



**GOVERNMENT OF JAMMU & KASHMIR,  
DIRECTORATE OF TOURISM, JAMMU**

ENGAGEMENT OF EVENT MANAGEMENT AGENCIES FOR  
"CONCEPTUALIZING AND ORGANIZING VARIOUS  
FAIRS/FESTIVALS/EVENTS INCLUDING ROADSHOWS WITH THE  
DIRECTORATE OF TOURISM, JAMMU FOR THE YEAR 2021-22

DIRECTORATE OF TOURISM,  
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**GOVERNMENT OF JAMMU AND KASHMIR**  
**DIRECTORATE OF TOURISM, JAMMU**



**Subject:-** Engagement of Event Management Agencies with the Directorate of Tourism, Jammu for "conceptualizing and organizing various fairs/festivals/events for the year 2021-22

**EOI No – 40 of 2021**  
**Dated – 08/04/2021**

Directorate of Tourism, Jammu invites e-bids for engagement of Event Management Agencies with the Directorate of Tourism, Jammu for "conceptualizing and organizing various fairs/festivals/events/Road shows etc for a period of one year.

<b>Sr.No.</b>	<b>Name of Work</b>	<b>Earnest money</b>	<b>Cost of Bid</b>
1	Engagement of Event Management Agencies with the Directorate of Tourism, Jammu for "conceptualizing and organizing various fairs/festivals/events including road shows for a period of one year	Rs. 4.00 Lakh	Rs. 2500/ - (in shape of Treasury Receipt MH: 1452- Tourism)/ RTGS/NEFT/IMPS.
<b>Critical Dates and time</b>			
	Date of Publication	08/04/2021	
	Last Date of downloading of Tender	29/04/2021, 12.00 PM	
	Last date for submission of Queries online / Hardcopy	15/04/2021, 12.00 PM	
	Last date for submission of Bid	29/04/2021, 4.00 PM	
	Date of pre bid meeting	16/04/2021, 2.00 PM	
	Date of opening of documents	01/05/2021, 12.00PM	

1. The Bid documents consisting of instructions to Bidders (ITB), Bid Data Sheet (BDS), Eligibility Criteria and Documents to be furnished with the Bid, General & Special Conditions of Contract, Contract Data, Specifications, and set of terms and conditions of contract and other forms will be available on [jktenders](http://jktenders.gov.in).
2. Cost of bid documents (Rs. 2500 /-) must be paid either by depositing in J&K Govt's treasury in MH 1452 (Tourism) in favour of Accounts Officer Directorate of Tourism, Jammu or via bank transfer in the following bank account. Bank A/C No. **0097010100002025** Name of the Bank – **J&K Bank, Town Hall, Jammu**, IFSC Code **JAKA0TNHALL**. Copy of the Treasury Remittance Challan / Bank acknowledgement slip (As the case may be), clearly mentioning the amount, transfer reference number, date and time of the transfer must be enclosed.
3. Bidders must submit the copies of acknowledgements of duly paid cost of bid document and earnest money for the bid in the required format along with the Bid documents.
4. Earnest money for the tender must be submitted in the form of **CDR or FDR** only, pledged in favour of Accounts Officer, Directorate of Tourism, Jammu.
5. Bids shall be received "on line" through [jktenderes.gov.in](http://jktenderes.gov.in) only.
6. The hard copy of the tender documents shall be received only from the agencies who are qualified technically. EMD of the successful agencies shall be retained by this Directorate till the successful completion of the contract period and the EMD of all the unsuccessful agencies shall be released back in their favor.
7. A Bidder requiring any clarification of the bidding documents may ask questions through email ([dirtsmjmu@gmail.com](mailto:dirtsmjmu@gmail.com)) provided the observations are raised before the scheduled deadline i.e within 7 days from the floating of the bid.
8. Bids received on line shall be opened on the Directorate of Tourism, Jammu. If the office happens to be closed on the last date of opening of the bids as specified, the bids will be opened on the next working day at the same time and venue or any other date as fixed by the Directorate of Tourism, Jammu.
9. The Directorate of Tourism, Jammu reserves the right to cancel any or all bids without assigning any reason thereof.
10. The rate quoted shall be inclusive of all the applicable taxes.
11. All the applicable taxes shall be effective @ the prevailing rates fixed by the Govt. from time to time and shall be deducted at source from the amount payable to bidder or firm/Agency as prescribed by the Government.
12. The bidder shall have to undertake the work as per terms and conditions of Tender document / scope of work/Term of reference.

13. The firm/Agency shall draw agreement deed within 7 days with the department after the issuance of allotment letter.

**(Director Tourism)  
Jammu**

No: -DTJ/ESTATES/249

Dated: - 08/04/2021

**Copy to the:**

1. Secretary to Government, Tourism Dept. Civil Secretariat, Jammu.
2. Director Information, Jammu, with the request to publish the e-NIT in two leading National and Local Dailies.

## SECTION I

Directorate of Tourism, Jammu invites online e-tenders in two Cover systems (e- Envelope I – technical bid & e-Envelope II –Financial Bid) from registered Companies / Firms.

**TABLE**

<b>Sr. No</b>	<b>Name of Work</b>	<b>Earnest money (Rs)</b>	<b>Cost of Bid Document (Rs)</b>
1	Engagement of Event Management Agencies with the Directorate of Tourism, Jammu for “conceptualizing and organizing various fairs/festivals/events/Road shows etc for the year 2021-22	Rs. 4.00Lakh	Rs. 2500/-

The online bids are invited from bidders who comply and satisfy eligibility criteria as laid down in the tender document for providing the above stated services.

Queries on the bid document may be sent via email on [dirtsmjmu@gmail.com](mailto:dirtsmjmu@gmail.com) upto 02/05/2021 only and the pre bid meeting is scheduled on 16/04/2021 in the conference hall of Directorate of Tourism, Jammu at 2.00 PM.

### **1. Objective**

Over the years promotion of Tourism in Jammu region has been gaining focused attention, especially in the wake of immense potential in pilgrim, nature and adventure tourism options, spread across various tourism destinations in the ten (10) districts of Jammu division. Directorate of Tourism, Jammu is planning to promote Jammu tourism by organizing various festivals, fairs, events, roadshows B to B and B to C meets etc.

### **2. Eligibility Criteria**

Sr.No.	Criteria	Documentary Evidence to be produced
	<b>Basic Eligibility Criteria</b>	
2.1	Only Registered, Companies and Firms (with a valid PAN & GST numbers) are allowed to bid for the tender.	<ol style="list-style-type: none"> <li>1. Certificate of Incorporation/ Registration.</li> <li>2. Copy of PAN</li> <li>3. Copy of GST Registration.</li> </ol>
2.2	The Firm / Agency must have been in operation for a minimum period of 3 years.	A Certificate from <b>Chartered Accountant</b> certifying that the bidding agency is in operation for a minimum period of 3years.
2.3	The bidding agency should have a minimum average turnover of <b>INR 1000.00 lac</b> , for the last three financial years i.e. 2017-18, 2018-19 and 2019-20.	A Certificate from <b>Chartered Accountant</b> specifying the turnover of the agency.
2.4	Cost of Bid document to be duly paid	Copy of the Treasury Challan/ Copy of the Bank Transfer.
2.5	Earnest Money Deposit to be duly paid	Copy of the CDR/FDR duly pledged in favour of Accounts Officer, Directorate of Tourism, Jammu.
2.6	Experience of organizing minimum 10 events in which minimum 50% events should be with Govt. and with atleast 3 works of more than 1.00 crore rupees.	Copy of work orders alongwith satisfactory work completion certificates from the authority. Mere uploading of the work order shall not be considered as the experience.
2.7	The Bidder should not be under a Declaration of Ineligibility for corrupt or fraudulent practices with any Government departments/ agencies/ ministries or PSU's and should not be blacklisted by any government departments/agency/ Ministries or PSUs.	A declaration by the authorized representative of the bidding Agency to be submitted as Annexure 1.
2.8	The bidding agency should agree to	An undertaking on the letterhead of the Agency and signed by an authorized signatory, that the Agency

	undertake the assignment in accordance with the Scope of Work.	will undertake the assignment, in accordance with the Scope of Work detailed in the bid document and at the consolidated cost submitted by the Agency in the financial proposal (the cost is not to be indicated in the undertaking) to be submitted as Annexure-2. The above undertaking submitted would be binding on the Agency.
2.9	The bidding agency should be able to provide a dedicated, well qualified team for the purpose.	A confirmation letter from the bidding agency for being able to provide the qualified team should be submitted on the company letter head, duly signed by the authorized signatory as per format given in Annexure-3.
2.10	The bidding agency should have a full-fledged establishment within India and an operational office with a dedicated team.	A self-undertaking on the agency's letter head, duly stamped and signed by the authorized representative of the agency stating that the bidding agency has an office.
2.11	The Bidder must have a full time local representative operating from a local address based out of Jammu.	1. Resume, ID proof and the address proof of the representative needs to be shared. 2. A declaration that if the agency is engaged then it shall establish a full fledged establishment in Jammu along with sufficient manpower.
<b>Stage II TECHNICAL EVALUATION</b>		
2.12	Detailed Presentation which will be part of Technical Bid and shall form the basis of Technical Qualification.	Bidder also needs to submit a detailed presentation on "adequacy and quality of the proposed methodology and execution plan in response to the terms mentioned in the scope of work". Bidder must present the above plan personally to the selection committee.

After the scrutinizing of the documents submitted by the agencies, the agency shall be evaluated by presentation before a committee for following technical points. The total weightage for technical/conceptual presentation shall be **100%**

<b>1</b>	<b>Concept Plant</b>	<b>Max Points</b>	<b>Awarded Pints</b>
A	For a Cultural event ex. Baisakhi Festival.	10	
B	For a Religious event ex. Shivratri Mela.	10	
C	For an adventure event ex. Bike rally.	10	
D	For a multidimensional mega event including culture, cusine, adventure, sports, health, trade, recreation, family, students, horticulture, handicrafts, innovation etc. ex. Jammu Festival/Mahotsav.	20	

E	Literary Festival. ex. Kavi Samelan.	10	
F	Literary cum cultural festival	10	
	<b>Total</b>	<b>70</b>	

The evaluation shall be done on the basis of presented concept, ideology, methodology uniqueness, originality, exclusiveness etc.

<b>2</b>	<b>Advertisement Strategy</b>		
A	Digital Media	10	
B	Print Media and OOH	10	
C	Electronic media	10	
	<b>Total</b>	<b>30</b>	

The evaluation shall be done on the basis of presented concept, design, methodology, uniqueness etc. and the agency are advised to furnish a draft strategy for any one of the above showcased events.(assume the budget of that event is Rs. 1.00 Crore).

### **Roles and Responsibilities of the Agency**

- a. Installation and setup of the stage, alongwith sound and light as per requirement shall be the sole responsibility of the agency.
- b. The agency shall ensure the barricading of the venue whenever required for the General and VIP and also arrange for the sitting arrangement as per requirement.
- c. The agency shall arrange the boarding and lodging including transport and other logistics for all the artists, supporting staff.
- d. The agency shall also have to arrange the boarding and lodging of the Judge(s), if required for any event.
- e. Prize money/ mementoes/ souvenirs for different activities, if required, shall be arranged by the agency as per requirement as shared by the Directorate.
- f. Provision and payment for hiring of labour and technical manpower support. This include their travel and stay (if required).
- g. Transportation, accommodation, Food & Beverages facilities of all kind.
- h. The supplies and material as required in entire event.
- i. Media plan, media arrangement and related cost.
- j. Payment to all artists, anchors, celebrity including their lodging boarding and travel.
- k. The festival venue and all preparations shall have to be finalized including stage and seating arrangement prior to the start day after consultation with the constituted committee for the purpose.
- l. All utilities such as electricity (with arrangement of Genset having sufficient load capacity), water, public address, garbage disposal, toilets etc at their own cost.
- m. Stall for First aid services and Fire and emergency services.
- n. Sufficient vehicle parking management.
- o. Providing of fabricated stalls at the venue for Departments, Hotel and Travel Associations and Ethnic Food Stalls (number as per requirement).



- p. To ensure that the food served in the venue is hygienic and all the precautionary measures have been taken while prepare the food.
- q. To get the venue properly decorated/lighted in order to give the festive look.
- r. Providing sufficient manpower at each site for smooth conduct of event.
- s. Responsibility for taking insurance of event for injury, permanent or temporary disabilities or death of any person or loss of any asset. All the losses, if any, shall be borne by the executing agency.
- t. Arrangement of Guests (Including VVIPs and VIPs) refreshments.
- u. Full coverage of the event and providing of HD Photos and Videos of the event in Raw as well as Edited format.
- v. Designing of the pre-event creatives, Video teasers for the pre event publicity.
- w. Making of 6-8 minutes Film, full HD format or above and fully edited for post event publicity.
- x. To get all the creatives approved from this Directorate before releasing them.
- y. To make all the allied misc. arrangements to make the event a huge success
- z. Sufficient number of LED walls at the venue.
- aa. Team of minimum 10 members which is to be kept at the disposal of the Department.
- bb. Providing of sufficient no. of Walkie Talkies to the officials of this Directorate during the event.
- cc. The deliverables of each event will be shared with the agency and accordingly the agency shall execute the same in an efficient manner.
- dd. The Directorate can demand additional security deposit from the agency in lieu of upcoming event.
- ee. Scope of work for each event shall be shared separately.

### **3. Period of Contract**

The Agencies would be engaged for a period of one year from the date of signing of the agreement which may be extended for a period of another 06 months at the sole discretion of the Department.

### **4. Method of selection:**

Shortlisted Event Management Agency, after scrutinizing submitted documents, shall be evaluated by presentation before a committee- for following technical points. The total weightage for Technical/Conceptual Presentation shall be 100%. The Committee will view the presentation and award points for the creative content. **First three highest scorers** would be engaged for a period of one year. In case of tie between any party(ies), the decision taken by the govt. Committee shall be final.

### **Selection of engaged agencies for holding any fair/festival**

For selection of the agency from among the engaged agencies for holding any event, Directorate of Tourism, Jammu will provide the details of the activities/scope of work of the event to be organized.

Selection shall be made by the Directorate of Tourism, Jammu in one of the following two ways. (to be decided by the Dept for each event.)

1. 2 stage selection. – the engaged agencies shall be evaluated on the QCBS Method, where in the highest scorer of the technical presentation stage and financial bid shall be awarded the execution of the work. (selection formula shall be shared with the agencies.)
2. 1 stage selection. – the engaged agencies shall be evaluated on the financial bid only. The L1 bidder shall be awarded the execution of the work.

## **5. Monitoring & Evaluation**

Directorate of Tourism, Jammu, shall monitor the work done by the agency and verify the same vis-à-vis the deliverable to be provided.

## **6. Terms of Payment: -**

- a. No advance payment shall be made to the agency.
- b. The agency shall submit the bill for payment after the successful completion of the event. The Bill after the due verification as per the scope of work, if found eligible, shall be paid by the Directorate of Tourism Jammu.
- c. Agency shall furnish only the original GST Bill for payment along with the Bank account details.
- d. Directorate reserves the right to deduct the payment if any deliverables is found missing/ not delivered.

## **7. Additional Information to the Bidders: -**

- i. The Directorate of Jammu Tourism is however not bound to accept any tender or assign any reason for non-acceptance. Conditional, erroneous and incomplete Bids will be rejected outrightly without any intimation.
- ii. The Directorate of Jammu Tourism reserves its right to summarily reject offer received from any bidder on national security considerations, without any intimation to the bidder.
- iii. Agencies submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of the bids.
- iv. The Directorate of Jammu Tourism reserves its right not to accept

bids from bidders resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by Government Investigating Agencies / Vigilance Cell.

- v. The Directorate of Jammu Tourism reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- vi. Subletting of the work (Part or full) shall not be allotted in any circumstances.
- vii. Under exceptional circumstance the event can be cancelled. In that case the allotment of the successful bidder shall be deemed to be cancelled ab initio.
- viii. The documents submitted by the agencies can be verified at any stage during the evaluation and if any document found forged, manipulative or accepted wrongly by the evaluation committee can be rejected at any stage and the bid of the agency shall be considered rejected ab initio.
- ix. Any amendments / corrigendum to the tender document would be uploaded on the [www.jktenders.gov.in](http://www.jktenders.gov.in).
- x. The Directorate of Tourism, Jammu reserves the right to cancel the bid at any stage without assigning any reasons thereof.
- xi. The Directorate of Tourism, Jammu also reserves the right to reject any bid or all bids without assigning any reasons thereof at any stage of evaluation of Gem Bid.
- xii. The Directorate of Tourism, Jammu may at its discretion can execute an event at its own level without inviting the engaged agency.

## **8. Force Majeure:**

Neither party will be liable in respect of failure to fulfill its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work, and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.

A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing sufficient and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

**9. Arbitration:**

1. For any dispute between the executing agency and Department, the decision of Director Tourism, Jammu shall be final and binding upon the executing agency.

2. Time being essence of contract, the executing agency is bound to complete the allotted work within stipulated completion period.

3. The executing agency shall be responsible for all safety measures at sites.

Disputes if any arises and could not be resolved mutually, the matter shall be referred to the Secretary to the Govt., Tourism Department, J&K Govt, Civil Secretariat Jammu/Srinagar or any officer nominated by him for arbitration. The decision of the Arbitrator as above shall be final & binding on both the parties to the contract.

**10. Penalty Conditions : -**

- a. Time of competition, being essence of contract, the executing agency is bound to complete the allotted work within stipulated time frame as per the job order failing which penalty to the extent of 100% of the total cost of the work allotted shall be imposed upon the agency.
- b. In case of failure of successful executing agency to execute the work in full in time bound manner will be considered as breach of contract.
- c. In case of breach of contract, the CDR/FDR will be forfeited and the agency shall be recommended for blacklisting for breach of contract.
- d. A notice sent through email / special messenger to the executing agency will be sufficient to initiate action against the contractor/agency and will be considered as the notice served to the contractor/agency.

**Director Tourism  
Jammu**

**Pre-Qualification Bid  
Declaration of not being blacklisted  
Format for Annexure -1**

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To be provided on 'Company letter head'

Director Tourism,  
Directorate of Tourism,  
Tourist Reception Center, Residency road  
Jammu, J&K

Subject :- Declaration of not being blacklisted.

Sir,

This has reference to the Directorate of Jammu Tourism's ENIT No.....dated ..... for engagement of agency for "conceptualizing and organizing various fairs/festivals/events for the year 2021-22

In this context, I/We, as an authorized representative(s) of company, declare that presently our Company/ firm is having unblemished record and is not declared ineligible with regard to corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.

If this declaration is found to be incorrect the

n my/our earnest money without prejudice to any other action that may be taken, may be forfeited in full and the tender, if any, to the extent accepted, may be cancelled.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

**Pre-Qualification Bid-Undertaking**  
**Format for Annexure-2**

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To be provided on 'Company letter head'

Director Tourism,  
Directorate of Tourism,  
Tourist Reception Center, Residency road  
Jammu, J&K

**UNDERTAKING**

Sir,

This has reference to the Directorate of Jammu Tourism's ENIT No.....dated ..... for engagement of agency for "conceptualizing and organizing various fairs/festivals/events for the year 2021-22

In this context, I/we, as an authorized representative(s) of company, I/We certify that the agency will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the agency in the financial proposal.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place:

**Certificate for Providing Qualified team  
Format for Annexure- 3**

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To be provided on 'Company letter head'

Director Tourism,  
Directorate of Tourism,  
Tourist Reception Center, Residency road  
Jammu, J&K

**Subject: Certificate for providing qualified team**

Sir,

This has reference to the Directorate of Jammu Tourism's ENIT No.....dated ..... for engagement of agency "conceptualizing and organizing various fairs/festivals/events for the year 2021-22

In this context, I / We as an authorized representative(s) of company, certify that we shall be able to provide a qualified servicing team for undertaking the job as per Scope of Work detailed in the above RFP. The team would work closely with the Directorate of Jammu Tourism to optimize the objective of the project.

Thanking you,

Name of the Bidder: .....

Authorised Signatory:.....

Name:

Seal:

Date:

Place: