

Madhya Pradesh Tourism Board
(CIN): U75302MP2017NPL043078
6th Floor, Lily Trade Wing, Jahangirabad, Bhopal
Madhya Pradesh, India. Pin code – 462008
Website: www.tourism.mp.gov.in

“EOI for Empanelment of agency to support implementation of Responsible Souvenir Project in Madhya Pradesh”

NIT No: 3504/Skill/MPTB/2023

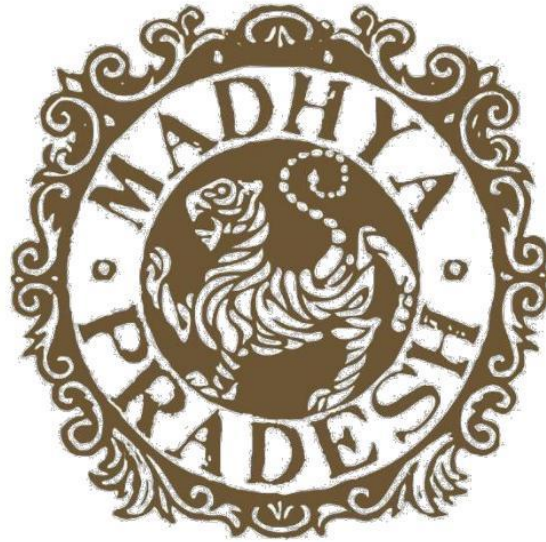
System No: 2023_MPTB_282581

08th June 2023

Bids are invited for “**Empanelment of agency to support implementation of Responsible Souvenir Project in Madhya Pradesh**”. The detailed terms & conditions can be downloaded from website <https://www.mptenders.gov.in/> and www.tourism.mp.gov.in. For any other information, contact **+91-9407057416** and email on cs.mptb@mp.gov.in or contact no. **0755-2780600** and email on: dirskill.mptb@mp.gov.in. Last date and Time for online Purchase and submission is 27th June 2023 – 15.00hrs.

Managing Director

**Expression of Interest (EOI)
for
Empanelment of agency to support implementation of Responsible
Souvenir Project in Madhya Pradesh**



The heart of
Incredible India

Madhya Pradesh Tourism Board

Bhopal, India

2023

EOI Fact Sheet

S. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	Expression of Interest (EOI) for Empanelment of agency to support implementation of Responsible Souvenir Project in 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	08/06/2023 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
5.	Pre-Bid Meeting date and place	16/06/2023 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	19/06/2023 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	27/06/2023 at 15:00 Hours at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
8.	EOI Document Fees	Rs. 2,000/- + GST and Processing Fees (non-refundable) payable through online e-Procurement portal of GoMP: https://www.mptenders.gov.in/
9.	EMD Amount	Rs 20,000/- payable through online e-Procurement portal of GoMP: https://www.mptenders.gov.in/

10.	Date, Time and Place of opening ofEOI	<ul style="list-style-type: none"> • 28/06/2023 at 15:00 Hours • MADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA) • Contact: +91-9407057416 • E-mail : cs.mptb@mp.gov.in
11.	Date, Time and Place of TechnicalPresentation	Will be communicated to the Applicant
12.	Proposal validity	The offer for EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by MPTB.
13.	For any Queries Contact PersonDetails	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. Background & Objective

1.1 Background

Madhya Pradesh Tourism Board also referred to as the “MPTB” or “Authority”, established in 2017 with an objective to promote the tourism in the state of Madhya Pradesh and to develop tourism with public, private partnership in sustainable manner. Investor facilitation, Skill- development, Publicity/promotion of tourist destinations nationally & internationally, identification and development of tourism infrastructure will be the core objective of the Board.

1.2 Objective

The Madhya Pradesh tourism board is implementing a rural tourism project in selected villages Located in and around tourism destinations, across Madhya Pradesh. For the successful implementation of the project MPTB is looking forward to take the services of the agencies who are working in the required field for the development of and promotion of local art & craft and skill up gradation of local artisan in Madhya Pradesh. The MPTB will empanel the agency working in the field as mentioned in the TOR.

2. Terms of Reference

Madhya Pradesh Tourism Board (MPTB) was established in 2017 under Companies Act 2013 by the tourism department, Government of Madhya Pradesh. The MPTB is responsible for development and promotion of the tourism in Madhya Pradesh. MPTB is also responsible to invite public private investment in development of tourism destinations of Madhya Pradesh. MPTB is committed to provide better opportunities, available in tourism and hospitality sector, to youth of MP through ensuring their participation in tourism.

The MPTB is implementing Rural Cultural Experience in selected villages situated nearby the tourism destinations in order to promote tourism and to increase community participation in tourism. The home stay will be established with local families and various activities will be established with local community which will provide rich rural and cultural experience to visitors.

In order, to implement the various activities the MPTB is willing to take the technical support from the agencies having expert of the required field. For hiring the services of agencies MPTB is issuing this EOI.

A. OBJECTIVE

The objectives are-

1. To optimize employment opportunities including self-employment for the people of Madhya Pradesh.
2. To create awareness among all the stakeholders (communities, businesses, local and state government, tourists and guides) to make them adopt responsible practices and revive local arts and crafts and support local artisan via providing market linkages for the products.
3. To provide assistance in design improvement, marketing, production and packaging and to generate additional income for the communities with the help of crafts production, promotion, and marketing.

B. SCOPE OF WORK- Responsible Tourism Project (Development and Promotion of Local Art and Craft)

1. Establishment of training centers to train local artisan in designated areas assigned by MPTB
2. Identification of local art & craft and artisans and also have do the status analysis of area designated by the MPTB.
3. Enhancement and development of skills of artisans to improve the quality of products.
4. Design and development of new marketable products in designated areas and art & craft.
5. Development of market and promotion for products developed by the local artisans.
6. Development of display corner, for products developed, in possible marketable places i.e., tourism places, hotels, tourist destinations and local market.
7. Arrange orders at least for three years for developed products and ensure the buy-back of products developed after training by the local artisans at least for project period.
8. Provide at-least three-year support to artisans trained on various products in design development and quality improvement, marketing and promotion.
9. listing of products for online marketing/ preparing online platform for the marketing.

C. ELIGIBILITY CRITERIA FOR AGENCY

1. The agency must have legal status i.e., society/company/Trust/ Partnership firm and must be registered in India.
2. The agency must have at least 05 years of existence.
3. The total turnover of the agency in last 03 financial years (2020-21, 2021-22, 2022-23) should not be less than Rs. 20 lakhs.
4. The agency must have an experience in art & craft development through community involvement. Preference will be given to those who are already running their community-based center in MP.
5. The agency shall have manpower strength of minimum 5 personnel.
6. Agency is not allowed to apply in consortium.
7. Strong marketing linkages and capacity to market products.
8. Dedicated website, online marketing, and permanent marketing setup will be given preference.

D. Expected Deliverables

1. Provide training to minimum 100 artisans in minimum 03 craft and ensuring progressive employment of minimum 70 % of the artisans.
2. Market survey and feasibility study of new crafts and products.
3. Designing and development of souvenirs using local designs materials, motives.
4. Rigorous and planned training on designing, development, marketing and other issues.
5. Minimum 08-10 new products in each identified art & craft in selected areas of MP.
6. New sustainable source of income for trained artisans.
7. Minimum 08-10 Souvenirs in each identified art & craft form.
8. Setup of display in identified centers for selected products.

9. Buy back and ensured market linkages (online and offline) for products developed by the local artisans.
10. Developing revenue sharing model for the center.

3. Earnest Money Deposit (EMD)

- 1 The Bidder shall furnish, as part of its proposal, the Earnest Money Deposit (EMD) amount of Rs 20,000/- (Twenty Thousand Rupees only), to be submitted Online Only.
- 2 Any Bid not accompanied by the EMD shall be summarily rejected by the Authority as non-responsive.
- 3 The EMD of unsuccessful Bidders will be returned promptly without any interest.

4. Venue & Deadline for submission of proposal

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to MPTB at e-Procurement portal of GoMP: <https://www.mptenders.gov.in/>. In exceptional circumstances and all its discretion, MPTB may extend the deadline for submission of proposals by issuing an amendment to be made available on the MPTB website, in which case all rights and obligations of MPTB and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

5. Period of Empanelment

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 on the discretion of M.D., MPTB.

6. 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”.

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 in the manner prescribed below: -

- a) Applicant's Expression of Interest as per (Format-1).
- b) Organizational Details (Format-2)
- c) Experience in related fields (Format-3)
- d) Financial Capability of Organization (Format-4: CA certificate)
- e) List of experts/consultants on payroll (Format-5)
- f) Non-blacklisting Certificate (Format-6)

The bidders are expected to examine all instructions, forms, terms and other details in the **EOI** document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

The applications must accompany a proof of payment of non-refundable amount of **Rs. 2,000/-** (Rupees Two Thousand only) towards EOI Document Fees at the time of submission of the EOI. The fees should be paid online as per instructions given in fact sheet.

7. Qualification Criteria

As mentioned in the TOR.

8. Evaluation Marking of Proposal:

S. No.	Parameters	Marking criteria	Marks
1	Agency existence	Till min. requirement of years = 0 marks and after that for every two years = 01 marks up to maximum 5 marks	5
2	Number of Staff	Till min. requirement of staff = 0 Marks and after that for every staff = 01 mark, up to maximum 5 marks	5
3	Financial	Till min. requirement = 0 marks and after that for every 05 lakhs = 01 marks up to maximum 10 marks.	10
4	Worked with Govt.	Agency having implemented any project with Govt.	5
5	Working Area	01 mark for each state up to max. 05 marks	5
		Working experience in Madhya Pradesh	5
6	Promotion of Art & Craft	Agency having experience in development of community-based art and craft	10
		Agency having an experience in development of community-based art and craft in MP	10
		Agency have an experience of development of Art and Craft in any tourism destination	5
7.	Marketing tie-ups/ supporting/ credentials etc.	Agency having Marketing tie-ups (minimum 02) / / own marketing website (03)	5
8	Presentation by organization	--	35
9	TOTAL	--	100

The minimum qualifying marks are 60.

9. Evaluation Criteria and Method of Evaluation:

a) Screening of proposals shall be carried out as per eligibility conditions mentioned in this

document and based on primary verification of testimonials submitted.

- b) EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and presentation to the selection committee, whose decision will be final.

10. SELECTION:

After closing of the EOI, the bids (technical) received within the deadline will be opened on mentioned date/time. The shortlisted bidders securing **minimum 60 technical points as per parameters mentioned point 8** will be considered for empanelment. It would be MPTB's discretion to decide the number of agencies to be empaneled.

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

11. Response:

Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Special comments on the objectives and scope of the service projected in the enquiry may also be submitted along with the offer.

12. Rights of MPTB

- 12.1 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.
- 12.2 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.
- 12.3 MPTB however reserves its right to get any photo & video shoot from anyone outside the panel in any cases.

13. Conditions under which EOI is issued:

The EOI is not an offer and is issued with no commitment, MPTB reserves the right to withdraw EOI and/or vary any part thereof at any stage. MPTB further reserves the right to disqualify any bidder, should it be so necessary at any stage.

The agency has to bear all the cost related to submission of this EOI. The cost, incurred by agency for submitting this EOI, will not be reimbursed in any circumstances by the MPTB to the bidder.

14. Conflict of Interest:

Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform MPTB, detailing the conflict in writing as an

attachment to this Bid.

MPTB will be the final arbiter in cases of potential conflicts of interest. Failure to notify MPTB of any potential conflict of interest will invalidate any verbal or written agreement.

A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

15. Intellectual property rights

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

16. Arbitration Clause

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

16.2 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.

16.3 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.

17. 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.

Format - 1 Applicant's Expression of Interest

To,
The Director (Skill & Training)
Madhya Pradesh Tourism Board,
6th Floor, Lily Trade Wing, Jehangirabad Bhopal
Madhya Pradesh, India
Pin code — 462008

Sub: Submission of Expression of Interest to support implementation of Responsible Souvenir Project in Madhya Pradesh

Dear Sir,

In response to an invitation for Expressions of Interest (EOI) published on 08-06-2023 for the above purpose, we would like to express interest to carry out the above proposed task.

As instructed, we attach the following documents as a part of the bid document:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. Organization's Financial Capability (Format-4: CA certificate)
4. List of expert/ consultants on payroll (Format-5)
5. Non-blacklisting Certificate (Format-6)

Declaration

We hereby confirm that we agree and accept all terms and conditions mentioned in this EOI. We are willing to undertake the task related to the part for which we are submitting this EOI as required by MPTB,

All the information provided herewith is in my knowledge and are genuine and accurate.

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp

Date:

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

Format-2: Organization Details

1. Name of the Organization
2. Legal status of the organization(company/Society/Trust) (enclose copy of By-laws)
3. Registration Number (Enclose copy of registration)
4. Date of registration:
5. Registration of 12-A (Enclose copy of registration)
6. Certificate of 80G (Enclose copy of registration)
7. Registration on Darpan Portal (Enclose copy of registration)
8. GSTIN
9. PAN (Enclose copy)
10. TAN (Enclose copy)
11. Address of Head Office:
12. Address of communication office
13. Name, Designation and Contact details of authorized person:
14. Financial Capability of the organization (Enclose CA Certificate & audited Balance sheet of required years)
15. Turnover for Required years (in Rs only)

Signature of the applicant
Full name of applicant
Stamp & date

Format 3: Organization's Experience in Related field

S.N.	Name of the project	Name of the supporting/funding agency	Geographical Area of implementation		Year of assignment	Present Status (complete / ongoing)	Achievements
			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

Format 4: Financial Capability of agency

On the letter head of CA

CA Certificate

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

S.No.	Financial Year	Turnover (in Rs.)

Signature & Seal of CA

Format 5: List of experts/consultants with agency
(On the letter head of the agency)

S.No.	Name	Designation	Qualification	Total Years of experience	Relevant experience	On agency Payroll (Yes/ No.)
1						
2						
3						
4						

Signature of the applicant
Full name of applicant
Stamp & date

Format 6: Non-Black listing Certificate

TO WHOMSOEVER IT MAY CEONCERN

This is to certify that we..... (Name of the Agency) registered under the (Name of the Act) vide registration No., do herby declare and confirm that we have neither been black-listed nor declared bankrupt by any Ministry/Department /Board /Corporation /any other entity of the Central or State Government or any quasi-Government or any Public Sector Undertaking or any Bank or any other entity till date.

Authorized Person's Signature.

Name and Designation.

Date of Signature

Note: - The Declaration is to be furnished on the letter head of the organization.