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Incredible India

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

NIT No.: 414/MPTB/2022 and SYSTEM NO 2022_MPTB_180202

19 January 2022

“Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh”

MPTB invites offers from agencies for **Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh**. The detailed terms & conditions can be downloaded from website [/https://www.mptenders.gov.in](https://www.mptenders.gov.in) [/www.tourism.mp.gov.in](http://www.tourism.mp.gov.in) For any other information contact Mr. Avneesh Yadav (Project Assistant) Mob. No.+91- 7089121967 or e-mail. at paaf.mptb@mp.gov.in. Last date and Time for on line **Purchase and submission is 21 February 2022 - 03:00 PM .**

Managing Director

Request for Proposal

For

Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh



The heart of
Incredible India

**Madhya Pradesh Tourism Board
Bhopal, India**

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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 RFP.

The issue of this RFP 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.

Data Sheet

S/N	Particulars	Description
1.	Nature of Work	Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh
2.	Proposals Invited by	Managing Director, Madhya Pradesh Tourism Board, Government of Madhya Pradesh
3.	Date of issue of RFP document	19/01/2022
4.	Last Date for sending Pre-Bid Queries	01/02/2022 till 01:00 pm
5.	Date of Pre-Bid Meeting (Following social distancing norms)	02/02/2022 at 03:00 pm at the Office of Madhya Pradesh Tourism Board, 6th Floor Lily trade wings, Jahangirabad, BHOPAL – 462008.
6.	Start date of Submission of Bids	10/02/2022 from 05:00 pm onwards
7.	Last Date for Submission of Bids	21/02/2022 till 03:00 pm
8.	Date of Opening of PQ cum Technical Bids	22/02/2022 at 03:00 pm
9.	Date of Technical Presentations	To be decided
10.	Date of Opening of Financial Bids	Would be communicated to the shortlisted bidders.
11.	Websites for downloading RFP Document, Corrigendum's, Addendums etc.	https://mptenders.gov.in , www.tourism.mp.gov.in
12.	Cost of RFP Document	Rs. 5,000 (Five Thousand Only) plus GST as applicable Plus E procurement portal charges as applicable. To be paid online through e-procurement portal.
13.	Earnest Money Deposit (EMD)	Rs. 2,00,000 (Rupees two Lakhs Only) To be paid online through MP tenders' portal.
14.	Return of EMD	EMD of the bidders not selected will be returned not later than 180 days from Proposal Due Date. The selected bidder's EMD shall be returned upon submission of performance security. Bids not accompanied by the EMD shall be rejected.
15.	Validity of Proposal	Proposals must remain valid for 180 days from the Bid submission date.
16.	Performance Security	Equivalent to 10 % of the contract value
17.	Performance Guarantee validity period	3 Months beyond the contract period
18.	Method of Selection	"QCBS (Quality and Cost Based Selection) 70% weightage to Technical Score (TS) and 30% weightage to Financial Score (FS).
19.	Contact Person Details	Company Secretary Madhya Pradesh Tourism Board Lily Trade Wing (Old Lily Talkies),6th Floor, Jehangirabad, BHOPAL- 462008 (INDIA) Contact- 9407057416/0755-2780600 E-mail – csmptb@mp.gov.in

1.0 INTRODUCTION & BACKGROUND

1.1 INTRODUCTION

Madhya Pradesh can easily be described as the best state of the nation, in terms of richness and diversity of tourism destinations. The state has three world heritage sites namely Sanchi, Bhimbetka and Khajuraho. Madhya Pradesh is not called the 'heart of India' only because of its location in the center of country it has been home to cultural heritage of Hinduism, Buddhism, Jainism and Islam. Innumerable monuments, exquisitely carved temples, stupas, forts and palaces are dotted all over the State. The natural beauty of Madhya Pradesh is equally varied. Consisting largely of a plateau, the State has everything. Spectacular mountain ranges, meandering rivers and miles of dense forests. But perhaps the best part about MP is its accessibility. It is equally close to major tourist destinations from the North, South, East and West.

In the last few years, the Government of Madhya Pradesh has initiated a number of 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.

1.2 OBJECTIVE

Request for proposal is for growing Experiential Travel in Madhya Pradesh State. Under this project Madhya Pradesh would like to identify and digitize all its travel experiences thus becoming the first ever state in India to do so. The selected agency will be responsible for identifying opportunities in the state, finding and selecting operators/suppliers for delivering quality travel experiences, conceptualizing, designing 1000+ travel experiences, content creation, online promotions and applying global marketing solutions to market these experiences. The Agency will also provide training workshops and skill-building workshops, foment engagement and thus create employment opportunities for the locals within the State where all the tours shall be led by the local entrepreneurs/operators. Agency needs to provide a 360-degree solution for the overall development of Madhya Pradesh as an experiential travel destination on the global map.

Across this 5 year roadmap, the agency will bring 1000+ experiences of Madhya Pradesh Online bookable products. Agency has to develop 1000+ experiences as per following phases of year: (1st year – 300 experiences, 2nd – year 200 experiences, 3rd year – 200 experiences, 4th year – 200 experiences & 5th year – 100 experiences) . The impact of this project will lead to the development of local community-driven experiences, and create direct and indirect employment opportunities for locals. The agency is responsible for bringing in 300,000+ participants in five years to Madhya Pradesh through these newly carved tourism experience .

- Curation and digitalization of 1000+ experiential travel products of Madhya Pradesh with local operators under the classification of activities/ experiences, weekend tours, multi day tours, stay experiences etc.
- Content Creation and content management around these listed 1000+ experiences
- Onground Photoshoot or relevant imagery addition of 200 selected experiences
- Submission of a marketing and PR plan for a 100 Million+ reach
- Make 3,00,000+ participants across India and outside come and travel for these experiences.

1.3 DELIVERABLES

- 1.3.1 Creation of 1000+ travel experiences and to digitize them for the increase of traveler foot fall in Madhya Pradesh.
- 1.3.2 Create an exclusive website to list all these experiences which should provide online booking system.
- 1.3.3 Creation of a dedicated Instagram page for these experiential products.
- 1.3.4 Create an API (Application programming interface) for these experiences which can be consumed by any travel tech company globally.
- 1.3.5 Sales & marketing for bringing 2,50,000+ domestic tourist & 50,000 international tourist through online mode of booking(s).
- 1.3.6 Conduct, Facilitate or Organize 12 promotional events annually including festivals and celebrity driven events.
- 1.3.7 Exclusive photoshoot of 200+ on ground experiences .
- 1.3.8 500 million digital impressions in all social media platform of this campaign in the course of 5 years.

1.4 SCOPE OF WORK

1.4.1 Product Development

1.4.1.1 Product Research and Evaluation of experiences

Agency will collate data and conduct research based on possibility of listing/curating and digitizing 1000+ experiential travel products of Madhya Pradesh with local operators under the classification as per the following:-

A. Adventure Tours

- Camping Experiences
- Trekking excursions
- Waterfall Treks
- Long Treks
- Nature Trails
- Short Hikes
- Biking Tours

- Cycling Trails
- Multi Day Camping Tours
- Multi Activity Tours
- Water Sports
- Rock Climbing & Mountaineering
- Parasailing / Paragliding / Hot Air Ballooning
- Food Trail/walk
- Film Tour
- Museum walk

B. Wildlife Tours and Excursions with other local experiences

- Wilderness Learning Tours
- Cultural and Historical Tours
- Wellness and Yoga
- Luxury Tours and activities like glamping.
- Self Drive Tours

C. Unique Staycations

- Camp stays
- Homestays or Staycations
- Eco Cottages
- Heritage Stays

D. Weekend getaway trips from nearby states

E. In state trips and experiences

F. Multi day long tours

G. Heritage Experiences & Tours

H. Heritage Walking Tours

I. Eco Tourism

J. Rural tourism

- Rural Homestay
- Rural Experiences

K. Leisure & Business Tourism

L. Golf courses

M. Resort stay and nature activities

N. Weekend getaways & more

1.4.1.2 Agency will submit a detailed report for phase wise development of all final 1000 tourism products to Madhya Pradesh Tourism Board (MPTB) after due research for its approval.

1.4.1.3 Agency will categorize these products for the inter state market, domestic tourism and international markets. Agency will also create photoshoot of 200 new travel experiences with the help of local suppliers as part of a 1000 products portfolio.

1.4.2 Onboarding & assisting the operators/suppliers:

1.4.2.1 Finding and selecting local operators/suppliers for products and travel experiences

1.4.2.2 Agency will search and evaluate appropriate different operators and suppliers across different locations in Madhya Pradesh.

1.4.2.3 Agency will select operators to run and manage the aforementioned travel product(s) where an operator may be selected for single or multiple experiences.

1.4.2.4 Agency will submit the list of finalized operators with their details which include name, registration details, address, contact number, accreditations, infrastructure, employees, management details, specialization and training requirements.

1.4.2.5 Agency shall facilitate the registration of all operators and service providers with MPTB as per the process laid down by MPTB.

1.4.2.6 Agency should conduct a training session for selected operators/ suppliers as per the requirements.

1.4.2.7 Agency shall do tri-partite agreement with operator and MPTB.

1.4.2.8 Agency to have contract with local suppliers to execute selling of activities/ experiences, weekend tours, multi day tours, stay experiences etc.

1.4.3 Training and Assisting the operators/suppliers

1.4.3.1 Agency to assist operators/suppliers to set up operations and provide training on focus areas which include:

- Create good travel products
- Enhance customer experience
- Customer Handling Skills to increase customer delight and satisfaction.
- Conduct the overall event
- Safety norms and sanitation protocols as per WHO or ATOAI guidelines
- First aid and emergency rescue measures.
- Develop online feedback mechanism and rating system of operators.
- Other relevant add-on activities to make the experiences more exciting and safer

1.4.3.2 There will be online webinars with minimum two times conduction of each session.

1.4.3.3 The agency shall develop and submit copies of such training material to MPTB.

1.4.3.4 The agency shall sign agreements with the suppliers while documenting the services to be provided.

1.4.4 Product Creation and Distribution

1.4.4.1 Agency to ensure that 1000+ listed experiential products are live and bookable online and are available on API for global distribution.

1.4.4.2 Content Creation

- Agency to create content for 1000 products targeting different audience segments such as adventure seekers, family getaways, romantic tours, experiential travel, women travelers, wildlife enthusiasts and backpackers etc.

- Agency to conduct exclusive on ground photoshoot and create video or picture content of 200+ experiential products after due approval of the products by Madhya Pradesh Tourism Board (MPTB).

1.4.4.3 Set-up dedicated sales support team:

- Agency has to set up an online information Centre to help people assist in experiential product queries and help them book the listed products.
- Agency has to create a support email to help customers on any kind of experiential products information throughout the project duration.
- Agency to facilitate online booking for the customer on it's website.
- Agency to Create app- based booking system exclusively for MPTB both ios/ android system

1.4.5 **Marketing Support and PR**

1.4.5.1 Agency to submit a detailed marketing proposal for a 100 Million+ reach consisting the following marketing solutions :-

- Blogs
- Content Marketing
- Video Marketing & Content Hosting
- Social Media Marketing
- Digital Promotions
- Native ads
- Online Contests
- Push Notifications
- Homepage Banner
- Banner Ads
- Influencer Marketing

1.4.5.2 Agency to build a community on social media by using hashtags for travelers to share their testimonials and photos.

1.4.5.3 Agency to work on creation of an Instagram handle for photo & video content of 200 experiential products/ experiences. Community building by having people on Instagram use hashtags to promote these experiences and submit content.

1.4.5.4 Agency has to take approval from MPTB for Photography & Videography team.

1.4.5.5 Agency to create and manage a dedicated Instagram and YouTube channel showcasing the diverse experiences and activities of Madhya Pradesh for the duration of the campaign.

1.4.5.6 Partnership Collaborations:

- Agency to facilitate Media tie-ups for increased awareness about MPTB's tourism related activities, products and events.
- Agency to carry out innovative programme/ campaigns with bloggers/ industry partners who are having strong digital presence, to support & sustain digital brand image of Madhya Pradesh Tourism

- Agency to carry out Tri Party Collaboration with minimum 5 Reputed & well established brands annually of various domains such as Automobiles, Travel Accessories, Audio-Visual etc

1.4.5.7 Public Relations

- Agency to submit an in depth PR strategy proposal for a 500+ articles / interviews publications in both domestic and local markets around experiential travel hitting a viewership of 100 Million+.
- Agency to Create & launch a booklet around Experiential travel in Madhya Pradesh once during the entire campaign duration
- Agency to facilitate grand launch ceremony for experiential travel event with coverage of the launch with reputed journalists, bloggers and travel influencers to spread the word and promote this event digitally also.

1.4.6 Technology Enablement

1.4.6.1 Agency to be responsible for setting up a SAAS (Software as a Service) product with MPTB UI (User Interface) guidelines for developing a website for MPTB to showcase the experiential travel product portfolio which will enable discovery and booking of experiences, tours, festivals and events in Madhya Pradesh.

1.4.6.2 Agency to develop a complete website with a booking engine - End to end booking engine supporting product listing and enabling online book ability of :

- Tours & Sightseeing
- Activities and Experiences
- Attractions and Shows
- Transfers & Rentals
- Staycations
- Heritage Properties
- Festivals and events

1.4.6.3 Agency to ensure Search Engine Optimization of the website to increase the number of visitors on these websites to reinforce brand value of Madhya Pradesh Tourism by providing authentic information for each destination involved. The website needs to be mobile friendly, should have an integrated email system, and a smooth booking process and backend to upload products and experiences.

1.4.6.4 Agency to set this entire website with all products and host them on their servers.

1.4.6.5 Continuity Measures, risk management plan for the continuity of services, data backup policy, business continuity plan.

1.4.6.6 Performance Testing, Security Testing & Usability Testing certification from certified vendor .

1.4.6.7 Audit Trail: MPTB should have access to one log in the backend or individual logs of each page where user can view from which ever place the website is viewed with daily reports.

1.4.6.8 Agency to ensure all the listed experiences shown should be bookable with all types of online payment facility on the website.

1.4.6.9 Agency should assure that once a booking is done, the local operator should get an immediate intimation of booking over email, and SMS.

1.4.6.10 Participants should be able to send a query on multiple products on the website developed by the agency.

1.4.6.11 Participants should get a notification over email and sms post booking of activity on the website.

1.4.6.12 Participants can add reviews of these experiences on the website.

1.4.6.13 Home page should be customizable from the backend to feature top products and new events.

1.4.6.14 Agency also connect this website with the main tourism website.

1.4.6.15 Agency shall be responsible for operate and Maintain the website for 5 years.

1.4.6.16 Create auto backups for the website .

1.4.6.17 99.9% uptime for the website.

1.4.6.18 SEO friendly website with all basics of SEO intact .

1.4.6.19 Content and image uploading of these experiential products to be possible on the website.

1.4.6.20 It would be sole responsibility of the successful bidder to hand over/transfer the website, product develop by the bidder after completion of its tenure or earlier termination of agreement with all credentials and should adhere to all technical and other procedures.

1.4.6.21 Agency should provide technical support via email, phone and remote login to address analyses and fix any technical glitches and complaint raised by the MPTB or operators within 4 working hours. The scope of technical support includes rectification of errors within the already developed solution.

1.4.6.22 The agency shall adhere to all applicable laws, acts, amendments, guidelines, policies, gazettes, rules etc. issued by the Government; additionally, in particular to the Information Technology Act 2000, Information Technology Amendment Act 2008 and Right to Information Act 2005.

1.4.7 Events

1.4.7.1 Agency to conduct 12 events per year based on different activities as developed in point no. 1.4.1.1 for promotion of the developed product per year including festivals, celebrity driven events. These 12 events per year first have to be approved by Madhya Pradesh Tourism Board (MPTB) including financials.

1.4.7.2 The purpose of all the event shall be successful sustainability of 1000+ products establishment by the agency.

1.4.7.3 Agency has to submit the detail event plan with financials to MPTB one month prior & MPTB will reimburse the financial charges.

1.4.7.4 Include diverse local activities and experiences like local food tours, city walks, wildlife, pilgrimage and diverse local experiences in these events.

1.4.7.5 Do recce of the entire event route / destination and submit report .

1.4.7.6 Cover these events through photoshoot and video shoot by conducting events on the itinerary.

1.4.7.7 Invite renowned travel influencers for these events who will cover these tours and promote the same on their social media page to create local outreach.

1.4.7.8 Finalize the event calendar beforehand with MPTB.

1.4.7.9 Every event should be planned in such a way that it is a tour, its operational post the event for travelers carried by local suppliers.

1.4.7.10 Plan the opening and closing of the event with MPTB officials.

1.4.7.11 Create a complete marketing plan to promote these events. Agency to Promote all these events on the social media platforms in the pre-event, during the event, after event stages. Such co-branding activities will include Madhya Pradesh Tourism/ MPTB logo on products and experiences offered in Madhya Pradesh by the agency on its website and other media.

1.4.7.12 Create a PR plan to promote each itinerary in media

Note : Tentative. Event planning has to be in sync with the current scenario of Covid in the state during that time. Subject to discussion with MPTB and COVID guidelines)

1.4.7.13 Agency to promote the events by generating some videos like video teasers, post-event coverage.

1.4.7.14 Life Insurance (During the events) : The Licensee shall be responsible to take life insurance for the tourists/guests, as well as operating staff and other technical staff and the copy of the same shall have to be deposited to MPTB before organizing the event. MPTB shall not be responsible in the event of any mishap or unforeseen event/accident during operation of event and activities.

1.4.8 **Scale Tourist Arrival Numbers to Madhya Pradesh**

1.4.8.1 Agency to achieve inflow of 3,00,000 tourist arrivals in Madhya Pradesh through these experiential tourism products alone.

1.4.8.2 Agency to provide technical Integration on powering Madhya Pradesh experiential products through Website .

1.4.8.3 Agency to achieve the inflow of 3,00,000 tourist arrivals through optimization on social/digital media platforms

1.4.8.4 Performance Marketing Solutions :-

- Running promotional campaigns to reach the target audience base of Madhya Pradesh
- Boosting sales of Madhya Pradesh with various performance marketing campaigns on Google, Facebook and Instagram
- Employing a dedicated sales team to convert reach of Madhya Pradesh into sales
- Sending promotional videos, articles and newsletters within B2B agent network for further distribution and promotion of Madhya Pradesh
- Development of Microsite supporting and end to end booking engine of activities, tours, attractions, etc
- Product Listing and enabling online bookable product

1.4.9 Fees and Payments

1.4.9.1 The payment shall be made to the agency after submission of the complete report of the particular phases as mention below.

1.4.9.2 Payment shall be made to the agency within 30 days after submission of bill of completion report of particular phase.

1.4.9.3 YEAR WISE PAYMENT STRUCTURE

The rates quoted in the financial bid in annexure-08 are for 60 months, thus the payment to the selected agency would be payable as following phases:-

Phase	Year	No. of Participants	Task Details	Amount in Percentage
Phase 1	1st year (from the date of contract)	Agency has to bring 40,000 Participants across India & outside to experience these products in 1st year	After the development of 300 experiences Including: Product Development, Onboarding & assisting the operators/suppliers, Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	20% of the total financial quote by agency (as per annexure 07)
Phase 2	2nd year	Agency has to bring 60,000 Participants across India & outside to experience these products in 2nd year.	After the development of 200 experiences Including: Product Development, Onboarding & assisting the operators/suppliers, Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	20% of the total financial quote by agency (as per annexure 07)
Phase 3	3rd year	Agency has to bring	After the development of 200	20% of the total

		60,000 Participants across India & outside to experience these products in 3rd year	experiences Including: Product Development, Onboarding & assisting the operators/suppliers, Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	financial quote by agency (as per annexure 07)
Phase 4	4th year	Agency has to bring 70,000 Participants across India & outside to experience these products in 3rd year	After the development of 200experiences Including: Product Development, Onboarding & assisting the operators/suppliers, Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	20% of the total financial quote by agency (as per annexure 07)
Phase 5	5th year	Agency has to bring 70,000 Participants across India & outside to experience these products in 3rd year	After the development of 100 experiences Including: Product Development, Onboarding & assisting the operators/suppliers, Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement & submission of Post project report as per the scope of work.	20% of the total financial quote by agency (as per annexure 07)

Note:

- The period of all the phases shall be 12 months, which will be effective from the date of signing the contract.
- The payment will be based on rates finalized for the award of contract to the successful Firm.
- Delay in the project may lead to withholding of payment, forfeiture of performance security and termination of contract.

1.4.9.4 Phase wise Payment structure

Payment of phase wise fee will be made to the agency for the five year as per following schedule.

Phase	Year	Task Details	Amount in Percentage
Phase 1 20% of the total financial quote by agency (as per annexure 07)	1 st year	Recce & Product Documentation	30% of phase 1 amount
		Onboarding & assisting the operators/suppliers,	20% of phase 1 amount
		Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	20% of phase 1 amount
		After the development of 300 experiences and bring 40,000 Participants across India & outside to experience these products in 1st year	30% of phase 1 amount
Phase 2 20% of the total financial quote	2 nd Year	Recce & Product Documentation	30% of phase 2 amount
		Onboarding & assisting the operators/suppliers,	20% of phase 2 amount
		Training & assisting the operators/suppliers, Product	20% of phase 2 amount

by agency (as per annexure 07)		Creation & Marketing, Technical Enablement.	
		After the development of 200 experiences and bring 60,000 Participants across India & outside to experience these products in 2 nd year	30% of phase 2 amount
Phase 3 20% of the total financial quote by agency (as per annexure 07)	3rd year	Recce & Product Documentation	30% of phase 3 amount
		Onboarding & assisting the operators/suppliers,	20% of phase 3 amount
		Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	20% of phase 3 amount
		After the development of 200 experiences and bring 60,000 Participants across India & outside to experience these products in 3 rd year	30% of phase 3 amount
Phase 4 20% of the total financial quote by agency (as per annexure 07)	4 th year	Recce & Product Documentation	30% of phase 4 amount
		Onboarding & assisting the operators/suppliers,	20% of phase 4 amount
		Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	20% of phase 4 amount
		After the development of 200 experiences and bring 70,000 Participants across India & outside to experience these products in 4 th year	30% of phase 4 amount
Phase 5 20% of the total financial quote by agency (as per annexure 07)	5th year	Recce & Product Documentation	30% of phase 5 amount
		Onboarding & assisting the operators/suppliers,	20% of phase 5 amount
		Training & assisting the operators/suppliers, Product Creation & Marketing, Technical Enablement.	20% of phase 5 amount
		After the development of 200 experiences and bring 70,000 Participants across India & outside to experience these products in 5 th year & submission of Post project report as per the scope of work.	30% of phase 5 amount

- a. Invoices will have to be raised to MPTB as per the above-mentioned phases.
- b. All payments shall be made subject to deduction of TDS (Tax deduction at Source) as per the applicable Acts & Laws.
- c. No Interest shall be paid on delayed payments.
- d. All payments to the Agency shall be made in INR in accordance with the provisions of this RFP.

1.4.10 Ownership and Cooperation

1.4.10.1 Software including source code, licenses, technical documents and services obtained for the express purpose of this engagement shall be in favor of MPTB and shall be submitted to mptb on demand.

1.4.10.2 To enable the Agency to carry out its obligations under this agreement, Agency shall provide timely and convenient access to data, grant or procure necessary consents, approvals, authorizations, clearances related to interaction and communication with external agencies as may be required from time to time and provide feedback within an agreed timeframe, on all requests and queries submitted to by the bidder.

1.4.11 Confidentiality

The Agency shall exercise professionally reasonable care to maintain the required confidentiality and privacy with regard to departmental data, wherever applicable.

1.4.12 Indemnity

The bidder shall indemnify, defend and hold MPTB , their officers, employees, successors and assigns harmless from and against any and all losses arising from personal injury or claims by third parties pursuant to this agreement, including but not limited to any equipment, software, information, methods of operation or other intellectual property (or the access, use or other rights thereto) provided.

1.4.14 Insurance and Liability

Under the agreement the agency would be required:

(i) To indemnify MPTB from and against any and all loss, damage, liability (whether criminal or civil) suffered including any legal fees and costs incurred, resulting from a breach of agreement by the agency and/or arising in connection with the performance of the agreement by the agency.

(2) to maintain at its own expense such insurance as will fully protect both the supplier and the MPTB from any and all claims of whatever kind or nature for the damage to property including monetary loss or for personal injury, including death, made by anyone whomsoever, that may arise from operations carried on under the agreement by the agency.

(3) to maintain such insurance at the sole responsibility of the agency, and the MPTB shall not be required to bear any of the cost thereof.

(4) to submit Certificates of Insurance evidencing the coverages required herein upon execution of this agreement.

1.4.15 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.

1.4.16 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.

1.4.17 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.

1.5 BRIEF DESCRIPTION OF THE SELECTION PROCESS

The Authority has adopted a **Two-Stage**, bidding process (collectively referred to as the "**Bidding Process**") for selection of the bidder for award of the Project. The *first stage* of the evaluation (the "**Qualification-Criteria Stage** of the process involves Qualification of interested parties (the "**Bidder**"), in accordance with the provisions of this RFP.

At the end of first stage, the Authority will finalize a list of Top 3 qualified Bidders who will be selected and eligible for evaluation in the *Second stage* (The **Financial Proposal Stage**) and then only financial Bids of whom will be opened on a pre-decided date & time.

The agency which scores highest aggregate marks (H1), after adding the scores for the technical and financial evaluation, will be awarded the contract for organizing the event.

1.5 Schedule of Bidding Process of Selection of Agency”

S.No	Activity	Date and Time
1.	Issue of Bid Documents	19/01/2022
2	Last Date for sending Pre-Bid Queries	01/02/2022 till 01:00 pm
3	Pre-Bid Meeting	02/02/2022 at 03:00 pm
4	Bid Sale / Submission Start Date	10/02/2022 from 05:00 pm onwards
5	Bid Submission End Date	21/02/2022 till 03:00 pm
6	Opening of Technical Bids	22/02/2022 at 03:00 pm
7	Presentation	To be decided
8	Opening of Financial Bids	To be decided

2. INSTRUCTIONS TO BIDDERS

A. GENERAL

2.1 RFP document

The document can be downloaded from the official website of the Authority tourism.mp.gov.in. Cost of RFP document to be paid: Yes, **Rs.5900/- (Rs. Five Thousand Nine Hundred only)** including GST to be paid online only through MP E- procurement portal towards non- refundable 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 (www.mptenders.gov.in).

2.2 ELIGIBILITY OF BIDDERS

Eligibility Criteria

To be eligible for pre-qualification and short-listing for evaluation of Technical and Price Bid, a bidder shall fulfil the following conditions of eligibility.

Applicants must read carefully 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.

2.2.1 The proposed bidder should be a company registered under Indian Companies Act, 1956/2013 or The Partnership Act, 1932. The bidder should have Articles of Association (in case of registered company) by Law and Partnership Deed (in case of Partnership Firms).

2.2.2 The proposed bidder should have working experience with tourism department/boards, for destination marketing and creating travel products.

2.2.3 The proposed bidder should have minimum annual turnover of Rs.05 Crores (Rupees Five Crores) during the last three financial years (2018-19, 2019-20 & 2020-21) (CA Certificate clearly indicating the relevant turnover).

2.2.4 The proposed bidder have their own travel-booking platform and marketing team for promotion of the tourism related experiential products.

2.2.5 the Agency shall not have been blacklisted by any Central/ State Government/ Public Sector Undertakings. (Certificate should be submitted)

- The applicant shall submit only one bid against the tender.

Consortium or Joint Venture bids shall not be allowed.

2.3 General Terms of Bidding

2.3.1 All documents submitted by the Applicant(s) will be treated as confidential.

2.3.2 Authority reserves the right to accept or reject any or all applications, without thereby

incurring any liability to the affected Applicant(s) or any obligation to inform the Applicant(s). Authority also reserves the right not to award or enter into any contract or agreement with any Applicant(s), and may terminate the procurement process at any time without thereby incurring any liability to any Applicant.

- 2.3.3 Failure by any Applicant(s) to provide all of the information required in the proposal or any additional information requested by Authority may lead to rejection of the Applicant's proposal in its entirety.
- 2.3.4 Applicants have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the Applicant or termination of its Contract at any stage.
- 2.3.5 A recommendation for award of Contract will be rejected if it is determined that the recommended Firm has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question; in such cases the Authority will declare the Firm and/or members of the consortium ineligible, either indefinitely or for a stated period of time and will be blacklisted.
- 2.3.6 Wherever required by applicable laws, Authority shall deduct taxes at source, from the amounts payable, and shall provide to the firm/Agency the appropriate tax deduction certificate evidencing payment of such taxes.
- 2.3.7 It may be noted that the Bidders cannot prescribe any time limit for the validity of all the rates quoted in the financial bid.

2.4 Cost of Bidding

- 2.4.1 The Bidders shall be responsible for all of the costs associated with the preparation of their Bids and their participation in the Bidding Process. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Bidding Process.

2.5 Right to accept and to reject any or all bids

Notwithstanding anything contained in RFP, MPTB reserves the right to accept or reject any Bid and to annul the Bidding process and reject all Bids, at any time prior to award of contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the MPTB's action.

A. DOCUMENTS

2.6 Contents of the RFP

- 2.6.1 The proposal should be submitted as follows: - Technical Proposal to be submitted online only with the format includes Annexure I to V).

2.7 Clarifications

2.7.1 Agency may request a clarification on any of the bid documents up to 5 days before the submission date of the Proposal. Any request for clarification must be sent in writing by paper-mail (through Courier), or electronic mail to Madhya Pradesh Tourism Board. at the address indicated in the Data Sheet. MPTB will respond through website and notify the clarifications thereon at any time at least 3 days before the submission of Proposals. After this no request for clarification shall be accepted and no clarifications shall be issued by MPTB. The MPTB may, for any reason, whether at its own initiative or in response to a clarification request by a firm, modify the bid documents (RFP) by amendment. The amendment will be notified through MPTB website i.e. tourism.mp.gov.in and will be binding on them. MPTB may, at its discretion, extend the deadline for the submission of Proposals.

2.8 Amendments Modification of RFP

2.8.1 At any time prior to the deadline for submission of RFP, Authority may, for any reason, whatsoever at its own initiative or in response to clarifications requested by Bidder, modify the RFP by the issuance of Addenda and the same shall be notify through website i.e. tourism.mp.gov.in.

2.8.2 Any Addendum thus issued will be notified through MPTB website i.e. tourism.mp.gov.in
All such amendments/addendum will become part of the bidding document.

2.8.3 In order to afford the Bidders a reasonable time for taking an Addendum into account, or for any other reason, Authority may, at its own discretion, extend the Bid Due Date.

B. Preparation & submission of Bids

2.9 Language

2.9.1 The Bid and all related correspondence and documents in relation to the Bidding Process shall be in English language. Supporting documents and printed literature furnished by the Bidder with the Bid may be in any other language provided that they are accompanied by translations of all the pertinent passages in the English language, duly authenticated and certified by the Bidder. Supporting materials, which are not translated into English, may not be considered. For the purpose of interpretation and evaluation of the Bid, the English language translation shall prevail.

2.10 Format & signing of Bid

2.10.1 The Bidder shall prepare original copy of the documents comprising the Bid as described in the TENDER. The Bidder bidding for the project has to submit Technical Bid of the Project along with all relevant required documents and EMD through E Procurement portal only.

2.10.2 The Bid shall be signed by a person or persons duly authorized to sign on behalf of the Bidder.

2.10.3 The Bid shall contain no alterations, omissions or additions, except those to comply with instructions issued by the Authority, or as necessary to correct errors made by the Bidder, in which case all such corrections shall be initialed by the person or persons bidder to sign the Bid.

2.11 Submission & marking of Bid

The Bidder shall submit the Bid in two Parts as below:

I: Technical Bid

The Technical Bid is to be uploaded to be submitted online only through the website www.mptenders.gov.in

II. Financial Bid:

The Financial Bid is to be submitted online only through the website www.mptenders.gov.in

The Bidder shall submit its Financial Bid online only as per the prescribed format.

2.12 Bid Due Date

2.12.1. Bids should be submitted on the Bid Due Date at the address provided in the RFP in the manner and form as detailed in this RFP.

2.12.2. The Authority may, in its sole discretion, extend the Bid Due Date by issuing an Addendum in accordance with the RFP uniformly for all Bidders.

2.13 Late Bids

2.13.1. Bids received by the Authority after the specified time on the Bid Due Date shall not be eligible for consideration and shall be summarily rejected.

2.14 Modifications/ Substitution/ Withdrawal of Bids

2.14.1. The Bidder may modify, substitute or withdraw its Bid after submission, provided that written notice of the modification, substitution or withdrawal is received by the Authority prior to the Bid Due Date. No Bid shall be modified, substituted or withdrawn by the Bidder on or after the Bid Due Date.

2.14.2. The modification, substitution or withdrawal notice shall be prepared, sealed, marked, and delivered with the envelopes being additionally marked "MODIFICATION", "SUBSTITUTION" or "WITHDRAWAL", as appropriate and be sent to the authority

at the address as mentioned in the RFP.

- 2.14.3. Any alteration/modification in the Bid or additional information supplied subsequent to the Bid Due Date, unless the same has been expressly sought for by the Authority, shall be disregarded.

2.15 Rejection of Bids

- 2.15.1. The Authority reserves the right to accept or reject all or any of the Bids without assigning any reason whatsoever. It is not obligatory for the Authority to accept any Bid or to give any reasons for their decision.
- 2.15.2. The Authority reserves the right not to proceed with the Bidding Process at any time, without notice or liability, and to reject any Bid without assigning any reasons.

2.16 Validity of Bids

- 2.16.1 The Bids shall be valid for a period of not less than 180 (one hundred and eighty) days from the Bid Due Date. The validity of Bids may be extended by mutual consent of the respective Bidders and the Authority.

2.17 Confidentiality

- 2.17.1. Information relating to the examination, clarification, evaluation and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising the Authority in relation to, or matters arising out of, or concerning the Bidding Process. The Authority will treat all information, submitted as part of the Bid, in confidence and will require all those who have access to such material to treat the same in confidence. The Authority may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/ or the Authority.

2.18 Correspondence with the Bidder

- 2.18.1. The Authority shall not entertain any correspondence with from any Bidder in relation to acceptance or rejection of any Bid.

EARNEST MONEY DEPOSIT (EMD) and PERFORMANCE SECURITY:

2.19 Earnest Money Deposit

2.19.1. The Bidder shall furnish, as part of its Bid, an Earnest Money Deposit (EMD) amount of Rs. 2,00,000/- (Rupees Two Lakh only) to be submitted Online Only. The EMD shall be refundable to unsuccessful bidder not later than 120 (one hundred and twenty) days from the Bid Due Date. except in case of the 2nd ranked bidders. EMD of the 2nd ranked bidder shall be returned only after signing of the agreement with the selected bidder by MPTB. The selected bidder's EMD shall be returned upon submission of Performance Security. Bids not accompanied by the EMD shall be rejected.

2.19.2. Any Bid not accompanied by the EMD shall be summarily rejected by the Authority as non-responsive.

2.19.3. The EMD of unsuccessful Bidders will be returned promptly without any interest.

2.19.4. The EMD shall be forfeited as Damages without prejudice to any other right or remedy that may be available to the Authority under the Bidding Documents and/ or under the Agreement, or otherwise, under the following conditions:

- a) If the Bidder withdraws its Bid during the Bid Validity Period as specified in this RFP and as extended by mutual consent of the respective Bidder(s) and the Authority;
- b) If the Bidder submits a conditional Bid which would affect unfairly the competitive position of other Bidders who submitted substantially responsive Bids.
- c) If a Bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice;
- d) In the case of the Preferred Bidder, if the Bidder fails within the specified time limit to:
 - i) Sign and return the duplicate copy of LOI;
 - ii) Furnish the required Performance Security within the period prescribed there;
 - iii) Sign the Agreement.
- e) Any other conditions, with respect to the Preferred Bidder, for which forfeiture of Bid Security has been provided under this RFP.

2.20 Performance Security

2.20.1. The successful Bidder will Deposit Performance Security **Equivalent to 10 % of the contact value** in the form of Account Payee Demand Draft or a Bank Guarantee from a Commercial Bank in an acceptable form or in the form of a Fixed Deposit Receipt pledged to the Madhya Pradesh Tourism Board.

2.20.2. The Performance Security should remain valid for a period of 3 months beyond the completion of the period of contract i.e. for 5 years .

3. EVALUATION OF BIDS

3.1 Opening & Evaluation of Bids

3.1.1 The Authority will open all the Bids received (within stipulated time) containing the Technical Bid and announce the names of (i) Bidders. In the event of specified date of Bid opening being declared as a holiday for the Authority, the Technical Bid will be opened at the appointed time and location on the next working day.

3.1.2 Technical Bid shall then be opened. Evaluation of Technical Bid and Determination of Responsiveness of the same.

3.1.3 Prior to evaluation of Technical Bids, the Authority will determine whether the Bid is accompanied by the required EMD and Tender Fee submitted online.

3.1.4 If the EMD furnished does not conform to the amount and validity period as specified in this RFP document and has not been furnished in the form specified in the RFP, the Bid shall be rejected by the Authority as non-responsive.

3.1.5 Test of Responsiveness- Prior to evaluation of Bids, the Authority (MPTB) shall determine whether each bid is responsive to the requirements of the RFP. A bid shall be considered responsive only if;

- a) it is received in as per the formats provided in the RFP
- b) it is received by the Bid due date including any extension there of
- c) it is duly signed and marked as stipulated in the RFP
- d) it is accompanied by EMD as stipulated specified in this RFP
- e) it is accompanied by the Power of Attorney as specified in the RFP
- f) it contains all the information and documents (complete in all respect) as required in the RFP and/or bidding document (in the same format as those specified)
- g) it does not contain any conditions or qualifications, and
- h) it is non-responsive thereof;
- i) it contains certificates from its statutory auditors in the formats as specified

3.1.6 The Technical Bid will further be examined to determine whether the Bid has been properly signed, meets the eligibility and qualification criteria in terms hereof, has the required financial capabilities as set out in this RFP, is accompanied by the requisite certificates,

undertaking and other relevant information specified in this RFP document and is substantially responsive to the requirement of the Bidding Documents and provides any clarification for ascertaining the correctness of the information/details that the Authority may require.

3.1.7 If the Technical Bid of any Bidder is not substantially responsive, the Bid of such Bidder will be rejected by the Authority and the Bidder will not subsequently be allowed to make its Bid responsive by correction or modification or withdrawal of the non-conforming deviation or reservation. The authority may ask the bidder for any document and clarification as and when required.

3.1.8 The Authority shall inform, the Bidders, whose Technical Bid is found to be responsive for and who are short listed based on qualification criteria as detailed out in the RFP for presentation.

3.1.9 The presentation shall be evaluated on the basis of following parameters:

- a) Execution plan of the project
- b) Project development and operationalization plan with emphasis on all aspects of the project such as Team, Marketing and Sales strength, Tie-ups, Theme identification and product development ideas, Product development strategy & Research development.
- c) Concept Plan of the destination with detailing of components and subcomponents. For each of the identified components, the plan should reflect various themes and sub themes.

3.2 Short listing of Bidders.

- a) The Bidder shall be shortlisted on the basis of scoring obtained.
- b) The minimum qualifying marks shall be 70 out of 100 marks.
- c) The segregation of marks shall be as follows:

S.No	Criteria	Basis of evaluation	Maximum Marks
1	Experience	Company/Agency should have similar kind of working experience with tourism department/boards, for destination marketing and creating travel products (2 marks for each international work experience or domestic work experience)(Total 10 marks)	10
2	Number of online visitors on the agency's tourism related website and mobile application owned by the agency in the year (01.01.2019 to 31.12.2019)	More than 25 lakh visits upto 50 lakh – 10 marks For more than 50 lakh. 01 marks additional for every 50 lakh	15
3	Turnover	Average annual turnover for the last three financial years (2018-19, 2019-20 & 2020-21). (5 mark for minimum Rs 05 Crore) and 1 mark each for additional average turnover of Rs. 01 Crore each up to maximum of 15 Marks)	15
4	Knowledge and Marketing Expertise	Travelers Catered by agency (year (01.01.2019 to 31.12.2019)	15
Travelers		Marks (Total 05 marks)	
1k to 10k		01 marks	
10k to 20k		02 Marks	
20k to 30k		03 Marks	
30k & more		05 Marks	
Social media followers			
Followers		Marks (Total 05 marks)	
100k to 200k		01 marks	
200k to 300k		02 Marks	
400k to 500k	03 Marks		

		500k & more	05 Marks	
		5 Marks will be awarded if bidder have on payroll Marketing and SEO team (Need to submit the profile of team)		
	Availability of 24*7*365 support centre/ call centre/ helpline.(Provide certified copies of all details along with telephone numbers)	Availability of 24*7*365 support centre/ call centre/ helpline.(Provide certified copies of all details along with telephone numbers)		05
5	Team Profile	Bidders have to submit the Team formation details along with their profile.		10
6	Technical Presentation	Project development and operationalization plan with emphasis on all aspects of the project such as Team, Marketing and Sales strength, Tie-ups, Theme identification and product development ideas, Product development strategy & Research development. Concept Plan of the destination with detailing of components and subcomponents. For each of the identified components, the plan should reflect various themes and sub themes		30

a) The bidders are required to score minimum **70 technical points** (technical marks + presentation) to qualify for opening of financial proposal. On the basis of technical assessment which includes presentation, the financial bids of only the top 3 selected agencies who scores maximum marks in technical qualification will be opened, in the presence of authorized representatives of the agencies. In case, more than 3 bidders secure maximum marks, the financial bids of all the bidders shall be opened. In case, only two agencies qualify; Financial Bids of the two agencies will be opened on the basis of QCBS system. At the discretion of the management Financial Bid may be opened in case of single tender.

b) The ratio of weight towards quality (technical bid) and cost (financial bid, shall be **70:30**.

- c) The agency which scores highest aggregate marks (H1), after adding the scores for the technical and financial evaluation, will be awarded the contract for organizing the event.
- d) The Authority will notify the selected firm/Agency in writing by registered letter, e- mail etc. After finalization of detailed scope of work, terms & conditions, schedule, and professional fee for the services, the firm selected will be required to enter into a contract agreement with the Authority to provide the envisaged services described in the Scope of work.
- e) The final authority lies at the sole discretion with the Managing Director, MPTB.

3.3 Opening of Financial Bids

- 3.3.1 The Authority will consider the 'Financial Bid' of only those Bidders whose Technical Bids have been determined to be substantially responsive in accordance with the RFP and determined to fulfill the qualification criteria as detailed out in the RFP.
- 3.3.2 The Bidders or their representatives who are present shall sign attendance sheet evidencing their presence.

3.4 Examination of Financial Bids and Determination of Responsiveness of Financial Bid

- 3.4.1 MPTB will determine responsiveness of each Financial Bid in accordance with the price quoted.
- 3.4.2 A substantially responsive Financial Bid is one, which conforms to all the terms, conditions and specifications of the bidding documents.
- 3.4.3 If the Financial Bid of any Bidder is not substantially responsive in terms hereof, the Bid of such Bidder shall be rejected by MPTB and the Bidder shall not subsequently be allowed to make its Bid responsive by correction or withdrawal of the non-conforming deviation or reservation.

3.5 Correction of Errors

- 3.5.1 Financial Bids determined to be substantially responsive will be checked by MPTB for any arithmetic errors. Arithmetic errors will be rectified on the following basis: -
 - i) Where there is a discrepancy between the amount quoted in the Financial Bid, in figures and in words, the amount in words will prevail over the amounts in figures, to the extent of such discrepancy
 - ii) The amount stated in the Financial Bid will be adjusted by MPTB in accordance with the above procedure for the correction of errors and shall be considered as binding upon the Bidder. If the Bidder does not accept the corrected amount of Bid, his Bid will be rejected, and his EMD may be forfeited.

3.6 Evaluation and Comparison of Financial Bids

3.6.1 In preparing the Financial Proposal, Agencies are expected to take into account the requirements and conditions outlined in the RFP document

This Fee will cover costs / expenses for undertaking work as detailed in the Scope of Work.

3.6.2 MPTB will evaluate and compare only those Financial Bids which are determined to be substantially responsive. For final evaluation (QCBS), total cost of financial proposal will be considered.

The Authority will determine whether the financial proposals are complete, correct and free from any computational errors and indicate correct prices in local currency (Indian Rupee).

3.6.3 In evaluating the Financial Bids, MPTB will determine for each Financial Bid the amount quoted by the Bidder. The Financial Bid shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily.

3.7 Clarification of Bids

3.7.1 To assist in the examination, evaluation and comparison of Bids, MPTB may, at its discretion, ask any Bidder for authentication the correctness of the information/details furnished by him in his Bid. Such request by MPTB and the response by Bidder shall be in writing or by cable/fax, but no change in the price or substance of the Bid shall be sought, offered or permitted except as required to confirm the correction of arithmetical errors discovered by MPTB in the evaluation of the Bids.

3.7.2 Subject to Sub Clause in the RFP, no Bidders shall contact MPTB on any matter relating to his Bid from the time of Bid opening to the time contract is awarded.

3.7.3 Any effort by the Bidder to influence MPTB in the MPTB's Bid evaluation, bid comparison or contract award decisions may result in the rejection of his Bid.

3.8 Process to be Confidential

3.8.1 Information relating to the examination, clarification, evaluation and recommendation for the Bidders shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional advisor advising the Authority in relation to or matters arising out of, or concerning the Bidding Process. The Authority will treat all information, submitted as part of the Bid, in confidence and will require all those who have access to such material to treat the same in confidence. The Authority may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the

statutory entity and /or the Authority or as may be required by law or in connection with any legal process.

3.9 Award of Contract

3.9.1 Selection & Award Criteria

- a) The evaluation committee shall evaluate the Technical Proposals on the basis of responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria, and point system specified in the tender. Each responsive Proposal will be given a technical score (St). A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP, and particularly the Terms of Reference or if it fails to achieve the minimum technical score indicated in the tender.
- b) The Client shall evaluate each technical proposal taking into account several criteria. Each criterion shall be marked on a scale of 1 to 100. Then the total points shall be weighted to become scores.
- c) The points and the criterion have been specified in the RFP.
- d) The bidders are required to score minimum **70 technical points** (technical marks + presentation) to qualify for opening of financial proposal. On the basis of technical assessment which includes presentation, the financial bids of only the top 3 selected agencies who scores maximum marks in technical qualification will be opened, in the presence of authorized representatives of the agencies. In case, more than 3 bidders secure maximum marks, the financial bids of all the bidders shall be opened. In case, only two agencies qualify; Financial Bids of the two agencies will be opened on the basis of QCBS system. At the discretion of the management Financial Bid may be opened in case of singletender.
- e) The ratio of weight towards quality (technical bid) and cost (financial bid)) shall be **70:30.**
- f) The agency which scores highest aggregate marks (H1), after adding the scores for the technical and financial evaluation, will be awarded the contract.
- g) The Authority will notify the selected firm/Agency in writing by registered letter, e-mail etc. After finalization of detailed scope of work, terms & conditions, schedule, and professional fee for the services, the firm selected will be required to enter into a contract agreement with the Authority to provide the envisaged services described in the Scope of work.
- h) The final authority lies at the sole discretion with the Managing Director, MPTB.

3.9.2 Public Opening & Evaluation of Financial Proposals

After the technical evaluation (quality) is completed, MPTB shall notify those agencies whose proposals did not meet the minimum qualifying mark or were considered non-responsive to the RFP and Scope of work and the financial proposals of such bidders will be returned unopened after the signature of the contract.

MPTB shall simultaneously notify the agencies that have secured the minimum qualifying mark, the date, time and place set for opening the financial proposals or as mentioned in the RFP, to enable the agencies to attend the opening of the financial proposals.

The financial proposals shall be opened publicly in the presence of representatives of the agencies who choose to attend. The name of the agencies, the technical points, and the prices quoted shall be read out by MPTB.

For lowest Cost :30

The proposal with the lowest cost (Fm) shall be given financial score (Sf) of 100 points. The financial scores of other proposals should be computed as follows:

$$Sf = 100 \times Fm/F$$

Where F= amount of financial proposal

Combined Quality and Cost Evaluation

The total score shall be obtained by weighting the combined quality/technical and financial scores and adding them, as follows:

$$S = St \times Tw + Sf \times Fw$$

Where S = total score

St = combined technical

Sf = combined financial score

Tw= weight assigned to technical score i.e. 0.70
Fw= weight assigned to financial score for i.e. 0.30

The successful bidder shall be the bidder having the highest score. In the event two or more bidder have same score in the final ranking, the bidder with higher/highest technical score shall be considered as successful bidder. In case two or more bidder have same score in the final ranking and technical score, the bidder with higher/ highest turnover in preceding year shall be considered as successful bidder.

The firm obtaining the highest total score shall be the successful agency.

4. LETTER OF INTENT

- 4.1 After selection, a Letter of Intent (the "LOI") shall be issued, in duplicate, by the Authority to the Agency shall, within 7 (seven) days of the receipt of the LOI, sign and return the duplicate copy of the LOI in acknowledgement thereof. In the event the duplicate copy of the LOI duly signed by the Agency is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, appropriate the EMD of such Bidder as loss and damage suffered by the Authority on account of failure of the Agency to acknowledge the LOI, and the Authority may select the next Agency in the rank.
- 4.2 After acknowledgement of the LOI as aforesaid by the Agency, it shall cause the successful Bidder to execute the Agreement. The Agency shall not be entitled to seek any deviation, modification or amendment in the Agreement.

5. Liquidated Damages:

In the event of contractor's failure to complete the work and providing various services within the specified time, the MPTB may, without prejudice to any other rights hereunder, recover from the agency, as Liquidated Damages, the sum of 5% of the contract price.

6. Termination by Default:

MPTB reserves the right to terminate the contract of any agency in case of change in the Government procedures or unsatisfactory services.

7. Risk – Purchase Clause:

If the bidder, after submission of RFP and the acceptance of the same, fails to abide by the Terms and Conditions of the RFP document or fails to complete the work within the specified time or at any time repudiates the contract, the MPTB will have the right to:

- a) Forfeit the EMD.
- b) Invoke Security Deposit/Performance Bank Guarantee
- c) In case of completion through alternative sources and if price is higher, the contractor will pay the balance amount to MPTB.
- d) For all purposes, the work order accepted by the bidder and issued by MPTB will be considered as the formal contract

8. Arbitration

- 10.01 any dispute arising in connection with this RFP/agreement, which cannot be settled amicably, will be settled through arbitration of one arbitrator, if the parties hereto agree. If the parties cannot agree upon the name of single arbitrator, in such situation, appointment of the single arbitrator will be done by the Court of jurisdiction. The decision of the arbitrator shall be rendered in writing and shall be binding upon the parties and the arbitration shall take place as per the provisions of the Arbitration and Conciliation Act, 1996 (as amended).

- 10.02 The arbitrator may from time to time with the consent of both the parties enlarge the time frame for making and publishing the award. Subject to the aforesaid, Arbitration and Conciliation Act, 1996 and the rules made there under, any modification thereof for the time being in force shall be deemed to apply to the arbitration proceeding under this clause.
- 10.03 The venue of the arbitration proceeding shall be Bhopal or such other places as the arbitrator may decide.

ANNEXURE - I

Letter Comprising the Bid

Ref.

Date:

To,
The Managing Director
Madhya Pradesh Tourism Board, Lily
Trade Wing, 6th Floor,
Plot no. -03, Zawabit Lines Bhopal –
462008
Madhya Pradesh, India

Sub: - Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh.

Dear Sir,

Being duly bidder to represent and act on behalf of _____
(hereinafter referred as the "**Bidder**"), and having reviewed and fully understood all of the qualification requirements and information provided, the undersigned hereby expresses its interest and apply for qualification for undertaking the "**Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh**" ('Project').

We are enclosing our Bid, in conformity with the terms of the RFP, and furnishing the details as per the requirements of the Bid Document, for your evaluation.

The undersigned hereby also declares that the statements made and the information provided in the Proposal is complete, true and correct in every detail.

We confirm that the application is valid for a period of 120 days from the due date of submission of application and is unconditional.

We hereby also confirm the following

1. The Proposal is being submitted by M/s _____ (name of the bidder, in accordance with conditions stipulated in the RFP)
2. We have examined in detail and have understood the terms and conditions stipulated in the RFP Document issued by MPTB (hereinafter referred as the "**Authority**") and in any subsequent communication sent by Authority.

3. We agree and undertake to abide by all these terms and conditions. Our Proposal is consistent with all the requirements of submission as stated in the RFP or in any of the subsequent communications from Authority)
4. The information submitted in our Proposal is complete, is strictly as per the requirements stipulated in the RFP, and is correct to the best of our knowledge and understanding. We would be solely responsible for any errors or omissions in our Proposal.
5. We confirm that we have studied the provisions of the relevant Indian laws and regulations required to enable us to prepare and submit this Proposal for undertaking the Project, in the event that we are selected as the Preferred Bidder.
6. We certify that in the last three years, we have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitration tribunal or a judicial authority or judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. I/ We declare that:
 - a) I/ We have examined and have no reservations to the Bidding Documents, including any Addendum issued by the Authority; and
 - b) I/ We do not have any conflict of interest in accordance with the RFP document; and
 - 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, as defined in the RFP document, in respect of any RFP 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
8. I hereby certify that we have taken steps to ensure that in conformity with the provisions of the RFP, no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice;
9. I/ We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Bid that you may receive nor to invite the Bidders to Bid for the Project, without incurring any liability to the Bidders
10. I further certify that in regard to matters relating to security and integrity of the country, we, have not been convicted by any Court of Law or indicted or adverse orders passed by the regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of community.
11. I further certify that in regards to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by the Court of Law.
12. I further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors/ Managers/ employees.
13. I hereby irrevocably waive any right which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority in connection with

the selection of the Bidders, or in connection with the Bidding Process itself, in respect of the above-mentioned Project and the terms and implementation thereof.

14. In the event of me being declared as the Preferred Bidder, I agree to enter into an Authorization Agreement in accordance with the draft that has been provided to me prior to the Bid Due Date. We agree not to seek any changes in the aforesaid draft and agree to abide by the same.
15. I have studied all the Bidding Documents carefully and also surveyed the project details. We understand that except to the extent as expressly set forth in the License Agreement, 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 Bidding Process including the award of Authorization.
16. The amount has been quoted by me/ after taking into consideration all the terms and conditions stated in the RFP, our own estimates of costs and after a careful assessment of the identified locations of the proposed Centers and all the conditions that may affect the Bid.
17. I agree and understand that the Bid is subject to the provisions of the Bidding Documents. In no case, I shall have any claim or right of whatsoever nature if the Project / Authorization is not awarded to me or our Bid is not opened or rejected
18. I agree and undertake to abide by all the terms and conditions of the RFP document which inter alia includes payment of Project Development Expenses and Project Development Fees (Success Fee) and furnishing of the Performance Security to the Authority in the manner provided in respect thereof in the RFP.
19. We confirm that all the terms and conditions of the Proposal are firm and valid for acceptance for a period of 120 days from the Proposal Due Date.
20. I/we offer an Earnest Money Deposit (EMD) of **Rs. 2,00,000 (two Lakh Rupees Only)** to the authority through MP E-Procurement Portal.
21. I agree and undertake to abide by all the terms and conditions of the RFP document. In witness thereof, I submit this Bid under and in accordance with the terms of the RFP document.

Thanking You,
Yours Sincerely,

Date: _____

Place: _____

For and on behalf of: (Name of the Bidder and the Company Seal)

Signature: (Bidder Representative & Signatory)

Name of the Person:

Designation:

ANNEXURE - II

Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in 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 [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 No. (Copy of certificate to be attached)		
11	Concept note		
12	Credentials		
13	Empanelment Tourism department/ board		
14	Details of RFP Fees attached		
15	Details of EMD attached		

Technical Forms

S. No	Criteria	Achievement	Documentary Proof Submitted
1	Domestic Tourism Project Details & reference Documents		
2	International Tourism Project Details & reference Documents		
3	Number of online visitors on the website and mobile application in the year (01.01.2019 to 31.12.2019)		
4	Average annual turnover for the three financial years (2018-19, 2019-20 & 2020-2021) (CA certificate should be enclosed)		
5	Website URL & Website Traffic Details		

6	Traveller Count Details for the year 2018-19, 2019-20 & 2020-2021)		
7	Team Profile		

Signature & Seal of the Bidder

Date:

DECLARATION

- 1) I / We have read the instructions appended to the Pro forma and I/We understand that if any false information is detected at a later date, any contract made between ourselves and MPTB on the basis of the information given by me/us can be treated as invalid by the MPTB and I / We will be solely responsible for the consequences.
- 2) I/We agree that the decision of MPTB in selection of contractors will be final and binding to me/us.
- 3) All the information furnished by me/us above here is correct to the best of my/our knowledge and belief.
- 4) I / We agree that I / We have no objection if enquiries are made about the work listed by me/ us here in above and/ or in the accompanying sheets.

Place.

Date.

SIGNATURE:

Name & Designation & seal of the Company:

Annexure III

Statement of Legal Capacity

(To be forwarded on the letterhead of the Bidder)

Ref.

Date:

To,
The Managing Director
Madhya Pradesh Tourism Board Lily
Trade Wing, 6th Floor,
Plot no. 03, Zawabit Lines,
Jehangirabad
Bhopal – 462008 Madhya
Pradesh, India

Sub: Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh”

Dear Sir,

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

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

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 bidders

signatory

Annexure IV

{To be submitted on the letter head of the bidder}

To,
The Managing Director,
Madhya Pradesh Tourism Board,
BHOPAL – 462008

Dated:

In response to the RFP dated _____ for selection of Agency for growing Experiential and Adventure Tourism in Madhya Pradesh, as an Owner/ Partner/ Director/ Auth. Sign. of _____, I/ We hereby declare that presently our Company/ firm _____, at the time of bidding,

- a) Possess the necessary professional, technical, financial and managerial resources and competence required by the Bidding Document issued by the MPTB;
- b) have fulfilled my/ our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in the Bidding Document;
- c) is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/ Central government/ PSU/ UT.
- d) is not insolvent in receivership, bankrupt or being wound up, not have its affairs administered by a court or a judicial officer, not have its business activities suspended and is not the subject of legal proceedings for any of the foregoing reasons;
- e) does not have, and our directors and officers not have been convicted of any criminal offence related to their professional conduct or the making of false statements or misrepresentations as to their qualifications to enter into a procurement contract within a period of three years preceding the commencement of the Tender Process, or not have been otherwise disqualified pursuant to debarment proceedings;
- f) does not have a conflict of interest as mentioned in the bidding document which materially affects the fair competition.
- g) will comply with the code of integrity as specified in the bidding document.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken as per the provisions of the applicable Act and Rules thereto prescribed by GoMP, my/ our security may be forfeited in full and our bid, to the extent accepted, may be cancelled.

Thanking you,
Authorized Signature {In full and initials with Seal}: Name and
Title of Signatory:
Name of Bidder (Firm/ Company's name):
In the capacity of:
Address:
Contact information (phone and e-mail):
Date & Time: _____
Place: _____

Annexure V
Power of Attorney for signing of Application

Know all men by these presents, We _____
(name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and bidder Mr./ Ms (name), _____ son/daughter/wife of _____ and presently residing at _____, who is presently employed with us holding the position of _____, as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our Bid for the ***** Project proposed or being developed by the ***** (the “Authority”) including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre-Applications and other conferences and providing information/ responses to MPTB, representing us in all matters before MPTB, signing and execution of all contracts including the Authorization Agreement and undertakings consequent to acceptance of our bid, and generally dealing with MPTB in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us and/or till the entering into of the Authorization Agreement with MPTB.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE, _____, THE ABOVE – NAMED PRINCIPAL

HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS _____ DAY OF _____ 20**

For _____

(Signature)

(Name, Title and Address)

Witnesses:

1.[Notarized]

2.Accepted

(Signature)

(Name, Title and Address of the Attorney)

Notes:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/ power of attorney in favor of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.

Annexure VI

Request for Proposal For Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh

(To be submitted online)

Date :

To,
Managing Director
Madhya Pradesh Tourism Board, Bhopal

Sir,

Ref: RFP for selection of Agency for growing Experiential and Adventure Tours in Madhya Pradesh

In response to the tender document no.

We are pleased to quote the fee as below. We have reviewed all the terms and conditions of the 'Request for Proposal' and confirm that we would abide by all the terms and conditions.

We hereby declare that there shall be no deviations from the stated terms in the RFP.

We further declare that, any State Government, Central Government or any other Government or Quasi Government Agency has not barred us from participating in any Bid.

Our Financial Quote for providing the required services to Madhya Pradesh Tourism Board, Government of Madhya Pradesh is :

S.N.	Particulars	Amount for five years (In Rs.) GST extra as applicable.
1.	Products Development	
2.	Onboarding & assisting the operators/suppliers	
3.	Training & assisting the operators/suppliers	
4.	Product Creation and Distribution	
5.	Marketing Support and PR	
6.	Technology Enablement	
TOTAL (Amount in figures) GST extra as applicable.		
(Amount in words) GST extra as applicable.		

We abide by the above offer/quote and terms condition of the RFP, if MPTB select us as the Selected Bidder/Agency. If our offer is accepted and if we fail to perform in the manner as specified in the RFP Document, the amount of Bid Security, as aforesaid, shall stand absolutely forfeited to MPTB without prejudicing the rights of MPTB to proceed further in any manner it deems fit.

Until a formal Agreement is prepared and executed between us, this bid, together with your LOI, shall constitute a binding contract between us. We understand that you are not bound to accept the lowest or any bid that you may receive.

We declare that the information stated above and enclosed is complete and absolutely correct and any error or omission therein, accidental or otherwise, as a result of which our bid is found to be unresponsive, will be sufficient for MPTB to reject our bid and forfeit our bid security in full.

Sincerely,

Name

Name of the Firm/Agency

Designation and Address Mobile and Email

Signature of the applicant/ Authorized Representative of Agency with Seal/Stamp