

CORRIGENDUM NO.3

<p style="text-align: center;">“REQUEST FOR PROPOSAL FOR SELECTION OF AGENCY FOR “DEVELOPING VARIOUS DESTINATIONS (ORCHHA, ATAR(BHIND),TAMIA,CHANDERI,KUNO , BARGI DAM)AS A TOURISM DESTINATION” OF MADHYA PRADESH FOR 10 YEARS” NIT No.: 414/MPTB/2023 and SYSTEM NO -2023_MPTB_247162 25 January 2023</p>		
<p style="text-align: center;">THE FOLLOWING ARE THE MODIFICATIONS TO THE RFP THE DELETIONS FROM THE EARLIER TEXT OF THE RFP ARE INDICATED AS STRIKE THROUGHES AND THE ADDITIONS ARE UNDERLINED IN BOLD.</p>		
Sl. No.	Point No.	Provision of the RFP
(i)	1.3.3	<p>Point no 1.3.3 of RFP has been revised as under:</p> <p>Cultural activities (<u>(National level bands)</u>) to be organized in the evening during 5 days of the events at least a one-hour cultural show will be organized & managed by the agency <u>and agency shall quote the rate for live band at point no 2 (entertainment) of the financial bid.</u></p> <p>Stage arrangement: A theme-based stage admeasuring approx. 3,000 sq. ft for the inauguration of the iconic festival would be created. The stage must be equipped with complete necessary audio & visual equipment, special effects equipment, 2 large LED screens on both sides of the stage, podiums, sitting arrangements, carpets on passage, inauguration lamp, etc. The Stage shall have adequate load bearing capacity. Theatre style seating arrangements for approximately 500 visitors with seating arrangement of approximately 50 seats with sofa sets for VIPs with coffee tables/flower vase, are required to be arranged.</p> <p><u>Apart from above cultural activities (National level bands), the agency should also organized & managed cultural activities (Local folk, tribal artists) for least a one-hour in the evening for a period of minimum 90 days during festival. The agency shall quote the rates for such cultural activities (for minimum 90 days during festival) at point 84 (Miscellaneous head) of the financial bid.</u></p>
(ii)	1.3.8	<p>Point no 1.3.8 (b) of RFP has been revised as under:</p> <p>The agency should operate the following land activities for five days event free of charge for the delegates and operate all land activities commercially <u>minimum 90 days</u> during tourism season i.e., 1st October-31st March: For All Destinations</p> <p>Note –</p> <ul style="list-style-type: none"> All land activities remain same as mentioned in RFP Agency shall quote the rate in the financial bid for land activities commercially 180 days <u>minimum 90 days</u> during tourism season.
(iii)	1.3.8	<p>Point no 1.3.8 (c) of RFP has been revised as under:</p> <p>C. Water Sports Activities for five days event free of charges for the delegates and operate five water sports activities commercially <u>minimum 90 days</u> during tourism season i.e., 1st October to 31st March: For Orchha, Bargi Dam and Kuno Only</p> <p>All water activities remain same as mentioned in RFP</p>

		<p>Note –</p> <ul style="list-style-type: none"> All land activities remain same as mentioned in RFP Agency shall quote the rate in the financial bid for water activities commercially 180 days minimum 90 days during tourism season. 									
(iv)	1.3.5	<p>Point no 1.3.5 of RFP has been revised as under:</p> <p>Food Festival for Five days Ninety days Events:</p> <p>Agency should make arrangements for a “Food Festival” to Promote the Native Cuisine and Delicacies of Madhya Pradesh. The Theme of the food festival will be finalized as Approved by MPTB. The festival should emphasize on History of Cuisine in the local region.</p> <p>Note –</p> <ul style="list-style-type: none"> Agency shall quote the rate in the financial bid for food festival for 90 days. 									
(v)	1.3.6	<p>Point no 1.3.6 of RFP has been revised as under:</p> <p>Craft Bazaar for Five days Ninety Days Events :</p> <p>Agency shall make arrangement of A Craft Bazaar of Min. 15 Stalls to Exhibit and Promote Various Arts and Crafts of Madhya Pradesh. Authority will finalize the Artisans and Exhibitors as Approved. (i.e., Bagh Print, Bell Metal, Maheshwari saree weaving, Gond Art, etc.)</p> <p>Note –</p> <p>Agency shall quote the rate in the financial bid for Craft Bazaar for 90 days.</p>									
(Vi)	1.3.18	<p>Point no 1.3.18 of RFP has been revised as under:</p> <p>1.3.18 Digital Marketing and Promotion</p> <table border="1"> <thead> <tr> <th>S.no</th><th>Particular</th><th>Deliverables</th></tr> </thead> <tbody> <tr> <td>1</td><td>Website creation</td><td> <ul style="list-style-type: none"> the agency should develop and maintain the website, booking portal for festival and transfer the website, booking portal to the MPTB after expiry of agreement or earlier termination of agreement Should be ready one month prior to the event start date or within 1 week of department approval whichever happens first. - Website should contain activity page, gallery, blogs, rooms, booking facility, nearby attractions and any other section as per the discussion of finalization of website Content should be uploaded on the website on monthly basis, during event all the updates to be done twice a week, post event fortnightly update on blogs/photos/videos/testimonials/press releases/any other format Website should abide all the best SEO practices Website should be mobile responsive </td></tr> <tr> <td>2</td><td>Social Media Handles</td><td> <ul style="list-style-type: none"> The agency should create social media handles with relevant names on Facebook, Instagram, YouTube, Twitter and any other platform as suggested by MP Tourism Board Posting (FB & IG): During the event, minimum three post/ reels per day and min. 5 stories per day </td></tr> </tbody> </table>	S.no	Particular	Deliverables	1	Website creation	<ul style="list-style-type: none"> the agency should develop and maintain the website, booking portal for festival and transfer the website, booking portal to the MPTB after expiry of agreement or earlier termination of agreement Should be ready one month prior to the event start date or within 1 week of department approval whichever happens first. - Website should contain activity page, gallery, blogs, rooms, booking facility, nearby attractions and any other section as per the discussion of finalization of website Content should be uploaded on the website on monthly basis, during event all the updates to be done twice a week, post event fortnightly update on blogs/photos/videos/testimonials/press releases/any other format Website should abide all the best SEO practices Website should be mobile responsive 	2	Social Media Handles	<ul style="list-style-type: none"> The agency should create social media handles with relevant names on Facebook, Instagram, YouTube, Twitter and any other platform as suggested by MP Tourism Board Posting (FB & IG): During the event, minimum three post/ reels per day and min. 5 stories per day
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				<ul style="list-style-type: none"> - Twitter: min 10 tweets & retweets per day - YouTube: 2-3 videos per week and 2 YT shorts per day (These deliverables can be revised as per discussion with MPTB social media team prior to 15 days of the event) - All the content that will be posted on the social media platforms should be in line with the ongoing trends (music, transitions etc.) - MPT will have the copyright for all the Content created on these handles by the agency during this tenure - Social media posting time should be in line with the algorithm and analytics of the respective platform - Relevant hashtags as per the trend and event and mandatory hashtags of MP Tourism should be followed - Fortnightly review and report submission should be done by the agency during the festival time
		3	ORM	<ul style="list-style-type: none"> - All the ORM queries should be replied within one hour from 15 days prior to the event start date and till the end of the event - All ORM queries addressed by MP Tourism and others should be resolved within 2-5 working days (as per the nature of the query with mutual consent with MPTB) - Issues pertaining to damage control and risk management should be resolved within 2-5 working days (as per the nature of the query with mutual consent with MPTB)
		4	Content Writing	<ul style="list-style-type: none"> - Agency should be publishing 5 blogs one month before the event on its website and other relevant social media and digital platforms - During the event, 1-2 blogs should be published on various experiences/activities/any other aspects by the agency, on their website and other social media and digital platforms - Post event, atleast one blog per month should be published on the website and other relevant social media and digital platforms - Content should be relevant, engaging and free from plagiarism and should be of min 350 words, - All the published content should abide by the policies of MP Tourism
		5	Paid Social & Digital Media	<ul style="list-style-type: none"> - The paid marketing media plan will be submitted by the agency one month prior to the campaign execution date and after approval from authorities the plan would be executed
		6	Influencers	<ul style="list-style-type: none"> - No. of influencers (during the event:min 10 with their crew & 2 influencers per week with their crew) - The hosting of the influencers should spread across evenly throughout the tenure of the event - The list of influencers along with their travel plan should be submitted to MPTB for approval one month prior to the event date. - The influencers and the agency would be liable to abide by the deliverables decided by MPTB

					<div>during the event and the influencers have to abide by the policies of MP Tourism</div> <div><div>- MPTB will have the copyright for the content created by the influencer during the event</div><div>- MP Tourism will not be responsible for any payment of the unapproved influencers and any mishap with the influencer during the event</div></div>
			7.	Press Meet	At least 02 press meet in source market and metro cities.
(vii)	1.5	Point no 1.5 of RFP has been revised as under:			
		S.No	Activity	Date and Time	Revised Date and time
		1.	Issue of Bid Documents	25/01/2023	
		2	Last Date for sending Pre-Bid Queries	09/02/2023 till 01;00 pm	
		3	Pre-Bid Meeting	09/02/2023 at 03:00 pm	
		4	Bid Sale / Submission Start Date	22/02/2023 from 05:00 pm onwards	
		5	Bid Submission End Date	06/03/2023 till 03:00 pm	<u>20/03/2023 till 03:00 pm</u>
		6	Opening of Technical Bids	07/03/2023 at 03:00 pm	<u>21/03/2023 at 03:00 pm</u>
		7	Presentation	To be decided	
		8	Opening of Financial Bids	To be decided	