

Expression of Interest (EOI) for

**Promotion Marketing and Aggregation Services for Home Stays in
Madhya Pradesh**

MPSTDC

Madhya Pradesh State Tourism Development Corporation Ltd.

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Tender No :4326

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“Expression of Interest (EOI) Promotion Marketing and Aggregation Services for Home Stays In Madhya Pradesh“

MPSTDC invites Expression of interest (EOI) from qualified and experienced bidders for above. Interested Bidders eligible as per qualification criteria may submit their response to the EOI latest by **22/04/2016 till 03:00 p.m.**

The detailed EOI document can be downloaded from www.mpstdc.com from 22/4/2016.

Managing Director

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Acronyms

EOI	Expression of Interest
GoMP	Government of Madhya Pradesh
HO	Head Office
IT	Information Technology
MPSTDC	Madhya Pradesh Tourism Development Corporation
RFP	Request for Proposal

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.

CHAPTER - 2

2.1 Background

A “State of Art” Tourist Reception Center (TRC) cum headquarters of the Madhya Pradesh Tourism is easily the most visible symbol of resurgence in the tourism sector of the state. Buzzing with activity and positive energy on all days of the week, a visitor to this building would appreciate the rapid strides in tourism taken by the state in a very short time frame.

In so far as the richness and diversity of tourism destinations is concerned, Madhya Pradesh is easily the best state of the nation. Also known as the “**Tiger State of India**”, the state has three world heritage sites namely Sanchi, Bheembetka and Khajuraho. In the last few years, the Government of Madhya Pradesh has initiated a number of measures to position the state as leading tourism state of the nation. While considerable work has been done and the state is now being recognized as one of the leading tourism states of the nation, much more still needs to be done.

The strategy for achieving the desired objective has been based on the following:

- a) Revitalizing the state tourism development corporation and running the same on professional lines. All the commercial and non-commercial establishments of the corporation have been renovated and are now being run professionally. The Corporation is now a profit making entity. The units of the corporation are divided into the following broad heads.
 - I. Hotels
 - II. Homestays
 - III. Restaurants / Way side amenities
 - IV. Boat Clubs
 - V. Information Counters
 - VI. Sound & Light Shows
 - VII. Adventure Zones
 - VIII. Transport Section
 - IX. Marketing Offices, Regional Offices, Head Office
- b) Improving tourist infrastructure with assistance from the Government of India, Ministry of Tourism tourist infrastructure is rapidly being improved at almost all important tourist destinations.
- c) Improving connectivity over the last few years, roads linking almost all important tourist destinations have improved. Air connectivity to the state has also improved considerably with the starting of a number of new flights.
- d) Aggressive publicity & Promotion creative and aggressive publicity and promotional campaigns in print and electronic media has considerably improved the image of the state. Regular participation in domestic and international events has also helped.
- e) Inviting private investment various steps including creation of a tourism land bank have taken to attract private investment for building hotels, resorts and entertainment centres.

* * *

3. Project Requirement

3.1 Scope of Work

MPSTDC is promoting HOME STAYS under the Madhya Pradesh Bed and Breakfast Scheme 2010 and intends to invite private participation to develop and market the Homestay segment in the state of Madhya Pradesh. In line with above, companies that work as Aggregations of Homestays are invited for development of homestay market that includes but is not limited to the following:

- Branding and Marketing related to promotion of 'Homestay' as a concept
- Opening up and verification of new Homestays in the area
- Training and handholding the homestay owners towards the use of technology and operational practices necessary to develop their homestays
- Development and implementation of technology framework for Homestays operations
- Strategy, Planning and Suggestions for better homestay service delivery.

4. Eligibility Criteria

1. The Bidder should be company registered under the Indian Companies Act, 1956 since last 2 (two) years. Incorporation certificate should be furnished as documentary proof.
2. The bidder should have sufficient financial capability through investments or profits.
(Need to submit Turnover or other funding related declaration on company's letter head)
3. The firm should have proven experience of carrying out homestay Operations / Marketing for past 2 years.
4. The firm should have presence and full time field staff for verification, training and promotion of Home stays.
5. The firm has never been debarred / blacklisted.

5. General

1. This is not a **Request for proposal (RFP)** and **commercial bids** SHOULD NOT be submitted with EOI.
2. **MPSTDC** reserves the right to examine / verify the supportive documents / reports furnished by the bidders.
3. MPSTDC shall shortlist the vendors based on the requirements and the responses submitted. MPSTDC reserves the right to call only short listed vendors for a **technical presentation** of their proposed solution and their subsequent empanelment on the date, time as decided by MPSTDC.
4. The **Technical presentation** should have following contents:
 - a. Implementation methodology & Timeline
 - b. Expected time for implementation
 - c. Fiscal and non-fiscal benefits to bidder and MPSTDC
 - d. Details of available technology and experience to drive the homestays
 - e. Anticipated Challenges and proposed solutions in implementation
5. The presentation shall be held at **MPSTDC, Bhopal**.
6. If any information or document provided in the response to this EOI is found to be misleading subsequently, the bidder will be disqualified.
7. MPSTDC may reject any or all the responses received / cancel the entire process at any stage without assigning any reason whatsoever.
8. 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.
9. The applicants 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 respondents, such responses may be disqualified and may not be considered for the empanelment / selection process.
10. The information exchanged between the bidders and MPSTDC as part of this EOI shall be confidential and shall not be disclosed without the prior written consent of the MPSTDC .

11. 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.

6. Submission of Proposal

Bidders 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 22 April **2016** till **3 PM**. Any response not containing information for all the parts of Annexure may be rejected.

The response should be submitted in a sealed cover duly superscripted "**EXPRESSION OF INTEREST (EOI)** for Promotion Marketing and Aggregation Services for Home Stays In Madhya Pradesh " at the following address:

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

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: EOI for Promotion Marketing and Aggregation Services for Home Stays 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 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 you 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.

Yours sincerely

Signature

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

Annexure -2 Bidder Profile

S/N	Particulars	Response
1	Company Name	
2	Date of incorporation	
3	Company Head Office Address	
4	Registered office address	
5	Contact person Name	
6	Address	
7	Telephone no.	
8	Mobile No.	
9	Fax No.	
10	e-mail ID	
11	Number of year experience	
12	Whether company has been blacklisted for service deficiency in last years. If yes, details thereof.	
14	GBV for Financial Years 2013-14	
15	GBV for Financial Years 2014-15	
17	Net Worth as on 31 March 2015	
19	Any other detail	

Annexure -3 Experience

Submit the details of Relevant Experience

End of Document