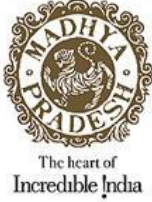


**EXPRESSION OF INTEREST
FOR
EMPANELMENT OF E- COMMERCE PLAYERS FOR PROCUREMENT AND
ONLINE SALE OF HANDICRAFT AND HANDLOOM PRODUCTS**



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 E- Commerce Players for Procurement and Online Sale of Handicraft and Handloom Products”

NIT No:5409/2023/MPTB/A/C

System No: 2023_MPTB_299067

14th August, 2023

MPTB invites offers for **“EOI for Empanelment Of E- Commerce Players for Procurement and Online Sale Of Handicraft and Handloom Products”** from_____. Terms and Conditions can be downloaded from website www.tourism.mp.gov.in and [/https://www.mptenders.gov.in](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 **11th September 2023, 15:00hrs.**

Managing Director

**EXPRESSION OF INTEREST
FOR
EMPANELMENT OF E- COMMERCE PLAYERS FOR PROCUREMENT AND ONLINE SALE
OF HANDICRAFT AND HANDLOOM PRODUCTS**



The heart of
Incredible India

MADHYA PRADESH TOURISM BOARD

BHOPAL

2023

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 Applicant. 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.

EOI for Empanelment Of E- Commerce Players for Procurement and Online Sale Of Handicraft and Handloom Products

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 Applicant 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.

EOI for Empanelment Of E- Commerce Players for Procurement and Online Sale Of Handicraft and Handloom Products

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 for empanelment of e- commerce players for procurement and online sale of handicraft and handloom products
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	14/08/2023 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
5.	Last Date and Time for Submission of EOI	11/09/2023 at 15:00 Hours at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
6.	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/
7.	Pre-Bid Meeting Date and Time	23/08/2023 at 15:00 Hours
9.	Pre-Bid Meeting Venue	MADHYA PRADESH TOURISM BOARD. Lily Trade Wing (Old Lily Talkies),6th Floor, Jahangirabad, BHOPAL- 462008 (INDIA) Contact-0755-2780600 Email-csmptb@mp.gov.in
10.	Date, Time and Place of opening of Eoi	12/09/2023 at 15:00 Hours MADHYA PRADESH TOURISM BOARD Lily Trade Wing (Old Lily Talkies),6th Floor, Jahangirabad, BHOPAL- 462008 (INDIA) Contact-0755-2780600 Email-cs.mptb@mp.gov.in
11.	Date, Time and Place of Technical Presentation	Will be communicated to Applicant

EOI for Empanelment Of E- Commerce Players for Procurement and Online Sale Of Handicraft and Handloom Products

12.	Contact Person Details	Company Secretary Madhya Pradesh Tourism Board Lily Trade Wing (Old Lily Talkies),6th Floor, Jehangirabad, BHOPAL- 462008 (INDIA) Contact-0755-2780600 E-mail – csmtb@mp.gov.in
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1. ABOUT EOI

Information Provided

The **Expression of Interest (EOI)** document contains statements derived from information that is believed to be true and reliable at the date obtained but does not purport to provide all of the information that may be necessary or desirable to enable an intending contracting party to determine whether or not to enter into a contract or arrangement with Madhya Pradesh Tourism Board, Bhopal (MPTB) in relation to the provision of services. Neither MPTB nor any of its officers, employees, agents, representative, contractors, or advisers gives any representation or warranty (whether oral or written), express or implied as to the accuracy, updating or completeness of any writings, information or statement given or made in this EOI Document.

Disclaimer

Subject to any law of the country, and to the maximum extent permitted by law, MPTB and its officers, employees, contractors, agents, and advisers disclaim all liability from any loss or damage (whether foreseeable or not) suffered by any person acting on or refraining from acting because of any information, including forecasts, statements, estimates, or projections contained in this EOI Document or conduct ancillary to it whether or not the loss or damage arises in connection with any negligence, omission, default, lack of care or misrepresentation on the part of MPTB or any of its officers, employees, contractors, agents, or advisers.

Costs Borne by applicants

All costs and expenses incurred by applicants in any way associated with the development, preparation and submission of responses, including but not limited to attendance at meetings, discussions, demonstrations, etc. and providing any additional information required by MPTB, will be borne entirely and exclusively by the applicants.

No Legal Relationship

No binding legal relationship will exist between any of the applicants and MPTB until execution of a contractual agreement.

Applicant Obligation to Inform Itself

The applicant must conduct its own investigation and analysis regarding any information contained in the EOI Document and the meaning and impact of that information.

2. INTRODUCTION

Expression of Interest (EOI) is invited from experienced E- Commerce Players (which shall include companies, firms, individuals, etc. who are engaged in marketing and selling products on e-commerce platform) herein after referred to as the "applicant" , who shall act as a link between the local artisans and e-commerce platform for sale and marketing of Handicrafts and Handlooms of the artisans and groups of producers of Madhya Pradesh on Pro Bono Publico basis.

The idea behind such an endeavor is to connect Handicrafts and Handlooms artisans and groups of producers located at the tourist destinations of Madhya Pradesh directly to the digital markets, with a promise of good return, offer an opportunity to the artisans and groups of producers to expand their customer base, enter new products markets and rationalize their business and strategies for success in domestic and international markets.

Applicant willing to work for promotion of online marketing of Handicraft and Handloom products of Madhya Pradesh in collaboration with this office may submit application in the attached proforma along with all relevant details.

3. SCOPE OF WORK:

The Applicant should act as a link/intermediary between the local artisans and e-commerce platform where souvenirs/traditional Handicraft and Handloom products of the artisans and groups of producers located at the tourist destinations of Madhya Pradesh are made available to the buyers.

The applicant shall be required to provide the following services: -

- 3.1 Make arrangement for collection of souvenirs/traditional Handicraft and Handloom products from the place of work/other place as and when contacted by the artisans. The list of the artisans shall be provided by the MPTB.
- 3.2 To **store** the collected products in their own/rented warehouse for the purpose of selling them through the e- commerce platform.
- 3.3 To provide services including insurance, packaging, labelling, photography and cataloguing, of the products and displaying them on the e-commerce platform.
- 3.4 To ensure there is an exclusive section/window on e-commerce platforms which is solely dedicated for sale of all souvenirs/traditional Handicraft and Handlooms of Madhya Pradesh.
- 3.5 To market and sell the products through **atleast 3** e-commerce platform on behalf of the artisans.
- 3.6 To create QR Code for each product displayed on the e-commerce platform showing the

details, description, videos of the souvenirs/traditional Handicraft and Handlooms and details and contact number of the respective artisan.

3.7 To ensure that there is no middle-men involved in such process and to ensure safety and authenticity of the products as provided to them by the artisans.

3.8 To ensure that the e-commerce platforms selected by the applicant for this purpose shall comprise of the following:

- i. **E-Procurement:** Planning, Procurement, Payments and Settlement
- ii. **Demand Aggregation** – The ability to aggregate demand to leverage buying power with the supply market.
- iii. **Consistent and sustainable Entrepreneur development** – Enabling artisans and groups of producers the opportunity to access relevant opportunities.
- iv. **Transactional Effectiveness** –Automate various trade processes to enable efficient and effective functioning.
- v. **Total Cost of Ownership** – Reduced cost of doing business for local artisans and groups of producers.
- vi. **Wider Access** – Accessing a wider customer base for local artisans and groups of producers.
- vii. **Scalability:** E-Commerce system which must be highly robust, scalable and proven. The system shall handle substantial number of concurrent users and transactions.
- viii. **Security:** Offer a superior level of security for selling / buying over the Internet.
- ix. Provision of handling international trade in secure manner should also be available.
- x. **Gateway to Global Trade:** System to have capability to handle domestic as well as international trade in transparent, faster and simpler manner.
- xi. **Warehouse & Logistic Management system:** System to have warehouse & Logistic management capabilities. It shall also have provision for integration with third-party logistics tracking system.
- xii. **Invoicing & Settlement:** To enable seller to raise invoice/debit/credit note, receive/make payment and settle the complete transaction through system.
- xiii. **Mobile App:** Increase the accessibility to the portal.

3.9 The sale price of Handicraft and Handlooms products shall be decided by the artisans and groups of Producers of Madhya Pradesh.

3.10 The final price charged from the buyers shall be inclusive of the necessary service charges of the applicant over and above the sale price decided by artisans.

3.11 Applicant shall ensure that the sale proceeds (as decided by artisans in point 3.7) are

transferred to the bank account of the Handicraft and Handlooms artisans and groups of Producers along with necessary invoices/documents showing proof of such sale within 30 days (thirty days) of sale of a product.

- 3.12 The empaneled applicant shall also comply with any other guidelines/conditions as may be notified by the Government in the interest of the Handicraft and Handlooms Artisans and Group of Producers.
- 3.13 The scope would also include such other activities that are incidental to the scope of work spelt out above.
- 3.14 It would also include any other activity(s) that may arise as per the need.
- 3.15 The applicant shall be responsible for executing the work as per the terms of agreement between the parties.

4. Obligations of MPTB:

4.1 List of the artisans shall be provided by MPTB.

4.2 Madhya Pradesh Tourism Board will promote marketing of Handicraft and Handlooms products in collaboration with selected applicants through the following interventions.

- a) The name and other details of selected applicants will be displayed on the website of Madhya Pradesh Tourism Board.
- b) Brief details of premium traditional handloom/handicraft products would be posted on the website of Madhya Pradesh Tourism Board which can be referred by the selected applicant in their product catalogues for disseminating the information to customers.
- c) The performance of selected applicants in marketing of handicraft and handlooms products would be monitored continuously. Selected applicant would be required to send a brief monthly report to the Madhya Pradesh Tourism Board about number of handicraft and handlooms producers/weavers who have availed their facilities, numbers of handloom and handicraft products of Madhya Pradesh and sale price of such products sold during the month. Such monthly report should be sent by e-mail.
- d) In case, it is found at any time that the selected applicants have violated any of the conditions as mentioned in this EOI, the empanelment would be withdrawn and the same would be notified on the website of Madhya Pradesh Tourism Board without prejudice to any other action as per applicable law.

4.3 Enhancement and development of skills of artisans to improve the quality of products, if

required.

4.4 Design and development of new marketable products in designated areas.

4.5 Promotion for products developed by the local artisans.

5. ELIGIBILITY CRITERIA FOR THE APPLICANT:

5.1 The applicant must have experts in the all field associated with

5.1.1 Display Advertising

5.1.2 Frame Ad/Web Banner Advertising

5.1.3 Pop Ups/Pop Unders

5.1.4 Floating Ads /Expanding Ads

5.1.5 Interstitial ad/ Text ads

5.1.6 Search Engine Marketing & Optimization

5.1.7 Sponsor search

5.1.8 Social Media Marketing

5.1.9 Mobile Advertising/Email Advertising

5.1.10 Such other Expertise essential for E market support.

5.2 Over 01 year of experience of E-Marketing, Internet Sales etc.

5.3 Prior experience of handicraft/handloom sectors or related organizations would be desirable.

Note: All necessary documents in support of above eligibility criteria shall be attached with the application.

6. Financial Engagement:

The engagement would be on *Pro bono publico* basis throughout the period of the engagement/association.

7. PROCEDURE FOR SELECTION

- 7.1 The applications should be complete in all criteria as mentioned in this document. Incomplete proposals will be liable for summary rejection.
- 7.2 All the applications received will be scrutinized to assess their eligibility based on the qualifying criteria and other requirements. Those proposals which do not meet the qualifying criteria are liable to be rejected forthwith.
- 7.3 **MPTB** shall shortlist the agencies based on the requirements and the responses submitted. MPTB reserves the right to call only vendors for a **technical presentation / demo/meeting** of their proposed project on the date and time decided by MPTB. The decision taken by the committee in this regard would be final and binding on all the applicants of EOI.
- 7.4 The **Technical presentation** should have following contents:
- a. Previous experiences of the similar project implemented & challenges faced during implementation.
 - b. Requirement of the department/client for which the project was executed.
 - c. Demonstration of project implementation strategies, plan & timelines
 - d. Registration of artisans and groups of Producers
 - e. Packaging of the products
 - f. Payment settlement plan
 - g. Methodology and Approach for training
 - h. Understanding of MPTB requirement
 - i. Preference will be given to the applicant who have worked in craft cluster and product development project.
 - j. Any other relevant information as per scope of work
- 7.5 The vendor presentation / demonstration of the product shall be held Madhya Pradesh Tourism Board Lily Trade Wing (Old Lily Talkies),6th Floor, Jehangirabad, BHOPAL- 462008 (INDIA) or any other place as decided by MPTB. The venue will be communicated to Applicants in advance.
- 7.6 If any information or Document provided in the response to this EOI is found to be misleading subsequently, the Applicant will be disqualified.
- 7.7 **MPTB** may reject any or all the applications received / cancel the entire process at any stage

without assigning any reason what so ever.

7.8 The applicants who wish to submit applications to this EOI should note that they should abide by all the terms and conditions contained in the EOI. If the applications contain any extraneous conditions put in by the applicants, such applications may be disqualified and may not be considered for the empanelment / selection process.

7.9 The information exchanged between the Applicants and **MPTB** as part of this EOI shall be confidential and shall not be disclosed without the prior written consent of the **MPTB**.

7.10 Notwithstanding anything contained herein above, in case of any dispute, claim and legal action

arising out of this EOI, the parties shall be subject to the jurisdiction of courts at Bhopal, Madhya Pradesh State, India only.

7.11 If the “Applicant(s)”, at any point of time, wishes not to participate in this EOI, the same information may be communicated to the ‘**MPTB**’ within one week of the receipt of this EOI by the “Applicant(s)”

8. Submission of applications

This EOI is advertised through selected newspapers and is posted on 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 2**.

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 **11/09/2023** 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 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.

Annexure-1: Application

To
Managing Director
MADHYA PRADESH TOURISM BOARD.
Lily Trade Wing (Old Lily Talkies),6th Floor,
Jahangirabad, BHOPAL- 462008 (INDIA)
Contact-0755-2780600

Application- Application For empanelment of E- Commerce Players for Procurement and Online Sale Of Handicraft and Handloom Products

1. Name of the Firm/Company /individual (e-commerce/online marketing):.....
2. Address of the Firm/Company /individual with contact details:
 - a) City/Town/Village
 - b) District
 - c) State
 - d) Pincode
 - e) Telephone & Fax
 - f) E-mail address
 - g) Web address
 - h) PAN (enclose copy)
 - i) TAN (enclose copy)
 - j) GSTIN (enclose copy)
3. Profile of the Firm/Company /individual in brief.
4. Online marketing/e-commerce experience of the Firm/Company /individual
5. Annual turnover (last 3 financial years)

DECLARATION

We will abide by the policy frame work and conditions as contained in this EOI regarding promotion of 'e-commerce' for the Handloom/handicraft Sector, in addition to any other conditions notified by Madhya Pradesh Tourism Board in the interest of handloom/Handicraft artisans and groups of producers.

I/we, on behalf of (name of the firm/company) do hereby undertake that I/we shall abide by all the guidelines of the e-commerce in true sense and in case of any violation of the guidelines, appropriate action may be taken against me/us.

Date:

Signature:

Annexure-2: Concept Note

To

Managing Director
Madhya Pradesh Tourism Board (MPTB)
Lily Trade Wing (Old Lily Talkies),6th Floor,
Jehangirabad, BHOPAL- 462008 (INDIA)

Subject: Expression of Interest for empanelment of E- Commerce Players for procurement and online sale of handicraft and handloom products.

In response to the EOI Document Reference No. _____/2023 dated _____ for captioned subject, we have prepared a concept note which is attached herewith. The concept note is prepared in good faith, after understanding the EOI document and requirements of MPTB.

Name of the Applicant: _____
Authorized Signatory: _____
Seal of the Organization: _____
Business Address: _____
Date: _____
Place: _____
Vide Board Resolution dated _____

Note: The concept note to be prepared and submitted by the Applicants should not be more than 20 pages:

All requirements mentioned in the EOI Document with respect to the concept note are to be fully covered.

Each of the Applicants will be invited for the presentation on their proposed concept to MPTB and its representatives, schedule for which will be intimated subsequently.