

## Madhya Pradesh Tourism Board

Corporate Identification Number (CIN):

U75302MP2017NPL043078

6<sup>th</sup> Floor, Lily Trade Wing, Jehangirabad Bhopal

Madhya Pradesh, India. Pin code – 462003

Website: [www.tourism.mp.gov.in](http://www.tourism.mp.gov.in)

### Call for “Expression of Interest for Empanelment of Agencies for Implementation and Support of Rural Tourism Activities in Madhya Pradesh”

No. 836 / G&SD/ MPTB/2019

Bhopal, Dated: 28/2/2019

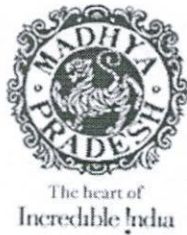
Madhya Pradesh Tourism Board invites “**Expression of Interest (EOI) for Empanelment of Agencies for Implementation and Support of Rural Tourism Activities in Madhya Pradesh.**”

The detailed EOI document can be downloaded from [www.tourism.mp.gov.in](http://www.tourism.mp.gov.in) from **28/02/2019**.

Interested Bidders eligible as per qualification criteria may submit their response to the EOI latest by **30/03/2019 till 1700hrs.**

For any other information, contact on 0755- 2780600 or email [dirskill@mptourism.com](mailto:dirskill@mptourism.com)

**Managing Director**



Madhya Pradesh Tourism Board, Madhya Pradesh,  
Bhopal.

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Call for “Expression of Interest (EOI) for  
Empanelment of Agencies for Implementation and  
Support of Rural Tourism Activities in Madhya  
Pradesh.”

No. .... / G&SD/ MPTB/2019

Bhopal, Date:....., 2019

**1.1 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 MPTB in relation to the provision of services. Neither MPTB nor any of its directors, 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.

**1.2 Disclaimer**

Subject to any law to the contrary, 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.

**1.3 Costs Borne by Respondents**

All costs and expenses incurred by Recipients / Respondents 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 Recipient / Respondent.

**1.4 No Legal Relationship**

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

## 2. Introduction

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

The objective of development of **Rural Tourism** in Madhya Pradesh is to showcase rural life, culture, heritage art & craft, handloom, and textiles. The intention is to benefit the local community economically and socially as well as enable interaction between tourists and local population for a mutually enriching experience. Rural tourism adds value through packaged programmes in art & craft imparted by skilled local artisans. Village entertainment groups unveil local history and culture, natural and oral treasures. The tourist thus comes face to face with India’s rural traditions.

With this EOI, Madhya Pradesh Tourism Board requires the services of agencies having previous experience of organizing tourism activities, rural tours, rural development, institution building, agricultural and allied activities, community mobilization, livelihood promotion and environment conservation.

## 3. Qualifying criteria for organisations

The agency responding to this EOI shall be required to possess the following eligibility criteria to qualify for activity as mentioned in Scope of Work:

1. The Agency turnover for last year shall be minimum Rs.5.00 Lakhs (Five Lakhs) (CA Certificate to be submitted).
2. The agency should be a company/partnership firm/ proprietor/NGO. Incorporation/registration certificate should be furnished as documentary proof.
3. Agency, a minimum three year’s standing as a registered organization.
4. The agency should have proven experience of one year for carrying out same kind of project in past.
5. The agency should not have been blacklisted/debarred/disqualified by any regulatory/statutory body or Government entity or any international or national for corrupt or fraudulent practices. **(An undertaking will have to be given as provided in Annexure 3).**
6. Operational office of the Agency must be situated at the Cluster/Tourism Destination/District. **(List of Cluster of Tourism Destinations is attached on Annexure 4)**

**All necessary documents in support of qualification claim shall be attached with the application.**

#### 4. Scope of Work

The broad duties and responsibilities of the selected agency for “Rural Tour Activities” shall be as follows: -

1. To research, propose, plan, execute, organize and technical support to implementation of Rural Tourism / Home stay activities.
2. Micro level planning for development of rural tourism, selection of beneficiaries, Proposal of community-based infrastructure, need assessment of training and exposure of the beneficiaries, development of tourism products, development of travel programs, allocation of roles and responsibilities of the community/beneficiary, the rules and regulations for the implementation of the Rural Tourism at the local level, formation of functional groups of the community, profit distribution, documentation of all activities, services and processes.
3. Preparation of baseline reports of proposed villages.
4. Orientation, mobilization, training and capacity building of community regarding Rural Tourism.
5. Support in organizing the study trips by identifying successful projects within and outside the state.
6. Establishment of necessary institutional arrangements at the village and cluster level for the purpose of conducting Rural Tourism Activities.
7. Curate tours highlighting the culture, rural life of the villages, local games, cuisines, everyday activities like farming, cattle and art and craft.
8. Support in implementation of marketing, promotion, training support of the tours online, offline and in all the MPTB tradeshows in coordination with MPTB.
9. Arrangement for registration of the tourist/ participants both offline and online (through various DTPC, Governmental Institutions, Education Institutions, NGOs etc.)
10. Create necessary outreach and promotion to ensure considerable participation in the rural tourism. Conduct other promotional activities for creating necessary awareness about rural tourism. These include creating Teaser Advertisements, E-Mailers, Social Media Campaigns, and any other innovative methods.
11. Branding at major sites, nearby cities, highways. The branding design and setup to be installed an after approval/consultation with MPTB management.
12. The Agency will assign committed volunteers / manpower to oversee the overall operations of rural tourism.

13. Work for which the payment will be reimbursed to the agency as per actual on submission of bills from its vendors, any work assigned by Madhya Pradesh Tourism Board on mutually agreed terms and conditions.

**5. Support from Madhya Pradesh Tourism Board**

MPTB would assist in getting permissions, consents and other assistance/support required from local Government Authorities like Forest, Local Municipal Office, and village authorities, Department of Police, Fire & Traffic, Ambulance & Doctors or any other Statutory Authorities/Associations.

**6. Presentation of proposal**

A committee appointed by the Madhya Pradesh Tourism Board, would shortlist the agencies qualifying as per the eligibility criteria. Only shortlisted agencies will be called for the presentation. Only selected agencies will be eligible for Empanelment.

**The presentation will be held at the office of Madhya Pradesh Tourism Board, Bhopal. The date & time of presentation will be informed to shortlisted agencies only through website and e-mail.**

**7. Validity of the Services/ Contract:**

The duration of empanelment of the agencies shall be for **a period of three years**, extendable for a further period of up to **two years based** on the performance. MPTB reserves the right to terminate the empanelment of any agency/ agencies at any time in case of change in the Department/Government Policy/procedures, or delay/unsatisfactory performance of work, or to blacklist it in the event of highly unsatisfactory performance, services and conduct without assigning any reason with a notice of 15 days.

**8. Procedure of Selection**

- 8.1 This is not a **Request for proposal (RFP)** and **financial proposal SHOULD NOT be submitted with EOI.**
- 8.2 The proposal submitted should be complete in all criteria as mentioned in this document. Incomplete proposals may be liable for summary rejection.
- 8.3 MPTB reserves the right to examine / verify the supporting documents / reports furnished by the agency.
- 8.4 MPTB shall shortlist the agencies based on the requirements and the responses submitted. MPTB reserves the right to reject any or all the

proposals without assigning any reason whatsoever. Any form of canvassing, shall invite immediate disqualification.

- 8.5 Agencies fulfilling the eligibility criteria (shortlisted agencies) will be called for a presentation before the committee on the date, time as decided by MPTB. During the evaluation MPTB will have a right to ask any clarification.
- 8.6 The final selection will be based on the total marks of Proposal. Presentation shall be marked on a scale of 1 to 40. Then the total marks shall become scores. Agencies securing **minimum 60 marks** will only be empanelled.
- 8.7 Post Presentation, MPTB will empanel the agency based on requirements following a due procedure.
- 8.8 The decision taken by the MPTB in this regard is final and binding on all the empanelled agencies. MPTB however reserves its right to get any work done from an agency/agency outside the panel under special circumstances.
- 8.9 MPTB may reject any or all the proposals received / cancel the entire process at any stage without assigning any reason whatsoever.
- 8.10 If any information or document provided in the response to this EOI is found to be misleading, subsequently the agency will be disqualified.
- 8.11 The Agency who wishes to submit responses to this EOI should note that they should abide by all the terms and conditions contained in the EOI. If the responses contain any extraneous conditions put in by the Agency, such responses may be disqualified and may not be considered for the empanelment / selection process.
- 8.12 MPTB, however, reserves its right to the allocation of work/ part of work to the empanelled Agency as per the requirement and necessity. MPTB is not bound to allocate work to all the empanelled agencies.
- 8.13 The information exchanged between the Agencies and MPTB as part of this EOI shall be confidential.
- 8.14 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.

## 9. Submission of Proposal

Agencies qualifying as per the criteria mentioned above and who are interested in providing the services detailed above, may submit their response to this EOI as per formats given in annexure along with relevant documentary evidence latest by **30 March 2019** till 1700hrs. Any response not containing information for all

the parts of Annexure may be treated as rejected. The EOI Document is available on the MPTB website [www.tourism.mp.gov.in](http://www.tourism.mp.gov.in). The response should be submitted in hardcopy or soft copy at the below mentioned address:

**The Director (Skill & Training)**  
**Madhya Pradesh Tourism Board,**  
**6<sup>th</sup> Floor, Lily Trade Wing, Jahangirabad, Bhopal**  
**Madhya Pradesh, India. Pin code – 462008**  
**E-mail: [dirskill@mptourism.com](mailto:dirskill@mptourism.com)**

The agency should submit the EOI documents in sealed envelope and super scribed with “**Expression of Interest (EOI) for Empanelment of Agencies for Implementation and Support of Rural Tourism Activities in Madhya Pradesh**” in the stipulated date and time. Documents submitted after last date will not be entertained/ considered.

#### 10. Evaluation Marking of Proposal

S. No.	Parameters		Maximum Marks
1	Organization having minimum 3 years of existence	Till 3 years 5 marks and above 3 years for every block of 2 years 2 mark up to maximum 10 marks	10
2	Turnover of last two years	Till 05 lakhs 5 marks and above 05 lakhs for every block of 05 Lakhs, 2 mark up to maximum 10 marks	10
3	Minimum no. of 05 staff on organization payroll.	Up to 05 staff 05 Marks and for block of every 02 staff is 01 mark, up to maximum 10 marks	10
4	Experience in last two years in relevant activities	Good (10-15 marks) Moderate (05-09 marks) Low (less than 05 marks)	15
5	Understanding about the Project	Good (10-15 marks) Moderate (05-09 marks) Low (less than 05 marks)	15
6	Presentation by organization on : 1. Brief introduction about organization	-	05

S. No.	Parameters	Maximum Marks
	2. Past experience similar kind of activities.	05
	3. Specialized team and their expertise	10
	4. Planning and designing	10
	5. Approach & Methodology of implementation	10

#### 11. EOI Processing Fee

A non-refundable processing fee of Rs. 1,180/- (One Thousand one Hundred Eighty Rupees only) (Rs. 1000 processing fees + 18% GST) in the form of a Demand draft drawn in favour of “**Madhya Pradesh Tourism Board, Bhopal**” Payable at Bhopal has to be submitted along with the EOI response. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

#### 12. Bid Security/ EMD:

12.1 A bid security (refundable) of Rs. 5,000/- (Five Thousand Rupees only) in the form of a Demand draft drawn in favour of “**Madhya Pradesh Tourism Board, Bhopal**” Payable at Bhopal has to be submitted along with the EOI response. Bids received without or with inadequate EOI Bid Security/EMD shall be liable to get rejected. In case of non-selection, the bid security amount will be refunded to the bidder.

12.2 The EMD of Rs. 5,000/- by the selected agency will be converted into Security deposit. If the 10% total amount of work orders is higher than the EMD amount, agency has to submit 10% of the total amount of work order as security deposit and EMD of Rs. 5,000/- will be refunded.

#### 12.3 Schedule of Expression of Interest Process

MPTB shall endeavour to adhere to the following schedule:

S. No	Event Description	Estimated Date/Time
1	Issue of EOI Documents	28/02/2019
2	EOI submission Last Date	30/03/2019 Time: 1700hrs
3	Presentation Date and Time	Will be informed to technically qualified agencies.

#### 13. Arbitration



- 13.1 All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.
- 13.2 All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of MPTB at Bhopal.
- 13.3 If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party , it shall be referred to arbitration before a Sole Arbitrator appointed by mutual consent of both parties and as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall be the Head Office of MPTB at Bhopal. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

#### 14. Legal

Any legal dispute shall be subject to the jurisdiction of Bhopal courts only.

**Format of Application Form**  
(On Applicant Agency's Letterhead)

To,  
**Managing Director,**  
**Madhya Pradesh Tourism Board**  
**6<sup>th</sup> Floor, Lily Trade Wing, Jehangirabad,**  
**Bhopal 462008.**

**Subject: “Expression of Interest (EOI) for Empanelment of Agencies for Implementation and Support of Rural Tourism Activities in Madhya Pradesh.”**

**Dear Sir,**

This has reference to the advertisement pertaining to the above captioned subject.

We are interested in submitting our **“Expression of Interest (EOI) for Empanelment of Agencies for Implementation and Support of Rural Tourism Activities in Madhya Pradesh.”**

- We would like to clearly state that we want to apply for Rural Tourism Activities qualify for the above work as our agency meets all the pre-qualifying criteria indicated by Madhya Pradesh Tourism Board and our agency is not under a declaration of ineligibility for corrupt or fraudulent practices.
- We understand that if the details given in support of claims made by us are found to be untenable or unverifiable or both our EOI will be rejected without any reference to us. We further clearly understand that MPTB is not obliged to inform us of the reasons of rejection of our bid.

**Yours sincerely**

**Signature**

<<Name, designation, contact address, telephone number, email & seal of authorized signatory >>

**1. Agency Profile**

S/N	Particulars	Response
1.	Name of Company /Firm/ Agency/Society	
2.	Year of registration	
3.	Address of Head Office	
4.	Fax No.	
5.	Telephone no.	
6.	E-mail Id	
7.	Website	
8.	Regional Office Address of Madhya Pradesh state: 1. 2. 3.	
9.	Authorized Nodal/ Contact Person	
10.	Office/Postal Address	
11.	Mobile No. 1)..... 2).....	
12.	E-mail ID	
13.	Number of year experience in subject matter field	
14.	Whether agency has been blacklisted for service deficiency in last years. If yes, details thereof.	
15.	Turnover of the last two financial year 1. Year 2016-17 2. Year 2017-18	

**2. Organizational Staff Profile:**

Type	Number
No. of Permanent Staff / Full-Time Staff	
No of Contractual / Temporary Staff	
No. of Part time Paid Staff	
No. of Volunteers	
Total No. of Staff (A+B+C+D)	

Number of Female Staff out of Total Staff	
Number of members out of Total Staff	
SC	
ST	
OBC	

**3. Details of Head Office and Branch Office(s) (If applicable, please add information of each branch in a different row):**

Name of District(s)	Contact Person	No. of Staff (Permanent) Working at the Branch Office	No. of Staff (Non – Permanent and Volunteers) Working at the Branch Office	Whether Branch Office Space is Owned or Rented

**4. Please provide relevant details in the table below with regard to the organization's core projects for the past 2 years:**

Project Name	Year of Implementation	Project Thematic Area	Focus Area of Intervention within the Larger Thematic Area	Funder	District(s) / State(s) where Implemented

**5. Brief Description of the following points**

S. No.	Parameters
1	Brief about organization
2	Organizational Set – up
3	Years of Experience in organizing the similar kind of activities
4	Details about past experience in similar kind of activities (please explain geographical area of intervention, sector / issues/ works covered by the organization, specialized area etc.)

2	Experience of working/organizing/conducting the activities in no. of districts and States (please provide details with name of district/State)
3	Experience of organizing/conducting no. of activities and scale of activities (Detailed list of activities with name of activity, No. of participants, brief description of activities, cost of the work, duration etc. will be covered)
5	List of clients
6	Understanding about the project/ assignment
7	Conceptualizing, planning and designing of proposed methodology to support and implement the above project / assignment
8	Proposed destinations/cluster for organizing the activities

#### 6. Attached Document

S. No.	Documents	Corresponding Page No.	Annexure No.
1	Certificate of Registration		
2	Copy of Memorandum of Association / Trust Deed		
3	Copy of GSTIN no.		
4	Copy of PAN Card		
5	Copy of TAN No.		
6	Audited Financial Report ( <b>financial year 2016-17</b> )		
	Balance Sheet		
	Income – Expenditure Statement		
	Receipt and Payment		
7	Audited Financial Report ( <b>financial year 2017-18</b> )		
	Balance Sheet		
	Income – Expenditure Statement		
	Receipt and Payment		
8	Other relevant documents ..... (Please mention)		

**Declaration Regarding Clean Track**  
(To be submitted on letterhead of the Agency)

Dated :

To,  
**Managing Director,**  
**Madhya Pradesh Tourism Board**  
**6<sup>th</sup> Floor, Lily Trade Wing, Jehangirabad,**  
**Bhopal 462008.**

**Ref: "Expression of Interest (EOI) for Empanelment of Agencies for Implementation and Support of Rural Tourism Activities in Madhya Pradesh."**

**Dear Sir,**

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding **"Expression of Interest (EOI) for Empanelment of Agencies for Implementation and Support of Rural Tourism Activities in Madhya Pradesh."**

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

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

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

**Yours faithfully,**  
**(Signature of the Agency)**  
**Printed Name**  
**Designation Seal**  
**Date:**  
**Business Address:**  
**Place: Agency's signature**

## List of Cluster of Destinations

S.No.	Cluster Head Quarter	Name of Tourist Destination
1	Bhopal	Bhopal, Bhojpur, Bhimbetka
2	Sanchi	Sanchi, Udaigiri, Halali
3	Jabalpur	Jabalpur, Bhedaghat, Bargi
4	Panchmari	Panchmari, Tawa, Madai, Tamia
5	Indore	Indore, Choral, Patalpani, Omkareshwar
6	Gwalior	Gwalior, Mitawali, Padawali
7	Shivpuri	Shivpuri, Kuno, Sheopur
8	Orchha	Datia, Orchha
9	Khajuraho	Khajuraho, Panna, Mandla, Ajaygarh
10	Chanderi	Chanderi
11	Shahdol	Shahdol, Bandhangarh, Amarkantak
12	Satna	Satna, Chitrkoot, Maihar, Mukundpur
13	Mandu	Dhar, Mandu, Maheshwar, Bagh, Koteshwar
14	Ujjain	Ujjain, Dewas
15	Mandla	Mandla, Kanha
16	Chhindwara	Pench, Chhindwara
17	Burhanpur	Burhanpur, Asirgarh
18	Jhabua	Jhabua
19	Barwani	Barwani
20	Alirajpur	Alirajpur