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Government of Rajasthan
Department of Tourism, Prayatan Bhawan
Opposite Vidhayak puri Police Station, M.I. Road, Jaipur
Tel. 0141-5155136-111, Fax 5110593

No.F10(2)/Pub./Open Bid-design/17/ 1795

Dated: 18/11/17

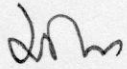
EXPRESSION OF INTEREST

Rajasthan Tourism intends to come out with the special book on Rajasthan Tourism, to explore the unexplored, unknown and unseen destinations of the state which covers the seven divisions of state along with a special part as Chittorgarh district.

To explore the idea of above said "special book" Department of Tourism, Govt. of Rajasthan invites the Expression of Interest from reputed publishers, travel writers, media agencies and photo journalists.

The interested parties may submit their proposals to the Department of Tourism by 3.00 pm on 30-11-17.

Other details can be seen and can also be downloaded from the website www.tourism.rajasthan.gov.in or www.sppp.portal, procurement portal of the State Government.


Dr. Rashmi Sharma
Additional Director(Admn.)

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EXPRESSION OF INTEREST

Department of Tourism requires all promotional tools including high quality print material, exhibition designs, interactive CDs, electronic promotions, films, etc. To achieve the desired impact on the target audience through our messages, we have to ensure that all our promotional material have the appropriate content and design input.

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To explore the idea of above said "special book" Department of Tourism, Govt. of Rajasthan invites the Expression of Interest from reputed publishers, travel writers, media agencies and photo journalists.

The interested parties may submit their proposals on following basis.

THEME :-

To explore the unexplored, unknown and unseen tourist destinations in Rajasthan. For this exercise, the state will be divided in to seven parts i.e Ajmer, Bharatpur,

Bikaner, Jaipur, Jodhpur, Kota and Udaipur. The study and the content will revolve around the peoples, culture, food, History, handicrafts etc. of each division including Chittorgarh district separately. All this has to go in sync with the Tag line of DOT "JANE KYA DIKH JAYE". The content has to be produced from scratch from the perspective of a traveler i.e. in a form of Storytelling, and finally culminate into one book which is fresh in content and rich in pictures.

METHODOLOGY

There should be dedicated teams comprising of a Travel writer and photographer who shall explore these Divisions. These teams will explore and develop content simultaneously from the seven divisions.

TIMELINE

The project has to be completed within a time span of 3-6 months.

PROFILE

- I. At least 5 years' experience in this field
- II. Complete in-house design studio with infrastructure and manpower in Jaipur
- III. Bidder is to have experience in copywriting, designing of Print material including brochures, booklets, publications, report, etc.

COST

The estimated cost should be calculated on the basis of research, travelling, designing, printing and all other relevant expenses.

TRUNOVER

The minimum required turnover would be Rs 2.00 cr.

Department of Tourism will invite the bids through E-Procurement for this above said "special book" after the detail study of the proposals received from this
EXPRESSION OF INTEREST.

The above EOI proposals may reach this office by 3.00 pm on 30-11-17