



Notice inviting quotations

Tok/SEL/TP/2019

Date:16/12/2019

Tender Notice for IncredibleIndia Know India Seminars in Korea

Indiatourism Tokyo, under the Ministry of Tourism, Government of India, is responsible for promotion & publicity of India tourism in Korea. To increase awareness on India, this office is planning to organizes Incredible India Know India Seminar (KIS) in few selected cities of Korea, during the month of January to March, 2020. The interested agencies may download full tender document with details scope of work, eligibility criteria and format for application at the enclosed pages. Sealed quotations as per format should be received at the following address:

**The Assistant Director,
Indiatourism Tokyo,
Ginza KM Building, 8th floor, 8-14-5,
Ginza, Chuo-ku, Tokyo-104-0061, Japan,**

The last day of receiving the complete quotation is 8th January, 2020, 17:00 hrs.


Assistant Director
Indiatourism Tokyo
16/12/2019

Tender Notice for Engagement/Appointment of Public Relations/Event Management Agencies to organize Know India Seminars in Korea:

Proposal:

Indiatourism Tokyo office is inviting Tender bids from the PR Agencies and Event Management with experience in working with National Tourism Organizations, for organizing IncredibleIndia “Know India Seminars” for Tour Operators/Travel Agents in the different cities of Korea.

A. Background

Objective: The objective is to invite the Product Manager and Front Office Staff of Travel Agents, Tour Operators who are not sending tour to India with primary on agencies which are selling Asia packages but not India as their products. The focus will also be on agencies with potential to have programs to India. The objective is to know about the products and various developments that taken place in India. This will also be a good opportunity to meet up regular operators who have been sending tourist to India. An average 35-40 agents/operators are to be targeted in each cities with only one representative from each agency and ratio of New Operator/Agents and old ones would be 70:30.

Venues of Know India Seminar:

The Know India Seminar would be organized in various cities tentatively given as below:

Sl. no.	City/Country	Proposed Dates*
1.	Daegu	January, 2020
2.	Daejeon	January, 2020
3.	Ulsan	February,2020
4.	WonJu	February, 2020
5.	Jeju	March, 2020
6.	Incheon	March, 2020

*Dates & cities subject to change

B. Tentative Program flow of the event:

Time of the event	Activity
16:00– 16:30	Registration & Guest welcome drink
16:30 -16:40	Introductory session
16:40-17:10	India Tourism presentation
17:10 -17:30	Question & Answer
17:30 -18:30	Light Refreshment or Heavy Indian Snacks

C. Scope of Work/Terms of Reference:

1. The agency will be fully responsible for successful management of the Know India Seminar as detailed in the preceding paragraphs.



2. To invite Tour Operators/Travel Agents for the Know India Seminars. The Agency should provide Indiatourism, the list of Tour Operators/Travel Agents.
3. To help identifying suitable hotels/Restaurants/other venue for the Seminars in all the cities and send city wise quotes to IndiaTourism Tokyo for approval.
4. To design and print invitation cards for the seminars in consultation with India Tourism Tokyo.
5. To dispatch invitation cards by post/ e mail to all the invitees. Response management system for ensuring the attendance of the very best target audience and to receive RSVPs.
6. To follow up with all the invitees in all cities regarding their participation in the Seminars.
7. The agency will be responsible for all logistic arrangements and book the best centrally located venue in each city. The agency will coordinate Indiatourism Tokyo and will also be responsible for all the other requirements like Reception, Distribution of tourist literature, hiring for A/V presentation(Laptop, LCD projector, Screen, Microphones and Speakers) etc.
8. The Agency must provide 2 hostess Welcome, registration etc.
9. Hiring 1 no.s interpreter/translator as per requirement.
10. Food preferably should have distinct Indian flavor. The agency will coordinate with the F&B Department of the Restaurant/Venue and caterer, if any, in consultation with Indiatourism Tokyo. To organize and set up Indian decoration and IncredibleIndia branding at the venue.
11. To coordinate Indiatourism Tokyo for art work for branding at the venue of Seminars and it's mounting & dismantling.
12. To coordinate with the press from print, electronic and social media and arrange for editorial/PR reports in Major and influential media both Print and Electronic about the seminars and to prepare Press Releases for all the Seminars and to follow up to get wide publicity.
13. To prepare and distribute kit bags to the invitees at the seminars in consultation with Indiatourism Tokyo.
14. To prepare report for each Seminar.
15. To compile a list of participants along with their complete contact details with the consent of all the participants, so that their contacts can be used for future tourism promotion purposes by our office and share the data base with Indiatourism Tokyo.
16. Liaison with different agencies on a day to day basis.

Set up of the venue in all the Seminars:

- ❖ Registration- One Desk with 02 Chairs at Foyer.
- ❖ Welcome drink
- ❖ Audio-Visual requirements for Presentations/Speeches, Microphone-2, b) Projector-1, c) Big Screen for presentation-1, d) Speakers, e) Laptop-1, f) Wireless Microphones-2 etc. in a sit down arrangement for 35-40 attendees, backdrop banner 10X10 and banner/standees including their mounting and dismantling.
- ❖ Catering arrangement for 35-40 persons with Banquet style.

Note: The agency will timely provide 03-04 quotations before the event, in the centrally located venues, for each city for further consideration/approval of Indiatourism Tokyo. Based on the quotation, venues of all the seminars will be finalized by Indiatourism Tokyo. The agency will book the venue, along with audio/visual equipment, food/beverages, materials of Kit bags etc., with the set up , as mentioned above once it is approved by IT Tokyo office.

D. Interested PR Agencies will be required to submit the following details:

- ❖ Event Management fee/Agency fee
- ❖ Administrative expenses with Hiring of Man power.

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- ❖ Cost of Hiring 1 no.s of interpreter/translator.
- ❖ Travel Expenses, if any, including accommodation.
- ❖ Venue hiring including: Food, Snacks, Drinks charges
- ❖ Any other expenditures, should be clearly indicated/mentioned

The quotation should be lump sum for each seminar/city and cover the cost of organizing the Seminar/event, which will include charges for all the above items. The cost of report and photographs to be included in the agency fee. No separate photographer will be engaged.

E. Payment:

- 1) The payment to the selected PR Agency will be made after completion of the Event on submission of Invoices, Individual report of each event and photographs.
- 2) Payment of services like food, beverages, hiring venue, hotel, transportation etc. will be reimbursed as actual, to be claimed along with supporting documents/third part bills
- 3) No other expenditure shall be made by the office, other than the expenditure mentioned in the quote of the agency.

F. Other conditions:

- i) The quotations should be sent in English only.
- ii) The number of invitees with their company name, designation and address should be furnished at least 1 week before the event in each city.

G. Submitting of Quotations/Applications:

- 1) The quotations should be sent in a sealed cover clearly marked: "quotes for Know India Seminar Korea", by courier/post to The Assistant Director, Indiatourism Tokyo, Ginza KM Building, 8th floor, 8-14-5, Ginza, Chuo-ku, Tokyo-104-0061, Japan, and the last day of receiving the complete quotation is 8th January, 2020 before 17:00 hrs.
- 2) The following may be noted:
 - a) Quotations should accompany a brief profile of the agency, including previous experience along with NTOs.
 - b) Cost per city may be indicated, indicating lump sum expenditures as mentioned in the scope of work under PARA- C.
 - c) Maximum travel and accommodation cost should be calculated and provided in order for comparison. However,, payment will be made against production of invoices and will be restricted as per the quotes only. However, if it less than the quoted sum, only the actual will be reimbursed.
 - d) Payment of 60% of the total contractual amount will be made by Electronic transfer in US\$ only, as an advance 10 days before the Seminar, in order to make to make advance payment to the venue & accommodation. The payment of remaining 40% of the total contractual amount will be made through electronic transfer, on completion of the Seminar and on receipt of the complete report including database and hard & soft copies of photographs.
 - e) No other payment/expenditure shall be made other than the expenditure mentioned in the quote of the agency.

H. Selection:

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H. Selection:

Selection will be based on the lowest quote per city, who covers all the points mentioned at PARA C to G.

Notes:

- 1) Indiatourism Tokyo office reserves the right to accept or reject any offer without assigning any reasons whatsoever.
- 2) Indiatourism Tokyo office will in any case not be responsible for payment towards accommodation, travel expenses of the agency or it's staff.
- 3) Termination by default: Indiatourism Tokyo office reserves the right to terminate contract of any agency, in case of change in the Government procedures or for unsatisfactory services at any time.
- 4) Indiatourism Tokyo office will have the full right to cut up to 30% fees in case of under attendance or substandard of the venue.
- 5) Indiatourism Tokyo office holds full right to change the date and venue or cancel to organize any of the Know India Seminar as listed in this document at any stage, without assigning any reasons therefore for any of the administrative or other reasons.



Assistant Director

Indiatourism Tokyo/East Asia