

Scope of Work

Creative Development

1. The Agency has to conceptualize & design a logo unit & theme for entire event of the Deepawali Celebrations in Ayodhya.
2. A creative campaign including Print Advertisements & outdoor advertisements has to be suggested by the agency.

Event Management

1. City Décor

On the occasion of grand celebration of Deepawali, the agency would be required to decorate & light up the major streets within the City of Ayodhya for three days. The arrangements should be sufficient & apt as per the theme of Deepawali. Any damage to the decorations/branding/lights would be a responsibility of the agency and the same should be repaired /replaced within a stipulated time.

Examples of city lighting at Ayodhya streets



Examples of Intelligent lighting at Ayodhya main road



Examples of installations at the Airport- Peacock, Kalash, Diya



2. Shobha Yatra

The agency would also be required to create a shobha yatra depicting Lord Rama's arrival in Ayodhya after 14 years of exile. The depiction should be showcased in form of a Tableau (Jhanki). The same would start from Saket Degree College to Ram Katha Park via major roads. The agency is expected to create 5 Tableaux in the depiction, which should also showcase a storyline. An additional Pushpak Vimaan Tableau is to be provided for the procession of Ram, Sita and Laxman. The entire execution of the tableaux including artists, costumes, props, etc. is the responsibility of the agency. The SOW would also include the Grand Entries of all the Tableaux. All the relevant arrangements such as props, manpower, artists, flower shower, adequate sound & lights as per the area acoustics etc. should be taken care by the agency.

Examples of Ramayan Jhanki



Example of Pushpak Vimaan



3. Main Event at Ram Katha Park

The conclusion of the Shobha Yatra would be held at Ram Katha Park including Grand Tilak ceremony of Lord Rama & Sita, followed by Aarti and Hon'ble Chief Minister's welcome. The agency would be required to setup a Ram Darbaar along with seating of the Hon'ble Governor, CM and other dignitaries on the existing permanent stage with the necessary lights & sound arrangement. Adequate seating arrangement for VVIPs, VIPs & audience would also be a part of the SOW of the agency.

Reference mockup of Stage setup



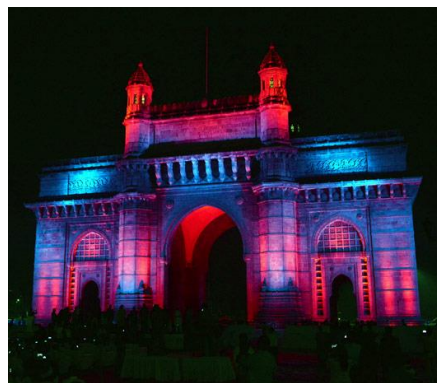
4. Décor & Lighting of Major Attractions of Ayodhya

The agency would also be required to decorate some major attractions of Ayodhya pertaining to the celebrations. The list of attractions that are to be decorated is as follows:

1. Hanuman Garhi
2. Kanak Bhawan
3. Birla Mandir
4. Tulsi Udyan Park
5. Ramkatha Sangrahalaya
6. Raja Ayodhya Mahal Dwaar
7. Mani Parbat
8. Chhoti Devakali
9. Ram ki Pairi
10. Entry Dwaar to Saryu River

Any damage to the decorations/branding/lights would be a responsibility of the agency and the same should be repaired/ replaced within the shortest time possible.

Examples of illumination of temples and monuments



5. Deep Prajvalan at Naya Ghat

The agency would be required to organize a program at Naya Ghat which would include a grand laser storyboard depicting Ramayana, Aarti at Saryu River, Décor & Lighting of the area around the Ghat. The agency would create the storyboard, which should be approved by the Department of Tourism, UP. The Aarti would be done by Hon'ble CM of UP & the necessary arrangement of Aarti i.e. Earthen Lamps (Diyas), Pujaaris should be taken care by the agency. Also, any damage to the decorations/branding/lights around the Ghat, would be a responsibility of the agency and the same should be repaired/replaced within the shortest time possible.

Examples of deep prajvalan at Ghats

