



**Department of Tourism,  
Government of Uttar Pradesh**

**Expression of Interest (Eoi)**

for

**Conceptual Design of Stage Décor and Ram Darbar for Deepotsav  
2019, Ayodhya**

Eoi Reference: Deepotsav 2019/Conceptual Design

September 2019

Department of Tourism, Government of Uttar Pradesh

Paryatan Bhawan

C-13, Vipin Khand, Gomti Nagar,

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**U.P. nahi dekha, toh India nahi dekha.**

**Important Date and Details**

The Department of Tourism, Government of Uttar Pradesh invites Eol for conceptual design of stage décor at Ram Katha Park and Ram Darbar at Ram Ki Paidi in Ayodhya for “Deepotsav 2019”.

S. No.	Description	Date/ Details
1.	Upload of Eol document on UP Tourism Website <a href="http://www.uptourism.gov.in">www.uptourism.gov.in</a>	5 <sup>th</sup> September, 2019
2.	Eol submission start date	5 <sup>th</sup> September 2019,
3.	Deadline to submit Eol	16 <sup>th</sup> September 2019, 12:00 Hrs
4.	Date of opening of Eol	16 <sup>th</sup> September 2019, 13:00 Hrs
5.	Date of presentation	16 <sup>th</sup> September 2019, 16:00 hrs
6.	Eol submission, opening and presentation venue	Paryatan Bhawan 4th Floor, C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010 Uttar Pradesh India

Proposals to be submitted at the mentioned venue in a sealed envelope. The envelope to be labelled as: -

**Conceptual Design of Stage Décor and Ram Darbar for Deepotsav 2019, Ayodhya**

The Office of Director General  
Directorate of Tourism, Government of Uttar Pradesh  
Paryatan Bhawan  
4th Floor, C-13, Vipin Khand,  
Gomti Nagar,  
Lucknow – 226010  
Uttar Pradesh  
India

Any queries should be submitted at **dg.upt1@gmail.com** with subject: ‘Eol reference: Deepotsav 2019/ Conceptual Design, queries’ or may contact Ms. Preeti Srivastava, Deputy Director, Directorate of Tourism, Uttar Pradesh (Mob: 9452856827, email: im2preeti10@gmail.com)

## **1 Project Background**

Deepawali, the festival of lights, is one of the major festivals celebrated in India. The festival represents symbolic victory of good over evil, light over darkness, and knowledge over ignorance. The religious tradition links this festival to Lord Ram. It is believed that Lord Ram, Sita, Lakshman and Hanuman reached Ayodhya after 14 years of exile and defeating demon king Raavan. To welcome their King and Queen and celebrate the victory of good over evil the city of Ayodhya was illuminated by lighting of diyas (earthen oil lamps). Since then this traditional celebration continues in India.

The Government of Uttar Pradesh, to revive the link between Lord Ram, Deepawali and Ayodhya, has been organizing mega annual 3-day event, 'Deepotsav'. Ayodhya Deepotsav is an annual event organized to mark Deepawali celebrations in Ayodhya Town. It includes an array of illumination of various temples and monuments, street lighting, Shobha Yatra of various tableaux from Saket Mahavidyalaya to Ram Katha Park, International Ramlila performances, Maha Aarti at the Ghats of River Saryu, illumination of all the monuments & temples at Ram Ki Paidi and lighting of earthen oil lamps (diyas). The event is attended by international and national dignitaries, tourists and pilgrims. Further, the event is live broadcasted through various mediums across the world.

After successful two editions of the event the Government of Uttar Pradesh is now celebrating the 3<sup>rd</sup> edition of Deepotsav from 25<sup>th</sup> October 2019 to 27<sup>th</sup> October 2019. The Government intends to make this mega event grandeur than the previous two editions.

In this context, Department of Tourism, Government of Uttar Pradesh (hereinafter referred to as DoT) intends to invite Eol for set designing of (i) Ram Katha Stage at Ram Katha Park and (ii) Ram Darbar at Ram ki Paidi. The scope of work and other terms & conditions have been mentioned in this document. The invitation to express interest is open to individuals, companies, partnerships and proprietorships firms herein referred as "party".

## **2 Scope of Work**

Expression of Interest is being invited for following work: -

### **1. Conceptual Design of Ram Katha Stage Decor at Ram Katha Park**

Ram Katha Park is an amphitheatre with a permanent stage structure. The events at Ram Katha Park will include Rajya Abhishek Ceremony of Lord Ram, Sita and Lakshman, followed by aarti and welcome of Hon'ble Chief Guest and other dignitaries. The same stage set up will also be used for international as well as Indian Ram Leela performances. Thus, the interested parties are advised to conceptualize and prepare designs for façade and the interior setup so that it appears to be a courtroom of a grand palace. The design should be made keeping in mind the events at the location. The dimensions of the venue and representational image of the stage are given below.



**Site Dimensions: Ram Katha Park, Ayodhya**



**Representational Stage Décor: Ram Katha Park, Ayodhya**

## 2. Conceptual Design for Ram Darbar set at Ram ki Paidi

The events at Ram ki Paidi will include lighting of diyas, which would be observed by dignitaries and guests. This event will also be observed by symbolic Lord Ram, Sita and Lakshman. A wooden structure would be set up as Ram Darbar set from where the event would be observed by symbolic Lord Ram, Sita and Lakshman. Thus, the interested parties are required to conceptualize and prepare designs for this Ram Darbar set at Ram ki Paidi. The dimensions and representational image of the darbar are given below:

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Element	Quantity	Length (in ft.)	Width (in ft.)	Height (in ft)	Area (in sq. ft.)
Ram Darbar (Wooden with Carpet)	1	48	24	2.5	1152



**Ram Darbar (Deepotsav 2018): Ram ki Paidi, Ayodhya**

3. Providing detailed specifications, measurements and information about the materials and supplies to be used for implementing the submitted designs.

**NOTE:** Usage of single-use plastics and thermocols will not be accepted.

4. The selected party would be required till the completion of the event to provide support to the vendor selected by DoT for implementing the design,

### **3 Contents of Proposal**

The interested parties are required to submit the proposal in a sealed envelope containing detailed conceptual drawings of the designs along with the measurements, specifications and detailed information about the materials and supplies to be used for implementing the design. Details of similar work done in the past must be included in the proposal along with the scope of work in such assignment(s). A maximum of 3 similar work must be submitted. The party must submit the project details as per Annexure I.

The parties may choose to submit the designs for both the locations or submit one as they may desire to, but it remains at the discretion of DoT to select the designs of different party or both the designs of the same party.

#### **4 Evaluation and selection criteria**

The submitted proposals would be evaluated by the DoT and the selection would be made based on following criteria: -

- a. Aesthetic and appeal of the design;
- b. Relevance of the design;
- c. Originality of the design;
- d. Visuals of the design;
- e. Materials to be used for implementing such design;
- f. Specifications and measurements of the designs.

The interested parties would be required to make an electronic presentation on the date and time mentioned in this document. In addition to the above-mentioned points the presentation should also include background of the interested party.

The selected party would be required to allocate a single point of contact and provide requisite contact details to the DoT for coordination.

#### **5 Financial Consideration**

The financial consideration to be provided for the design selected are: -

- i. INR 50,000/- for conceptual design of Ram Katha Stage Decor at Ram Katha Park;
- ii. INR 25,000/- for conceptual design of Ram Darbar Set at Ram ki Paidi.

The amount would be paid post completion of the event.

#### **6 Proprietary Rights**

The proprietary rights of the design submitted would remain with the DoT. The right to use or store shall always remain with DoT.

#### **7 Other Terms & Conditions**

- i. The financial consideration would be paid after deducting relevant taxes, if any. Taxes/GST as applicable in India will be paid as per actual.
- ii. DoT reserves the right to amend, withdraw or keep on hold this process of selection. It also may at its absolute discretion amend, update or supplement information, assessment or assumption contained in this EoI.
- iii. DoT is under no obligation to select a party for the job and reserves the right to reject all or any proposals.
- iv. Any dispute, difference or controversy of whatever nature between selected party and DoT shall at the first instance be tried to be resolved amicably making a reference to the Director General, Department of Tourism.
- v. The place of Arbitration shall be Lucknow, Uttar Pradesh.
- vi. The governing laws shall be laws prevailing in India and the courts in Lucknow, Uttar Pradesh shall have exclusive jurisdiction to entertain any dispute between the Parties.

**Annexure I: Project Data Sheet**

I. Name of the Party:

II. Category of the Party (tick whichever is applicable): Individual/ Company/ Partnership/ Proprietorship firm.

III. Details about similar work done in past (Please fill the table as applicable)

S. No.	Project / Client Name	Description of the project	Description of actual services provided
1.			
2.			
3.			

IV. Details about the design:

Head of Description	Stage Décor	Ram Darbar
Concept		
Material specifications		

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