



Madhya Pradesh Tourism Board, Bhopal

Corporate Identification Number (C1N)

U75302MP2017NPL043078

6th Floor, Lily Trade Wing, Jahangirabad, Bhopal - 462008

Ph: (0755) - 2780600; www.tourism.mp.gov.in,

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No. - 7980 /S&T/MPTB/2021-22

Bhopal- 27 /12/2021

Expression of Interest (EOI)

for

Empanelment of agency to support implementation of Responsible Souvenir Project in Madhya Pradesh vide EOI No.01/S&T/MPTB/2021-22, Dated-29.12.2021

Madhya Pradesh Tourism Board is issuing proposal For Expression of Interest (EOI) for **"Empanelment of agency to support implementation of Responsible Souvenir Project in Madhya Pradesh"**. Interested bidders, eligible as per qualification criteria, may submit their response to the EOI latest 13/01/2022 till 15:00 Hrs.

The EOI documents can be downloaded from www.tourism.mp.gov.in from date 29/12/2021.

For Further information may please contact 0755-2780600 and Email-
dirskill.mptb@mp.gov.in

Managing Director

**Expression of Interest
For
Empanelment of Agency**

To Support

**Implementation of Responsible Souvenir Project in
Madhya Pradesh**

EOI No.01/S&T/MPTB/2021-22,Dated: 29/12/2021



**MADHYA PRADESH TOURISM BOARD (MPTB), 6th
Floor, Lily Trade Wing (Above D Mart) Jahangirabad,
Bhopal-462008**

Index

1. Invitation for Expression of Interest	3
2. Letter of Invitation	4
3. Background	5
4. Aim and Objective	5
5. EOI Processing Fee	5
6. Bid Security	5
7. Venue & Deadline for submission of proposal	5
8. Validity of Offer	5
9. Terms of Reference	6
10. Instructions to Consultant	7
11. Qualification Criteria	8
12. Evaluation Marking of Proposal:	8
13. Evaluation Criteria and Method of Evaluation:	8
14. Response:	9
15. Conflict of Interest:	9
16. Conditions under which EOI is issued:	9
17. Last date of submission of EOI:	9
Format - 1: Applicants Expression of Interest	10
Format - 2: Organization Details	11
Format - 3: Organization's Experience in Related field.	12
Format - 4: Financial Capability of agency	13
Format - 5: List Of experts/consultants with agency	14
Format - 6: Non-Black listing Certificate	15

1 Invitation for Expression of Interest

The Madhya Pradesh Tourism Board (MPTB), is responsible for promotion and development of tourism in state. It is also responsible for skill building of youths of the state in tourism and hospitality sector in order to provide better opportunities which is getting generated due to high growth in tourism and hospitality sector in state. The MPTB is also willing to enhance and promote the local art & craft of MP by providing skill training and market to rural artisan. The MPTB is implementing a program for promoting Rural/ Cultural Experience based tourism in MP. In order to take technical support for various sectors the MPTB is inviting EOI from Indian agency who may help MPTB to achieve its objectives.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. which can be downloaded from the website www.tourism.mp.gov.in

Last date for submission of EOI is **13/01/2022** up to 1500 hrs. Sealed envelope marked to the captioned address, containing EOI and non-refundable fee of Rs 2000.00 + 18% GST by way of **DD** in favor of "**Madhya Pradesh Tourism Board, Bhopal**" and payable at Bhopal may be submitted mentioning "EOI for support Responsible Souvenir Project in **Madhya Pradesh** " on the top cover.

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

Managing Director,
Madhya Pradesh Tourism, Board

2 Letter of Invitation

**The Madhya Pradesh Tourism Board,
6th Floor, Lily Trade Wing, Jahangirabad Bhopal
Madhya Pradesh, India, Pin code – 462008**

No.

Dated: ___/___/2021

Dear Sir/Madam,

Madhya Pradesh tourism Board (MPTB) invites sealed Expression of Interest (EOI) from agencies legally register in India for providing " support Responsible Souvenir Project in Madhya Pradesh.

The EOI document containing the details of qualification criteria, submission requirement, TOR and scope of work etc. is enclosed.

The EOI document is available on the MPTB website www.tourism.mp.gov.in

You may submit your responses in sealed envelopes in prescribed format to the undersigned latest by date & time **15/01/2022** on or before 1500hrs on below given address. The bid received after above mentioned time and date will not be considered and will be returned unopened.

**The Director (Skill & Training)
Madhya Pradesh Tourism Board,
6th Floor, Lily Trade Wing, Jahangirabad, Bhopal
Madhya Pradesh, India. Pin code – 462008
E-mail: dirskill.mptb@mp.gov.in**

S. No.	Critical Dates	Date	Time
1	Date of Publishing	29/12/2021	1700 Hrs.
2	Document Availability Date	29/12/2021	1700 Hrs.
3	Last date for receiving Pre bid query	05/01/2022	1500 Hrs.
4	Pre-bid meeting	07/01/2022	1500 Hrs. At MPTB Bhopal office
5	Bid Submission End Date	13/01/2022	1500 Hrs.

Yours faithfully,

Managing Director, MPTB

3. Background

The Madhya Pradesh Tourism Board (MPTB), in order to provide better rural experience in and around its tourism destinations situated across Madhya Pradesh, is willing to take the services of various agencies working in the require field and could help to MPTB for achieving its objectives. In this respect, Expression of Interest (EOI) is being floated to invite proposals from reputed and experienced GOs/Trusts/ registered societies/companies from all over the country having adequate experience and expertise in require field.

4. Aim and Objective

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

5. EOI Processing Fee

A non-refundable processing fee for Rs. 2,000/- + 18% GST (Two Thousand Rupees + 18% GST only) in the form of a Demand draft drawn in favor of "**Madhya Pradesh Tourism Board, Bhopal**" Payable at Bhopal has to be submitted along with the ROI response. Bids received without or with inadequate EOI processing fees shall be liable to get rejected.

6. Bid Security

A bid security (refundable) of Rs. 15,000/- (Fifteen Thousand Rupees only) in the form of a Demand draft drawn in favor 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 shall be liable to get rejected. In ease of non-selection, the bid security amount will be refunded to the bidder.

7. Venue & Deadline for submission of proposal

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to MPTB at the address specified herein earlier. In exceptional circumstances and all its discretion, MPTB may extend the deadline for submission of proposals by issuing an amendment to be made available on the MPTB website, in which case all rights and obligations of MPTB and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

8. Validity of Offer

The offer for EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by MPTB.

9. Terms of Reference

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

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

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

Objective

The objectives are-

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

Scope of work- Responsible Tourism Project (Development and Promotion of Local Art and Craft)

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

8. Provide at-least three-year support to artisans trained on various products in design development and quality improvement, marketing and promotion.
9. listing of products for online marketing/ preparing online platform for the marketing.

Eligibility Criteria for Agency

1. The agency must have legal status i.e., society/company/Trust/ Partnership firm and must have registered in India.
2. The agency must have at least 3 years of existence.
3. The total turnover of the agency in last 3 financial years (2018-19, 2019-20, 2020-21} should not be less than Rs. 10 lakhs.
4. The agency must have an experience in art & craft development through community involvement. Preference will be given to those who are already running their center in MP with local community.
5. Agency may apply in consortium by mentioning roles and responsibility (financial power, execution, reporting etc.) clearly in MOU
6. Strong online marketing and social media presence.

Expected Deliverables

1. Minimum 08-10 new products in each identified art & craft in selected areas of MP.
2. New sustainable source of income for trained artisans.
3. Minimum 08-10 Souvenirs in each identified art & craft form.
4. Setup of display in identified centers for selected products.
5. Buy back and market linkages for products developed by the local artisans.

10. Instructions to Consultant

The Expression of Interest is to be submitted in the manner prescribed below:- All information as detailed below is to **be** submitted in two hard copies in separately sealed envelopes

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

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

11. Qualification Criteria

As mentioned in the TOR.

12. Evaluation Marking of Proposal:

S. No.	Parameters	Marking criteria	Marks
1	Organization existence	Till min. requirement of years 0 marks and after that every two years 01 marks up to maximum 5 marks	5
2	Number of Staff	Till min. requirement of staff 0 Marks and after that for every staff 01 mark, up to maximum 5 marks	5
3	Financial	Till min. requirement 0 marks and after that - for every 05 lakhs 01 marks up to maximum 10 marks.	10
4	Work with Govt. Project	Agency having implemented any project with Govt.	5
5	Working Area	Till min. requirement of State 0 marks and after that 01 mark for each state up to max. 05 marks	5
		Working experience in Madhya Pradesh	5
6	Promotion of Art & Craft	Agency having experience in development of community based art and craft	10
		Agency having an experience in development of community-based art and craft in MP	10
		Agency have an experience of development of Art and Craft in any tourism destination	5
7	Presentation by organization	--	40

The minimum qualifying marks are 60.

13. Evaluation Criteria and Method of Evaluation:

- Screening of proposals shall be carried out as per eligibility conditions mentioned in this document and based on primary verification of testimonials submitted.
- EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, financial strength of firm and presentation to the selection committee, whose decision will be final.

14. Response:

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

15. Conflict of Interest:

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

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

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

16. Conditions under which EOI is issued:

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

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

17. Last date of submission of EOI: **13th January 2022 till 1500 Hrs.**

Format - 1 Applicant's Expression of Interest

To,

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

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

Dear Sir.

In response to an invitation for Expressions of Interest (EOI) published on 27-12-2021 for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach the following documents in separately sealed envelopes:

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

Declaration

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

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

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp

Date:

Encl.: As above.

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

Format-2: Organization Details.

1. Name of the Organization
2. Legal status of the organization(company/Society/Trust) enclosed copy of by – laws
3. Registration Number (Enclose copy of registration)
4. Date of registration:
5. Registration of 12-A (Enclose copy of registration)
6. Certificate of 80G (Enclose copy of registration)
7. Registration on Darpan Portal (Enclose copy of registration)
8. GSTIN no.
9. PAN No (Enclose copy)
10. TAN No. (Enclose copy)
11. Address of Head Office:
12. Address of communication office
13. Name, Designation and Contact details of authorize person:
14. Financial Capability of the organization (Enclose CA Certificate & audited Balance sheet of required years)
15. Turnover for Required year (in Rs only)

Signature of the applicant
Full name of applicant
Stamp & date

Format 3: Organization's Experience in Related field.

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

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

Signature of the applicant
 Full name of applicant
 Stamp & date

Format 4: Financial Capability of agency.

On the letter head of CA

CA Certificate

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

S.No.	Financial Year	Turn over (In Rs.)

Signature & Seal of CA

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

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

Signature of the applicant
Full name of applicant
Stamp & date

Format 6: Non-Black listing Certificate.

TO WHOMSOEVER IT MAY CEONCERN

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

Authorized Person's Signature.

Name and Designation.

Date of Signature

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