

Expression of Interest Madhya Pradesh Tourism Board (MPTB) Corporate Identification Number (CIN) – U75302MP2017NPL043078 6th Floor, Lily Trade Wing, Jahangirabad, Bhopal Tel.: (0755) 2780600

www.tourism.mp.gov.in

Expression of Interest (EOI) for Organizing Cruises between Kukshi, District Dhar, Madhya Pradesh to Statue of Unity, Gujarat (River Narmada)

NIT No: 09/C.S /MPTB/2025 01.01.2025

System No:2025_MPTB_392349

MPTB invites Expression of Interest (EOI) for Organizing Cruises between Kukshi, District Dhar Madhya Pradesh to Statue of Unity, Gujarat (River Narmada). Terms and Conditions can be downloaded from website www.tourism.mp.gov.in and /https://www.mptenders.gov.in. For any other information, contact +91-9407057416 or e-mail. at cs.mptb@mp.gov.in .Last date for offline /online submission of EOI is 29/01/2025 at 15:00.

Contents

EOI F	act Sheet	3
DISCL	AIMER	4
GENE	RAL CONDITIONS	5
1.	About Madhya Pradesh Tourism Board (MPTB)	6
2.	Tourism in Madhya Pradesh	6
3.	Cruise Tourism in India	7
4.	Rivers of Madhya Pradesh	8
5.	Project Background	9
6.	Government Support & Guidelines	13
7.	Scope of Work	14
8.	Who should Submit EOI?	15
9.	SELECTION PROCESS	15
10.	FORMATS FOR SUBMISSION OF EXPRESSION OF INTEREST	18
	1 – A : DECLARATION REGARDING ACCEPTANCE OF TERMS & CONDITIONS CONTAINED IN THE ESSION OF INTEREST (EOI) DOCUMENT	18
FORN	1 – В : DECLARATION REGARDING CLEAN TRACK RECORD	19
	1 – C : GENERAL INFORMATION (TO BE FURNISHED FOR THE SINGLE BIDDER/EACH MEMBER OF ONSORTIUM SEPARATELY)	
FORN	1 – D: CONCEPT NOTE	22
FORN	1 – E PROJECT ASSESSMENT & DEVELOPMENT QUERIES	25
Appei	ndix -1	26
ANNE	XURE A	28

EOI Fact Sheet

Sr. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	Expression of Interest (EOI) for Organizing Cruises between Kukshi, District Dhar Madhya Pradesh to Statue of Unity, Gujarat (River Narmada)
3.	Availability of the Document	The EOI Document is available and downloadable on the following website: http://www.mptenders.gov.in / www.tourism.mp.gov.in All Subsequent changes to the EOI Document shall be published on the website as mentioned above
4.	EOI Publish Date	02/01/2025 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/ and www.tourism.mp.gov.in
5.	Pre-Bid Meeting date and place	15/01/2025 at 12:00Hrs Madhya Pradesh Tourism Board 6th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India Email: cs.mptb@mp.gov.in
6.	EOI Submission Start Date	22/01/2025 from 15:00 Hrs onwards through Offline submission/ hard copy at Madhya Pradesh Tourism Board, 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)
7.	Last Date and Time for Submission of EOI	29/01/2025 at 15:00 Hours through Offline submission at Madhya Pradesh Tourism Board, 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)
8.	Date, Time and Place of opening of EOI	30/01/2025 at 15:00 Hours at Madhya Pradesh Tourism Board, 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)
9.	Date, Time and Place of Technical Presentation	Will be communicated to the Applicant
10.	Availability of WAPCOS Report	The WAPCOS report Entailing Key Project Details and Finding for Cruise Tourism Study In River Narmada From Madhya Pradesh To Gujarat shall be made available on request
11.	Proposal validity	Proposal should remain valid for 120 days from the proposal due date
12.	For any Queries Contact Person Details	Company Secretary Madhya Pradesh Tourism Board 6th Floor, lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India E-mail: cs.mptb@mp.gov.in

DISCLAIMER

The information contained in this Expression of Interest document ("EOI") or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this EOI and such other terms and conditions subject to which such information is provided.

This EOI is not an agreement or an offer by the Authority to the prospective Applicants or any other person. The purpose of this EOI is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this EOI. This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this EOI. The assumptions, assessments, statements and information contained in this EOI, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this EOI and obtain independent advice from appropriate sources.

Information provided in this EOI to the Applicants may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EOI or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the EOI and any assessment, assumption, statement or information contained therein or deemed to form part of this EOI or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant upon the statements contained in this EOI.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

GENERAL CONDITIONS

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, representatives, 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 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.

1.3 No Legal Relationship

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

1.4 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.

<u>Inviting Expression of Interest (EOI) for Organizing Cruises at Dhar in Madhya Pradesh</u>

1. About Madhya Pradesh Tourism Board (MPTB)

The Madhya Pradesh Tourism Board (MPTB) has been at the forefront of promoting and preserving the cultural, historical, and natural heritage of this vibrant Indian state. With its diverse landscapes and rich cultural tapestry, Madhya Pradesh offers a unique experience to travellers seeking an authentic exploration into the heartland of India.

Through its tireless efforts in promoting tourism across various sectors – be it historical sites, natural wonders or cultural diversity – the Madhya Pradesh Tourism Board has positioned itself as an exemplary model for destination marketing within India's thriving tourism industry.

Through this Expression of Interest, MPTB invites interest of various cruise operators to organise cruises between Kukshi, District Dhar, Madhya Pradesh to Statue of Unity, Gujarat in River Narmada.

2. Tourism in Madhya Pradesh

Madhya Pradesh, often referred to as the "Heart of Incredible India," is a land of unparalleled beauty and historical significance. It is home to numerous national parks and wildlife sanctuaries, including the renowned Bandhavgarh and Kanha Tiger Reserves, making it a prime destination for wildlife enthusiasts. The state's rich cultural heritage is reflected in the historic city of Gwalior, the magnificent temples of Khajuraho, and the UNESCO-listed heritage sites of Sanchi.

Madhya Pradesh proudly presents an immersive journey through a land that epitomizes the essence of India's culture, history, biodiversity, and rural heritage.

Madhya Pradesh stands as a custodian of India's historical legacy. The UNESCO-listed Khajuraho Group of Monuments, a breathtaking ensemble of temples adorned with exquisite sculptures. It is a home to the iconic Sanchi Stupa, a symbol of Buddhism's profound impact on Indian history and the Gwalior Fort, a timeless testament to architectural brilliance.

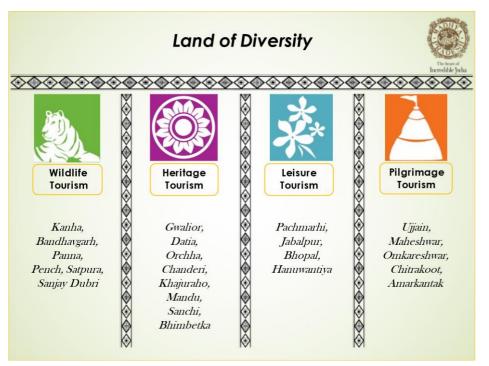
Madhya Pradesh's vibrant cultural heritage is a symphony of colours, rhythms, and timeless narratives. The world-famous Khajuraho Dance Festival, where classical dance forms narrate stories of love and devotion amidst the backdrop of stunning temple architecture. The state's music and dance traditions, including Gond, Bhagoria, and Matki, provide a glimpse into its diverse cultural tapestry.

The state is also known as the "Tiger State" of India, boasts an incredible array of attractions for travellers. It presents a paradise of untamed beauty, with the dense jungles of Bandhavgarh and Kanha Tiger Reserves, where the regal Bengal tiger reigns supreme. Pench National Park's wilderness unveils a captivating mosaic of flora and fauna, offering unforgettable safari experiences.

The Gond art a soulful expression of India's indigenous Gond tribe is an extraordinary art form that adorns walls, canvases, and everyday objects with intricate patterns and vibrant colours, mirroring the tribe's deep connection with nature and their mythology. Gond's artistry encapsulates not just artistic brilliance but also the rich storytelling traditions passed down through generations.

Madhya Pradesh often affectionately called the "City of Temples," boasts a myriad of sacred sites that provide a window into India's abundant spiritual and architectural legacy. Spanning from age-old stone carvings to tranquil riverside sanctuaries, every temple carries a tale of unwavering devotion and remarkable artistic craftsmanship. Among the noteworthy temples in the state are the Khajuraho Group of Monuments, the Mahakaleshwar Temple in Ujjain, the Omkareshwar Temple, the Bhojeshwar Temple, and the historic Sanchi Stupa.

By showcasing both iconic attractions and hidden gems alike along with responsible tourism practices; it successfully attracts domestic as well as international tourists year after year.



3. Cruise Tourism in India

Cruise tourism is rapidly becoming a significant component of the global leisure industry, showing promising potential as a new marketable product. India, with its extensive and picturesque coastline, pristine forests, untouched islands, and rich cultural and historical heritage, pits it as a prime tourist destination for cruise tourists. India also boasts a massive coastline exceeding 7,500 km and a network of inland waterways stretching over 14,500 km. This unique geography positions India as a natural hub for cruise tourism, offering both coastal and river adventures. As India's economy continues to expand and the middle class grows with disposable income for leisure activities, it is expected that the popularity of cruise shipping among Indians will surge.

In light of this, Ministry of Tourism has included cruise shipping promotion under its "New Initiatives" scheme and various support initiatives such as infrastructure development of ports, ferry acquisitions, and river cruise circuit development through various schemes under Central Financial Assistance are entailed in the scheme. Recently some states have ventured in the cruise tourism industry while others have had a long standing position in the domain. Some popular cruises across India are enlisted below:

Uttar Pradesh

In Uttar Pradesh, the cruise ship industry has been flourishing, currently operating with vessels/ships at Saryu River in Ayodhya, Alaknanda Cruise on the Ganges, MV Ganga Vilas from Varanasi to Dibrugarh in Assam, Lake Queen Cruise in Gorakhpur's Ramgarh Tal Lake and upcoming cruise services at Mathura, Gomti Nagar Lucknow and various other potential locations. These vessels, equipped with modern amenities, aim to enhance cruise tourism footfall towards the state.

Maharashtra

Cruise routes from Mumbai often include destinations such as Goa, Cochin, and Lakshadweep. The Mumbai-Goa cruise, in particular, has gained immense popularity, offering travelers a scenic journey along the Konkan coastline.

Goa

The state's ports, particularly Mormugao, are crucial nodes in India's cruise network. Cruises docking in Goa offers a blend of beach tourism, water sports, and heritage experiences, attracting both domestic and international tourists.

Kerala

The state's ports, such as Cochin and Vizhinjam, are pivotal in providing cruise service across this state. Cochin Port, in particular, has emerged as a major hub for cruise tourism, offering various itineraries that explore the state's backwaters, wildlife sanctuaries, and cultural landmarks. The Cochin-Maldives cruise is a notable route that has captivated many tourists.

West Bengal

The state capital, Kolkata, serves as a starting point for several river cruises along the Ganges. These cruises provide a deep dive into the region's heritage, covering sites like the Sundarbans, Murshidabad, and Varanasi. The Ganga River cruises are particularly significant for their cultural and religious appeal. They attract tourists interested in exploring India's spiritual heritage, thus promoting cultural tourism.

4. Rivers of Madhya Pradesh

The state of Madhya Pradesh is traversed by several significant rivers, including the Narmada, Chambal, Betwa, Shipra, and Tapti, each offering unique scenic and cultural experiences. Thus, Madhya Pradesh, holds immense potential for river cruise tourism, presenting an untapped opportunity for cruise operators to explore and capitalise on.

The *Narmada River*, one of India's most sacred rivers is the country's fifth-largest river, stretching over 1,333 kilometres from origin to its outfall in the Gulf of Khambhat. Its journey presents mesmerizing views of verdant landscapes, deep gorges, and scenic waterfalls. Home to a diverse range of flora and fauna, it offers nature lovers a unique experience. The Narmada holds a significant place in Hindu mythology as the daughter of Lord Shiva, and its banks are adorned with ancient temples and ghats, drawing pilgrims throughout the year. The river's tranquil waters and picturesque vistas make it an ideal pathway for luxury, budget and local cruises as it opens up the opportunity for travellers to embark on an unforgettable journey that beautifully combines the river's cultural richness and serene beauty.

The Chambal River, renowned for its pristine and unpolluted waters, meanders through a rugged terrain that is home to diverse wildlife, including the critically endangered gharial and the Gangetic dolphin. This biodiversity hotspot provides a perfect setting for eco-tourism and wildlife cruises, appealing to nature enthusiasts and adventure seekers. The river's dramatic gorges and the surrounding Chambal Valley also offer breathtaking vistas, enhancing the allure for cruise tourists.

The Betwa and Shipra Rivers, with their historical significance and association with numerous architectural marvels, present another facet of river cruise tourism in Madhya Pradesh. The Betwa River, flowing through the historic city of Orchha, is flanked by palaces, cenotaphs, and temples, providing a seamless blend of natural beauty and cultural heritage. Similarly, the Shipra River, which hosts the famous Kumbh Mela in Ujjain, can offer spiritually enriching cruise experiences that delve into the rich tapestry of Hindu traditions and rituals. These routes will provide an immersive journey through India's historical and religious heritage to tourists and pilgrims.

The Tapti River offers a journey through the Satpura ranges and the serene countryside of Madhya Pradesh.

5. Project Background

Site and Location Overview

The River Narmada length under consideration for present proposal is approx. 135 Kms. There are no road/rail bridges crossing River Narmada Stretch from Barwani Point to Sardar Sarovar Dam. The cruises are proposed in the river Narmada between Barwani & Upstream of Sardar Sarovar Dam.

There are 4 districts in Madhya Pradesh namely Barwani, Khargone, Dhar and Alirajpur which fall in the hinterland of stretch of river Narmada in between Kukshi to Sardar Sarovar Dam. Indore is another district which is far off (173 km from Kukshi) from the waterway but is one of the most prominent tourist locations in Madhya Pradesh. The capital city Bhopal is situated at a distance of 369 km from Chandankhedi, Kukshi.

River Narmada in the proposed stretch of tourism routes passes through Satpura Mountain range providing a scenic beauty all along sailing. Rest of the excitement and tourist engagement would be provided by the operator and intermittent stoppage locations.

Terminals Overview

There would 2 boarding points for river cruises namely Mokhadi and Kukshi. The coordinates of the proposed terminals are given hereunder:

Terminal	Location	Co-ordinates of	Co-ordinates of	Description
No.		Jetty/Anchorage	Land	
		Point	Infrastructure	
1	Meghnath Ghat Kukshi	22° 4'43.68"N, 74°46'17.00"E	22° 4'49.26"N, 74°46'18.41"E	This proposed terminal is situated near Meghnath Ghat, Chandankhedi, Kukshi, Dhar. This location houses several ancient Hindu temples that hold significance in Hindu mythology. Every year, thousands of people visit this place and carried out religious rites and ceremonies. Meghnath Ghat is renowned not only for its temples but also for its picturesque location. It is a popular tourist destination due to its scenic beauty and its riverside setting. District Dhar also boasts of being home to Mandu(tentative UNESCO- world heritage site) and world famous archeological Marvel bagh caves having pre historical rock art paintings. Mandu is 102 km and Marvel bagh caves are 38 km from Chandankhedi, Kukshi, It is accessible by a local road from Chandankhedi Village, Madhya Pradesh. Nearest State Highway is Kukshi-Barwani Highway (SH-26) which is 7 Kms away and

				nearest town is Kukshi, situated at a distance of 18.5 Kms. The nearest airport is Devi Ahilyabai Holkar Airport Indore, which is 181 km from Chandankhedi. The nearest railway station is situated at Alirajpur, which is 58.3 Kms from the subject site. Alirajpur is situated on Central Railway and it is connected to State Highway 26.
2	Sakarja (Anchorage)	21°58'17.61"N, 74°17'30.41"E	21°58'27.66"N, 74°17'01.31"E	The proposed terminal is situated near Sakarja in Alirajpur district of Madhya Pradesh. There is a pucca road passing nearby the terminal. It connects the terminal to Alirajpur road at a distance of 35 km. Alirajpur is the nearest railway station located at 74 km from the terminal. The nearest airport is Devi Ahilyabai Holkar Airport, Indore which is 278 km from Sakarja.
3	Hanfeswar (Anchorage)	21°57'49.51"N 74° 7'41.15"E	21°57'52.98"N 74° 7'30.11"E	The proposed terminal is situated near Hanfeswar in Chhota Udepur district of Gujarat. The terminal is well connected to the nearest major district road. Chhota Udepur is the nearest railway station located at 46.5 km from the terminal. The nearest airport is at Vadodara at a distance of 136 km. The proposed terminal location at Hanfeswar is strategically situated near the border of 3 states of Gujarat, Madhya Pradesh and Maharashtra. It is a popular tourist destination among the local

				population. There is a Shiva temple near the 3 states border which is submerged due to the rise in the water level. A new temple has been constructed nearby the proposed terminal location. Ferry services are available to visit site of submerged Shiva temple.
4	Mokhadi U/s of SSD	21°49'5.12"N, 73°44'45.91"E	21°49'9.03"N 73°44'45.10"E	Proposed terminal is situated on the left bank of River Narmada, upstream of Sardar Sarovar Dam at around 15.3 km from Statue of Unity. Vadgam lake and Hydel Power Station is situated adjacent to the Sardar Sarovar Dam. The proposed river cruise terminal is around 15 km from nearest railway station (Ekta Nagar station) and 16 km from nearest bus stop. It is located at around 102 km from nearest airport i.e., Vadodara Airport.

Madhya Pradesh Tourism Board intends to promote tourism on the Narmada River by connecting the "Statue of Oneness" at Omkareshwar to the "Statue of Unity" in Gujarat adding another dimension to inland water cruise tourism. As per the feasibility study carried out of the proposed route (available on request), the cruise operation of the river starts from Kukshi (Dhar) to the Statue of Unity in Gujarat.

Proposed Route Map:



Map Not Scale; for representation purposes only

Madhya Pradesh Tourism Board is currently promoting river cruise tourism in Madhya Pradesh in consonance with a plethora of tourism products such as the state's rich tribal culture and vibrant local traditions. The objective is to provide opportunities for creating culturally immersive itineraries, where tourists can engage with local communities, partake in traditional festivals, and transform Madhya Pradesh's inland waterways into dynamic commercial channels. Currently, the state is deploying a focused approach to develop cruise tourism in the widely venerated Narmada River.

The Madhya Pradesh government promotes cruise tourism by offering various incentives and support for initiatives that align with this vision. MPTB has already undertaken key steps to develop the infrastructure Narmada riverbank including the installation of Jetties at Kukshi and Sakarja.

Simultaneously, the state is also committed to preserving its natural and cultural heritage to ensure that tourism development is undertaken responsibly, maintaining the ecological balance and integrity of river ecosystems.

Madhya Pradesh presents a multifaceted opportunity for river cruise tourism in the River Narmada; with its diverse river systems and the array of experiences they offer. With supportive government policies and a burgeoning interest in experiential travel, Madhya Pradesh is poised to become a premier destination for river cruise tourism in India in upcoming years.

5.1 Suggestive Itineraries for Luxury/Budget Cruises or Local Sailing

Day/	Activity			
Place				
Day 1	Boarding at Kukshi Terminal			
	Lunch provided onboard.			
	Sail to Sakarja (Alirajpur) – Anchorage			
	 Boating from anchorage point to landing point at Sakarja 			
	 Adventure/Recreational activities ashore 			
	 Night stay at Sakarja (On board/Homestay) 			
Day 2	Boating from landing point to Anchorage point at Sakarja			
	 Sail to Hanfeshwar (Chota Udepur) – Anchorage 			
	 Boating from anchorage point to landing point at Hanfeswar 			
	Lunch provided on shore			
	 Temple Tour/Adventure/Recreational activities ashore 			
	 Night stay at Hanfeswar (On Board/homestay) 			
Day 3	Boating from landing point to Anchorage point at Hanfeswar			
	Sail to anchorage point upstream of SSD			
	 Boating from anchorage point to landing point at upstream of SSD 			

The above river cruise itinerary is proposed by MPTB. However, operator has the flexibility to decide its own suitable itinerary plan based on their own business plan.

6. Government Support & Guidelines

State Government's Support for Cruise Operations

Madhya Pradesh Tourism Policy, 2016 amended 2019 (https://drive.google.com/file/d/1RIsApqVDyoOMSugjduZKsC YHBB-vW7O/view), offers 15% Capital Investment subsidy maximum up to Rs 3.00 Crore for creation of infrastructure and establishment of Adventure Tourism, Water Tourism, Water Sports, Cruise/House Boat, Navigation infrastructure etc. by way of investment and interest subsidy to promote private sector investments.

6.1 MPTB Guidelines for Water Tourism

The cruise tourism activities in Madhya Pradesh are governed by critical guidelines and regulations for granting licenses to private investors for other water tourism activities in the State.

As per government order No. 10-62-2016-Thirty-three

State Government has issued the instructions for procedure to grant the license for water tourism activities of state, in order to comply with the decision No.4 passed in the meeting dated 13th January 2017 by the Empowered Committee constituted under the provision of clause No. 20 of Madhya Pradesh State Tourism Policy, 2016. Hence, these instructions shall be effective from the date of issuance of Notification.

- 1. Pursuant to clause No. 13.3 of Tourism Policy, 2016, Madhya Pradesh Tourism Board has been authorized for granting licenses to the private investors for water tourism activities such as house boat, cruise, motor boat and other such water sports activities.
- While asking license for Houseboat, Cruise, Motor Boat and other type of watercrafts, submission of certification of Indian Register of Shipping (IRS) shall be must. Subsidiary of IRS i.e. IR Class Systems & Solution Pvt. Ltd; (ISSPL) jointly provides services of Survey, Inspection and certification under the brand of IR Class.
- 3. On issuance of Letter of Acceptance, a time period of one year for Big Boats and 6 months shall be given for small boats to make them available. Under this application for the license for boats with the certification from Indian Register of Shipping shall have to be made and on this the MPTB shall issue the license for one year with renewal annually. Big boat means capacity above 4 seats and all motorized boats. Small boats mean non-motorized and up to 4-seater boats.
- 4. In case of creation of self-boat club or jetty construction for boat and water sport activity operation by the Investor, he shall be free to determine the rates of the tickets and appropriate arrangements for its sale.
- 5. <u>Detailed order attached as Annexure A for applicant's reference.</u>

7. Scope of Work

7.1 Types of Cruises

The agency shall be given the option to operate different River Cruise Tourism options and provide different experiences such as **Luxury Cruise**, **Budget Cruises and/or local ferry cruises**.

- Luxury/ Budget Cruises may be deployed for longer distances as multi-day cruises. These cruises would sail between cities and provide scenic views of nature and tourist locations of historic importance. Domestic and international tourists would use these cruises for cultural sight-seeing. The package in such cruises would include stay for several nights on cruise. Packages could be designed based on the length of river to be covered and the availability of tourist locations on the banks of the river.
- Local Ferry Cruises may be deployed wherein the cruise would sail for a short distance and duration only.
 These cruises would sail through waterways, with the view of mountains, ghats and other natural sites.
 Tourists and nature enthusiasts could take these cruises to enjoy the beauty of nature or boating purpose for short trips.

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Туре	Luxury / Budget	Luxury / Budget	Local Cruise Sailing
Length	270 km	135 km	10 km
Ггір	Round	One side	Round
Route	Upstream of SSD — Hanfeswar — Kukshi — Sakarja — Upstream of SSD	Upstream of SSD — Hanfeswar — Sakarja — Kukshi	 Upstream of SSD Kukshi (Near Meghnath Ghat)
Туре	Multi (Day	Short Trip (2 hours)
Potential Traffic	Tourists & Nature lovers		
Facilities	 Multi Night Stay on Cruise Visits & Excursions to all the prominent tourist spots Onboard cruise facilities; ✓ Restaurants ✓ Swimming pool ✓ Lounges ✓ Sun Deck, etc. Nature Sightseeing 	 Multi Night Stay on Cruise Visits & Excursions to all the prominent tourist spots Onboard cruise facilities Restaurants Swimming pool Lounges Sun Deck, etc. Nature Sightseeing 	Sitting ArrangementFood StallsNature Sightseeing
Example	Cruise facility at River Ganga, Brahmaputra		Ekta Cruise – SOU Alaknanda Cruise – Varana

Note: The WAPCOS report Entailing Key Project Details and Finding for Cruise Tourism Study In River Narmada From Madhya Pradesh To Gujarat shall be made available on request.

7.2 Minimum Obligations of the Agency

The agency is required to provide suitable vessels as per the requirements and type of cruise. The broad scope of the work shall be as follows:

- 1. Deployment of a Passenger Cum Cruise Vessel in Madhya Pradesh on the proposed route or a part of it.
- 2. Running the day-to-day operations of the Cruise vessel
- 3. Setting up and running a restaurant service on the vessel
- 4. Deploy adequately trained staff for ticketing, security, maintenance of vessel and Jetty
- 5. Maintenance of Fixtures and Equipment, Utilities and Off-the-Shelf items
- 6. Marketing and Promotion of the Cruise Services
- 7. Conduct other promotional activities to create necessary awareness about the Cruise services.
- 8. Maintaining and sharing data related to visitors within the government norms. The data requirements will be finalized post-discussion with MPTB
- 9. CCTV surveillance systems to be installed at the ticket counters and in the cruise vessels to ensure safety and security of passengers and vessels. CCTV cameras that will record the footage on board
- 10. Ticketing application for online booking with payment gateway.
- 11. Onsite Counter for booking of tickets (using the centralized ticketing application)

8. Who should Submit EOI?

- a. The applicant may be a regional/national / International Tourism sector operator/player with a proven track record in implementing tourism projects commensurate with the size and nature of the proposed project.
- b. The applicant may be a regional/national/international business house, established firm /company, or HNI who is interested in setting up their operations within the proposed area.
- c. The applicant is required to have a positive net worth* in the last 3 financial years (Statutory Auditor/Chartered Accountant Certificate copy to be attached along with Turnover details)
 - *Net Worth shall mean sum of Subscribed and Paid up Equity and Reserves from which shall be deducted the sum of Revaluation Reserves, Miscellaneous Expenditure not written off and reserves not available for distribution to Equity Shareholders.
- d. Preference will be given to applicants who have proven experience in carrying out the same kind of project/ activities in the past.

9. Selection Process

This EOI is published with the purpose of collecting information from interested parties/agencies/operators in the form of a 'concept note' for obtaining licenses to operate cruise services from Kukshi to the Statue of Unity Gujarat. MPTB reserves the right to evaluate the application received from interested parties/agencies/operators. Upon evaluation of the aforesaid EOI application along with the concept note and supporting documents, the Authority will invite the Shortlisted parties/agencies/operators for a technical presentation before the Authority. During the technical presentation, the shortlisted Entities are required to showcase the concept note proposed for the project along with the following apsects.

- Brief introduction about the proposed Cruise Activity
- Proposed timeline for the introduction of Cruise Service in the state
- Relevance of proposed Cruise Service in the Madhya Pradesh context

- Breakeven analysis for the proposed Activity and the proposed plan for marketing the activity to customers
- Type of workforce required by the Activity, proposed plan for sourcing them and training offered to them
- Perceived risks in the Project and proposed risk mitigation plan
 Based on the evaluation of the application and technical presentation, the Authority will release a final list of "Private Operators", to whom a license will be awarded to operate the Cruise service from Kukshi to the Statue of Unity.

9.1 Purpose of Expression of Interest (EOI)

land through multiple developers.

The basic objective of this EOI is to understand the market dynamics and formulate the subsequent steps based on the inputs received from the interested parties/adventure sports operators/tourism sector operators on the project sizing, project structure, commercial structure and development model. There is also a need to seek clarity in the matter as to whether the project would have takers for the entire parcel of the entire land through a single developer or would need to be developed in smaller chunks of

9.2 Application Procedure

Interested applicants may submit their Expression of Interest in the format duly filled and signed with required enclosures as per the stipulated timelines in the EOI Fact Sheet in hard copy.

9.3 Nodal Officers for information about the EOI

For any additional information pertaining to this EOI, the following MPTB officers may be contacted.

MADHYA PRADESH TOURISM BOARD (MPTB)

Company Secretary (C.S.)

6th Floor, Lily Trade Wing Centre, Jehangirabad, Bhopal, 462008

Phone: +91 94070 57416 E-mail: cs.mptb@mp.gov.in

9.4 General Terms and Conditions

In addition to the points contained in the foregoing sections, the following terms and conditions shall also apply:

- 1. All costs incurred by the applicants in making this offer in providing clarification or attending discussions, conferences, or site visits, stationery cost, and any other expenses should be borne by the Bidders and will not be reimbursed by MPTB or transaction advisors.
- 2. Incomplete documents without necessary details shall not be considered.
- 3. The language for submission of the document shall be English.
- 4. The enclosed Schedules should be filled in completely and wherever not applicable it should be written as Not Applicable (NA).
- 5. The person signing the document submitted on behalf of the bidder shall enclose Power of Attorney duly authorized and notarized. The Power of Attorney shall be backed by a copy of the board resolution in case of Company/declaration signed by all partners in case of Firm of the bidder in his/her favor.

- 6. Financial data, project costs, the value of works, etc. should be given in Indian Rupees only.
- 7. MPTB reserves the right to accept or reject any application or suggestion without assigning any reason.
- 8. The information furnished must be sufficient to show that the applicant is capable in all respects to successfully completing the envisaged work.
- 9. The document is not transferable.
- 10. While submitting the schedules duly filled in, the bidder shall enclose the latest copies of brochures and technical documentation giving more information about the applicant.
- 11. In case the applicant intends to give additional information for which specified space in the given format is not sufficient, it can be furnished in an enclosed sheet.
- 12. All the corrections and writings should be signed by the applicant.
- 13. MPTB reserves the right to cross-check and confirm the information details furnished by the applicants in the EOI document.
- 14. MPTB reserves the right to accept or reject any or all the offers and reserves the right to postpone and/or cancel or shortlist the bidders for the issue of Bid Documents without assigning any reason whatsoever.

10. FORMATS FOR SUBMISSION OF EXPRESSION OF INTEREST

Address

Expression of Interest (EOI) for Organizing Cruises between Kukshi, District Dhar Madhya
Pradesh to Statue of Unity, Gujarat (River Narmada)

FORM – A: DECLARATION REGARDING ACCEPTANCE OF TERMS & CONDITIONS CONTAINED IN THE EXPRESSION OF INTEREST (EOI) DOCUMENT

THE EXPERIENCE OF THE LEGIT (EST) DOCUMENT
То
Managing Director
Madhya Pradesh Tourism Board (MPTB)
Official Address: Madhya Pradesh Tourism Board (MPTB)
6th Floor, Lily Trade Wing Centre, Jehangirabad, Bhopal, 462008
Phone: +91 94070 57416
E-mail: cs.mptb@mp.gov.in
Sir,
I have carefully gone through the Terms & Conditions contained in the EOI Document [No] regarding applications for Expression of Interest (EOI) from interested parties/agencies/operators to operate cruise services from 'Kukshi' in Madhya Pradesh to the 'Statue of Unity' in Gujarat on Narmada River. I declare that all the provisions of this EOI Document are acceptable to my Company/ Consortium. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.
Yours truly,
Signature:
Name :
Designation :
Company :

Expression of Interest (EOI) for Organizing Cruises between Kukshi, District Barwani Madhya Pradesh to Statue of Unity, Gujarat (River Narmada)

FORM – B : DECLARATION REGARDING CLEAN TRACK RECORD

То	
Managing Dire	ctor
Madhya Prades	sh Tourism Board (MPTB)
Official Address	s: Madhya Pradesh Tourism Board (MPTB)
6th Floor, Lily T	rade Wing Centre, Jehangirabad, Bhopal, 462008
Phone: +91 940	070 57416
E-mail: cs.mptk	p@mp.gov.in
Sir,	
regarding appl operate cruise River. I hereb	y gone through the Terms & Conditions contained in the EOI Document [No] ications for Expression of Interest (EOI) from interested parties/agencies/operators to services from 'Kukshi' in Madhya Pradesh to the 'Statue of Unity' in Gujarat on Narmada y declare that my company/ Consortium has not been debarred/blacklisted by any Semi-Government organizations. I further certify that my company has authorized me to aration.
Yours truly,	
Signature	:
Name	:
Designation	:
Company	:
Address	:

Expression of Interest (EOI) for Organizing Cruises between Kukshi, District Dhar Madhya Pradesh to Statue of Unity, Gujarat (River Narmada)

FORM – C: GENERAL INFORMATION (TO BE FURNISHED FOR THE SINGLE BIDDER/EACH MEMBER OF THE CONSORTIUM SEPARATELY)

- 1. Name of the Firm / Company:
- 2. Type of Firm / Company (Proprietary/Partnership, Private Ltd. Co. / Public Ltd. Co., etc.):
- 3. Details of Main Business:
- 4. Date of Incorporation/ Commencement of Business:
- 5. Registered Office:
- 6. Postal Address:
- 7. Contact / Fax/email:
- 8. Details of Proprietor / Partners / Directors etc.:
- 9. Details of Contact Person for this EOI (Give names, office & residence addresses, Telephone, Fax, Email, etc.)
- 10. Details of Registration of Firms / Company etc.:

(Note: Certified copy of certificates for Date of Incorporation, Commencement of Business shall be submitted. In the case of a partnership Firm, a Certified True copy of the Registration Certificate shall be submitted)

Signature of Applicant (with seal)

*by a person having the necessary authorization/power of attorney to do so on behalf of the firm/company etc.

1. Annual Turnover, Profit after Tax Statement of the last three financial years

(Annual Turnover, Profit after tax statement of the applicant for the last three financial years to be provided, duly certified by the statutory auditor/Chartered Accountant)

S. No.	Financial Year	Annual Revenue	Profit After Tax	Net Worth
		(INR Crore)	(INR Crore)	(INR Crore)
1				
2				
3				

Enclose Audited Annual Accounts for the last three financial years

Note: Net Worth shall mean sum of Subscribed and Paid-up Equity and Reserves from which shall be deducted the sum of Revaluation Reserves, Miscellaneous Expenditure not written off and reserves not available for distribution to Equity Shareholders.

Signature of Applicant (with Seal)

^{*}by a person having the necessary authorization/power of attorney to do so on behalf of the firm / company etc.

FORM – D: CONCEPT NOTE

То,	Dated:
Managing Director	
Madhya Pradesh Tourism Board 6th Floor, Lily Trade Wing Jahangirabad	b
Bhopal (M.P.)-462008	
Ref: "Expression of Interest (EOI) for Organizing Cruises between Pradesh to Statue of Unity, Gujarat (River Narmada)"	Kukshi, District Barwani Madhya
In response to the EOI Document Reference No/2025 date we have prepared a concept note which is attached herewith. The concafter 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	

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

Concept Note Components

Please note that the Concept Note must necessarily include the following aspects:

Sl. No.	Concept Note Key Aspects	Description
1.	Project Overview	Provide a brief introduction and background of the Company and Cruise Project, explaining the concept of Cruise Services and its potential benefits in terms of tourism, economic development, etc.
2.	Type of Cruise for the Project	 Please provide the details on the type of cruise proposed (Luxury/Budget/Local/Others) The number, size, and class of the cruise vessels/ boats to be deployed by agency.
3.	Type of Vessel	 Overall specification and characteristics of the vessel type. This should include specific information about the size, capacity, amenities, design, safety features, and environmental impact of the vessel. (For example number of passengers it can carry, number of seats, availability of café/restaurant, terraces, washrooms, rooms, other utilities, etc.) This information is crucial in evaluating the suitability of your vessel for our specific operational needs and environmental considerations.
4.	Route-specific project plan	 Applicants are required to provide a detailed project layout for operating the cruise service. This should include information on proposed routes, schedules, ports of call, and the estimated time for each journey. Also provide information on the various activities planned along side the route/ shore experiences (if any) such as village excursions, sightseeing, local experiences, etc. Please also outline your strategies for safety, emergency response, and environmental sustainability. The project plan should provide a clear picture of how you intend to manage and operate the cruise service effectively and efficiently.
5.	Details of Operational Mechanism	 Applicants are required to provide comprehensive information regarding their proposed operational strategy for the cruise services. This should include but is not limited to, your approach to cruise scheduling, passenger management, safety procedures, staff training, maintenance protocols, and customer service strategies. Kindly elucidate on how you plan to ensure optimal functionality and efficiency while maintaining high service standards and adhering to environmental regulations.
6.	List of proposed activities	 Outline a comprehensive list of all the activities that you intend to offer as part of your cruise service. This should include detailed descriptions of on-board amenities, entertainment options, dining experiences, excursion plans,

		and any unique offerings that set your service apart.
7.	Proposed Themes	 Applicants are required to provide detailed information about the unique and innovative themes they envisage for the operation of cruise service on the Narmada River.
		 This may include, but is not limited to, the overall design concept, the proposed onboard services, activities and entertainment, as well as any special features that will differentiate your cruise service from others.
		 This is a crucial part of your concept note as it will help us understand your vision and assess the potential attractiveness of your offering to a diverse clientele.
8.	Approx. cost of project	Provide a detailed estimation of the overall cost anticipated for operating the proposed cruise service. This should include, but not be limited to, the costs for procurement of cruise vessels, staffing, operations and maintenance, marketing efforts, and any other relevant expenses.
9.	Support required from State Government (if any)	Applicants are required to detail the specific types of assistance and support they would require from the state government to successfully operate a cruise service. This may include, but is not restricted to, regulatory permissions, infrastructural support, etc.

FORM – E PROJECT ASSESSMENT & DEVELOPMENT QUERIES

Apart from the inputs and concept note, we request you to kindly address the below-mentioned queries in detail and highlight your opinion/experiences. This part will provide us with valuable inputs to help us with the successful implementation of this project in alignment with the market inputs and develop a niche tourism market for the state of Madhya Pradesh.

1. Please provide your inputs on requirements of onshore infrastructure requirement on the cruise terminals for smooth functioning of river cruises. These include but is not limited to the following aspects:

SI. No.	Facility/Area	
1.	Area required in Administrative Blocks	
2.	Requirement of Bunkering Facilities	
3.	Area required for Repair Workshops	
4.	Fresh Water Services Requirement	
5.	Storage Area Requirement	
6.	Drainage Requirements	
7.	Area requirement in Waiting Hall	
8.	Restroom requirements at various terminals	
9.	Parking Facility requirements	
10.	Food Court Requirements	
11.	Area required for Information Kiosk	

Appendix -1

Facilities to be provided by MPTB (Madhya Pradesh Tourism Board):

- Administrative Blocks
- Waiting Hall
- Restrooms (at specific locations)
- Parking Facility
- Dry Docking Slipway
- Concrete embarkation slipway/ walk way

Available land parcels:

- To be allocated out of 50 hect. Land
- Available at Chandankhedi, Kukshi terminal
- To be allocated out of semi submerged land parcel at Sakarja terminal.
- Available Equipment
- Floating pontoon jetty with anchors and shore connection for power supply and shed with seating arrangements

Below are some pictures from the site Kukshi







ANNEXURE A

Tourism Department

Mantralaya, Vallabh Bhawan, Bhopal Bhopal, dated 28th February 2017

No. 10-62-2016-Thirty-three -- State Government hereby issues the instructions for procedure to grant the license for water tourism activities of state, in order to comply with the decision No.4 passed in the meeting dated 13th January, 2017 by the Empowered Committee constituted under the provision of clause No. 20 of Madhya Pradesh State Tourism Policy,2016.

Hence these instructions shall be effective from the date of issuance of Notification.

Arvind Dubey, Dy. Secretary

Instructions for procedure of granting license for Water Tourism activities in the State.

- Pursuant to clause No. 13.3 of Tourism Policy, 2016, Madhya Pradesh Tourism Board (MPTB) has been authorized for granting licenses to the private investors for water tourism activities such as houseboat, cruise, motorboat, and other such water sports activities.
- 2. Initially, the Empowered Committee constituted under the Chairmanship of the Chief Secretary shall approve such water bodies wherein MPTB shall be authorized for granting the license. List of water bodies shall be notified in the Gazette of Madhya Pradesh and shall be uploaded in the official website of MPTB. It shall be properly publicized.
- MPTB shall select an Expert Agency with transparent selection procedure to study and assess the carrying
 capacity of such notified water bodies. Such report submitted by the Agency shall be placed before the
 Empowered Committee for perusal. Empowered Committee shall take appropriate decision on that basis.
- 4. As initially, operations of large-scale tourism activities in notified water bodies shall not be possible, hence there shall be no bar in procedural process of granting the license till the submission of study report for carrying capacity in the water bodies and license shall be issued for applications received under these instructions, as per laid down procedure.
- 5. Notice for inviting private investment/investors for water tourism in notified water bodies shall be publicized through advertisements & general notice in public domain.
- 6. Willing investors shall apply for intention to invest in the prescribed format. For this application with desired information application format shall be uploaded in the official website by MPTB. As far as possible procedure for the submission of applications shall be online. Submission of Rs. 2000/- (Rs. Two Thousand only) as application fee along with the application shall be essential.
- 7. MPTB shall scrutinize the applications received within 7 working days. In case acceptance, applicant shall be given a Letter of Acceptance under the prescribed format determined by the Corporation.
- 8. While asking license for House Boat, Cruise, Motor Boat and other type of watercrafts, submission of certification of Indian Register of Shipping (IRS) shall be must. Subsidiary of IRS i.e. IR Class Systems & Solution Pvt. Ltd; (ISSPL) jointly provides services of Survey, Inspection and certification under the brand of IR Class.
- 9. MPTB shall sign an MOU with Indian Register of Shipping for cooperation.

- 10. In addition to boats and other equipments such as adventure sports/water sports parasailing zorbing, banana ride etc. shall be essentially as per consistency of national/international standards.
- 11. To operate licensed boats or other water sports activities, required human resources shall have to be trained through National Institute of Water Sports (NIWS) Goa or from any reputed national level training institute identified by the MPTB.
- 12. On issuance of Letter of Acceptance, a time period of one year for Big Boats and 6 months shall be given for small boats to make them available. Under these applications for the license for boats with the certification from Indian Register of Shipping shall have to be made and on this the MPTB shall issue the license. Big boat means capacity above 4 seats and all motorized boats. Small boats mean non-motorized and up to 4-seater boats.
- 13. Format of License shall be determined by the MPTB. Details of the concerned boats, certification, number of total permissible tourists, essentiality of trained sailors, third party insurance, safety measures i.e. life jackets, lifebuoy etc. shall be specifically mentioned in the license. Dam safety instructions, responsibility in case of natural calamities i.e. excess rain, flood etc. shall also be specifically mentioned in the license. Conditions of license shall mention instructions for dam safety, natural calamities such as excess rain, flood etc.
- 14. A license fee shall be for big boats Rs. 25000/- and Rs. 5000/- for small boats. License renewal shall be made annually only after having certification by Indian Register of Shipping. Renewal fee for big boats shall be Rs. 12500/- and Rs. 25,00/- for small boats.
- 15. Before obtaining the license, Investor shall have to obtain third party insurance in favor of tourists.
- 16. In case of operation of boat and water sports facilities in the boat club or jetty of MP Tourism Development Corporation, fees chargeable from the tourists & ticketing arrangements shall be centralized. In case of such facilities extended by more than one operator MPTB shall devise the procedure of roaster determination. For similar activities/facilities tickets/ticket rates shall be same.
- 17. For specific activities/services Private Operator shall be free to determine the ticket rates.
- 18. In case of creation of self-boat club or jetty construction for boat and water sport activity operation by the Investor, he shall be free to determine the rates of the tickets and appropriate arrangements for its sale.
- 19. License shall specifically contain the condition that in emergency situations MPTB or local administration shall have the right to use these private boat clubs/jetties constructed by the Investor.
- 20. Personnel authorized by MPTB /surveyor authorized by Indian Register of Shipping may/shall inspect the boat and water sport equipments and on non-observance of condition of license a penalty of Rs. 5000/- (Rs. Five thousand) per violation shall be imposed and license may be temporarily suspended. Suspension shall be revoked after the rectification of violation.
- 21. On violation of condition of license for more than 3 times license shall be terminated.
- 22. Legal action shall be initiated if water tourism to tourists is carried out by investor through boat or water sport equipments even after the termination of license.
- 23. Secretary, Government of Madhya Pradesh, Tourism Department, shall be competent to take final call against any order related to sanction, suspension & termination of license and shall be binding on both the parties. In case, the charge of Secretary, Tourism Department and the Managing Director, MPTB is

held by the same person, any other Secretary authorized by the State shall hear the appeal and his decision shall be final and binding to both parties.

- 24. Money received by MPTB against application fees, license fees, penalty etc. shall be deposited under the separate heads constituted under the clause No. 9.8 of M.P. Tourism Policy, 2016.
- 25. Managing Director, MPTB shall be authorized for compliance and regulation of aforesaid instructions for water tourism.

Bhopal, dated 28th February 2017

No. 10-62-2016-thirtythree State Government hereby notifies the list of water bodies given below, in order to comply with decision under point No. 5 of meeting dated 13th, January, 2017 of Empowered constituted under the provision of clause No. 20 of M.P. Tourism Policy, 2016.

Arvind Dubey, Dy. Secretary

List of authorised water bodies for granting of license by MPTB

- 1- Indira Sagar Dam (including Narmada and other tributaries)
- 2- Omkareshwar dam (Narmada and other tributaries)
- 3- Tawa dam (including Tawa, Denawa and other tributaries)
- 4- Bargi dam (including Narmada and other tributaries)
- 5- Bansagar Dam (including Soun and other tributaries)
- 6- Gandhi Sagar dam (including Chambal and other tributaries)
- 7- the Manikheda dam (including Sindh and other tributaries)
- 8- Halali Dam (including Halali and other tributaries)
- 9- Chandpatha Dam (District Shivpuri)
- 10- Betwa river flowing near Orchha
- 11- Chaural dam (including Chaural and other tributaries)
- 12- Gangau dam (including Ken and other tributaries)
- 13- Barna dam (including Barna and other tributaries)
- 14-Mann Dam, river and its tributaries along with Jobat Fata Dam (Alirajpur)
- 15- Hathni river and it's tributaries
- 16- Dholabad Water Body, Ratlam (Jamad River including its tributaries)
- 17- Tighara Water Body, Gwalior
- 18- Kishanpura Water Body, Betma, Indore
- 19- Govindgarh Water body, District Rewa
- 20- Kolar Water Body, District Bhopal
- 21- Machagora Dam, District Chhindwada
- 22- Sapna Dam, District Betul