



## **Madhya Pradesh Tourism Board**

Corporate Identification Number (CIN): U75302MP2017NPL043078

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

Madhya Pradesh, India. Pincode – 462008

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

**No. 3219/MPTB/2021**

**Bhopal, Dated 01/06/2021**

### **Expression of Interest for empanelment of E- Commerce Players for online sale of Handicraft and Handloom products**

The detailed EOI document will be available from the date **01/06/2021** on the website:- **[www.tourism.mp.gov.in](http://www.tourism.mp.gov.in)**/<https://www.mptenders.gov.in>/Interested Applicants eligible as per qualification criteria may submit their response to the EOI by the last date **28/06/2021, 1500hrs.** For further information, Contact **Tel no. 0755-2780600** or email on [csmtptb@mp.gov.in](mailto:csmtptb@mp.gov.in)

**Managing Director**

**Expression of Interest for empanelment of E- Commerce Players for online sale of Handicraft and Handloom products**



The heart of  
Incredible India

Address : **MADHYA PRADESH TOURISM BOARD.**

Lily Trade Wing (Old Lily Talkies),6th Floor,  
Jahangirabad, BHOPAL- 462008 (INDIA)

Contact-0755-2780600

Email- [csmttb@mp.gov.in](mailto:csmttb@mp.gov.in)

EoI Fact Sheet

S. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	<b>Expression of Interest for empanelment of E- Commerce Players for online sale of handloom and handicraft products</b>
3.	Availability of the Document	The EOI Document is available and downloadable on following website: <a href="http://www.mptenders.gov.in">http://www.mptenders.gov.in</a> EOI Document Fees (non-transferable & non-refundable) and Processing Fees must be paid online at GoMP e-Procurement portal –( <a href="http://www.mptenders.gov.in">http://www.mptenders.gov.in</a> ) All Subsequent changes to the EOI Document shall be published on the above-mentioned website
4.	EOI Publish Date	<b>01/06/2021</b> at e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a>
5.	Last Date and Time for Submission of EOI	<b>28/06/2021 at 15:00</b> Hours at e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a>
6.	EOI Document Fees	Rs 2,000 + GST and Processing Fees (non-refundable) payable through online e-Procurement portal of GoMP: <a href="https://www.mptenders.gov.in/">https://www.mptenders.gov.in/</a>
7.	Pre-Bid Meeting Date and Time	<b>14/06/2021 at 12:00</b> Hours
9.	Pre-Bid Meeting Venue	MADHYA PRADESH TOURISM BOARD. Lily Trade Wing (Old Lily Talkies),6th Floor, Jahangirabad, BHOPAL- 462008 (INDIA) Contact-0755-2780600 Email-csmptb@mp.gov.in
10.	Date, Time and Place of opening of Eoi	<b>29/06/2021 at 15:00</b> Hours MADHYA PRADESH TOURISM BOARD . Lily Trade Wing (Old Lily Talkies),6th Floor, Jahangirabad, BHOPAL- 462008 (INDIA) Contact-0755-2780600 Email-cs.mptb@mp.gov.in
11.	Date, Time and Place of Technical Presentation	Will be communicated to Applicant
12.	Contact Person Details	Company Secretary Madhya Pradesh Tourism Board Lily Trade Wing (Old Lily Talkies),6th Floor, Jahangirabad, BHOPAL- 462008 (INDIA) Contact-0755-2780600 E-mail – csmptb@mp.gov.in

## 1. About EOI

### 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 Madhya Pradesh Tourism Board, Bhopal (MPTB) in relation to the provision of services. Neither MPTB nor any of its 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.

### Disclaimer

Subject to any law of the country, 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.

### Costs Borne by applicants

All costs and expenses incurred by applicants 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 applicants.

### No Legal Relationship

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

### Applicant Obligation to Inform Itself

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

## 2. Introduction

Expression of Interest (EOI) is invited from experienced E-Commerce Players, Internet/ Digital marketing companies, etc who provide dedicated ecommerce platform facilities in domestic & International Markets for sale and marketing of Handicrafts and Handlooms by the artisans and groups of producers of Madhya Pradesh and for providing all technical support to equip them to bring their products at e-market place on *Pro Bono Publico* basis.

The idea behind such an endeavour is to connect Handicrafts and Handlooms artisans and groups of producers of Madhya Pradesh directly to the digital markets, with a promise of good return, offer an opportunity to the artisans and groups of producers to expand their customer base, enter new products markets and rationalize their business and strategies for success in domestic and international markets.

E-commerce players willing to work for promotion of online marketing of Handicraft and Handloom products of Madhya Pradesh in collaboration with this office may submit application in the attached proforma alongwith all relevant details.

The detailed scope of work is as follows;

### 3.0 Scope of Work:

- a) E-Commerce Players, Internet/ Digital marketing companies, etc who would provide dedicated commerce platform where souvenirs/traditional Handicraft and Handloom products of Madhya Pradesh are available to the buyers. The e-commerce Players, Internet/ Digital marketing companies, etc shall equip Handicrafts and Handlooms artisans and groups of Producers of Madhya Pradesh with the requisite skills to enable them to access E-Market platform. This will be done with technical support from the e-commerce Players through the Skill Development Programmes of the office of Madhya Pradesh Tourism Board. Madhya Pradesh Tourism Board will coordinate with the Handicraft and Handlooms department of Madhya Pradesh to onboard their registered artisans to begin with and then expand it to other sectors.

The ecommerce platform will comprise of following:

- i. E-Procurement: Planning, Procurement, Payments and Settlement
- ii. Demand Aggregation – The ability to aggregate demand to leverage buying power with the supply market.
- iii. Consistent and sustainable Entrepreneur development – Enabling artisans and groups of producers the opportunity to access relevant opportunities.
- iv. Transactional Effectiveness –Automate various trade processes to enable efficient and effective functioning.
- v. Total Cost of Ownership – Reduced cost of doing business for local artisans and groups of producers.
- vi. Wider Access – Accessing a wider customer base for local artisans and groups of producers.
- vii. Scalability: To develop an e-Commerce system which is highly robust, scalable and proven. The system shall handle substantial number of concurrent users and transactions.
- viii. Security: Offer a superior level of security for selling / buying over the Internet.

- ix. Compliance: The Software services should be compatible with PKI transaction so as to ensure secure and authenticated access and transactions which are in conformity with the Information Technology(IT) Act 2000 and any further amendments issued by the Government of India (GoI). Provision of handling International trade in secure manner should also be available.
  - x. Relevant to Dynamic Market & Add value to the trade: System in establishing backward and forward linkages in the value chain.
  - xi. Gateway to Global Trade: System to have capability to handle domestic as well as International trade in transparent, faster and simpler manner.
  - xii. Warehouse & Logistic Management system: System to have warehouse & Logistic management capabilities. It shall also have provision for integration with third-party logistics tracking system.
  - xiii. Invoicing & Settlement: To enable seller to raise invoice/debit/credit note, receive/make payment and settle the complete transaction through system.
  - xiv. Mobile App: Increase the accessibility to the portal.
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- b) The e-commerce player will make priority display of Handicraft and Handlooms products of Madhya Pradesh through a banner on its Home page leading to an exclusive section for souvenirs/traditional Handicraft and Handlooms of Madhya Pradesh.
  - c) The sale price of Handicraft and Handlooms products shall be decided by the artisans and groups of Producers of Madhya Pradesh
  - d) The e-commerce player shall not charge more than 8% of this sale price as decided by artisans as provision of all the services including photography, cataloguing, payment gateway charges, collection & courier charges and insurance charges etc. the final price at which the product is sold should not be more than sale price plus 8 % of sale price (charges by e-commerce player) plus applicable taxes.
  - e) The rate of service charges which the e-commerce player decides to levy within the limit prescribed at (d) above will be notified to the Madhya Pradesh Tourism Board so that it can be disseminated to all concerned for transparency.
  - f) After deducting the notified charges, e-commerce player would ensure that the balance sale proceeds are promptly transferred to the bank account of the Handicraft and Handlooms artisans and groups of Producers.
  - g) The approved e-commerce player would also comply with any other guidelines/conditions as may be notified by the Government in the interest of the Handicraft and Handlooms Artisans and Group of Producers.
  - h) The approved e-commerce player Obtain STQC certification for the platform and/or for compliance with any statutory requirement.
  - i) The scope would also include such other activities that are incidental to the scope of work spelt out above.
  - j) It would also include any other activity(s) that may arise as per the need.
  - k) The e-commerce players shall be responsible for executing the work as per the terms of agreement between the parties.

#### **4.0 Madhya Pradesh Tourism Board will promote marketing of Handicraft and Handlooms products in collaboration with approved e-commerce players through the following interventions.**

- a) The name and other details of approved e-commerce players will be displayed on the web site of Madhya Pradesh Tourism Board .
- b) Brief details of premium traditional handloom/handicraft products would be posted on the web site of Madhya Pradesh Tourism Board which can be referred by the approved e-commerce players in their product catalogues for disseminating the information to customers.
- c) The performance of approved e-commerce players in marketing of handicraft and handlooms products would be monitored continuously. Approved e-commerce players would be required to send a brief monthly report to the Madhya Pradesh Tourism Board about number of handicraft and handlooms producers/weavers who have availed their facilities, numbers of handloom and handicraft products of Madhya Pradesh and sale price of such products sold during the month. Such monthly report should be sent by e-mail.
- d. The approval to the e-commerce players for this work would be for a period of one year which would be considered for further extension depending upon the performance in terms of volume of marketing of handloom/handicraft products and provision of satisfactory services to handloom and handicraft artisans and groups of Producers.
- e. In case, it is found at any time that the approved e-commerce player has violated any of the conditions as mentioned in this EOI , the empanelment would be withdrawn and the same would be notified on the website of Madhya Pradesh Tourism Board without prejudice to any other action as per applicable law.

#### **5.0 Eligibility criteria for the e-commerce player:**

5.1 The e-commerce player must have experts in the all field associated with

- 5.1.1 Display Advertising
- 5.1.2 Frame Ad/Web Banner Advertising
- 5.1.3 Pop Ups/Pop Unders
- 5.1.4 Floating Ads /Expanding Ads
- 5.1.5 Interstitial ad/ Text ads
- 5.1.6 Search Engine Marketing & Optimization
- 5.1.7 Sponsor search
- 5.1.8 Social Media Marketing
- 5.1.9 Mobile Advertising/Email Advertising
- 5.1.10 Such other Expertise essential for E market support.

5.2 Over 02 years of experience of E-Marketing, Internet Sales etc.

5.3 Prior experience of handicraft/handloom sectors or related organizations would be desirable.

Note: All necessary documents in support of above eligibility criteria shall be attached with the application.

## 6.0 Financial Engagement:

The engagement would be on *Pro bono publico* basis throughout the period of the engagement/association.

## 7.0 PROCEDURE FOR SELECTION

1. MPTB plans to empanel not more than 4-5 agencies
2. The duration of engagement of the e-commerce players shall be for a period of one years, extendable for a further period on the same terms and conditions subject to satisfactory performance.
3. The applications should be complete in all criteria as mentioned in this document. Incomplete proposals will be liable for summary rejection.
4. All the applications received will be scrutinized to assess their eligibility based on the qualifying criteria and other requirements. Those proposals which do not meet the qualifying criteria are liable to be rejected forthwith.
5. **MPTB** shall shortlist the vendors based on the requirements and the responses submitted. MPTB reserves the right to call only vendors for a **technical presentation / demo/meeting** of their proposed project on the date and time decided by MPTB. The decision taken by the committee in this regard would be final and binding on all the applicants of EOI.
6. The **Technical presentation** should have following contents:
  - a. Previous experiences of the similar project implemented & challenges faced during implementation.
  - b. Requirement of the department/client for which the project was executed.
  - c. Demonstration of project implementation strategies, plan & timelines
  - d. Registration of artisans and groups of Producers
  - e. Packaging of the products
  - f. Payment settlement plan
  - g. Methodology and Approach for training
  - h. Understanding of MPTB requirement
  - i. Preference will be given to the applicant who have worked in craft cluster and product development project.
  - j. Any other relevant information as per scope of work
7. The vendor presentation / demonstration of the product shall be held Madhya Pradesh Tourism Board Lily Trade Wing (Old Lily Talkies),6th Floor, Jehangirabad, BHOPAL- 462008 (INDIA) or any other place as decided by MPTB. The venue will be communicated to Applicants in advance.
8. If any information or Document provided in the response to this EOI is found to be misleading subsequently, the Applicant will be disqualified.
9. **MPTB** may reject any or all the applications received / cancel the entire process at any stage without assigning any reason what so ever.
10. The applicants who wish to submit applications to this EOI should note that they should abide by all the terms and conditions contained in the EOI. If the applications contain any extraneous conditions put in by the applicants, such applications may be disqualified and may not be considered for the empanelment / selection process.

11. The information exchanged between the Applicants and **MPTB** as part of this EOI shall be confidential and shall not be disclosed without the prior written consent of the **MPTB**.
12. 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.
13. If the “Applicant(s)”, at any point of time, wishes not to participate in this EOI, the same information may be communicated to the ‘**MPTB**’ within one week of the receipt of this EOI by the “Applicant(s)”

## **9.0 Submission of applications**

This EOI is advertised through selected newspapers and is posted on website <https://www.mptenders.gov.in/>. Government of Madhya Pradesh to give wide publicity and invite a large number of eligible “Applicants” who have the capability to deliver such services, for their participation in the process of Expression of Interest. The information provided by the “Applicant(s)” will be used by the ‘**MPTB**’ to select potential “Applicant”. The format for submission of EOI application is enclosed as **Annexure 1 to Annexure 2**.

Applicants qualifying as per the criteria mentioned above and who are interested in providing the services detailed above may submit their applications to this EOI as per formats given in annexure along with relevant Documentary evidence latest by **28/06/2021** at **15:00** Hours at e-Procurement portal of GoMP: <https://www.mptenders.gov.in/>. Any applications not containing information for all the parts of Annexure may be rejected.

The applications must accompany a proof of payment of non-refundable amount of **Rs. 2,000/-** (Rupees two Thousand only) towards EOI Document Fees at the time of submission of the EOI. The fees should be paid online as per instructions given in fact sheet.

## Annexure-1: Application

To  
Managing Director  
MADHYA PRADESH TOURISM BOARD.  
Lily Trade Wing (Old Lily Talkies),6th Floor,  
Jahangirabad, BHOPAL- 462008 (INDIA)  
Contact-0755-2780600

**Application- Application For empanelment of E- Commerce Players for online sale of handicraft and handloom products**

1. Name of the Firm/Company (e-commerce/online marketing):.....
  
2. Address of the firm with contact details:
  - a) City/Town/Village
  - b) Post:
  - c) District
  - d) State
  - e) Pincode
  - f) Telephone & Fax
  - g) E-mail address
  - h) Web address
  
- 2 Profile of the firm/company in brief.
- 3
- 4 Online marketing/e-commerce experience of the firm/company
  
- 5 Annual turnover (last 3 financial years)

### UNDERTAKING

We will abide by the policy frame work and conditions as contained in this EOI regarding promotion of 'e-commerce' for the Handloom/handicraft Sector, in addition to any other conditions notified by Madhya Pradesh Tourism Board in the interest of handloom/Handicraft artisans and groups of producers.

I/we, on behalf of (name of the firm/company) do hereby undertake that I/we shall abide by all the guidelines of the e-commerce in true sense and in case of any violation of the guidelines, appropriate action may be taken against me/us.

Date: Signature

**Annexure-2: Concept Note**

**To**

**Managing Director  
Madhya Pradesh Tourism Board (MPTB)  
Lily Trade Wing (Old Lily Talkies),6th Floor,  
Jehangirabad, BHOPAL- 462008 (INDIA)**

**Subject: Expression of Interest for empanelment of E- Commerce Players for online sale of handicraft and handloom products**

In response to the EOI Document Reference No. \_\_\_\_\_/2021 dated \_\_\_\_\_ for captioned subject, we have prepared a concept note which is attached herewith. The concept note is prepared in good faith, after understanding the EOI document and requirements of MPTB.

Name of the Applicant: \_\_\_\_\_  
Authorized Signatory: \_\_\_\_\_  
Seal of the Organization: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Date: \_\_\_\_\_  
Place: \_\_\_\_\_  
Vide Board Resolution dated \_\_\_\_\_

Note: The concept note to be prepared and submitted by the Applicants should not be more than 20 pages:

All requirements mentioned in the EOI Document with respect to the concept note are to be fully covered.

Each of the Applicants will be invited for the presentation on their proposed concept to MPTB and its representatives, schedule for which will be intimated subsequently.