorities, if required for signage spaces will be made in the name of Department of Tourism (Note:- payment to be made by agency. Department will reimburse the same as per actuals on submission of payment receipt.)

- a. Roads leading to the Festival venue i.e., D B Marg or any suitable road as decided by the Authority.
- b. The layout & design will be as per the theme of the festival.

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### **8.6 Videographers and Photographers / CCTV Cameras**

- i. The Successful Bidder shall arrange professional photographers and videographers to cover the entire festival.
- ii. The photographers shall cover the events in a digital camera and provide photographs prints and soft copies of each event at the end of the day. Minimum 500 nos. of photographs shall be captured on each day.
- iii. The videographers shall cover major events at the venue and highlights of events at the Festival theatres in a video camera and provide ten DVDs within 15 days of the completion of event.
- iv. 4- to 5-Minute-High resolution edited film of the festival must be produced to be uploaded on website.
- v. Also, short video bites/ Testimonials of Guest and Visitors at the Event to be submitted to the Authority.
- vi. 10 nos. of CCTV cameras to be installed at significant places and data to be maintained by the Successful Bidder for One Month.

### **8.7 Manpower Costs**

- i. The successful Bidder shall factor in all the cost of the manpower required to coordinate with the Authority. This cost of manpower required by the successful Bidder to coordinate and supervise the festival and the executives appointed by the Authority shall be quoted in the Manpower costs.
- ii. Minimum 30 personnel to be engaged for the said festival. The successful Bidder will have to furnish details of personnel to the Authority along with their copy of identity cards at the time of submitting report.

Note: Any liability of above said personnel will be borne by the successful Bidder and not by the Authority.

### **8.8 Publicity / Marketing**

- i. The successful bidder shall arrange minimum 1500 T-Shirts/ Kurtas with tourism and Shigmotsav logo to the Authority 15 days prior of the festival.
- ii. The successful bidder shall arrange minimum 1500 caps/ phetas with tourism and shigmotsav logo to the Authority 15 days prior of the festival.
- iii. The successful bidder shall produce theme song of the festival at least 15 days prior of the festival with high resolution/ 4K version of one minute duration and shall give publicity on all Goa Tourism social media handles using paid publicity of Rs. five lakhs minumun 30 days before event.
- iv. The successful bidder shall arrange press conference in Paryatan Bhawan in Panjim for local media such as electronic and print media with press kits and refreshments.

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- v. The successful Bidder has to put-up 10 hoardings in Goa average size of 20x20 ft. (Sites to be approved by the Authority) at least 15 days prior to the event and during the event to give publicity to the event.
- vi. Successful bidder shall execute Face book and Instagram like Campaign in coordination with social media management agency of the Authority so as to popularize the event through social media.

### **8.9 Liaison**

- i. The Successful Bidder shall liaise with the Authority and coordinate with sponsors, Govt/semi Govt/ autonomous bodies.
- ii. The Successful Bidder will also have to coordinate with the Authority for fixing up of various banners, buntings, hoardings and any other related activities during the Shigmotsav Festival 2024.
- iii. The Successful Bidder may require to extend additional support services to the Authority as a part of the overall coordination activity.

### **8.10 Miscellaneous Costs**

Any costs over and above indicated above, which the successful Bidder may think would form a part of the overall cost for Shigmotsav Festival 2025 may be included. The same may be specified item wise with the detailed break up of costs. It may be noted that any cost specified in this section shall be considered while deciding the L1 party.

### **8.11 Management Fees**

The Successful Bidder shall quote the fee towards overall management and organization of said festival.

### **8.12 Obtain NOC's / permissions for the project**

- i. The Successful Bidder is required to undertake necessary actions to maintain and organize the Shigmotsav Festival while ensuring adherence to all statutory guidelines and regulations.
- ii. The Successful Bidder is required to identify and apply for any relevant NOCs / permissions / approvals for undertaking the Project through the Authority including but not limited to:

<b>Indicative list</b>		
<b>SrNo.</b>	<b>NOC / Clearance / permission</b>	<b>Concerned Department</b>
1	Music Licensing	PRS, PPL TPPL licensing Department
2	Fire safety	Fire Department
3	Entertainment tax	Commercial Taxes Department
4	Any other	

- iii. The Authority will facilitate the successful bidder in obtaining the necessary NOCs / permissions / approvals for the Project.

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- iv. The Successful Bidder will have to make payment towards Venue hire charges, Excise, FDA & CCP and the same will be reimbursed to the Bidder by the Authority as per actual on submission of receipt.

## **(h) SCOPE OF WORK OF SPIRIT OF GOA FESTIVAL**

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**9.0** During their engagement with the Authority, the Successful Bidder is required to achieve the objectives through the methodology called Edutainment. While all the characteristics are being presented, the Successful Bidder should ensure that it conceptualizes the festival to engage and entertain the visitor while achieving the objectives. Care shall be taken to present the facts authentically and effectively for which interaction with various associations is critical. The festival will be held for a duration of 3 days.

### **9.1 Edutainment**

- i. While this festival will present uniquely and creatively the rich Goan Spirit and heritage with a focus on Homegrown elements, the stage can be set to present the Fusion and the originals.
- ii. Various themed dances, songs and acts that go with the festival should be conceptualized and presented to make the evening an integrated edutainment capsule.
- iii. The stage area should not be the only area for engagement as there could be multiple interactive kiosks that need to be conceptualized creatively that will engage and entertain while delivering the objectives mentioned in the document.

### **9.2 Layout Plan**

- i. The entire area shall be well segregated and sectioned/integrated as follows:
  - a. Food Items – snacks and main course using authentic Goan elements.
  - b. Drinks – Home grown beverages and cocktails. The drinks section can be further classified to present the originals and the mixes which can be called as the Fusion section.
  - c. The Arts and Crafts section.
  - d. The extracts/industrial section
  - e. The Agro Section
  - f. The Edutainment Section for workshops & master classes
  - g. The Installation sections to be showcased with live demos.
- ii. All the above sections to feature innovative ways of presenting the objectives by entertaining the visitor. High engagement models may be applied by the Successful Bidder.

The scope of work for the Successful Bidder shall include the following:

### **9.3 Venue**

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The main event will be organized at Colva. The Authority at its sole discretion may decide on other suitable venue in Goa which shall be communicated to the Successful Bidder.

- ix. The agency shall inspect the ground and field conditions, carry out site preparation, if any would be necessary, like filling/clearing/leveling at own cost.
- x. The agency should cover the ground area of approximate size of 4,000 sq. meters with fresh new green carpeting. Leveling & watering of the ground shall be conducted suitably by the Agency befitting the event.
- xi. The agency should provide the required services for the parking of 500 cars/ vehicles and deploy adequate security staff for the same for smooth and effective management in the designated parking area.
- xii. The agency shall ensure that the open drain inside the premises from main gate leading to the sea is not filled/ blocked during site preparation/ usage during the event. The Bidder shall agree to clear the fill/blockage etc. if any occurs.
- xiii. The agency should clean-up the sites and drain of garbage, muck, plastic, disposables, filth, etc. after the event and facilitate handover of the premise accordingly.

#### **9.4 Overall Theme and Décor**

The Successful Bidder shall present the entire event in a traditional themed ambience giving the visitor a rich experience of the heritage and value of Goa. Right from the stage backdrop, to the VIP lounge to the stalls, the boundary and the entry arches, the traditional yet rich heritage of the event should radiate through.

#### **9.5 Programme / Concert**

- i. The Successful Bidder shall arrange for entertainment on all four days.
- ii. Entertainment programmes of 4 hours for all 4 days must consist of traditional brass Bands, Local flavors Bands, Fusion Bands, Fusion Dances, Local Dances, Acrobatics, Dances using heritage elements, Dances using natural props, Acrobatic bartenders performing mixes with feni etc.
- iii. The Concerts shall start from 6:30 pm to 10:00 pm and will also include performances from Goan artists and singers.
- iv. The Successful Bidders shall arrange to provide suitable projection and sound equipment suitable for the venue.
- v. The Successful Bidder should indicate the cost for a total of 4 days of live performances and concerts at Dayanand Bandodkar Football ground at Campal or any other suitable venue. The cost should be inclusive of the stage setting, light, sound, audio visual equipment etc. The number of projectors/sound equipment's / lights and other equipments are only indicative.
- vi. It shall be the complete responsibility of the Successful Bidder to visualize the requirements of the event and to quote accordingly and to submit the consolidated costing in Price bid.

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vii. In addition to the above mentioned activities, the following works shall also be a part of above head.

Sr. No.	Description of work	Details / Particulars	Quantity Required
1	Concert Venue and Parking Ground Stage, décor sound lights for four days all inclusive to be arranged by EMA.	Dayanand Bandodkar football ground at Campal to be prepared as the concert venue. Parade ground to be prepared as parking venue. *or any other suitable venue(s) as decided by the Authority	The venue will be booked by Department of Tourism (Note:- Payment to be made by Agency. Authority will reimburse the same as per actuals on submission of payment receipt.)
2	Stalls and food court The stalls shall be of cloth/fiber/octomom/pre-fabricated with proper design / theme/ décor as per approved layout. No continental cuisine or non Goan cuisine shall be permitted. Stalls/shacks may also be allotted to traditional and registered self-help groups. The stalls/installations shall be open from 5:00 pm to 11:00 pm. Stall to be provided with facia names.	Size of the stall shall be 3m X 3m and 8 ft ht.	Erection & Providing on hire 40 nos. stalls. There shall be seating arrangement for minimum 400 pax in the venue with tables and chairs.
3	Stage for Concerts Stage: Providing on hire stage with truss with adequate enclosures for green rooms and backstage management. These are the basic requirements. However, agency needs to create an innovate stage design and present the same. Steps on both sides of the stage with proper landing space. Green rooms for artist & performers. Stage gear will have to comprise of full back line gear as would be required for a full 6 to 7 piece band. Mics will need to be provided on stage for all performers as may be required by them. Sound logistics needs to be comprehensive in this regard and must account for any last minute request that will be made by the performers.	The truss shall be 48ft x 32 ft  The height of the stage shall be between minimum 5ft to 6ft	

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4	<p>Special Lounge The EMA shall construct a specially designed Lounge to go with the theme for VVIP. The lounge should have 4 waiters and provide specially created refreshments and soft drinks to visiting dignitaries on all days.</p>	5 mtrs x 5 mtrs	1
5	<p>Providing on hire appropriate designed tables/chairs/sofas to go with the theme for the VVIP enclosure / barricading. Innovations in this regard may be presented. Also Providing on hire plastic ordinary chairs and round tables duly covered within VIP enclosure near stage area</p>		120 nos. plastic ordinary chairs and 25 nos. round tables
6	<p>Venue Constructs Creative décor-Providing Goan style décor and concept for the entire area, relevant to the theme of the previous The Spirit of Goa Festival. The main area for the event will have to be masked in cloth on all four sides. Venue Barricading on periphery- (cloth/tin with bamboo). Barricading for stage front &amp; console Barricading for carpeted entrance metal barricades S/L/V console riser Backstage Green Matting Plastic Chairs for console &amp; backstage.  Rectangle tables with covers for console &amp; backstage Glow sign box signage placement for sponsor as per requirement  Manpower /Setup  Plastic Chairs for general public seating</p>	<p>28'x24'x3' 7000 sqft  50  12  3000</p>	lumpsum
7	<p>Entrance gate/Arch: Decoration of entrance gate including entry arch shall be done in the festival theme in three dimension design. Arch shall be provided with proper decoration as approved by the Authority.</p>	<p>As per design approved by the Authority.  Arch should be minimum 2.5 metres high and 10ft. wide</p>	
8	<p>LCD, PA system and two big screens with reverse projection. LCD projectors must be 4000 luminescence plus to ensure visibility even when venue lights are on.</p>		

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9	Venue Lighting and parking area lighting on scaffolding towers 24ft ht. each Halogens / metalhalides Mains Cabling Plug Boards Transportation & Cabling & Manpower	100	
10	Stage gear shall comprise of full back line gear as would be required for a full 6 to 7 piece band. Mics will need to be provided on stage for all performers as may be required by them. Sound logistics needs to be comprehensive in this regard and must account for any last minute request that will be made by the performers.		-
11	Inaugural and closing functions All arrangements including refreshments, one podium floral decoration on these.		
a)	20 nos. of VIP executive chairs to be provided on the venue and 6 nos. of deluxe cushioned sofa sets to be provided in the first row.		
b)	10 flower bouquets to be provided for opening and closing ceremonies.		
c)	Professional comperes to be provided. (1 Female & 1 male)		
d)	Appropriate décor on the backdrop		
e)	In addition, the EMA will have to provide refreshment for the VVIP Section during entire duration of the event.		
12	Sound system to be provided by contractor approx. 15,000 WATTS along with stage lighting of 24 par cans, 6 LED Washes, 6 profile spots, 6 Moving Heads, 6 Scanners, 1 follow spot light of 1200 HMI, 1 smoke machine heavy duty and any other lights. The EMA shall arrange illumination for parking area, ambient illumination and illumination in the centre of main area.		-
13	Generator 120 KVA with diesel and the same should be sound proof.		4 nos
14	Erection & providing on hire temporary toilet facilities for public.		8 nos
15	Security Guards/ Bouncers		
a)	Prior to event		4 Guards (24 hours shift)

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b)	Festival Days		6 Guards (12 hours shift) 6 Guards (24 hours shift)
c)	Bouncers for 4 days during event timing.		4 Bouncers (12 hours shift)
16	Arrangements for sweeping, housekeeping, cleaning and maintaining cleanliness in the area. Watering of the area should be done to prevent dust without disturbing the normal set up on a daily basis. The wet and dry waste must be segregated as per guidelines laid down by CCP and other authorities. Dustbins & Conservatory plans.		
17	a) Providing 2 tube lights and a connection point of 5 amps for each stall/Installation		
	b) Providing venue lights surrounding the area.		
	c) 1 Table/ 2 chairs		
18	Miscellaneous like Communication (Walkies&Clearcoms), Crew Badges, etc.		
19	Arts and Crafts by professional small scale traders to be displayed/sold.		-
20	On the spot competition on arts & crafts to be created.		
21	Cookery Competitions LIVE counters for on the spot cookery contest to be held for preparing theme based dishes. Top 4 items to be chosen. Panel of judges to be selected. Prizes for the winners. In one LIVE counter there will be a master chef demonstrating live cooking using traditional elements		
22	Workshops/Master class to be organized at venue.		
23	Live demos for distillation of Cashew & Coconut Feni to be organized by the EMA in collaboration with the Distillers Association.		
24	Cashew Apple Fruit Stomping to be organized at the Venue		
25	1 full Bar Counter to be organized for Feni tasting which can be managed by one distiller on a daily basis.		
26	At least 5 food stalls should have shack like ambience to serve out authentic Goan dishes.		

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27	The Games Arcade EMA shall provide special area for demonstration and organizing themed games that need to be conceptualized and installed. The games need to be innovative in nature and must bring out the spirit of the festival.		
28	Printing of 1000 invites 50 posters and 2000 leaflets indicating the festival dates.		
29	Felicitation Ceremony The EMA will have to arrange felicitation ceremony to felicitate the dwindling tappers		
30	Webpage The EMA will have to create and design a web page cover and host the same on Dept. and GTDC website at least 15 days before the event so as to give wide publicity. Similarly, the information will have to be uploaded on Face book page also to popularize the festival through social media.		
31	Camera setup, production and editing		
32	Miscellaneous charges		

### 9.6 Fireworks Show

- The fireworks show shall be of minimum 2 minutes duration on all 4 days of the event, at the location specified by the Authority. The show should include fancy display of assorted fireworks and artistically planned.
- The fireworks show conducted should not exceed the noise pollution limits laid down by the Government. All safety parameters should be adhered to and the Agency shall be solely responsible for any injury or damage caused to any person/property during the fire work show, if any. The Authority shall not bear any responsibility in this matter.
- In case additional fireworks are required for other alternate venues then the Authority shall make a proportionate payment to the Successful Bidder, depending on the duration of the show.

### 9.7 Conservancy and Garbage Management

- Area surrounding the concert and parking venue will be covered under the Conservancy plan.
- The Successful Bidder shall provide a detailed plan to manage garbage and maintain cleanliness. The objective of the Conservancy plan shall be to ensure that the festival areas are to be spotlessly clean in accordance with the international image of the festival.
- Suitable garbage disposal bins near the stalls and at the venue.
- Any shortfall in the Conservancy plan shall be viewed seriously by the Authority and it shall be the entire responsibility of the Successful Bidder to ensure neat and clean surroundings during the entire duration of the Festival.
- The Successful Bidder shall affix garbage collection boxes at all the potential garbage generating sites as per directions of Corporation of City of Panaji (CCP). The sites shall be identified by the Successful Bidder in coordination with the CCP.
- The Successful Bidder shall actively coordinate with the Authority, local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented.

### 9.8 Chemical Toilets

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The Successful Bidder shall arrange to install & maintain 10 Chemical toilets at the venue and arrange for their regular maintenance towards usage of visitors.

### 9.9 Signages

- i. The Successful Bidder shall provide adequate temporary signages at the following locations for the event. Applicable charges as required for signage locations are to be paid to local authorities in the name of Department of Tourism (Note:- payment to be made by Agency. Department will reimburse the same at basis submission of payment receipt.)
  - a. Roads leading to the Festival venue i.e. D B Marg or any suitable road as decided by the Authority
  - b. The venue i.e. DayanandBandodkar Football Ground at Campal or any suitable venue as decided by the Authority
  - c. The layout & design will be as per the approved theme of the festival. The signage requirement is as follows.

Sr no	Item
1	Complete Signage i.e. Printing, Cutting of foam board and Installation at all the venues as per the identified signage requirements Fixing of foam board signage on light poles, walls, with necessary clamps, binding wires etc.
2	Fabrication and Installation of Metal Frames, Standees and Road Signages

### 9.10 Videographers and Photographers / CCTV Cameras

- i. The Successful Bidder shall arrange professional photographers and videographers to cover the entire event.
- ii. The photographers shall cover the events with a digital camera and provide photograph prints and soft copies of the event activities by the end of the same day. Minimum 500 nos. of photographs shall be captured on each day.
- iii. The videographers shall cover major activities and highlights at all the event venues vide video camera and provide ten DVD's and 1 pen drive with content in digital format within 15 days of the completion of event to the Authority.
- iv. 5 to 6 Minute High resolution edited film of the festival is to be submitted to the Authority on a pen drive within 15 days of the completion of event.
- v. Short High resolution video bites/ Testimonials of Guest and Visitors at the Event to be submitted to the Authority within 15 days of the completion of event on a pen drive.
- vi. 10 nos. of CCTV cameras are to be installed at significant places and data is to be maintained by the Successful Bidder for 3 months from end of event at its own cost.

### 9.11 Manpower Cost

- i. The Successful Bidder shall factor in all the cost of the manpower required to coordinate with the Authority. Cost of manpower required to coordinate and supervise the festival and the executives appointed by the Authority shall need to be considered in the financial quote in the Manpower costs. The Successful Bidder will be expected to coordinate and supervise with the personnel as per work requirements during the actual execution of the event.
- ii. Minimum 40 personnel to be engaged for the said event. The Successful Bidder will have to furnish details of personnel deployed at the event to the Authority along with copy of their identity cards and attendance at the time of submitting report.

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Note: All liability of above said personnel will be borne by the Successful Bidder. The Authority shall not be liable for any liabilities/ payments relating to said personnel.

#### **9.12 Mobiles and Communication Facilities**

The Successful Bidder shall factor overall costing towards the event, adequate costing towards their internal communication facilities to its ground staff so as to maintain smooth execution of various activities during the event. However, this cost shall not be required to be quoted separately in the final consolidated statement.

#### **9.13 Liaison**

- The Successful Bidder shall liaise with the Authority and coordinate with sponsors, Govt / semi Govt / autonomous bodies.
- The Successful Bidder will also have to coordinate with the Authority for fixing of various banners, buntings, hoardings and any other related activities during the event.
- The Successful Bidder may be required to extend additional support services to the Authority as a part of the overall coordination activity. The above activities are indicative in nature.

#### **9.14 Setting up of Stalls**

- The Successful Bidder must erect stalls at the concert venue of Festival to fulfil the requirement of the sponsors as well as marketing of the stalls by the Authority.
- All the necessary permissions for setting up the stalls will be obtained by the Successful Bidder / the Authority and the charges are to be paid to concerned Govt. agencies like CCP, Municipalities/ panchayat, Excise, and Fire Dept etc. The payments to various applicable government agencies/ authorities has to be made by the Successful Bidder and same will be reimbursed to the bidder at actuals after submitting payment receipt to the Authority.
- The stalls will have to be provided with 2 chairs, 1 table, 2 tube lights, one 15 amps power point and 1 backup power point. There has to be Generator power backup for all the stalls.
- Generator power backup shall be provided for all the stalls.
- Appropriate licenses will have to be obtained from the concerned government agencies by the Authority. The Successful Bidder will assist the Authority for the same.
- The stalls will have to be erected and handed over at least 1 day prior to start of the event.
- The exact location of the stalls will be approved by the Authority. The stalls will have to be in the exact place as earmarked by the Authority.
- The creative design concept of the stalls to be erected will have to be adhered to by the Successful Bidder.

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- ix. The power supply requirements will have to be arranged by the Successful Bidder. Backup power for the stalls must be provided by installing generators. All the arrangement for internal lighting will have to be provided by the Successful Bidder.
- x. The Successful Bidder shall maintain the stalls in the following manner:
  - a. Clean up the stalls of litter and maintain the décor and quality of the stall.
  - b. Sprinkle water around the ground regularly (minimum twice daily) to control the dust.

#### **9.15 Various Competitions/ Contests & Demos**

The agency will have to organize Competitions / contests like cooking / recipe etc. with sponsored prizes which will be judged by a celebrity Chef. The cooking competition must promote local cuisine and must showcase the same to the visiting tourists. The agency is also free to suggest any other alternative activities that will attract attention and participation. The winning recipe must be given to PR agency to be displayed on website and social media etc.

#### **9.16 Publicity / Marketing**

- vii. The Successful Bidder must put-up 10 hoardings in Goa average size of 20x20 ft. (Sites to be approved by the Authority) **at least 15 days prior to and during the event to publicise the event.**
- viii. 10000 leaflets to be printed in 4 colours on 130 GSM Art paper for distribution to tourists in Goa through Hotels.
- ix. Banner advertisements must be issued for all local cable TV channels (5 nos.) for ten days for event publicity.
- x. 10 nos. of thirty second spots must be released on four local FM stations for ten days for event publicity.
- xi. Successful Bidder shall execute social media campaign (including posts on Face book and Instagram) in coordination with social media management agency of the Authority to popularize the event through social media.

#### **9.17 Workshop / Master Classes**

The Successful Bidder shall organize master classes and workshops on subjects provided by the Authority and the various associations involved like the Distillers Association, The Goa Horticulture Department etc. at the venue in a suitably sized combined stall that will have it's own PA system, tables and chairs for about 30 people.

#### **9.18 Miscellaneous Costs**

Any costs over and above those indicated above, which the Successful Bidder envisages would form a part of the overall cost for the event may be included. The same may be specified item wise with the detailed break up of costs. It may be noted that any cost specified in this section shall be considered while deciding the L1 party.

#### **9.19 Management Fees**

The Successful Bidder shall quote the fee towards overall management and organization of said festival.

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## 9.20 Obtain NOC's / permissions for the project

- iii. The Successful Bidder is required to undertake necessary actions to maintain and organize Spirit of Goa Festival while ensuring adherence to all statutory guidelines and regulations.
- iv. The Successful Bidder is required to identify and apply for any relevant NOCs / permissions / approvals for undertaking the Event on behalf of the Authority including but not limited to:

Indicative list		
S.No.	NOC / Clearance / permission	Concerned Department
1	Music Licensing	PRS, PPL TPPL licensing Department
2	Fire safety	Fire Department
3	Entertainment tax	Commercial Taxes Department
4	Any other as applicable	

- v. The Authority will facilitate the successful bidder in obtaining the necessary NOCs / permissions / approvals for the Project.
- vi. The Successful Bidder will have to make payment towards venue hire charges, excise, FDA, CCP, etc. and the same will be reimbursed to the Successful Bidder by the Authority as per actual on submission of receipt.

## 3. TIME & DELIVERY SCHEDULE

### 3.1 Proposed Start Date of the Campaign

The timing of the proposed media campaign is vital for its success. The Authority will approve the proposed start date of the Campaign ("Start Date") and communicate the same to the Successful Bidder. Hence, the selection of a Successful Bidder through this tender and issuance of LOA to them at this stage does not imply starting of the Campaign immediately.

### 3.2 Duration of the Campaign

The proposed duration of the campaign is 1 month i.e. from the start date. The said duration of the campaign may extend, depending on performance of the Successful Bidder during this campaign period or as decided by any empowered committee of the Authority.

### 3.3 Next Steps on selection of Successful Bidder

The Authority will strive to adhere to the following schedule on selection of the Successful Bidder for undertaking the campaign.

SNo.	Description of Deliverables	Date
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1	Issuance of LOA to the Successful Bidder	T
2	Submission of detailed Campaign plan by the Successful Bidder	T+7days
3	Start date of the Campaign, as approved by the Authority	S
4	Submission of interim Performance Report of the Campaign by the Successful Bidder	S+30 days
5	End of Campaign	S+42 days
6	Submission of final Performance Report of the Campaign by the Successful Bidder	S+50 days

The service shall stand completed on acceptance and approval by the Authority of all the Deliverables of the appointed Service Provider.

The Services shall be deemed completed and finally accepted by the Authority and the final Deliverables shall be deemed approved by the Authority as satisfactory upon expiry of 30 (thirty) days after receipt of the final Deliverable unless the Authority, within such 30 (thirty) day period, gives written notice to the Service Provider specifying in detail, the deficiencies in the Services. The Service Provider shall thereupon promptly make any necessary corrections and/or additions (including extending the campaign to the extent of deficiencies observed by the Authority), and upon completion of such corrections or additions, the foregoing process shall be repeated.

#### **4. PAYMENT TERMS**

- 4.1 The Authority will not pay any advance to the Successful Bidder for undertaking the campaign. 100% of the payment will be paid on completion of the campaign only i.e. on submission of the final performance report to the Authority. The payment will be done in Indian Rupees (INR) only.
- 4.2 The Authority will determine any deficiency and unsatisfactory performance of the Successful Bidder based on minimum commitment provided by them as specified in clause 3.1.1. in this document. In such cases, the following deduction will be made in the payment to the Successful Bidder:

<b>Sr. No.</b>	<b>Deviation from Minimum Commitment (as per Campaign Plan submitted by the Successful Bidder)</b>	<b>Deductions to Payment to be Successful Bidder</b>
1	Upto 10%	Nil
2	10%-25%	Upto 25% of total quoted amount by the Successful Bidder

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3	>25%-50%	Upto50%oftotalquotedamountbythe Successful Bidder
4	>50%	Ifthedevasionismorethan50% in comparison to the minimum commitment by the Successful Bidder, the Authority will not accept the final deliverable. Any penalty that may be levied on the Successful Bidder will be decided by empowered committee of the Authority.

4.3 The Authority will provide a chance to the Successful Bidder to provide any justification for their non-performance, if any, and only if the reasons are found genuine, the empoweredcommitteeoftheAuthoritymaydecideonexactquantumofdeduction including extending any waiver on deduction to the Successful Bidder.

## **5. COST OF RFP AND PERFORMANCE SECURITY**

5.1 The complete RFP document can be downloaded from<https://eprocure.gov.in>The Applicant has to pay the sum of INR 3000/- (INR Three Thousand only) as Tender processing fees and sum of INR 4,000/- (INR Four Thousand only) as Tender Document Fees.

5.2 ModeofPaymenttowardscostoftheTenderDocument&TenderProcessingFee:Tobe paid online through e-payment mode via NEFT / RTGS / OTC / Debit card / Credit Card facility/Netbankingwithpre-printedchallansavailableonwww.goaenivida.gov.inwebsite anddirectlycredittheamounttoITGaccountasgeneratedbychallansforNEFT/RTGS/OTC.

5.3 The Authority had empanelled 09 agencies in Category-A (PR, Media, National/ International events who are eligible to quote for tenders more than INR 50 Lakh). The Authority has already received performance security in the form of bank guarantee from these agencies under Category A amounting to INR 7,50,000/- (INR Seven Lakh fifty Thousand only )

## **6. BRIEF DESCRIPTION OF BIDDING PROCESS**

6.1 The Authority has adopted a single stage competitive bid process (collectively called as the "Bidding Process") for selection of the bidder for award of the Project. Only the empanelled service providers with the Authority shall be allowed to participate in the bidding process as it is a limited tender. The eligible bidders shall submit financial proposals (the "Financial Proposal") made in accordance with "Price Sheet" and upload them on the tendering website.

6.2 The RFP of the Project and all the further updates, notices, amendments, clarifications etc. shall be available on the website <https://eprocure.gov.in>under 'Department of Tourism'.

6.3 The Applicant will also be required to submit the Annexure-1 along with the RFP document, each page of which shall be duly signed by its authorized signatory (as declared during the empanelment of the firm with The Authority).

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6.4 The Bidder quoting the lowest financial quote would be declared the “Highest Ranked Bidder”.

6.5 Generally, the Highest Ranked Bidder shall be the “Selected Bidder” (the “Selected Bidder”).

The remaining Bidders shall be kept in reserve and the Second Highest Ranked Bidder may be invited to match the Financial Bid submitted by the Highest Ranked Bidder in case such Highest Ranked Applicant withdraws or is not selected for any reason in the Application Validity Period. In the event Second Highest Ranked Bidder does not match the Financial Bid of the Highest Ranked Applicant, the Authority may, in its discretion, annul the Tender Process.

6.6 Further, other details of the process to be followed during the Bidding Process and the terms thereof are defined in this RFP.

**6.7 Other important information**

- a) The Authority shall endeavor to adhere to the following schedule for the tender:

SNo.	Activity/Event
1	Date of Advertisement for tender notice to be issued by The Authority
2	Last date for Applying for the Tender
3	Last date and time for Bid submission (Online submission of all documents)
4	Financial Proposal opening date and time
5	Issue of Letter of Award (LOA)

- b) The date and time of aforesaid activities/ events will be specified by the Authority vide issuance of a Corrigendum.
- c) Copyrights of all creative’s created under this tender shall fully rest with Department of Tourism and Department of Tourism may use any or all content for any marketing purposes for any number of times

**7. INSTRUCTION TO APPLICANTS**

**7.1 Completeness of Response**

- a) Applicants are advised to study all instructions, forms, terms, requirements and other information in the RFP documents carefully. Submission of the bid shall be deemed to have been done after careful study and examination of the RFP document with full understanding of its implications.
- b) The response to this RFP should be full and complete in all respects. Failure to furnish all information required by the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Applicant’s risk and may result in rejection of its Proposal.
- c) After acceptance of work order, the firm fails to abide by the terms and conditions of the tender documents or fails to complete the project as per contract or at any time repudiates the contract, Department of Tourism will have the right to levy any penalty and blacklist the agency.

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## **7.2 Proposal preparation costs**

- a) The Applicant is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of proposal, in providing any additional information required by The Authority to facilitate the evaluation process, and in negotiating a definitive Contract or all such activities related to the bid process. The Authority will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- b) This RFP does not commit the Authority to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award of contract or for preparing this bid.
- c) All materials submitted by the Applicant become the property of The Authority and may be returned completely at its sole discretion.

## **7.3 Amendment of RFP document**

- a) At any time prior to the last date for receipt of bids, the Authority, may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Applicant, modify this RFP document by an amendment.
- b) The amendment will be notified in writing or by email to all prospective Applicants who have been issued this RFP document and will be binding on them.
- c) In order to afford prospective Applicants reasonable time in which to take the amendment into account in preparing their bids, The Authority may, at its discretion, extend the last date for the receipt of bids.

## **7.4 Supplemental information to the RFP**

a) If the Authority deems it appropriate to revise any part of this RFP or to issue additional data to clarify an interpretation of provisions of this RFP, it may issue supplements to this RFP. Any such corrigendum shall be deemed to be incorporated by this reference into this RFP.

## **7.5 Right to modify submission deadline**

a) The Authority may, in exceptional circumstances and at its discretion, can extend the deadline for submission of proposals by issuing a corrigendum or by intimating all Applicants who have been provided the proposal documents, in writing or by facsimile, in which case all rights and obligations of the project and the Applicants previously subject to the original deadline will thereafter be subject to the deadline as extended.

## **7.6 Right to terminate the process**

- a) The Authority may terminate the tender process at any time and without assigning any reason. The Authority makes no commitments, explicit or implied that this process will result in a business transaction with anyone.
- b) This RFP does not constitute an offer by The Authority. The Applicant's participation in this process may result in The Authority selecting the Applicant to engage in further discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by The Authority to execute a contract or to continue negotiations. The Authority may terminate negotiations at any time without assigning any reason.

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### **7.7 Right to accept/reject any or all proposals**

- a) The Authority reserves the right to accept or reject any proposal, and to annul the bidding process and reject all Bids at any time prior to award of Contract, without

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thereby incurring any liability to the affected Applicant or Applicants or any obligation to inform the affected Applicant or Applicants of the grounds for the Authority's action.

- b) In case, only 1 (one) submission is received against the RFP, The Authority shall reserve the right to award the tender to the successful bidder upon meeting the minimum eligibility criteria as laid down in clause 8.

### **7.8 Liquidity Damages**

a) In the event of failure to complete the work within a specified time, Department of Tourism may without prejudice to any other rights, hereunder recover from the successful bidder, as Liquidated Damages and not by way of penalty the sum of 5% of the contract price, which will be deducted from the Performance Security submitted by the Successful Bidder.

## **8. CONDITION OF ELIGIBILITY OF APPLICANTS**

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- a) Only Category-A service providers (that eligible to apply for tender more than INR 50 Lakh), which are empanelled with the Authority can apply for this tender.
- b) As on date of submission of the bids, the empaneled service providers should not have committed any performance lapse, defaults, breach of conditions of their empanelment with the Authority. The Authority's decision to accept or reject the proposal by any empanelled agency is final and binding.

## **9. FINANCIAL PROPOSAL**

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### **Financial Evaluation of Bids**

- a) All interested bidders shall submit their financial proposals on e-tendering website, which shall comprise of the financial quote as per the format specified below / Price Bid:
- b) The bidders are requested to fill the bid details on the e-tender website: <https://eprocure.gov.in>, for preparing their price bid i.e. Financial Quote.
- c) The Financial Quote by the Applicant shall be exclusive of all the taxes, duties and levies. The Empanelled Agencies shall submit the detailed cost of each item as per the Financial Bid format under the respective heads. The Empanelled Agencies will have to ensure that the cost details are submitted only in the format finalized by the Authority, failing which the financial tenders submitted by it are liable not to be considered without assigning any reasons thereof. The costing submitted by the Empanelled Agencies and approved by the Authority shall be the upper limit of the expenditure. No extra expenditure over and above what is authorized by the Authority shall be done by the Empanelled Agencies without written order of the Authority.
- d) The estimate for performing the said campaign as per the scope defined in of this RFP. Hence, the bidders are required to quote their price. The Authority will not bear any additional costs towards out-of-pocket expenses, prizes for contest setc. that may be incurred by the Successful Bidder during the tenure of this Project.

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- e) The Bidder quoting the lowest quote among all the bids received by the Authority shall be declared as the highest rank successful bidder and shall be awarded the project.

## **10. AUTHORIZED REPRESENTATIVES**

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Any action required or permitted to be taken, and any document required or permitted to be executed by the Authority may be taken. The Authority may, from time to time, re-designate one of its officials as the Authorized Representative. Unless otherwise notified, the Authorized Representative of The Authority shall be its Director / Member Secretary.

The successful bidder, after appointment, shall designate one of its employees as a representative, who will act as single point contact

## **11. OTHER TERMS**

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### **11.1 Commencement and Termination of Services**

- a) The Successful Bidder is required to submit the Campaign plan within 10 days from the date of issuance of LOA by the Authority. The Authority reserves the right to accept or reject the Campaign Plan submitted by the Successful Bidder, if it opines that the Campaign Plan deviates from its expectations. If the Authority rejects or suggests any modifications in Campaign Plan, the Successful Bidder is required to modify their proposal and resubmit the same to the Authority for its evaluation within 10 days. Non-acceptance of Campaign Plan by the Authority may lead to termination of the LOA too.
- b) The successful bidders shall commence the Services within a period of 7 (seven) days from the date of declaring of start date of the campaign by the Authority ("Effective Date" or "Start Date"), unless otherwise agreed by the Parties.
- c) If the selected bidder does not commence the Services within the designated period as stated above, the Authority may, by not less than 1 (one) weeks' notice to the successful bidder, declare their appointment to be null and void, and the successful bidders shall be deemed to have accepted such termination. In the event of termination, the Authority may opt for retendering of the project.
- d) Unless terminated earlier before the contract period, the services shall, unless extended by the Parties by mutual consent, expire on the date of submission of final performance report by the Successful Bidder, subject to delivery of all deliverables by the successful bidder and objections raised by the Authority, if any.

### **11.2 Disqualification**

The Authority may at its sole discretion and at any time during the evaluation of proposal, disqualify any bidder, if the bidder:

- a) Submitted the proposal after the response deadline.
- b) Failed to provide clarifications related there to, when sought.
- c) Submitted more than one proposal.

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### **11.3 General Terms and Conditions**

- a) The Authority has the right to negotiate with the lowest bidder.
- b) The decision of The Authority regarding rejection of bid shall be final & shall not be called upon question under any circumstances.
- c) In case, L1 bidder refuses to accept the award of contract then the authority has the right to negotiate with the L2 and so on till the contract is finalized with the bidder.

### **11.4 Force Majeure Event**

As used in this Agreement, Force Majeure Event means the occurrence of any of the Non-Political Events, the Political Events or the Other Events in India, set out in the Agreement including the impact / consequence thereof which:

- a) is beyond the control of the Party claiming to be affected thereby (the "Affected Party");
- b) prevents the Affected Party from performing or discharging its obligations under the Agreement; and
- c) the Affected Party has been unable to overcome or prevent despite exercise of due care and diligence.

### **11.5 Non-Political Events**

Any of the following events which prevent the Affected Party from performing any of its obligations for a continuous period of not less than 7 (seven) Days from the date of its occurrence, shall constitute a Non-Political Event:

- 11.5.1.1 act of God, epidemic, extremely adverse weather conditions, lightning, earthquake, cyclone, flood, volcanic eruption, chemical or radioactive contamination or ionizing radiation, fire or explosion (to the extent of contamination or radiation or fire or explosion originating from a source external to the scope of work of this Agreement, and by reasons not attributable to the Service Provider or any of the employees or agents of the Service Provider;
- 11.5.1.2 strikes or boycotts (other than those involving the Service Provider or its contractors, employees/representatives, or attributable to any act or omission of any of them), and not being an Other Event set forth in Clause 12.4.3 of this Agreement, labour disruptions or any other industrial disturbances not arising on account of the acts or omissions of the Service Provider;
- 11.5.1.3 any failure or delay of the Service Provider caused by any of the Non-Political Events, for which no offsetting compensation is payable;
- 11.5.1.4 any event or circumstance of a nature analogous to any of the foregoing.

#### **11.5.2 Political Events**

Any of the following events shall constitute Political Event:

- 11.5.2.1 Change in Law for which no relief is provided under the provisions of the Agreement, resulting in Material Adverse Effect;
  - 11.5.2.2 Action of a Government authority having Material Adverse Effect including but not limited to:
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- a) acts of expropriation, compulsory acquisition or takeover by any Government authority of the Project and Services or any part thereof of the Service Provider's rights under this Agreement, and
- b) any unlawful, unauthorized or without jurisdiction refusal to issue or to renew or the revocation of any Applicable Permits, in each case, for reasons other than the Service Provider's breach or failure in complying with the Project Requirements, Applicable Laws, Applicable Permits, any judgment or order of a Governmental Agency or of any contract by which the Service Provider as the case may be is bound;
- c) Early determination of the Agreement by the Government for reasons of national emergency, national security or the public interest;
- d) Any failure or delay of the Service Provider caused by any of the aforementioned Political Events, for which no offsetting compensation is payable; or
- e) Any event or circumstance of a nature analogous to any of the foregoing.

### **11.5.3 Other Events**

Any of the following events which prevents the Affected Party from performing any of its obligations under the Agreement for a continuous period of not less than 7 (seven) Days from the date of its occurrence, shall constitute the Other Event:

- 11.5.3.1 An act of war (whether declared or undeclared), invasion, armed conflict or act of foreign enemy, blockade, embargo, riot, insurrection, terrorist or military action, civil commotion or politically motivated sabotage;
- 11.5.3.2 Industrywide or Statewide strikes or industrial action;
- 11.5.3.3 Any civil commotion, boycott or political agitation which prevents collection of Fee by the Service Provider;
- 11.5.3.4 Any judgment or order of a court of competent jurisdiction or statutory authority of the Government in India made against the Service Provider in any proceedings which is non-collusive and duly prosecuted by the Service Provider; and any judgment or order of a court of competent jurisdiction or statutory authority in India made against the Service Provider in any proceedings which is non-collusive and duly prosecuted by the Service Provider other than relating to proceedings:
  - 11.5.3.4.1 Pursuant to failure of the Service Provider to comply with any Applicable Law or Applicable Permit; or
  - 11.5.3.4.2 on account of breach of any Applicable Law or Applicable Permit or of any contract; or
  - 11.5.3.4.3 Enforcement of the Agreement; or
  - 11.5.3.4.4 With respect to exercise of any of its rights under the Agreement by the Government; or
- 11.5.3.5 Any event or circumstance of a nature analogous to any of the foregoing.

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#### **11.5.4 Notice of Force Majeure Event**

11.5.4.1 The Affected Party shall give written notice to the other Party in writing of the occurrence of any of the Force Majeure Event (the "Notice") as soon as the same arises or as soon as reasonably practicable and in any event within 7 (seven) Days after the Affected Party knew, or ought reasonably to have known, of its occurrence and the adverse effect it has or is likely to have on the performance of its obligations under the Agreement.

11.5.4.2 The Notice shall inter-alia include full particulars of:

11.5.4.2.1 the nature, time of occurrence and extent of the Force Majeure Event with evidence in respect thereof;

11.5.4.2.2 the duration or estimated duration and the effect or probable effect which such Force Majeure Event has or shall have on the Affected Party's ability to perform its obligations or any of them under the Agreement;

11.5.4.2.3 the measures which the Affected Party has taken or proposes to be taken, to alleviate the impact of the Force Majeure Event or to mitigate the damage; and

11.5.4.2.4 any other relevant information.

11.5.4.3 So long as the Affected Party continues to claim to be affected by a Force Majeure Event, it shall provide the other Party with periodic (fortnightly/monthly) written reports containing the information called for by Clause (b) of 12.4.4 and such other information as the other Party may reasonably request.

11.5.4.4 If the force majeure event continues for a period beyond 30 days either party may terminate the contract.

#### **11.5.5 Effect of an Event of Force Majeure**

Neither party shall be in breach of its obligation under this agreement or incur any liability to other party for any losses or danger of any nature whatsoever incurred or suffered by that other party if and to the extent that it is prevented from carrying out the obligations by or such losses or damages are caused by a Force Majeure event.

## **12. ANNEXURE-I**

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- Appointment of an Agency for Goa Tourism towards Organization and Management of Festivals

**Form1-Notice of Intent to submit proposal in response to the RFP Notice**

(To be submitted on letter head of the responding firm)

To,  
The Director,  
Department of Tourism, Paryatan Bhavan,  
2<sup>nd</sup>Floor,Patto, Panaji - Goa

**Sub: Submission of Proposal in response to the RFP for Appointment of an Agency for Goa Tourism towards Organization and Management of Festival for the year 2024 – 2025.**

Dear Sir,

1. Having examined the RFP, we, the undersigned, herewith submit our proposal in response to your RFP No..... dt..... for Tender for Promoting Tourism in Goa through Digital Advertising Campaign using Digital Platforms and Portals, Airport Advertising as per plan, In stadia Designs and Road shows as per cities indicated.

2. We have read the provisions of the RFP document and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.

3. We agree to abide by this proposal, consisting of this letter, the detailed response to the RFP and all attachments, for a period of 180 days from the closing date fixed for submission of proposals as stipulated in the RFP document.

4. We would like to declare that we are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment and we are not under a declaration of ineligibility for corruptor fraudulent practices.

Dated this        Day of 2024(Signature)

Duly authorized to sign the Bid Response for and on behalf of: (Name and Address of Company)  
Seal/Stamp

<<<<<ENDOFTENDER>>>>>

**Government eProcurement System**  
**Created By: JAYESH KANKONKAR**  
**Created Date/Time: 28-Oct-2024 03:52 PM**  
**Tender Title: Appointment of an Agency for Goa Tourism towards Organisation and Management of Festivals. (Re-tender)**  
**Tender ID: 2024\_DT\_17891\_1**

**Director , Department of Tourism, Government of Goa**

**Name of Work: Management and Organization of Carnival Festival 2025 for Goa Tourism**

**Contract No: 4/2(318) E-Tender/2024-DT/2907      Date: 15/10/2024**

**SCHEDULE OF WORK / ITEM(S)**

Sl.No	Description of Work / Item(s)	No.of Qty	Units	Estimated Rate	VINSAN GRAPHICS (GSTN-NA) BID ID - 39619	Ventures Advertising Private Limited (GSTN-NA) BID ID - 39667	Percept Limited (GSTN-NA) BID ID - 39667	ADVERTISING ASSOCIATES (GSTN-NA) BID ID -39630	Alica Purple Advertising Pvt Ltd (GSTN-NA) BID ID - 39599	MX ADVERTISING PRIVATE LIMITED (GSTN-NA) BID ID - 39599	AMO COMMUNICATIONS PRIVATE LIMITED (GSTN-NA)	SEAN ADEVENT (GSTN-NA) BID ID - 39144
					Amount	Amount	Amount	Amount	Amount	Amount	Amount	Amount
1.00	The successful bidder is required to create themes for the stall highlighting key offerings of Goa Tourism(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	88500.000	100000.000	142000.000	250000.000	400000.000	100000.000	1600000.000
2.00	The successful bidder shall create creative content of the presentation, designs, concepts of signages, original ideas and shall present before the Authority to finalize(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	550000.000	177000.000	200000.000	424000.000	500000.000	650000.000	500000.000	150000.000
3.00	The successful bidder shall submit soft copy of each item as per Performa attached in this tender document. The bidders shall submit financial proposals (the "Financial Proposal") made in accordance with "Price Sheet" and upload them on the tendering website(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	500000.000	88500.000	10000.000	25000.000	25000.000	0.000	30000.000	50000.000
4.00	The successful bidder will organize and execute a grand Flag off ceremony and befitting the International Carnival standards at Panaji or three other centres as finalized by Department of Tourism(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	1300000.000	354000.000	600000.000	80000.000	350000.000	850000.000	100000.000	200000.000

5.00	The successful bidder shall utilize the existing infrastructure available with the Authority>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	300000.000	177000.000	100000.000	0.000	200000.000	150000.000	80000.000	130000.000
6.00	The successful bidder shall create three Pandals in Amphitheatre format(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	1850000.000	531000.000	600000.000	128000.000	600000.000	400000.000	150000.000	589000.000
7.00	The successful bidder shall take information regarding the venue as decided by the Authority.(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	300000.000	118000.000	5000.000	0.000	250000.000	125000.000	50000.000	60000.000
8.00	The successful bidder is required to identify and apply for any relevant NOCs / permissions / approvals for undertaking the Project through the Authority including but not limited(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	413000.000	600000.000	150000.000	200000.000	225000.000	70000.000	75000.000
9.00	The successful bidder is required to arrange VIP barricading/ suitable mojo/ bamboo barricading to be provided along the entire parade route from below Mondovi bridge to Kala Academy(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	118000.000	700000.000	845000.000	350000.000	250000.000	250000.000	560000.000
10.00	The successful bidder shall arrange signage's for the demarcation of the seating in VIP enclosures with chairs capacity of up to 2500 to be arranged at strategic points on parade route(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	295000.000	600000.000	75000.000	300000.000	275000.000	300000.000	125000.000
11.00	The successful bidder shall make pandal and sitting arrangements of 1200 pax like multilevel amphitheatre type sitting opposite to Dempo House/COP Jetty or any other location as represented by the Department(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	300000.000	826000.000	400000.000	508000.000	150000.000	475000.000	150000.000	220000.000
12.00	The successful bidder shall arrange 50 volunteers to conduct float parade(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	300000.000	177000.000	200000.000	105000.000	1200000.000	550000.000	300000.000	200000.000
13.00	The successful bidder shall arrange open sitting gallery of 2500 pax(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	300000.000	826000.000	500000.000	410000.000	150000.000	375000.000	300000.000	240000.000

14.00	The successful bidder shall arrange additional galleries of 1000 pax. as per availability of space>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	250000.000	472000.000	300000.000	382000.000	150000.000	550000.000	120000.000	360000.000
15.00	The successful bidder shall arrange sufficient branding of the venues with panels, outside the venue 50 mask cut outs to be installed at fifty prominent places in Miramar to Divja circle to provide festive atmosphere of size (6*4)(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	118000.000	500000.000	510000.000	200000.000	375000.000	160000.000	1000000.000
16.00	The successful bidder shall make Carnival backdrop to be put with masks, lights, banners etc(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	50000.000	177000.000	500000.000	1011000.000	350000.000	400000.000	80000.000	300000.000
17.00	The successful bidder shall arrange for proper lighting system at the venue and Parade route(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	295000.000	400000.000	410000.000	150000.000	375000.000	800000.000	250000.000
18.00	The successful bidder shall ensure that any and all forms of advertising or promotion during the event does not include mention of smoking, alcohol, gutkha, pan masala, political, racial or vulgar content(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	0.000	300000.000	0.000	500000.000	375000.000	150000.000	85000.000
19.00	The successful bidder shall arrange for excellent quality PA system for running commentary with professional comparer at the starting point(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	472000.000	300000.000	150000.000	50000.000	250000.000	75000.000	60000.000

20.00	The successful bidder shall arrange Goa Police Float on the theme, Crime/ Security/ Traffic Rules etc. with sound and generator at 4 main centres(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	80000.000	472000.000	800000.000	1250000.000	300000.000	250000.000	800000.000	250000.000
21.00	Artist F & B on site(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	75000.000	118000.000	100000.000	60000.000	500000.000	175000.000	200000.000	180000.000
22.00	The successful bidder shall arrange for manpower, volunteer,ushers, hostesses, artists including Rehearsal's venue(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	90000.000	295000.000	350000.000	208000.000	200000.000	250000.000	500000.000	160000.000
23.00	The successful bidder shall provide sitting area cum stage with adequate backdrop and design parameters as approved by the Authority(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	250000.000	236000.000	300000.000	185000.000	400000.000	550000.000	200000.000	130000.000
24.00	The successful bidder shall arrange for the following as mentioned to be distributed to the audience(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	60000.000	153400.000	400000.000	500000.000	100000.000	0.000	120000.000	460000.000

25.00	The successful bidder shall design webpage on Goa Carnival containing all information and linked to Department of Tourism/ Goa Tourism Development Corporation website(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	118000.000	150000.000	40000.000	150000.000	250000.000	100000.000	90000.000
26.00	All the posts created shall be uploaded on Facebook and Instagram regularly with the assistance of the Authority(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	47200.000	75000.000	25000.000	200000.000	250000.000	300000.000	80000.000
27.00	The successful bidder shall arrange media platform on the right of VVIP area admeasuring 80*16 feet. This is to ensure that no media representative shall be there on the roads(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	75000.000	236000.000	75000.000	248000.000	200000.000	275000.000	200000.000	130000.000
28.00	The successful bidder shall make sure the arrangements of PA system at Miramar Circle in addition to the PA system as mentioned in clause 2.1.19 that will be installed for the running commentary at VVIP/VIP area(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	60000.000	177000.000	150000.000	160000.000	100000.000	125000.000	100000.000	120000.000
29.00	The successful bidder shall arrange suitable décor in Panaji City to build up the ambience of the venues to the international standards(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	442500.000	500000.000	418000.000	300000.000	200000.000	400000.000	480000.000
30.00	The successful bidder shall have suitable decorative at the venue in consultation with the Authority and as per the designs and creative's approved by the Authority(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	125000.000	236000.000	400000.000	0.000	200000.000	0.000	300000.000	120000.000
31.00	The successful bidder shall make sure the creative's are executed. The proposed decoration is to be executed from the street connecting the Panaji city- Patto bridge to Campal for 4 days(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	708000.000	200000.000	0.000	120000.000	0.000	300000.000	160000.000

32.00	The successful bidder shall make sure 200 numbers of cut outs, banners masks, lightening décor to create festive Carnaval atmosphere>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	295000.000	400000.000	526000.000	320000.000	200000.000	350000.000	430000.000
33.00	The successful bidder shall make sure art installations to be set up at traffic circles namely KTC Panaji bus stand, Divja circle and Miramar circle(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	200000.000	236000.000	600000.000	920000.000	110000.000	450000.000	150000.000	1400000.000
34.00	The successful bidder shall make sure that the Décor include sponsors logo, brandings, "Goa Carnaval", alphabets to be installed with LED lamps decorative(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	82600.000	400000.000	150000.000	200000.000	375000.000	300000.000	130000.000
35.00	The successful bidder requires executing and erecting one entry arche which will be installed at the airport or any other location as specified by Department of Tourism for four days, welcoming tourists for the Carnaval 2024.(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	250000.000	283200.000	400000.000	295000.000	350000.000	450000.000	80000.000	130000.000
36.00	The successful bidder shall take prior approval of the design creation from the Authority(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	250000.000	0.000	25000.000	0.000	100000.000	0.000	25000.000	40000.000
37.00	The successful bidder shall also take prior permissions/ NOCs required from the Authority.(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	100000.000	295000.000	50000.000	0.000	250000.000	150000.000	25000.000	50000.000
38.00	The successful bidder shall provide detailed plan to manage garbage and to maintain cleanliness(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	200000.000	141600.000	10000.000	80000.000	100000.000	0.000	20000.000	75000.000

39.00	The successful bidder shall affix garbage collection boxes at all the potential garbage generating sites as per directions of CCP. The sites shall be identified by the successful bidder>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	80000.000	118000.000	200000.000	25000.000	50000.000	75000.000	200000.000	130000.000
40.00	The successful bidder shall actively coordinate with the local municipal and civic authorities in ensuring that the Conservancy plan is properly implemented(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	50000.000	59000.000	10000.000	0.000	50000.000	0.000	50000.000	40000.000
41.00	The successful bidder shall arrange for the portable toilets at the following venues and arrange for the maintenance at least one staff per toilet i.e., 20. the successful bidder shall arrange portable toilets (*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	50000.000	295000.000	200000.000	289000.000	150000.000	175000.000	300000.000	160000.000
42.00	The successful bidder shall arrange for the below mentioned festive uniforms for the volunteers and other officials and shall be supplied one month prior to the Carnival(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	50000.000	118000.000	100000.000	592000.000	200000.000	0.000	300000.000	100000.000
43.00	The successful bidder shall arrange temporary signboards at all the venues of Goa Carnival 2025. The venue being the airport, roads leading to the festival venues & or any other suitable venue(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	60000.000	118000.000	300000.000	75500.000	150000.000	250000.000	100000.000	110000.000
44.00	The successful bidder shall take prior approval from the Authority for layout and design of the temporary signboards(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	70000.000	0.000	10000.000	0.000	50000.000	0.000	50000.000	30000.000
45.00	The successful bidder shall follow following instructions for the temporary signboard's installations(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	40000.000	0.000	450000.000	315000.000	25000.000	0.000	16000.000	45000.000

46.00	Professional photographers and videographers to cover all the events organized at the various venues>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	75000.000	413000.000	400000.000	518000.000	250000.000	250000.000	200000.000	90000.000
47.00	Manpower required to coordinate with the Authority(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	50000.000	236000.000	5000.000	0.000	250000.000	250000.000	500000.000	60000.000
48.00	The successful bidder shall arrange a contest to select a Goan King Momo 15 days prior. The bidder also ensures costume stitching, arrangement of minibus for King Momo and his Entourage (10pax) for all the 4 centres as mentioned in this RFP(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	90000.000	826000.000	150000.000	85000.000	350000.000	250000.000	800000.000	180000.000
49.00	The successful bidder is solely responsible for transportation of King Momo and his entourage to the 4 Carnival venues(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	95000.000	118000.000	100000.000	200000.000	150000.000	400000.000	300000.000	50000.000
50.00	The successful bidder shall be entitled with remuneration of INR 1,50,000 min. for the arrangement for transport, refreshments and costumes for other participants of the lead float(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	236000.000	200000.000	0.000	150000.000	150000.000	400000.000	150000.000
51.00	The successful bidder shall arrange Confetti sweets along with 5 decorative baskets at all the 4 centres(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	50000.000	118000.000	400000.000	25000.000	25000.000	0.000	130000.000	80000.000

52.00	The successful bidder shall design and exhibit a world class lead float on Carnaval theme with Celebrity and King Momo. The float will be truck mounted and will be three dimensional with recorded music and sound>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	800000.000	94400.000	1700000.000	1015500.000	1500000.000	550000.000	1800000.000	1400000.000
53.00	The successful bidder shall arrange for dance team of maximum size of 30 participants with costumes, refreshments, transport etc>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	200000.000	118000.000	500000.000	325000.000	100000.000	36500.000	700000.000	280000.000
54.00	The successful bidder shall arrange press conference in Goa for local media and one month promotion of the event>(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	500000.000	78057.000	300000.000	40000.000	100000.000	0.000	100000.000	100000.000
55.00	The successful bidder shall arrange for 10 hoardings in the state average size of 20x20 ft. at least 30 days prior to the event to publicize the event(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	700000.000	944000.000	500000.000	150000.000	150000.000	800000.000	120000.000	200000.000
56.00	Advertisements on Daily local newspapers(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	400000.000	118000.000	100000.000	0.000	50000.000	100000.000	220000.000	200000.000
57.00	The successful bidder shall execute live campaign of the event on Goa Tourism official Facebook page(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	150000.000	82600.000	50000.000	50000.000	50000.000	200000.000	200000.000	60000.000
58.00	Any costs over and above indicated above, which the successful bidder may think would form a part of the overall cost for GOA CARNAVAL 2025 may be included(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	23000.000	236000.000	1000000.000	0.000	549500.000	0.000	50000.000	10000.000
59.00	The successful bidder shall arrange for Goa Police float on the theme crime, security, traffic rules etc. with proper sound arrangements at all the centres.(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	600000.000	118000.000	100000.000	590000.000	150000.000	250000.000	100000.000	250000.000
60.00	The successful bidder shall arrange for 5 observation towers for Goa Police and set up view cutter as directed by the Police authorities(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	500000.000	295000.000	150000.000	185000.000	125000.000	250000.000	250000.000	120000.000

61.00	The successful bidder shall produce theme song of the festival two weeks prior the event and take necessary approval from the Authority(*Please Refer Tender For More Details)	1.00	Lumpsum	0.00	500000.000	117943.000	500000.000	200000.000	200000.000	50000.000	75000.000	250000.000
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Total in Figures

14848000.00	15152500.000	19725000.00	15100000.000	14949500.00	15036500.000	15196000.00	14964000.00
0		0		0		0	0

Lowest Amount Quoted BY: VINSAN GRAPHICS(14848000.000)

1/N

Code:- O.R.-17  
Department of Tourism  
Information Section

No. 4/2(318) E-Tender/2024-DT

28.10.2024

**Sub: E-Tender towards Management and Organisation of Festivals  
(Re-Tender)**

The e-tender towards Appointment of an Agency for Goa Tourism towards Management and Organization of Festival 2024 were floated. The tender notice and tender document may be perused at pages from 4/C to 47/C. The last date for submission of the bids was 28.10.2024 up to 10.30am. The tender was opened on 28.10.2024 at 15.30 pm.

Following bids were received from the empanelled agencies towards Appointment of an Agency for Goa Tourism towards Management and Organization of Festival 2024-25. The details are as follows:

**1. Appointment of an Agency for Goa Tourism towards Management and Organization of Deepotsav Festival – 2024**

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1.	M/s. Vinsan Graphics	₹ 1,03,75,000/-
2.	M/s. Ventures Advertising Private Limited	₹ 1,03,80,000/-
3.	M/s. Percept Limited	₹ 1,39,50,000/-
4.	M/s. Advertising Associates	₹ 1,35,00,000/-
5.	M/s. Alica Purple Advertising Private Limited	₹ 1,04,00,000/-
6.	M/s. MX Advertising Private Limited	₹ 1,03,25,000/-
7.	M/s. AMO Communication Private Limited	₹ 1,04,10,000/-
8.	M/s. Sean Adevent	₹ 1,01,00,000/-

The comparative statement is placed at page 62/C. As per the statement the lowest amount quoted is ₹ 1,01,00,000/- by M/s. Sean Adevent.

**2. Appointment of an Agency for Goa Tourism towards Management and Organization of Vintage Car & Bike Festival – 2024**

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1.	M/s. Vinsan Graphics	₹ 63,00,000/-
2.	M/s. Ventures Advertising Private Limited	₹ 65,39,400/-
3.	M/s. Percept Limited	₹ 1,04,60,000/-
4.	M/s. Advertising Associates	₹ 65,52,000/-
5.	M/s. Alica Purple Advertising Private Limited	₹ 64,57,500/-
6.	M/s. MX Advertising Private Limited	₹ 65,04,750/-
7.	M/s. AMO Communication Private Limited	₹ 64,89,000/-
8.	M/s. Sean Adevent	₹ 63,94,500/-

The comparative statement is placed at page 60/C & 61/C. As per the statement the lowest amount quoted is ₹ 63,00,000/- by M/s. Vinsan Graphics.

3. Appointment of an Agency for Goa Tourism towards Management and Organization of Sea Food Festival - 2024/25

Code:-O.R.-17

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1.	M/s. Vinsan Graphics	₹ 1,43,92,000/-
2.	M/s. Ventures Advertising Private Limited	₹ 1,45,60,000/-
3.	M/s. Percept Limited	₹ 1,87,00,000/-
4.	M/s. Advertising Associates	₹ 1,44,91,000/-
5.	M/s. Alica Purple Advertising Private Limited	₹ 1,44,50,000/-
6.	M/s. MX Advertising Private Limited	₹ 1,43,50,000/-
7.	M/s. AMO Communication Private Limited	₹ 1,46,44,000/-
8.	M/s. Sean Adevent	₹ 1,41,40,000/-

The comparative statement is placed at page 58/C & 59/C. As per the statement the lowest amount quoted is ₹ 1,41,40,000/- by M/s. Sean Adevent.

4. Appointment of an Agency for Goa Tourism towards Management and Organization of Food & Cultural Festival -2024/25

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1.	M/s. Vinsan Graphics	₹ 1,49,92,000/-
2.	M/s. Ventures Advertising Private Limited	₹ 1,23,12,000/-
3.	M/s. Percept Limited	₹ 1,76,00,000/-
4.	M/s. Advertising Associates	₹ 1,25,73,000/-
5.	M/s. Alica Purple Advertising Private Limited	₹ 1,22,00,000/-
6.	M/s. MX Advertising Private Limited	₹ 1,22,52,000/-
7.	M/s. AMO Communication Private Limited	₹ 1,24,44,000/-
8.	M/s. Sean Adevent	₹ 1,25,16,000/-

The comparative statement is placed at page 56/C & 57/C. As per the statement the lowest amount quoted is ₹ 1,22,00,000/- by M/s. Alica Purple Advertising Private Limited.

5. Appointment of an Agency for Goa Tourism towards Management and Organization of Carnival Festival - 2025

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1.	M/s. Vinsan Graphics	₹ 1,48,48,000/-
2.	M/s. Ventures Advertising Private Limited	₹ 1,51,52,500/-
3.	M/s. Percept Limited	₹ 1,97,25,000/-
4.	M/s. Advertising Associates	₹ 1,51,00,000/-

3/N

5.	M/s. Alica Purple Advertising Private Limited	₹ 1,49,49,500/- Code:- O.R.- 7
6.	M/s. MX Advertising Private Limited	₹ 1,50,36,500/-
7.	M/s. AMO Communication Private Limited	₹ 1,51,96,000/-
8.	M/s. Sean Adevent	₹ 1,49,64,000/-

The comparative statement is placed at page 52/C to 55/C. As per the statement the lowest amount quoted is ₹ 1,48,48,000/- by M/s. Vinsan Graphics.

6. Appointment of an Agency for Goa Tourism towards Management and Organization of Shigmo Festival - 2025

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1.	M/s. Vinsan Graphics	₹ 1,23,30,000/-
2.	M/s. Ventures Advertising Private Limited	₹ 1,24,32,000/-
3.	M/s. Percept Limited	₹ 1,61,00,000/-
4.	M/s. Advertising Associates	₹ 1,26,66,304/-
5.	M/s. Alica Purple Advertising Private Limited	₹ 1,23,36,000/-
6.	M/s. MX Advertising Private Limited	₹ 1,22,28,000/-
7.	M/s. AMO Communication Private Limited	₹ 1,24,50,000/-
8.	M/s. Sean Adevent	₹ 1,20,00,000/-

The comparative statement is placed at page 51/C. As per the statement the lowest amount quoted is ₹ 1,20,00,000/- by M/s. Sean Adevent.

7. Appointment of an Agency for Goa Tourism towards Management and Organization of Spirit of Goa Festival - 2025

Sr. No.	Name of the bidders	Amount quoted by the bidder excluding GST
1.	M/s. Vinsan Graphics	₹ 1,25,04,000/-
2.	M/s. Ventures Advertising Private Limited	₹ 1,22,58,000/-
3.	M/s. Percept Limited	₹ 1,74,00,000/-
4.	M/s. Advertising Associates	₹ 1,22,92,000/-
5.	M/s. Alica Purple Advertising Private Limited	₹ 1,24,92,000/-
6.	M/s. MX Advertising Private Limited	₹ 1,23,60,000/-
7.	M/s. AMO Communication Private Limited	₹ 1,21,50,000/-
8.	M/s. Sean Adevent	₹ 1,23,78,000/-

The comparative statement is placed at page 49/C & 50/C. As per the statement the lowest amount quoted is ₹ 1,21,50,000/- by M/s. AMO Communications Private Limited.

It is therefore recommended that the following lowest bids submitted by the agencies may be seen for approved please.

Code:- O.R.-17

Sr. No	Name of the bidders	Event	Quoted Amount excluding GST	GST 18%	Estimated amount put to tender	% above/lowest estimated amount	Estimated cost for space booking, Fire NOC, Excise, Food & Drugs, Panchayat etc.	Estimated cost exclusive GST toward Media plan to be routed through information and Publicity Department on local and national newspapers and local media Channel
1.	M/s. Sean Adevent	Appointment of agency for Goa Tourism for Management and Organization of Deepotsav Festival 2024	1,01,00,000/-	18,18,000/-	1,00,00,000/-		6,00,000/-	7,95,000/-
1.	M/s. Vinsan Graphics	Appointment of agency for Goa Tourism for Management and Organization of Vintage Car & Bike Festival 2024	63,00,000/-	11,34,000/-	63,00,000/-	equal	6,00,000/-	6,40,000/-
2.	M/s. Sean Adevent	Management and Organization of Sea Food Festival 2024	1,41,40,000/-	25,45,200/-	1,40,00,000/-	1.02 % above	6,00,000/-	7,85,000/-
3.	M/s. Alica Purple Advertising Pvt. Ltd.	Management and Organization of Food & Cultural Festival 2024	1,22,00,000/-	21,96,000/-	1,20,00,000/-	1.6 % above	6,00,000/-	8,40,000/-
4.	M/s. Vinsan Graphics	Management and Organization of Carnaval Festival 2025	1,48,48,000/-	26,72,640/-	1,45,00,000/-	2.4 % above	-	10,75,000/-
5.	M/s. Sean Adevent	Management and Organization of Shigmo Festival 2025	1,20,00,000/-	21,60,000/-	1,20,00,000/-	equal	-	12,25,000/-
6.	M/s. AMO Communication Private Limited	Management and Organization of Spirit of Goa Festival 2025	1,21,50,000/-	21,87,000/-	1,20,00,000/-	1.25% above	6,00,000/-	8,05,000/-
Total amount			8,17,38,000/-	1,47,12,840/-			30,00,000/-	61,65,000/-

Total (Rs. 8,17,38,000/- + Rs. 1,47,12,840/- (GST)+ Rs. 30,00,000/- (Space Booking & other charges)+ 61,65,000/- (Media Plan) = Rs. 10,56,15,840/-

(Rupees Ten Crore Fifty Six Lakhs Fifteen Thousand Eight Hundred Forty only)

Govt. Print. Press, Panaji, Goa - 560024

E-tendering Certificate in Annexure I is placed in the file at page 63/C.

Account section may like to place Certificate of Availability of funds in the file.

Administrative approval may please be seen at page 48/C.

File is submitted to obtain Administrative and expenditure sanction of the Government for an amount of ₹ 10,56,15,840/- towards Appointment of an Agency for Management and Organization of Festival 2024-25(i.e. Deepotsav Festival 2024, Vintage Car/Bike 2024/25, Sea Food Festival 2024/25, Food & Cultural Festival 2025, Carnival Festival 2025, Shigmo Festival 2025 & Spirit of Goa Festival 2025)

~~U/A/E~~  
29.10/2024

A.T.O (I) - on leave

~~A.O.I - Pankajkar~~  
29/10/2024

~~DDZ~~  
~~29/10~~

~~DD (A.C.T.)~~ / my  
29/10/24

Accountant ~~Pratik~~  
08/11/2024

AAO - ~~Shephar~~

Department of Tourism Prayatan Bhavan, Fazio-Parraj Award No: 11565 29/10/24
---

Off Minister for Tourism Secretariat, Porvorim-Goa Award No: 06/1
---

Funds Availability certificate is placed in the file at page 64/C for amount Rs. 105615840/- under the head of Account Demand NO. 78 3452-80-104-01-28.

~~Pratik~~  
08/11/24

Accountant ~~Pratik~~  
08/11/2024

AAO - On Leave

~~DD (A.C.T.)~~ / my  
08/11/24

~~D.O.I~~ / 8/11

~~D.T.~~  
~~Pratik~~  
~~Pratik~~

412 C 318) E-tendering 2024-25-07/858

11.11.2024

FD & Exp

Received: 400104263  
Date: 14/11/2024

Government of Goa  
Secretariat Central Registry  
Panaji-Goa  
Received on 14/11/2024  
DCC No.  
C. R. No.

Go Ministry for Tourism  
Secretariat Panaji-Goa  
Outward No. 544/E  
Date: 14/11/2024

Note on foregoing pages refers.

The Department of Tourism has submitted the proposal to accord expenditure sanction amounting to ₹10,56,15,840/- (Rupees ten crores fifty six lakhs fifteen thousand eight hundred forty only) towards appointment of agency for management and organization of Festival 2024-25 i.e. Deepotsav Festival 2024, Vintage Car/Bike Festival 2024-25, Sea Food Festival 2024-25, Food & Cultural Festival 2025, Carnival Festival 2025, Shigmo Festival 2025 and Spirit of Goa Festival 2025.

In this connection, following observations are raised:-

1. Department to place in file details of estimated cost i.e How the estimates are derived and details of expenditure incurred towards the same last year.
2. In the FAC placed at page 64/C, it appears that the Department has not factored the existing liability or sanctioned work in FAC correctly.
3. Department to place in file copy of FD approval/ may link file wherein FD has concurred its approval for similar proposal.

Hence, Department may kindly verify the FAC and re-submit the same after compliance to 'A' above.

18/11/2024

S.O. MS  
22/11/2024

~~U.S. (Fin-Exp)~~ MS

Addl. Secy. (Fin-Exp.) MS  
28/11

U.S. (Exp) MS  
29/11/2024

~~Dir (Tourism)~~ MS  
9/12

~~DDP~~ MS  
10/12

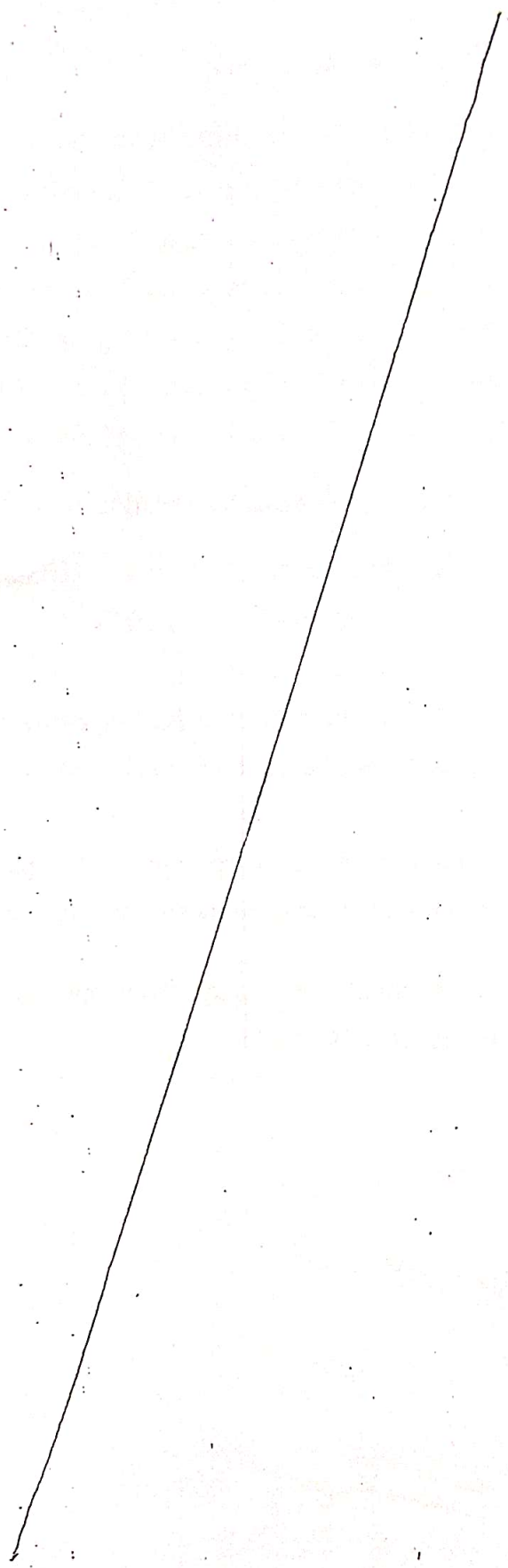
MS

N/A

12.

... ..

12



Reference to the Observation raised by the Finance (Exp) Department at Pg. 6/N.

It is clarified that:

1. With respect to Sr.No.1 it is stated that the estimated cost of the tender was taken from the lowest quoted amount of previous year. Further the details of expenditure towards the festivals held previously is as below:

Sr. no.	Festival	Last year Festival cost	Estimated cost 2024-25	Quoted amount by bidders (excl. of GST)
1.	Deepotsav Festival	Rs.1,55,00,000/-	Rs.1,00,00,000/-	Rs. 1,01,00,000/-
2.	Vintage Car and Bike	Rs. 63,00,000/-	Rs. 63,00,000/-	Rs. 63,00,000/-
3.	Goa Sea Food Festival	Rs. 2,00,85,000/-	Rs. 1,40,00,000/-	Rs. 1,41,40,000/-
4.	Food & Cultural Festival	Rs. 1,30,00,000/-	Rs. 1,20,00,000/-	Rs. 1,22,00,000/-
5.	Carnaval Festival	Rs. 1,44,98,000/-	Rs. 1,45,00,000/-	Rs. 1,48,48,000/-
6.	Shigmo Festival	Rs. 1,19,28,500/-	Rs. 1,20,00,000/-	Rs. 1,20,00,000/-
7.	Spirit of Goa Festival	Rs. 1,31,00,000/-	Rs. 1,20,00,000/-	Rs. 1,21,50,000/-

As far as Sr. No. 2 is concerned, it is submitted that

The Budget provision of Rs. 1750.00 lakhs

Supplementary Budget of Rs. 2500.00 lakhs

Total Budget of Rs. 4250.00 lakhs

Expenditure of Rs. 2211.85 lakhs

FAC given of Rs. 1566.21 lakhs

Total Expenditure of Rs. 3778.06 lakhs

Balance Available of Rs. 471.94 lakhs

In view of above, to conduct the upcoming events additional budget provision was made in the supplementary Budget - I. Now the sufficient funds are available as per the FAC Ref. No. 78081120241127070043.

Further FAC is generated on the budget portal of Finance Budget Department and the current liabilities shown in column in No. 6 is automatically amount generated.

As far as Sr. No. 3 is concerned, copies of the file notings are placed in the file at pages from 65/C to 68/C for information.

With above clarifications file is re-submitted to FD to obtain expenditure sanction for an amount of ₹ 10,56,15,840/- towards Appointment of an Agency for Management and Organization of Festival 2024-25 (i.e. Deepotsav Festival 2024, Vintage Car/Bike 2024/25, Sea Food Festival 2024/25, Food & Cultural Festival 2025, Carnaval Festival 2025, Shigmo Festival 2025 & Spirit of Goa Festival 2025)

10/24

10/24

10/24

-9/n-

Contd. PS-8/n

AD (S) Deankonker  
11/12/24

~~DDI~~  
11/12

~~D.S.~~

~~W.P.~~  
11/12

~~U.S.I.E./FD~~

Government of Goa Secretariat Central Registry Porvorim-Goa Received on <b>12 DEC 2024</b> DOC No. C. R. No.
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Fin (Exo) Department Received: <b>1400104263</b> Date: <b>12/12/2024</b>
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412 (318) E-Janda/2024-DT/0005

SH

10/N

FMS No.1400104263  
4/2(318)E-tender/2024-DT  
Finance (Exp) Department

133

The Department of Tourism has re-submitted the proposal to accord expenditure sanction amounting to ₹10,56,15,840/- (Rupees ten crores fifty six lakhs fifteen thousand eight hundred forty only) towards appointment of agency for management and organization of Festival 2024-25 i.e. Deepotsav. Festival 2024, Vintage Car/Bike Festival 2024-25, Sea Food Festival 2024-25, Food & Cultural Festival 2025, Carnival Festival 2025, Shigmo Festival 2025 and Spirit of Goa Festival 2025.

With reference to observation of this Department at page 6/N, the Department has given clarification may be seen at page 8/N which is self explanatory.

In this connection, it is stated that the tender for the aforesaid Events were floated together vide single tender. The tender notice and tender document may please be seen at pgs.47/C-4/C.

In response, the Department received bids from 8 empanelled agencies for the 7 different events. The details may please be seen at pgs.1/N-3/N.

The details of lowest amount quoted by the agencies alongwith space booking + other charges + media Plan works out to Rs. 10,56,15,840/- . The details may be seen at 'X' on page 4/N.

The comparative statement is placed at page 62/C-49/C. The Department has placed Certificate in Annexure -I may be seen at page 63/C.

Certificate for Availability of Funds for the F.Y. 2024-2025 is placed at pg.64/C. The proposal has administratively been approved by the Hon'ble Minister (Tourism) at pg. 5/N.

In view of above, may like decide on the proposal at 'A' above.

Office of Chief Minister  
Madrakaya, Poryorim  
Inward No.: 13/12/2024  
Date: 13/12/2024

C/o Chief Secretary  
Entry No.: 7883  
Date: 16/12/24

13/12/2024

S.O. MS...  
16/12/2024

U.S. (Fin-Exp.)

Addl. Secy. (Fin-Exp.)

Chief Secretary

Hon'ble F.M./C.M.

*Handwritten signatures and dates:*  
16/12  
18/12/24  
Bant

As Fin (Exp)

Hamman  
20/12

11/18

US (Exp)

~~11/12/2012~~  
20/12/2012

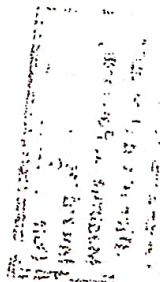
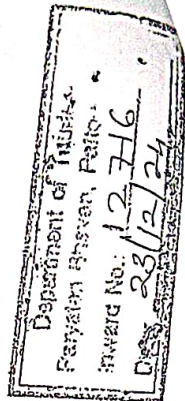
Director (Tourism)

~~11/12~~  
24/12

~~DDI~~

~~20/12~~

ADDI / ADDO



Reference No. 11/N to 11/N: Government has approved organisation of festivals for the year 2024-25, accordingly, work order address to M/s. Alica People Advertising Pvt. Ltd, Mumbai for Management and organisation of Food and Cultural festival - 2025 at Margao from 3rd to 5th January 2025 as per attached for DTIS approval and signature

Atal  
23/12/2024

A.P.O.C.I)

ADP Pranav  
23/12/2024

DDP A  
23/12

D.T. Sep  
23/12

DDP A  
24/12

ADP / ATC / J  
Uday  
24/12/24

13/N

Reference Noting at page 1/N to 11/N;

Government has approved Organisation of Festivals for the year 2024-2025. Accordingly, Work order address to M/s. Sean Ad Event Advertising & Events, Panaji Goa for Management and Organisation of Goa Sea Food Festival – 2024 is placed opposite for approval and signature please.

~~M/Case~~  
27/12/2024

A.T.O. ~~(S)~~ ~~ad~~  
27/12/2024

~~ADSA~~ ~~(S)~~ ~~ad~~  
27/12/24

~~DDZ~~ Pl. discuss

~~(S)~~  
20/12

Pl. process w.o. for other festivals.  
AD (S) ~~(S)~~ 07/1/25

AD (S) ~~(S)~~ 02/01/2025 Risha

14/N

Ref. pre-page from 8/N to 11/N.

Government has approved Organisation of following Festivals for the year 2024-2025. (Pg. 1-11/N)

Sr. No	Name of the Festival	Dates	Venue
1.	Vintage Car and Bike	23 <sup>rd</sup> Feb 2025	Panaji
2.	Carnival Festival 2025	1 <sup>st</sup> March 2025	Panaji, Margao, Vasco, Mapusa etc.
3.	Shigmo Festival 2025	15 <sup>th</sup> March 2025	Panaji, Margao, Vasco, Mapusa etc.
4.	Spirit of Goa Festival	25 <sup>th</sup> - 27 <sup>th</sup> April 2025	Colva, Salcete

In view of above, draft copy of work orders are placed opposite on file for approval and signature please.

Submitted.

*Caisha*  
03/01/2025

ATO(I) *[Signature]*  
03/01/2025

AD/CS) Above dates of the festivals were finalized in the 18<sup>th</sup> EC meeting held on 26/11/2024. Work orders may be seen for approval & signature of DT P1.

*[Signature]*  
03/01/25

DDP *[Signature]*  
6/1

*[Signature]*

pl- confirm dates  
sep  
(1)

~~DDP~~ *[Signature]*

DDP *[Signature]*  
8/11

*[Signature]*

*[Signature]*  
9/11

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