



## Expression of Interest

**Madhya Pradesh State Tourism Development Corporation**

**Corporate Identification Number (CIN) – U63040MP1978SGC001445**

**Registered Office: Paryatan Bhavan, Bhad Bhada Road, Bhopal 462003**

**Tel.: 0755-2774450, Fax: 0755-2775434/2774289**

**Website: [www.mpstdc.com](http://www.mpstdc.com)**

**Email: [sandesh@mptourism.com](mailto:sandesh@mptourism.com)**

**NIT No.:1635/MPT**

**05, March, 2018**

**“Expression of Interest For Empanelment of Agencies For Design,  
Concept and operation of Village Tours Centered Around Culture,  
Craft, Food, History and Way Of Life at Selected Tourist Destination  
Across Madhya Pradesh”**

MPSTDC invites Expression of interest (EOI) from qualified and experienced bidders for above work. The detailed EOI document can be downloaded from [www.mpeproc.gov.in/](http://www.mpeproc.gov.in/) [www.mpstdc.com](http://www.mpstdc.com). Interested Bidders eligible as per qualification criteria may submit their response to the EOI latest by **26<sup>th</sup> March, 2017 till 1400hrs.** For any other information, contact **+91-9424796880** or email on [sandesh@mpstdc.com](mailto:sandesh@mpstdc.com). For any technical issues contact MP E- Procurement Toll free number – 18002588684.

**Managing Director**

**M.P. State Tourism Development Corporation Ltd.**  
**“Expression of Interest For Empanelment of Agencies For Design, Concept and operation of Village  
Tours Centered Around Culture, Craft, Food, History and Way Of Life at Selected Tourist Destination  
Across Madhya Pradesh”**

No. 1635/MPSTDC/2018

Bhopal, Dated : 00 / 03/2018

**CHAPTER - 1**

**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 MPSTDC in relation to the provision of services. Neither MPSTDC 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, MPSTDC 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 MPSTDC 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 MPSTDC , 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 MPSTDC until execution of a contractual agreement.

**1.5 Recipient Obligation to Inform Itself**

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

**M.P. State Tourism Development Corporation Ltd.**  
**“Expression of Interest For Empanelment of Agencies For Design, Concept and operation of Village Tours Centered Around Culture, Craft, Food, History and Way Of Life at Selected Tourist Destination Across Madhya Pradesh”**

## **1.0 INTRODUCTION**

Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of Rural Tourism is definitely useful for a country like India, where almost 74% of the population resides in its 7 million villages. Across the world the trends of industrialization and development have had an urban centric approach. Alongside, the stresses of Urban lifestyles have led to a “counterurbanization” syndrome. This has led to growing interest in the rural areas. At the same time this trend of urbanization has led to falling income levels, lesser job opportunities in the total areas leading to an urbanization syndrome in the rural areas. Rural Tourism is one of the few activities which can provide a solution to these problems. Besides, there are other factors which are shifting the trend towards rural tourism like increasing levels of awareness, growing interest in heritage and culture and improved accessibility, and environmental consciousness. In the developed countries, this has resulted in a new style of tourism of visiting village settings to experience and live a relaxed and healthy lifestyle. This concept has taken the shape of a formal kind of Rural Tourism.

M.P. State Tourism Development Corporation Ltd. invites Expression of Interest For Empanelment of Agencies For Design, Concept and operation of Village Tours Centered Around Culture, Craft, Food, History, Way Of Life training, capacity building and training for home stay of local community for tourism facilitation at Selected Tourist Destination Across Madhya Pradesh from reputed companies / agencies.

## **2.0 OBJECTIVE**

With the growing economy in India, Community based sustainable Tourism (CBST) can be tapped to draw income to organized and scenic rural areas through local tourism. By

- Facilitating the formation & functioning of village level institutions to run, manage and own responsible rural tourism in their villages.
- Training the local women and youth in hospitality services.
- Building market linkages to draw visibility to these hospitality initiatives. These will create urban – rural interactions and will also bring in financial returns and will enhance livelihood opportunities.

Critical to establishing regular income from ‘Community based sustainable Tourism’ is the continuous flow of tourists, which in turn is highly dependent on quality of services provided. Hence need to be trained to provide quality service in their village, so as to attract and maintain

regular visitors. Institutional linkages with the nearby hotels / lodges will ensure a continuous inflow of tourists.

### **3.0 Scope of work and terms & condition.**

The scope of work for the assignment shall be, but not limited to, the following

#### **3.1 Establish Madhya Pradesh as a destination which provides a complete tourism experience**

- Add depth to Madhya Pradesh tourism, to open up previously unexplored geographies & experiences
- To open up a new variety of travellers, including a younger audience, offbeat and mobile tourists
- Broaden tourism beyond resorts / hotels
- Increase local communities participation in tourism's growth

#### **3.2 Curating unique immersions & new routes to experience Bharat, which showcase regional diversity of elements such as culture, cuisine, nature and the local way of life**

- Enabling tourists to engage and interact with local communities, thereby enjoying a more heartfelt experience
- Increasing the footprint of Madhya Pradesh tourism, by deepening the experience in high footfalls areas through inclusion of local villages
- Fostering inclusive growth & rural community participation in tourism - through positive interactions between tourists & local communities
- Location identified circuit wise and also mentioned the specific products to be showcased i.e. chanderi/ maheshwar for handloom & heritage.

#### **3.3 Develop a network of villages across the catchment area of MPTDC, where local communities are trained to provide a basket of hospitality services**

- Curate experiential products centered around lifestyles, cuisine, biodiversity, traditions & festivals
- ½ day village tours
- Village stays: Overnight Stays, Longer Duration Stays & Seasonal Pop ups
- Develop market linkages for these new tourism offerings

### **3.4 Timelines & Phases**

The project for the setting up and development of one site/village will span a duration of 1 years. site/village will have the following phases:

Phase 1: Orientation & Capacity Building Phase: Duration 5 months

Phase 2: Institutional Building and Sustainability Phase: Duration 7 months

Orientation & Capacity Building Phase		5 months	
Activities	Description	Outputs	Deliverables
Diagnostic study of the site/village with MP tourism Manager and the locals & Recce of the villages.	Diagnostic study to understand the nature of tourism including tourist profiles and seasonality of tourism local villagers to understand the village socio-economic dynamics local transport person to understand the logistics of the region	A diagnostic report with steps on how to implement experiential village tours at the site/village.	A diagnostic report per center at the site/village
Stakeholder meeting to orient the community about the 'village tours'	A community meeting , where in the villagers should be oriented to Community based sustainable tourism, the premise of the meeting is for the villagers to comprehend the various facets of the project and clarify their apprehensions and doubts of the project	A list of 10 villagers participating in the exposure visit.	List of villagers with their signatures
A base line study of the village of demographics and socio economic indicators	A baseline study of the village, to identify the socio economic condition of the village, as well as the current livelihood opportunities. This base line should form the basis for impact study of the project.	A base line report of the village indicating the number of households, income sources, seasonality of labour of the village,	Base line study report

Orientation program for the village guides	A training program for the villagers, to introduce the roles and responsibilities of a village tour guide. The training program should be facilitated by a village supervisor and a master trainer.	20 villagers (young, unemployed) oriented to take up the additional income generating tourist guide activities	Orientation program report
Exposure visit for the village guides	To better understand the scope of work of Community based sustainable tourism, as well as to understand their roles and responsibilities, the potential village tour guides should be taken to a village currently engaged hosting 'village tours'.	10 villagers have outside knowledge of 'village tours'	An exposure visit report
Communication and product training of guides	Training programs which equip the villagers with scripts, mannerisms and techniques needed while leading a village tour. The training program should be facilitated by a village supervisor and a master trainer.	10 villagers have to be trained and made knowledgeable about the 'village tour' products	Report of the training
Test Tourist visits to train guides	Test tourists should frequent the village, to be able to provide the village guides an opportunity gain	10 villagers have been certified as 'professional para hospitality person per village	Visit report from the village supervisor

	valuable on the job experience. The tourists coming for these visits should be prepped up on the project and what to expect. The guides for these trips will be paid (at a discounted rate) to incentivize them.		
New product training for guides	Training program for the village guide on new activities/scripts/engagements for the tourists while they are on the 'village tours'. This training program is to be led by the master trainer and the village supervisor.	10 villagers have been trained in a new village tour product	Training program report
Orientation program for the village cooks	A training program for the villagers, to introduce the roles and responsibilities of a village tour guide. The training program should be facilitated by a village supervisor and a master trainer.	15 village women oriented to take up the additional income generating 'catering' activities	Orientation program report
Test Tourist visits to train cooks	Test tourists should frequent the village, to be able to provide the village cooks an opportunity gain valuable on the job experience. The tourists coming for these visits should	10 villagers have been certified as 'professional para hospitality person per village	Visit report from the village supervisor

	be prepped up on the project and what to expect. The cooks for these trips should be paid (at a discounted rate) to incentivize them.		
New product training for cooks	Training program for the village guide on new activities/scripts/engagements for the tourists while they are on the 'village tours'. This training program is to be led by the master trainer and the village supervisor.	10 village women have been trained in a new village tour product	Training program report
Scripting of village tours (village walk)	The information obtained from the documented research, should then be transformed into engaging scripts wrt the layout of a village, the existing institutions and landscape of the village which the village service providers can use whilst leading the village tours	A script and SOPs for the village hospitality services per village	A SOP and scripts manual per village
Designing of village maps for tourists	A sketch of the village layout should provide the tourists with orientation of the village and provide for a more engaging village tour experience. The sketch of the village map should be	A geographical map of the village with information of tourist sites	A village map illustration the various institutions, trails,



	undertaken with the assistance of the villagers and an artist.		
Mapping out nature walking trails (optional based on site)	Led and curated by a naturalist, the nature walks should include walking trails in the vicinity of the village, describing the flora and fauna of the region.	A bio diversity map of the village trail	A village biodiversity map illustration the various nature trails of the village
Document of village architecture and history	A research undertaken by an expert in culture and architecture to document the building techniques of the village, to form the basis of the village tours	A booklet of the heritage, culture, architecture of the village	A booklet of the heritage, culture, architecture of the village in Hindi & English
Stakeholder buy in meetings with hotel owners/managers on 'village tours'	This activity includes introducing the concept of "village tours" to the hotel owners/ managers through a training program	Database of hotel managers/ owners	Database of hotel managers/ owners
Information kits for the tourists	An information brochure provided to the tourists when on a 'village tour'	A brochure illustrating the village activities, maps, stories and schedule of the activities	Sample of the village tour information brochure
Basic village brochure created	A brochure for the promotion of the village tours. These brochures should be placed at the lobby of hotels.	A promotional brochure describing the village tours, and booking process	Sample of the village tour promotion brochure

Institutional Building and Sustainability Phase		7 months	
Activities	Description	Outputs	Deliverables
New product training of guides	Training program for the village guide on new activities/scripts/engagements for the tourists while they are on the 'village tours'. This training program is to be led by the master trainer and the village supervisor.	10 villagers have been trained in a new village tour product	Training program report
New product training for cooks	Training program for the village guide on new activities/scripts/engagements for the tourists while they are on the 'village tours'. This training program is to be led by the master trainer and the village supervisor.	10 village women have been trained in a new village tour product	Training program report
Creating new village tour products	The information obtained from the documented research, should then be transformed into engaging scripts wrt the layout of a village, the existing institutions and landscape of the village which the village service providers can use whilst leading the village tours	A script and SOPs for the village hospitality services per village	A SOP and scripts manual per village

Stakeholder buy in meetings with hotel owners/ managers on 'village tours'	This activity includes introducing the concept of "village tours" to the hotel owners/ managers through a training program	Database of hotel managers/ owners	Database of hotel managers/ owners
Creation / Upkeep of merchandise stall in the village	The stall to sell local produce/ products will be created and maintained. This should provide tourists should take-a-ways as well as encourage local production of products.	A village merchandise shop is created, SOP for maintenance	Photographs of completed merchandise shop
Creation of Out of Home Media for promotion of 'Village Tours'	Banners, posters and signage's should be put up in the region for the promotion of the village tours	A set of directions posters, promotional posters and signages put up in the center	Photographs of the poster, banners and signages for the village
Updating and revision of Information kits for the tourists	A revision of information brochure provided to the tourists when on a 'village tour'	A revised brochure illustrating the village activities, maps, stories and schedule of the activities	Sample of the revised village tour information brochure
Revision of Basic village brochure created	A revision of brochure for the promotion of the village tours. These brochures should be placed at the lobby of hotels.	A revised promotional brochure describing the village tours, and booking process	Sample of the revised village tour promotion brochure
Orientation of village committee	The village community should be oriented on the roles and responsibilities of a village committee	20 villagers (trained in para hospitality) are oriented to understand the roles and responsibilities of the village committee	Training program report
Account keeping training for villagers	The training program for the village committee	20 villagers trained in account keeping for para hospitality	Training program report

	members on management of accounts	services	
Training of local village coordinator as a supervisor	Training of the local entrepreneur in village supervision and coordination of village tours with the hotels.	1 local entrepreneur trained in coordination and running of 'village tours' per center	name of the entrepreneur, MoU with the entrepreneur, SOPs for entrepreneur

### 3.5 Stakeholders & Roles and Responsibilities

The following are the stake holders of the project

- Madhya Pradesh State Tourism Development Corporation Ltd
- Empanelled Agency

#### 3.5.1 Madhya Pradesh State Tourism Development Corporation Ltd

- Short listing of site/ village for development of Community based sustainable tourism
- Introduction to local stakeholders (local government officials, Hotel managers, local community leaders, NGOs)
- Help in obtaining necessary permission from the forest department, archeological department of India, concerned government departments / ministries and other authorities for running of the program in the villages identified.
- Promote the village tours, offered by the Community based sustainable tourism destinations to its clientele and hotels
- Collaborate in the branding of rural tourism in the defined site/village
- Publicity of rural tourism in the site/village through its networks, media and institutional circles
- Co brand rural tourism product with Empanelled Agency in its media & internal communication
- Compensation: Payment to Empanelled Agency
- Activities and Deliverables as mutually agreed upon

#### 3.5.2 Empanelled Agency

- Identify the villages for development as Community based sustainable tourism destinations.
- Orient & mobilize the villagers of the identified villages on Community based sustainable tourism.
- Provide training to villagers on hospitality services on hosting village tours.
- Provide training to the village committee and synthesize their roles and responsibilities.
- Would identify, document & define SOPs of the various walks a tourist should embark.
- Design curated experiential village tourism experiences.

- Supervise and monitor local entrepreneur on operations & hospitality services.
- Develop market linkages.
- Design and create communication material (signages, posters, brochures, etc.) for the running of village tours.
- Managing Community based sustainable tourism of the village.
- Dispensing quality heartfelt 'village tours' to tourists.
- Ensuring the safety of the tourists.
- Coordination with village service providers and hotel owners/ manager on booking of village tours
- Keeping of accounts and records of 'village tours'.

### **3.6 Period of Contract**

The validity of the contract to be executed with Empanelled Agency will be for a period of 03 Years.

### **4.0 QUALIFYING CRITERIA FOR AGENCIES**

- 4.1 The Bidder should be a company/ partnership firm /proprietor. Incorporation/registration certificate should be furnished as documentary proof.
- 4.2 The Agency should have average annual turnover of **Rs. 20.00 lakh (Chartered Accountant certificate required) of past 3 years i.e. 2014-15, 2015-16 & 2016-17.**
- 4.3 The Agency should have experience of at least three (02) years in the field of rural tourism.
- 4.4 The Agency should have experience into executing at least 01 rural tours anywhere in India.
- 4.5 Agency engaged in developing rural home stays shall be preferred.
- 4.6 The Agency should have experience in projects near national parks and Eco Tourism Zone for tribal and non tribal community (heritage villages/handloom village/food experience tours).
- 4.7 The Agency shall not have been be blacklisted by any Central/ State Government/ Public Sector Undertakings.
- 4.8 The Agency shall not have been involved in any major litigation that may have an impact affecting or compromising the delivery of services required.

(Note:- proof documents are to be attached for all above)

## 5.0 The Presentation should have following contents:

- 5.1 All the points mentioned in “SCOPE of WORK”.
- 5.2 Recent work done for various projects .
- 5.3 Present operation of the company.

**The presentation will held at Head Office, MPSTDC, Bhopal. The date & time of presentation will be informed to shortlisted bidders.**

## 6.0 PROCEDURE FOR SELECTION

6.1 This is not a **Request for proposal (RFP)** and **commercial bids SHOULD NOT be submitted with EOI.**

6.2 MPSTDC reserves the right to examine / verify the supporting documents / reports furnished by the bidders.

6.3 MPSTDC shall shortlist the bidders based on the requirements and the responses submitted. MPSTDC reserves the right to call only short listed bidders for **technical presentation** of their proposed solution and their subsequent empanelment on the date, time as decided by MPSTDC.

6.4 post empanelment of technically qualified agencies, all empanelled agencies will be asked to submit site/village wise financial quotes for tourism destination across Madhya Pradesh.

6.5 If any information or document provided in the response to this EOI is found to be misleading, subsequently the bidder will be disqualified.

6.6 MPSTDC may reject any or all the proposals received / cancel the entire process at any stage without assigning any reason whatsoever.

6.7 MPSTDC shall have absolute discretion to issue Request of proposal to eligible bidders shortlisted under EOI or go for open tender later. The decision taken by the MPSTDC in this regard is final and binding on all the bidders of EOI.

6.8 The Agency who wish 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.

6.9 The information exchanged between the Agencies and MPSTDC as part of this EOI shall be confidential and shall not be disclosed without the prior written consent of the MPSTDC.

6.10 Notwithstanding anything contained herein above, in case of any dispute, claim and legal action arising out of this EOI, the parties shall be subject to the jurisdiction of courts at Bhopal, Madhya Pradesh State, India only.

## 7.0 Submission of Proposal

Bidders qualifying as per the criteria mentioned above and one 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 **26<sup>th</sup> March 2017 till 1400hrs**. Any response not containing information for all the parts of Annexure may be treated as rejected.

The response should be submitted online only through MP E- procurement Portal: [www.mpeproc.gov.in](http://www.mpeproc.gov.in) .

## 8.0 Cost of EOI document

Cost of EOI document to be paid: Yes, **Rs.2000/- (Rs. Two Thousand only)** to be paid towards non-refundable EOI Document Fees and Rs. 288/- (Rupees Two hundred and eighty eight only) towards non-refundable e-procurement processing fees through online payment at e-Procurement portal: [www.mpeproc.gov.in](http://www.mpeproc.gov.in). + Digital Signature Charges as applicable.

## 9.0 Bid security/ EMD:

9.1 The Amount for EMD Rs. 25,000/- must be submitted online only through [www.mpeproc.gov.in](http://www.mpeproc.gov.in) . The EMD will be returned not later than 120 days from submission date to unqualified agencies.

9.2 For the final empanelled agencies, the EMD will be converted into Security deposit.

## 1.16 Schedule of Expression of interest Process

MPSTDC shall endeavor to adhere to the following schedule:

SI No	Event Description	Estimated Date/Time
1	Issue of EOI Documents	05/03/2018
2	Pre Bid meeting	13/03/2018 Time: 1300hrs
3	Online EOI Purchase Last Date	26/03/2018 Time: 1300hrs
4	Online EOI submission Last Date (EMD, Technical Bid,)	26/03/2018 Time: 1400hrs
5	Opening date of Proposals	26/03/2018 Time: 1600hrs
6	<b>Presentation Date and Time</b>	Will be informed to technically qualified agencies.

**Annexure-1 Format of Application Form**  
(On Applicant Organization's Letterhead)

**To,**  
**Managing Director,**  
**Madhya Pradesh State Tourism Development Corporation Ltd**  
**Paryatan Bhawan, Bhadbhada Road,**  
**Bhopal 462 003.**

**Subject: "Expression of Interest For Empanelment of Agencies For Design, Concept and operation of Village Tours Centered Around Culture, Craft, Food, History and Way Of Life at Selected Tourist Destination Across 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 for the same. We would like to clearly state that we qualify for this work as our organisation meets all the pre-qualifying criteria indicated by Madhya Pradesh Tourism and our organisation 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 MPSTDC is not obliged to inform us of the reasons of rejection of our bid.

**Your's sincerely**

**Signature**

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



### Annexure -2 Bidder Profile

S/N	Particulars	Response
1	Name of Company	
2	Date of Incorporation	
3	Address of Company Head Office	
4	Registered Office Address	
5	Contact Person	
6	Telephone no.	
7	Mobile No.	
8	Fax No.	
9	e-mail Id	
10	Number of year experience in subject matter field	
11	Whether company has been blacklisted for service deficiency in last years. If yes, details thereof.	
12	Any other detail	

**Annexure 3: Declaration Regarding Clean Track**  
(To be submitted on letterhead of the Bidder)

To,  
Managing Director

Dated -----, 2017

**Madhya Pradesh State Tourism Development Corporation Ltd**  
**Paryatan Bhawan, Bhadbhada Road,**  
**Bhopal 462 003.**

**Ref: "Expression of Interest For Empanelment of Agencies For Design, Concept and operation of Village Tours Centered Around Culture, Craft, Food, History and Way Of Life at Selected Tourist Destination Across Madhya Pradesh"**

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EoI Document regarding "Empanelment of Agencies for Conceptualization, Designing & Operation of "Heritage walk" for Tourist Destinations of 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 Bidder)  
Printed Name  
Designation Seal  
Date:  
Business Address:  
Place: Bidder's signature