

**Government of Rajasthan**  
**Department of Tourism**

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No. F.4 ( ) FF/DOT/ 2014-15/1433

Dated:18-04-2015

**Expression of Interest**

Department of Tourism is exploring the possibilities of privatizing its fairs & festivals, some of which have become international products. Few examples are Pushkar Fair, Desert Festival, Kumbhalgarh Festival, Ranakpur Festival, Chandrabhaga Festival, International Kite Festival and Camel Festival. The complete list can be seen in annexure I, draft EOI document. These festivals are proposed to be done either as PPP or fully sponsored by private entities.

Proposals are invited from interested, experienced and reputed public/private sector enterprises, corporate houses, event management agencies and any other agency to curate the festivals professionally, bring in innovation and produce a world class tourism product.

Department has made a draft EOI document, which can be downloaded from [www.rajasthantourism.gov.in](http://www.rajasthantourism.gov.in) or [dipr.rajasthan.gov.in](http://dipr.rajasthan.gov.in) and interested partners are requested to attend a pre offer meeting scheduled at 11.30 AM on 5<sup>th</sup> May, 2015 in order to finalise draft document.

**Director Tourism**

## **Draft Expression of Interest document**

Rajasthan is one of the most favored tourist destinations amongst domestic as well as international travellers. A large number of fairs and festivals organized all through the year are a major attraction for the visiting tourists.

Pushkar Fair, Desert Festival, Kumbhalgarh Festival, Marwar Festival, Chandrabhaga Festival, International Kite Festival, Camel Festival are some of these festivals which have earned international fame during the past 25 years. This list is merely indicative and exhaustive list can be seen at Annexure - I. These festivals are proposed to be done either as PPP or fully sponsored by private entities.

Proposals are invited from interested, experienced and reputed public/private sector enterprises, corporate houses, event management agencies and any other agency to curate the festivals professionally, bring in innovation and produce a world class tourism product. The aim is to enhance strong brand identity 'Rajasthan- The land of fairs & festival' and generate financial resources through public private partnership.

### **Pre qualification criteria for Event Management Companies /Any other interested enterprises**

1. The company should either be exclusively an event management company or a company having exclusively defined event management division within the company.
2. The minimum turnover of the company in regard to event management should be Rs. 2.00 crores per annum for last two years. The turnover of event management division (inclusion of details of

turnover of advertising and printing or any other activity being done by the firm shall not be accepted) should be reflected in balance sheet/billing details certified by the chartered accountant. In case this turnover is not reflected separately in the balance sheet, a certificate in respect of the turnover of the company should be enclosed.

3. The company should have work experience of at least five years in event management.
4. The company should have managed atleast 5 exclusive mega events (involved expenditure of minimum Rs. 25.00 lacs per event and public gathering of 2000 in each event) in last two years. Preference shall be given to those event management companies who have managed tourism related events, across different States of India offering uniqueness in concepts and proposals.
5. **In case interested enterprise do not have above mentioned requisite qualification**, an event management company fulfilling pre-qualification criteria may be enrolled for the purpose by the respective enterprise.

Every enterprise offering to sponsor the event shall produce enough evidence to prove their capability and availability of resources to sponsor/organize the festival successfully.

6. A pre offer meeting/ consultation workshop has been scheduled on 5<sup>th</sup> May, 2015 at 11.30 am in order to finalise draft document. Venue for the pre offer meeting will be communicated separately on this website.

**7. Presentations :**

The pre-qualified firm shall be required to give an A-V presentation at Jaipur on the date so intimated before the selection

committee. The presentation shall cover the following points and selection would be based on exclusiveness and originality of the proposals.

- A. Work experience in Event Management.
- B. Turn Over.
- C. Infrastructure of Firm
  - (I) Manpower
  - (II) Network of Offices
  - (III) Other infrastructural support facilities.
- D. Tourism related experience.
- E. Experience of event management
  - (I) No. of significant event organized
  - (II) Experience of organizing special event
  - (III) Special events that were telecast on TV
  - (IV) Working in Tourism, Art & Culture Sector
  - (V) Events supported / sponsored in past
- F. Novelty in concepts and event specific attractive proposals.
- G. Sources for generating technical resources/ Revenue Model.

Hard copy along with a soft copy of presentation has to be provided to the Department at the time of presentation.

8. The agencies securing the minimum qualifying marks shall be considered.
9. All costs incurred by the agency in respect of submission of offer and presentation shall be borne by the agency concerned.
10. Director of Tourism reserves the right to accept or reject any application or its part without assigning any reasons thereof.

11. Selected firm will have to sign and submit an agreement on non judicial stamp paper of Rs.1000/- with Department of Tourism along with security deposit amount as decided by selection committee.
12. A confirmation or relevant queries can be sent through mail at [cotraj@gmail.com](mailto:cotraj@gmail.com) or [ff-dot@rajasthan.gov.in](mailto:ff-dot@rajasthan.gov.in) addressed to the undersigned or Dr. Punita Singh, Deputy Director (Fairs & Festivals) or Shri Daleep Singh, Assistant Director (Fairs & Festivals) at Tel. 0141-5155101/5155111/5155145.

**Addl. Director (Administration),  
Tourism**

## Technical Document Form

- Expression of Interest : *for organization of festivals on PPP or full sponsorship.*
- Name of the Firm/Company:
  
- Postal address of the firm submitting EoI:
  - Address of Head Office
  
  - Address of Jaipur Office (if any)
  
- Number of years the company/firm has been in the business of Event Management/ Any Other Business:

- Annual billings from Event Management work for last three years:

Turnover for year ended	31/3/2013	31/3/2014	31/3/2015
Rupees >			

- Service Tax Registration Number
  
- Nature of Ownership, in case of an organization:  
(details of JV with foreign company if any)

- **Details of Office/ Professional set up**

- details of staff, Designers & other:

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- Enclose list (separate sheet for technically qualified staff):

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- Details of Income Tax Registration : Enclose IT Clearance / PAN Details
- Nature of Company whether exclusive Company or Separate Division (Enclose details)
- List of present clients & sample of recently done works (Enclosed details)
- Creative (Concept Plan) enclosed (Y/N)
- Any other information

***Signature of Applicant  
(Seal)***

## Annexure-I

### List of Fairs and Festivals of Rajasthan Organized/ Supported by Department of Tourism

S.No.	Name of Fairs and Festivals	Dates (Subject to Change)
1.	Summer Festival, Mount Abu	3-4 May, 2015
2.	Teej Festival, Jaipur	17-18 August , 2015
3.	Abhaneri Festival, Dausa	13-15 October, 2015
4.	Kota Dusserhra & Adventure Festival, Kota	22, 23, 24 October, 2015
5.	Marwar Festival, Jodhpur	26-27 October, 2015
6.	Ranakpur Festival, Ranakpur	28-29 October, 2015
7.	Pushkar Fair, Pushkar (Ajmer)	19-25 November, 2015
8.	Chandrabhaga Fair, Jhalawar	24-26 November, 2015
9.	Bundi Utsav, Bundi	28-30 November, 2015
10.	Matasya Festival, Alwar	25-26 November, 2015
11.	Winter Festival, Mount Abu	29-30 December, 2015
12.	Camel Festival, Bikaner	9-10 January, 2016
13.	Kite Festival, Jaipur	13-14 January, 2016
14.	Kumbhalgarh Festival, Rajsamand	28-30 January, 2016
15.	Nagaur Fair (Ramdeoji Cattle Fair), Nagaur	13-16 February, 2016
16.	Beneshwar Fair, Dungarpur	19-22 February, 2016
17.	Desert Festival, Jaisalmer	20-22 February, 2016
18.	Braj Holi Festival, Bharatpur	18-19 March,2016
19.	Rajasthan Day Celebrations	24-30 March, 2016
20.	Godwad Festival, Pali	8-9 April, 2016
21.	Gangaur Festival, Jaipur	9-10 April, 2016
22.	Mewar Festival, Udaipur	9-11 April, 2016