



SWAMY SARANAM

TRAVANCORE DEVASWOM BOARD

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www.travancoredevaswomboard.org

IT Division, TDB.

29/10/2022

ROC.18561/19/CIT.

NOTICE INVITING EXPRESSION OF INTEREST

On the behalf of Travancore Devaswom Board, Devaswom Commissioner invites competitive quotations from interested parties for publishing their advertisements through the Sabarimala Pilgrim Management System (Virtual-Q).

1. ABOUT SABARIMALA PILGRIM MANAGEMENT SYSTEM (SPMS)

Sabarimala is the most visited pilgrim centre in Kerala. The number of devotees to Sabarimala is increasing every year exponentially. Travancore Devaswom Board is responsible for the crowd management of the pilgrims visiting Sabarimala during the pilgrimage season starting from November to January. To regulate and streamline the devotees at Sabarimala, the Travancore Devaswom Board has been managing a virtual-q system with the help of M/s TCS Hyderabad. All pilgrims should register in Sabarimala portal for darshan in advance and will be issued e-tickets which have to be produced at Pampa for darshan.

The Portal enabled the pilgrims to reserve their place in the Queue for the Sabarimala pilgrimage at a specified hour on any day when the shrine is open on a "First Come, First Serve" basis. The pilgrims could select the date and time of joining the queue, by accessing the Web Portal and they were provided accommodation in the Queue subject to availability.

Devotees from all over the world who propose to visit Sabarimala will benefit by this portal. It will have more details, information and guidelines which are very useful for the Sabarimala Pilgrims, with multi language support.

Sabarimala Pilgrim Management System facility is provided by Travancore Devaswom Board as a part of Crowd Management which in turn saves precious time for the Pilgrims. This facility is absolutely free of cost to the pilgrims as it is funded by advertising revenue. Pilgrims without Advance Queue Coupon can also have their pilgrimage as in the previous years availing entry cards from Spot Booking Counters at Nilakkal and Pampa.

2. GENERAL DETAILS ABOUT ADVERTISEMENT

Travancore Devaswom Board would like to make the "Sabarimala Pilgrim Management System" a self-sustained initiative by providing opportunities to display advertisements. There will be various advertising slots in the Web Portal, online coupons, Entry cards given from Nilakkal and Pampa, in verification emails and SMS.

These will be excellent opportunities for Companies/Organizations to advertise about their brand, products and services and also to display their message. The Advertisement Banners will have high visibility and influence and the Advertisements on the Coupon will have huge impact considering the importance of the coupon to a devotee.

We propose to accept advertisements from Government/ Government Run/ Public Sector Firms/Private Firms as approved by Govt. for raising funds for the purpose of implementing the scheme.

In the 2022-23 Sabarimala festival season, more than 20 lakhs pilgrims will print their Advance Queue Coupons and produce it before the authorities for joining the queue at Sabarimala. This Virtual Queue Coupons also afford excellent opportunity for advertising the services/products and for printing the message.

The portal has been designed and developed by professional team and would be using the cloud computing environment for continuous server availability.

3. POSITION OF ADVERTISEMENT SLOTS

- a. Home page of web portal (www.sabarimalaonline.org)
 - i. Home Page Left Banner (3 slots available)
- b. Virtual Queue Online Coupon
- c. Backside of spot booking Entry Cards
- d. Top side of verification e-mails
- e. SMS
 - i. Length of the advertisement is limited to 50 characters.

3.1 Tariff For Placing Advertisements In Web Portal (www.sabarimalaonline.org), online Coupons and Entry Card

- 1. Home Page Left Banners** - Rs. 10,00,000/-
- 2. Virtual Queue online coupon** - 14 x 2 CM – Rs.1,00,000 for one lakh coupons (total 20,00,000 advanced online coupons will be generated)
- 3. Top side E-Mail Banners** - Exclusive Slot 728 x 90 Pixels - Rs.50,000 for one lakh emails
- 4. Spot booking Entry Card – 10 cm x 6 cm**

Multi-colored pre-printed cards are given to pilgrims after spot booking of Pilgrims.

 - a. One lakh cards- INR 1,50,000/-
 - b. Two lakh cards - INR 2,50,000/-
 - c. Five lakh cards - INR 5,00,000/-
- 5. SMS advertising – 50 characters**

A 50-character advertisement can be added with the current SMS template sending.

 - a. Ten lakh SMS - INR 10,00,000/-
 - b. Twenty lakh SMS - INR 20,00,000/-
 - c. Thirty lakh SMS - INR 30,00,000/-

TERMS AND CONDITIONS

1. The last date of receipt of EOI is **04/11/22, 5.00 pm**. Above mentioned rates are basic rates and one can quote any amount higher than the base rate. Highest bidder will be eligible for the advertisement. Selection of slots will be decided by the Travancore Devaswom Board keeping in view the best interest of the scheme.
2. All e-mail communications related to advertising should be made to itdivision.tdb@kerala.gov.in
3. Travancore Devaswom Board is the final authority to decide upon the final selection and approval of the slots and advertisers.
4. The advertisement will be exhibited strictly in accordance with the guidelines and decorum of the Sabarimala as a religious pilgrim destination. Any advertisement that is offensive, not suitable or against the religious beliefs will not be entertained.
5. The art works/ banners are to be provided to Travancore devaswom board in advance along with the request, for approval. Travancore devaswom board may request to modify or remove the advertisements if found objectionable.
6. The banners/ art works in the pre-defined size and file formats are to be provided by advertisers.
7. SMS advertisement will start with the word "Sponsored by:"
 - i. Total length of the advertisement shouldn't exceed 50 characters including the starting word "Sponsored by:"
example: "Sponsored by: your_company_name"
8. Due to TRAI regulations no URL can be added with SMS advertisements.
9. The payments will be on an advance basis along with confirmation.
10. The tariff does not have provisions for Media Agency commission or remunerations.
11. Travancore Devaswom Board does not guarantee any specific number of visits, clicks or results for the advertisements published.
12. Travancore Devaswom Board may modify or alter the advertising placements when necessary.
13. All the advertisement publishing and delivery will be with respect to the Privacy Policy of individuals.
14. The portal will be functioning and advertisements will be carried from November 10, 2022 to November 09, 2023.
15. The Placement of advertising at the portal does not indicate any relation of advertiser with Travancore Devaswom Board and cannot be deemed as an acceptance or treated as an obligation of any nature.
16. Travancore Devaswom Board will have the rights to withdraw the advertisement placement at any point of time if decided.
17. Travancore Devaswom Board reserves the right to cancel/reject/alter the advertisements/slots/advertisers without assigning any reason thereof.
18. Decisions of the Hon'ble High Court of Kerala, Government of Kerala will be binding on the advertisers.

19. All disputes will be adjudicated by the competent Court in Thiruvananthapuram, Kerala only.

Contact Person:

The Project Engineer

IT Division

Travancore Devaswom Board

Head Office, Nanthancode,

Kowdiar.P.O, Trivandrum-695003.

Ph: 0471-314288

itdivision.tdb@kerala.gov.in

Thiruvananthapuram

29/10/2022


Devaswom Commissioner

2.5 BID SUBMISSION FORM

Date: __ / __ / 2022

To

Devaswom Commissioner
Travancore Devaswom Board
Nanthancode
Thiruvananthapuram, Kerala

Sir,

I/We, hereby bid for the placement of advertisement in the portal for Sabarimala Pilgrim Management System (www.sabarimalaonline.org), owned and managed by Travancore Devaswom Board.

We are ready to pay rupees for the advertisement slot/slots with slot number (for slot numbers refer headline 3 of above document).

For,

Name
Designation
Contact No.

2.6 ADVERTISEMENT ORDER FORM

Date: ___/___/2022

To

Devaswom Commissioner
Travancore Devaswom Board
Nanthancode
Thiruvananthapuram, Kerala

Sir,

I/We, hereby confirm the order for placement of an advertisement in the portal for Sabarimala Pilgrim Management System (www.sabarimalaonline.org), owned and managed by Travancore Devaswom Board.

The advertisement slot selected is I/we herewith forward the advertisement charges of Rs.....(Inwords).....

..... by way of online transfer with transaction No or D.D/cheque No..... dated drawn on Bankbranch

I/we have read the terms and conditions and agree to abide by the terms and conditions stipulated by Travancore Devaswom Board.

Note:

1. Advertisements like Advanced Online can be opted for a particular number or State, for which multiple language ads can be printed.
2. Email banners and SMS Ad can also be based on the State, or numbers.
3. Mention the preferences like State in the particulars of the Tariff form.
4. Advertiser need to provide the artworks in the prescribed size of the advertisements.
5. For Banner Ads and Email banners, GIF, SWF or JPG format is preferred. For printed coupons, PDF or JPG files, for SMS, Word or text file is to be provided.
6. Travancore Devaswom Board will not be responsible for the errors or omissions on the artwork provided.

For

Name
Designation
Contact No.
email

(Office Seal)