



EOI

Madhya Pradesh Tourism Board (MPTB)
Corporate Identification Number (CIN) – U75302MP2017NPL043078
6th Floor, Lily Trade Wing, Jahangirabad, Bhopal
Tel.: (0755) 2780600
www.tourism.mp.gov.in

**“EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION RETREAT AT
VARIOUS TOURIST DESTINATIONS OF MADHYA PRADESH”**

NIT NO: 6268/MPTB/2023

SYSTEM NO. -2023_MPTB_314574

04 October, 2023

MPTB invites offers for **“EOI For Empanelment Of Agency For Organising Yoga/ Meditation Retreat At Various Tourist Destinations Of Madhya Pradesh”**. Terms and Conditions can be downloaded from website www.tourism.mp.gov.in and /https://www.mptenders.gov.in. For any other information, contact +91-9407057416 or e-mail. at cs.mptb@mp.gov.in Last date for online submission of EOI is **06 November 2023, 15:00hrs.**

Managing Director

**EXPRESSION OF INTEREST
FOR
EMPANELMENT OF AGENCY FOR ORGANIZING YOGA/ MEDITATION RETREAT AT VARIOUS
TOURIST DESTINATIONS OF MADHYA PRADESH**



The heart of
Incredible India

**Madhya Pradesh Tourism Board
Bhopal, India
2023**

Eoi Fact Sheet

Sr. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION RETREAT AT VARIOUS TOURIST DESTINATIONS OF MADHYA PRADESH
3.	Availability of the Document	The EOI Document is available and downloadable on following website: http://www.mptenders.gov.in EOI Document Fees (non-transferable & non-refundable) and Processing Fees must be paid online at GoMP e- Procurement portal – (http://www.mptenders.gov.in) All Subsequent changes to the EOI Document shall be published on the above-mentioned website
4.	EOI Publish Date	04/10/2023 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
5.	Pre-Bid Meeting date and place	16/10/2023 at 12:00Hrs Madhya Pradesh Tourism Board 6 th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India Email: cs.mptb@mp.gov.in
6.	EOI Submission Start Date	23/10/2023 from 15:00 Hrs onwards through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
7.	Last Date and Time for Submission of EOI	06/11/2023 at 15:00 Hours through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
8.	EOI Document Fees	Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal of

		GoMP: https://www.mptenders.gov.in/
9.	EMD Amount	EMD of INR 50,000.00 (Rupees Fifty thousands Only) payable through online e-Procurement portal of GoMP: https://www.mptenders.gov.in/ EMD submitted will be converted into security.
10.	Date, Time and Place of opening of EOI	<ul style="list-style-type: none"> • 07/10/2023 at 15:00 Hours • MADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)
11.	Date, Time and Place of Technical Presentation	Will be communicated to the Applicant
12.	Proposal validity	Proposal should remain valid for 120 days from the proposal due date
13.	For any Queries Contact Person Details	Company Secretary Madhya Pradesh Tourism Board 6 th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India E-mail : cs.mptb@mp.gov.in

DISCLAIMER

The information contained in this Expression of Interest document ("**EOI**") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

1. INTRODUCTION & BACKGROUND

Immersed in the heart of India, Madhya Pradesh (MP) is a captivating blend of verdant nature, rich wildlife, and a vibrant cultural tapestry, making it an unparalleled setting for immersive Yoga/ Meditation Retreats.

MP is known for its diverse landscapes, from expansive forests to serene rivers and rolling hills, each providing an idyllic backdrop for Yoga and Wellness activities. The calming natural ambience, punctuated by melodious bird songs, rustling leaves, and gentle river currents, sets the stage for profound mindfulness, connection, and introspection, quintessential for any Yoga practitioner.

In addition to its splendid natural beauty, MP's robust wildlife introduces a unique dimension to Yoga/ Meditation Retreats. Home to numerous national parks and wildlife sanctuaries, it provides an opportunity to experience Yoga amidst an environment teeming with diverse fauna. This union of Yoga and nature amplifies the sense of oneness with the environment, enriching the practice with a profound sense of peace and fulfillment.

Beyond its scenic landscapes and wildlife, MP is also rich in cultural heritage. Its historical landmarks, tribal art, traditional music, and dance forms narrate tales of India's deep-seated history and culture. These elements present an opportunity to incorporate cultural activities into the retreats, enhancing the experience by engaging practitioners with the region's heritage. It encourages a deeper understanding of self in the context of the world, aligning perfectly with Yoga's philosophy of unity and self-discovery.

Furthermore, the local cuisine of MP, largely vegetarian and sourced from local produce, aligns seamlessly with the health-conscious lifestyles of Yoga practitioners. This can potentially enhance their wellness journey, further consolidating MP's positioning as a holistic Yoga/ Meditation Retreat destination.

In conclusion, the blend of nature, wildlife, and culture makes Madhya Pradesh not just a venue, but a destination that enriches the Yoga experience manifold. It provides a setting that nurtures the body, soothes the mind, and nourishes the soul - a pristine, peaceful, and profound setting for the ultimate Yoga/ Meditation Retreat.

In the last few years, the Government of Madhya Pradesh has initiated several measures

to position the state as the leading tourism state globally. All the tourism related initiatives of the Government of Madhya Pradesh (Govt. of MP) are executed through Madhya Pradesh Tourism Board (MPTB), the nodal agency of Govt. of MP.

2. OBJECTIVE

The primary objective of the Madhya Pradesh Tourism Board (MPTB) is to strategically position Madhya Pradesh as an ideal destination for Yoga and wellness tourism. To achieve this initiative, MPTB has developed a comprehensive plan that spans three years:

First Year: Organize 12 Yoga/Meditation Retreats

Second Year: Organize 24 Yoga/Meditation Retreats

Third Year: Organize 36 Yoga/Meditation Retreats

These retreats will be hosted in select hotels and resorts owned by the Madhya Pradesh State Tourism Development Corporation (MPSTDC), strategically located across various destinations within Madhya Pradesh. These locations have been carefully chosen for their suitability in providing a serene and immersive Yoga experience. The core objective are:

- Market and promote Madhya Pradesh as a premier destination for Yoga and wellness, accessible year-round.
- Increasing Domestic and Inbound Tourism: The primary focus is to attract both domestic and international visitors to the state. By offering diverse Yoga and wellness experiences against the backdrop of MP's natural beauty and cultural richness, we aim to drive tourism growth.
- Showcasing Holistic Wellness Tourism: Through these Yoga/Meditation Retreats, Madhya Pradesh will be mapped as a unique destination that embodies the essence of "Holistic Wellness Tourism" which cater the potential partners and investors interested in exploring fresh opportunities in the wellness tourism sector. Additionally, it will appeal to travelers seeking novel experiences that encompass wellness, wildlife, adventure, history, heritage, and rural tourism all within a single destination.

3. Scope of work

3.1 Organize Yoga/ Meditation Retreats

The agency shall be responsible for organizing a specified number of Yoga/Meditation Retreats over a three-year period as follows:

First Year: 12 (twelve) Yoga/Meditation Retreats

Second Year: 24 (twenty-four) Yoga/Meditation Retreats

Third Year: 36 (thirty-six) Yoga/Meditation Retreats

Agency has to share a detailed destination wise retreat calendar during the time of technical presentation.

These retreats will take place in hotels/resorts owned by MPSTDC, strategically located across various destinations within Madhya Pradesh, offering an ideal setting for a meaningful Yoga and wellness experience.

3.2 Setting Up Three Year Plan

The agency will develop a comprehensive three-year plan for the retreats, including all logistical and promotional aspects. They will collaborate closely with MPTB to create marketing materials that align with the promotion of these retreats.

3.3 Venue:

The agency will be responsible for securing suitable venues at selected tourist destinations, ensuring they meet the specific requirements of each retreat in coordination with MPTB.

3.4 Empanelment of Yoga Teachers

1. The agency has to enroll qualified Yoga Teachers from both domestic and international markets.

2. Eligibility of Yoga Teacher/Influencer-

- Yoga Teachers must have a proven track record of teaching in a yoga studio for the past three years OR have conducted at least three retreats in tourist destinations over the last three years (with evidence such as Retreat Posters, customer testimonials, and hotel testimonials).
- Influencer Yoga Teachers must have a minimum of 50k Instagram followers. Exceptions can be made based on the agency's valid recommendations.

3.5 Yoga/ Meditation Retreats Management for the Entire duration of the retreat

The agency will be responsible for planning, executing, and managing every aspect of each retreat from start to finish i.e. minimum 4 nights 5 Days . Their primary goal is to ensure that participants have a highly satisfactory experience during the Yoga/Meditation Retreat.

3.6 Deliverables required:

The expected outcomes for this project are as follows:

- i. The agency should ensure minimum 20 participants in each retreat .
- ii. The agency should secure at least 10 written contracts from Yoga Teachers.
- iii. After each retreat, the agency must submit a footfall report, including ticketing details for all participants.

3.7 Publicity material

Produce creatives for the Yoga/ Meditation Retreat in terms of minimum 30 brochures with following specification approved by MPTB:

- 17"x 12" (open)
- 8.4" x 12" (closed)
- No of pages 1
- Multi-color
- paper 300 GSM or Thicker

3.8 Digital Marketing and Promotion

The agency shall be responsible for following:

- a. **Website and Online Booking App**- Agency will develop a website and booking app for the potential customers to facilitate information dissemination, marketing, Yoga/ Meditation Retreat payment and feedback.
- b. **Social Media Promotion** – The agency would create social media handles for the Yoga/ Meditation Retreat on various popular platforms like Facebook / Instagram etc. to promote the Yoga/ Meditation Retreat and to disseminate the information to the Targeted Audience.

- c. **Paid Digital Promotion** – The agency would present a digital media plan to target the relevant pan India and global audience with demographical, geographical, interest targeting etc. to the MP Tourism Board and after approval from authorities the plan would be executed.
- d. **Content Creation** – The agency would be solely responsible for the creation of all the content required for digital marketing and promotion of the Yoga/ Meditation Retreat. The content would be uploaded after approval from MPTB. M.P.

3.9 Post Yoga/ Meditation Retreat Content & Report.

- a. Submit summary of each Yoga/ Meditation Retreat to MPTB through a post Yoga/ Meditation Retreat report along with a good pictorial digital booklet and 2 physical copies within 15 days of the conclusion of the Yoga/ Meditation Retreat.
- b. The same shall be posted by the agency to the Delegates, media (mainline and tourism trade), tourism bodies, etc. as per the approved mailing list provided to the MPTB.
- c. 10-minute-high quality film covering the Yoga/ Meditation Retreat & 3 Minutes short High Resolution Video Films covering the Yoga/ Meditation Retreats.
- d. It is mandatory for the agency to submit 15 high-resolution images for each activity of Yoga/ Meditation Retreat along with all the aspects of Yoga/ Meditation Retreat shall be submitted to MPTB.
- e. Submit a detailed list of all the participants and others prominent attendees along with the post Yoga/ Meditation Retreat report.

3.10 Digital, Marketing, and promotional activities to be done by the agency per retreat :

S.No	Platform	No of post	Frequency
1	Facebook Feed	4	Weekly
2	Facebook – stories	4	Weekly
3	Instagram – Feed	12	Weekly
4	Instagram – Stories	8	Weekly
5	YouTube uploads	4	Weekly
6	Twitter	8	Weekly

4. Period of Empanelment & Project timeframe:

The Empanelment shall be of three (3) years from the date of agreement which can be further extended for a period of two (2) years based on the satisfactory performance at the discretion of M.D., MPTB.

5. Rights and obligations of the Empaneled Agency

- 5.1 The agency shall provide details of the Hotel/ Resort of MPSTDC where it proposes to organize the Yoga/ Meditation Retreat atleast 2 months prior to the proposed Yoga/ Meditation Retreat for approval of MPTB and MPSTDC.
- 5.2 The agency shall provide details of the Yoga Teacher/Influencer minimum 1 month prior to the proposed Yoga/ Meditation Retreat for approval of MPTB.
- 5.3 The agency shall provide details of the participants who have booked for the retreat through Online booking portal or via any other medium at least 15 days prior to the proposed Yoga/ Meditation Retreat for approval of MPTB.
- 5.4 The agency shall be free to decide the fares to be charged from the participants.
- 5.5 The agency shall be eligible for 50% discount on the room tariffs 20% discount on the food prices of the Hotel/ Resort of MPSTDC in case of Continental Plan and 40% discount on the room tariffs of the Hotel/ Resort of MPSTDC in case of American Plan.

6. Rights and obligations of MPTB

- MPTB shall extend its support to the agency for marketing of Yoga/ Meditation Retreat through its website and other publicity mediums.

7. TERMS & CONDITIONS FOR ORGANIZING YOGA/ MEDITATION RETREAT

- (1) The Agency shall nominate the team and provide their name(s), address (es), email (s) and telephone, mobile nos. for better co-ordination.
- (2) Mere empanelment does not confer automatic rights to any agency to secure/procure jobs.
- (3) The empanelment does not guarantee any minimum business.
- (4) The authority reserves the right to empanel any other agency or employ any agency outside the list of empaneled agencies, if required.
- (5) The contract with the agency will be terminated if the agency is found involved in any unlawful and illegal activities in the premises or around.

- (6) The Selected Agency shall be responsible for all risks associated with the Yoga/ Meditation Retreat for the entire duration of the Yoga/ Meditation Retreat and for all prior preparation and winding up period with respect to his manpower/contractors/property/material etc. mobilized by him for the Yoga/ Meditation Retreat.
- (7) The Selected Agency must ensure that all risks associated with organizing the Yoga/ Meditation Retreat for the entire duration of the Yoga/ Meditation Retreat and prior preparation and winding up period are insured against perils like fire; damages with respect to participants, their property/material, etc.; public liability carrying any single accident limit of Rs. 50 lakhs; event cancellation loss towards preparation, advance, commitments etc. and all other related risk coverage.
- (8) Monitoring Committee- MPTB may form a monitoring committee comprising of representative of MPTB or institution nominated by the MPTB. The committee reserves the right to verify and perform quality checking and may impose the penalty to ensure that the final deliverables provided by the Agency are as per the prescribed norms and terms and conditions of the tender.
- (9) In case the Agency commits breach of any of the terms and conditions and stipulation herein contained or in the Agreement which are to be observed and performed by the Agency, then MPTB shall issue a notice to rectify the breach or omission of any of the terms and conditions and in case of noncompliance on the part of Agency within 07 days of the receipt of such notice, the Agreement may be terminated by MPTB. Bank Guarantee and all amount escrow account forfeited in such case and blacklist the agency for future work.
- (10) Warranties & Intellectual Property Rights (IPR) - Intellectual property right of Brand name, Property name, website created by the agency for promotion and online booking, or anything developed by the Agency specifically and exclusively for the site and MPTB and based on the information or data owned by MPTB, shall rest with MPTB.

8. General terms and conditions

- 8.1. The competent authority of this office has full right to accept or reject in part or any or all the tenders without assigning any reason and also to cancel the order at any time. The bidder will have no right to claim any loss / damages etc. on cancellation of the work order.

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- 8.2. Each page of the application should be signed. The application shall be signed by person having necessary authorization to do so. (Certified copies to be enclosed).
- 8.3. Applications containing false, incomplete and/or inadequate information are liable to be rejected. Also, mere fulfilment of the eligibility criteria does not guarantee selection.
- 8.4. The proof of experience must be submitted with the Tender/Application.
- 8.5. **EMD** of INR 50,000.00 (Rupees Fifty Thousands Only) must be paid online at e-procurement portal: <https://www.mptenders.gov.in/> **EMD submitted will be converted into security**. EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- 8.6. Empaneled bidder has to ensure regular participation in bids to be called for retreats by the MPTB, in case of failure to participate, EMD will be forfeited and company may be blacklisted by MPTB.
- 8.7. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the MPTB.
- 8.8. The EOI will be valid for the three years which can be extended two more years on mutual consent of both the parties. MPTB reserves the right to terminate or cancel the tender at any stage or time without assigning any reason.
- 8.9. Confidentiality of any data and information provided by MPTB and other government agencies to the Consultant should be maintained.

9. Eligibility Criteria: -

Applicants must carefully read the minimum conditions of eligibility (the “Conditions of Eligibility”) provided herein. Proposals of only those Applicants who satisfy the Conditions of Eligibility will be considered for evaluation.

- 9.1. The bidder should be an entity incorporated/ registered under the Companies Act 2013 or a Limited Liability Partnership registered under the LLP Act 2008 or a Sole Proprietorship. The bidder must submit a proof of Registration of the legal entity (Certificate of Incorporation, GST registration certificate to be provided).
- 9.2. The Bidder must have experience of conducting / organizing yoga/meditation classes/ sessions for minimum three Years preceding the proposal due date.
- 9.3. The bidder should have at least 5 personnel particulars in the form of CVs regarding the team leader and core team of at least 5 key personnel (who will be heading the respective domains of the Yoga/ Meditation Retreat management and the branding & promotion).
- 9.4. The bidder must have successfully completed at least two Yoga/ Meditation Retreats during a period of 1 year preceding the proposal due date. Copies of the Work Order / Completion Certificate need to be submitted.
- 9.5. The bidder shall have an annual average turnover of Rs. 50 Lakhs certified by chartered accountant during last 3 (three) financial years (2019-20, 2021-22 and 2022-23). Financial year 2020-21 shall not be consider due to Covid19. Copies of Audited Balance Sheet & Turnover Certificate from Chartered Accountant certifying the same need to be enclosed.
- 9.6. The Agency should not have been blacklisted by any Central/ State Government/ Public Sector Undertakings. (Certificate should be submitted)

10. Jurisdiction

The court of Bhopal alone shall have the jurisdiction to try any matter of dispute or reference between the parties arising out of this EOI or agreement.

11. Submission of applications

This EOI is advertised through selected newspapers and is posted on the website <https://www.mptenders.gov.in/>, Government of Madhya Pradesh, to give wide publicity and invite a large number of eligible “Applicants” who have the capability to deliver such services, for their participation in the process of Expression of Interest. The information provided by the

“Applicant(s)” will be used by the ‘MPTB’ to select potential “Applicant”.The format for submission of EOI application is enclosed as **Annexure 1 to Annexure 9**.

Applicants qualifying as per the criteria mentioned above and who are interested in providing the services detailed above may submit their applications to this EOI as per formats given in annexure along with relevant Documentary evidence latest by **06/11/2023 at 15:00** Hours at e-Procurement portal of GoMP: <https://www.mptenders.gov.in/>.Any applications not containing information for all the parts of Annexure may be rejected.

The applications must accompany a proof of payment of **Rs. 1,180/-** (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and **Rs. 295/-** (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<http://mpeproc.gov.in>). The fees should be paid online as per instructions given in fact sheet.

12. Technical Proposal (to be submitted online only)

The bidder shall prepare “**Technical Documents**” which shall contain:

- a) Covering Letter (please refer to annexure 1)
- b) Tender Document Fees of Rs. 1,180/- (Rupees One Thousand One Hundred Eighty only incl. GST) towards non-refundable EOI Document Fees and Rs. 295/- (Rupees Two hundred and ninety five only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal (<https://www.mptenders.gov.in/>).
- c) EMD of INR 2,00,000.00 (Rupees Two Lakhs Only) must be paid online at e- procurement portal: <https://www.mptenders.gov.in/> **EMD submitted will be converted into security**. EMD of the agency not empaneled will be refunded. EMD of the agencies empaneled will be refunded on successful completion of the work and after the empanelment period. No interest will be paid on any EMD submitted.
- d) Details of the bidder (please refer to annexure 2)
- e) Statement with documentary proof as applicable against each item mentioned in clause 9 above.
- f) Credentials regarding major work done so far
- g) Sample creatives of various kinds should be included.

13. PROCEDURE FOR SELECTION/EMPANELMENT

- 13.1 The proposals should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.
- 13.2 MPTB reserves the right to reject any or all the proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.
- 13.3 All the proposals received will be scrutinized to assess their eligibility based on the qualifying criteria. Those proposals which do not meet the qualifying criteria will be rejected, forthwith, or at any stage of detection.
- 13.4 Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee. The final empanelment will be based on a presentation. During the evaluation MPTB will have a right to ask any clarification. Presentation shall be marked on a scale of 1 to 100. Then the total marks shall become scores.

Evaluation parameters for presentation shall be based on the following:-

S. No.	Parameters	Marking criteria	Marks
1	Agency experience	Till min. requirement of years = 5 marks and after that for every one year = 01 marks up to maximum 15 marks	15
2	No. of Yoga/ Meditation Retreats organized	Till Minimum requirement of 2 Yoga/ Meditation Retreats – 5 Marks Above 3 Yoga/ Meditation Retreats - 3 Marks for Each Yoga/ Meditation Retreat Up to 15 Marks Note: Work order or Completion certificate need to be enclosed	15
3	Financial	Till min. requirement = 5 marks and after that for every 05 lakhs = 01 marks up to maximum 10 marks.	15
4	Number of Staff	Till min. requirement of staff = 0 Marks and after that for every staff = 01 mark, up to maximum 5 marks	10

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5	Innovative ideas for value addition in participant's Yoga/ Meditation Retreat Experience.	The applicant shall propose unique value adding components to the project that enhance the participant's Yoga/ Meditation Retreat Experience. These can be ideas for improving defined Yoga/ Meditation Retreats or additional ideas around the overall Yoga/ Meditation Retreat.	5
6	Presentation by organization	--	40
7	TOTAL	--	100

The bidders are required to score **minimum 75 technical points** (quality) to qualify for the empanelment.

- 13.5 After empanelment MPTB will accordingly process the award of work and procedure for payments.
- 13.6 Empanelment is not any guarantee for the award of work.
- 13.7 MPTB however reserves its right to get any work done from an agency outside the panel.

14. SELECTION:

14.1 After closing of the EOI, the bids (technical) received within the deadline will be opened on mentioned date/time. The shortlisted bidders securing minimum 75 technical points as per parameters mentioned in clause 13.4 will be considered for empanelment. It would be MPTB's discretion to decide the number of agencies to be empaneled.

14.2 The Authority will announce a list of qualified Bidders who will be empaneled.

15. Rights of MPTB

15.1 MPTB reserves the right to accept / reject the offers received, or call for any additional information / clarification, or modify / cancel the bidding process, if so required, without assigning any reason whatsoever.

15.2 MPTB reserves the right to cancel/terminate the agreement any time without assigning any reason or failing to submit the report within stipulated time or unsatisfactory report or any reason as deemed fit.

15.3 MPTB however reserves its right to get any work done from anyone outside the panel in any cases.

16. Intellectual property rights

The IPR of all the creative, registrations, program, formats etc, would vest with MPTB.

17. Arbitration Clause

17.1 All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.

17.2 All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of MPTB at Bhopal.

17.3 If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party, it shall be referred to arbitration before a Sole Arbitrator as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall be the Head Office of MPTB at Bhopal. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

Annexure 1: Cover Letter

(To be submitted on letter head by the bidder)

To,

05:

Managing Director
Madhya Pradesh Tourism Board
6th Floor, Lily Trade Wing
Jahangirabad
Bhopal (M.P.)-462008

**SUB: EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION RETREAT
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With reference to your EOI Document dated -----, I / We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as agency for the subject project. The proposal is unconditional and unqualified.

1. I/We acknowledge that the MPTB will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the agency, and we certify that all information provided in the Proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading and all documents accompanying such Proposal are true copies of their respective originals.
2. This statement is made for the express purpose of appointment for the aforesaid Project.
3. I / We shall make available to the MPTB any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
4. I/We declare that:
 - (a) We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Authority;
 - (b) I / We do not have any conflict of interest as mentioned in the EOI Document;
 - (c) I / We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and
 - (d) I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of this EOI, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

**EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION RETREAT AT VARIOUS
TOURIST DESTINATIONS OF MADHYA PRADESH**

5. I / We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the agency, without incurring any liability to the Applicants in accordance with the EOI document.

6. I / We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted or convicted by any agency of the Government or by a Court of Law for any offence committed by us or by any of our Associates.

7. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority (and/ or the Government of India) in connection with the selection of agency or in connection with the Selection Process itself in respect of the above-mentioned Project.

8. I/We agree and understand that the proposal is subject to the provisions of the EOI document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.

9. I / We agree to keep this offer valid for 120 days from the proposal due date specified in the EOI.

10. In the event of my/our firm being selected as one of the empaneled agency, I/we agree and undertake to provide the services in accordance with the provisions of the EOI.

11. I/We have studied EOI and all other documents carefully. We understand that we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.

12. I/We agree and undertake to abide by all the terms and conditions of the EOI Document. In witness thereof, I/we submit this Proposal under and in accordance with the terms of the EOI Document.

Yours faithfully,
(Signature, name and designation of the authorized signatory)
(Name and seal of the Applicant)

Place/Date

Designation:
Company Seal

**EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION RETREAT AT VARIOUS
TOURIST DESTINATIONS OF MADHYA PRADESH**

ANNEXURE 2: Details of the bidder			
EOI for empanelment Of Agency For 'Organizing Yoga/ Meditation Retreat At Various Tourist Destinations Of Madhya Pradesh'			
Sr. No.	Particulars	Page No.	Remarks/Details
1	Name of Agency/ Applicant		
2	Details about office of agency:		
	Address:		
	Phone No:		
	Fax:		
	E-Mail ID:		
	Website:		
	Contact person:		
	Mobile No. and contact person:		
3	Details about registered office of Applicant and Contact No.		
4	Status of Applicant [Partnership firm/ Pvt. Ltd. Co. / Public Ltd Co.]		
5	Details about Director/Partners List to be attached		
6	Copy of Memorandum to be attached		
7	Total experience of applicant in the required field [No. of years]		
8	Certified copy of the Turnover of Agency/ Applicant during last financial three years		
9	P.A.N. No. (Copy to be attached)		
10	Goods and Service Tax (GST) Registration Number (Copy of certificate to be attached)		
11	Details of EOI Fees attached		
12	Details of EMD attached		
13	Annexures duly signed and supported by valid documents		

Annexure 3: Statement of Legal Capacity

(To be forwarded on the letterhead of the Bidder)

Date:

To,
The Managing Director
Madhya Pradesh Tourism Board,
Lily Trade Wing, 6th Floor,
Jehangirabad,
Bhopal – 462008
Madhya Pradesh, India

Sub: Bid for “**EOI for empanelment Of Agency For Organizing Yoga/ Meditation Retreat
At Various Tourist Destinations Of Madhya Pradesh**”

Dear Sir,

We hereby confirm that we satisfy the terms and conditions laid out in the EOI document.

We have agreed that _____ (insert individual’s name) will act as
our representative and has been duly bidder to submit the EOI.

Further, the bidder signatory is vested with requisite powers to furnish such
letter and authenticate the same.

Thanking you,
Yours faithfully,

For and on behalf of bidder’s signatory

Annexure 4: Format for Request for Pre- bid Clarifications

Bidder's Request for Clarification for "EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION RETREAT AT VARIOUS TOURIST DESTINATIONS OF MADHYA PRADESH"

Name of Bidder:

Name & position of person:

Full formal address including Telephone, mobile and email address:

Sr. No.	Page No.	Clause No.	Clause heading	Query / Clarification Sought	Suggestion

Annexure 5
Organization's Experience in Related field

**EOI for empanelment of agency For 'Organizing Yoga/ Meditation Retreat
At Various Tourist Destinations Of Madhya Pradesh'**

EXPERIENCE IN RELATED ACTIVITIES

S.N.	Name of the project	Name of the client / beneficiary	Place		Duration and year of conducting Yoga classes/ sessions.	Present Status (complete / ongoing)	Achievements	Supporting document closed
			District	State				

Note: - Please enclose the supporting documents (i.e., work order /completion certificate etc.) for each work mentioned above. Without the supporting documents, experience will not be counted.

Signature of the applicant
Full name of applicant
Stamp & date

Annexure 6
List of Yoga Teachers empaneled with agency
(On the letter head of the agency)

S.No.	Name	Qualification	Total Years of experience	No. of Instagram followers
1				
2				
3				
4				

Note: - Please enclose the supporting documents (i.e., work order /completion certificate etc.) for each work mentioned above. Without the supporting documents, experience will not be counted.

Signature of the applicant
Full name of applicant
Stamp & date

Annexure 7

Format for CV of Staff of the bidder

1. Name of Firm [Insert name of firm proposing the staff]:
2. Name of Staff [Insert full name]:
3. Date of Birth:
4. Nationality:
5. Education [Indicate college/university and other relevant specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:
6. Membership of Professional Associations:
7. Other Training [Indicate significant training since degrees under “6 – Education” were obtained]:
8. Work Experience in field of conducting Yoga Sessions:
9. Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held, Project handled.]:
10. Role in conducting Yoga Sessions
11. Staff is resident of:
12. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this resume correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged. I am willing to work on the Project and I will be available for entire duration of the Project assignment as required.

Date:

Sign:

Annexure 8: Financial Capacity of the Bidder

On the letter head of CA

CA Certificate

This is to certify that the financial details of the agency is as follows for the year/s:

Sr. No.	Year	Name of the Bidder	Annual Turnover (In Rs.)
1.	2019-20		
2.	2021-22		
3.	2022-23		
	Average turnover of three mentioned years		

Signature, Seal & UDIN of CA

(Note- Financial year 2020-21 shall not be consider due to Covid19)

Annexure 9: Format for Declaration regarding clean track record

To,
Managing Director
Madhya Pradesh Tourism
Board 6th Floor, Lily Trade
Wing Jahangirabad
Bhopal (M.P.)-462008

Dated:

**Ref: "EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION
RETREAT AT VARIOUS TOURIST DESTINATIONS OF MADHYA PRADESH"**

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding **"EOI FOR EMPANELMENT OF AGENCY FOR ORGANISING YOGA/ MEDITATION RETREAT AT VARIOUS TOURIST DESTINATIONS OF MADHYA PRADESH"**.

I hereby declare that me/my company/firm has not been debarred/black listed by any Government/Semi Government organizations in India. I further certify that I am competent officer in my company/firm to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking in India.
3. The information provided in the tender document is true and no false representation has been made.

Yours faithfully,

(Signature of the
Bidder) Name

Date:

Business Address:

Place