



Madhya Pradesh Tourism Board (CIN):

U75302MP2017NPL043078

6th Floor, Lily Trade Wing, Jahangirabad, Bhopal

Madhya Pradesh, India. Pin code – 462008 Website:

www.tourism.mp.gov.in

“EOI for Empanelment of agencies/individuals to Develop Astro Villages, Operation and Marketing of Astro/Stargazing Activities in Identified Tourism Village/Destinations in Madhya Pradesh”

NIT No: EOI No. 7165/MPTB/2025 System No 2025_MPTB_461172

06/11/2025

Bids are invited for “Empanelment of agencies/individuals to Develop Astro Villages, Operation and Marketing of Astro/Stargazing Activities in Identified Tourism Village/Destinations in Madhya Pradesh”. The detailed terms & conditions can be downloaded from website <https://www.mptenders.gov.in/> and www.tourism.mp.gov.in. For any other information, contact +91-9896064783 and email on dirskill.mptb@mp.gov.in, cs.mptb@mp.gov.in. Last date and Time for EOI submission is **27-11-2025 – 15.00 hrs.**

Managing Director

EOI for Empanelment of agencies/individuals to Develop Astro Villages, Operation and Marketing of Astro/Stargazing Activities in Identified Tourism Village/Destinations in Madhya Pradesh



The heart of
Incredible India

Madhya Pradesh Tourism Board

Bhopal, Madhya Pradesh, India

November 2025

Empanelment of agencies/individuals to Develop Astro Villages, Operation and Marketing of Astro/Stargazing Activities in Identified Tourism Village/Destinations in Madhya Pradesh

EOI Fact Sheet

S. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	Empanelment of agencies/individuals to Develop Astro Villages, Operation and Marketing of Astro/Stargazing Activities in Identified Tourism Village/Destinations in Madhya Pradesh
3.	Availability of the Document	The EOI Document is available and downloadable on following website: http://www.mptenders.gov.in EOI Document Fees (non-transferable & non- refundable)and Processing Fees must be paid online at GoMP e-Procurement portal – (http://www.mptenders.gov.in) All Subsequent changes to the EOI Document shall be published on the above-mentioned website
4.	EOI Publish Date	06/11/2025 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
5.	Pre-Bid Meeting date and place	14/11/2025 at 15:00Hrs Madhya Pradesh Tourism Board 6th Floor, Lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India Email: cs.mptb@mp.gov.in To get Link for virtual meeting please write us on email
6.	EOI Submission Start Date	20/11/2025 From 11:00 am Onward through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
7.	Last Date and Time for Submission of EOI	27/11/2025 Till 15:00 Hours at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
8.	EOI Document Fees	Rs. 2,000/- + GST and Processing Fees (non-refundable) payable through online e-Procurement portal of GoMP: https://www.mptenders.gov.in/
9.	EMD Amount	Rs 20,000/- payable through online e-Procurement portal of GoMP: https://www.mptenders.gov.in/

Empanelment of agencies/individuals to Develop Astro Villages, Operation and Marketing of Astro/Stargazing Activities in Identified Tourism Village/Destinations in Madhya Pradesh

10.	Date, Time and Place of opening of EOI	• 28/11/2025 At 3:00 pm MADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA) • Contact: +91-9407057416 • E-mail : cs.mptb@mp.gov.in
11.	Date, Time and Place of Technical Presentation	Will be communicated to the Applicant
12.	Proposal validity	The offer for EOI as per this document shall be valid for a period of three (3) months initially which may be extended further if required by MPTB.
13.	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.

1. Background & Objective

1.1 Background

Madhya Pradesh Tourism Board also referred to as the “MPTB” or “Authority”, established in 2017 with an objective to promote the tourism in the state of Madhya Pradesh and to develop tourism with public, private partnership in sustainable manner. Investor facilitation, Skill- development, Publicity/promotion of tourist destinations nationally & internationally, identification and development of tourism infrastructure will be the core objective of the Board.

1.2 Objective

The Madhya Pradesh Tourism Board (MPTB), under the **Responsible Tourism Mission**, aims to position Madhya Pradesh as a leading **Astro Tourism destination** in India. To achieve this vision, MPTB proposes to develop **Astro Villages** in selected rural areas, establish dark-sky zones, and train local communities in **stargazing and astronomy-based tourism services**.

This initiative brings together **science, culture, and rural tourism**, while **creating jobs and protecting the natural night sky**.

2. Terms of Reference

Madhya Pradesh Tourism Board (MPTB) was established in 2017 under Companies Act 2013 by the tourism department, Government of Madhya Pradesh. MPTB is responsible for development and promotion of the tourism in Madhya Pradesh. MPTB is also responsible to invite public private investment in development of tourism destinations of Madhya Pradesh. MPTB is committed to provide better opportunities, available in tourism and hospitality sector, to the domestic population of MP through ensuring their participation in tourism.

Madhya Pradesh Tourism Board (MPTB) is implementing **Astro Village Development** in selected villages/areas located near major tourism destinations with the objective of promoting tourism and enhancing community participation in the tourism sector.

The initiative focuses on the **promotion and establishment of astro-based activities** such as stargazing, sky observation, and celestial event experiences. Local youth and community members will be trained as astro-guides and facilitators, with the aim of preserving dark skies, promoting astronomy awareness, and equipping them with the necessary knowledge, tools, and support through specialized agencies. This will enable communities to actively engage in astro-tourism and progress economically by offering unique night-sky experiences to visitors.

In order, to implement the activities, MPTB is willing to take the technical support from selected agencies/individuals having expertise in the relative field.

A. SCOPE OF WORK –

1. Astro Village Development

- MPTB has already identified suitable rural locations (list attached).
- The selected agency will further identify suitable government land for establishing astro activities in these villages or suggest new locations in Madhya Pradesh with minimal light pollution.
- The agency will finalize and recommend a set of **astro activities** to be undertaken as part of the Astro Village concept.

2. Funding & Infrastructure Setup

- Funds will be provided by MPTB as per the activities proposed, identified, and duly approved by MPTB.
- The agency shall be responsible for procurement of the required equipment (e.g., telescopes, sky-viewing platforms, projection/interpretation aids) and for setting up the Astro Village infrastructure.

3. Training & Community Engagement

- Identification of beneficiaries at the village level will be carried out jointly by the agency and MPTB.
- The agency will conduct training programs for local youth and community members to prepare them as astro-guides, facilitators, and service providers.

4. Marketing & Promotion

- Develop a comprehensive **market development and promotion strategy**, including brochures, pamphlets, social media campaigns, and other promotional material.
- Create and promote **astro events on weekends and during peak tourism seasons** in collaboration with local hoteliers, homestays, and travel agents.
- Support **branding and marketing of Madhya Pradesh as a premier astro-tourism destination** at the national and international level.

5. Awareness & Outreach

- Conduct **school outreach programs, workshops, and awareness campaigns** on astronomy and dark-sky preservation.
- Initiate **dark-sky campaigns** in collaboration with local communities to minimize light pollution and preserve natural night sky resources.

B. ELIGIBILITY CRITERIA FOR AGENCY

1. The applicant must have legal status i.e., Society/ Company/ Trust/ Proprietor Firm/ Partnership firm/Individual and must be registered in India.
2. The agency/individual must have at least 03 years of existence and have at least 03 years of experience in astronomy, Astro Tourism, or night sky conservation projects
3. The total turnover of the agency/individual in last 03 financial years (2022-23, 2023-24, 2024-25) should not be less than Rs. 10 Lakhs.
4. Agency/Individual having experience in astro tourism activity and conducting at-least 03 astro event in last 03 years (2022-23, 2023-24, 2024-25)
5. Agency/individual is not allowed to apply in consortium.
6. Strong marketing linkages and capacity to develop/market the established activities for tourists.

3. Earnest Money Deposit (EMD)

- 1 The Bidder shall furnish, as part of its proposal, the Earnest Money Deposit (EMD) amount of Rs 20,000/- (Twenty Thousand Rupees only), to be submitted Online Only.
- 2 Any Bid not accompanied by the EMD shall be summarily rejected by the Authority as non-responsive.
- 3 The EMD of unsuccessful Bidders will be returned promptly without any interest.

4. Venue & Deadline for submission of proposal

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to MPTB at e-Procurement portal of GoMP: <https://www.mptenders.gov.in/>. In exceptional circumstances and all its discretion, MPTB may extend the deadline for submission of proposals by issuing an amendment to be made available on the MPTB website, in which case all rights and obligations of MPTB and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

5. Period of Empanelment

The Empanelment shall be for three (3) years from the date of agreement which can be further extended for a period of two (2) years on the discretion of M.D., MPTB.

6. Submission of applications

This EOI is advertised through selected newspapers and is posted on the 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”.

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 in the manner prescribed below: -

- a) Applicant's Expression of Interest as per (Format-1).
- b) Organizational Details (Format-2)
- c) Experience in related field (Format-3)
- d) Financial Capability of Organization (Format-4: CA certificate)
- e) List of experts/consultants on payroll (Format-5)
- f) Non-blacklisting Certificate (Format-6)

The bidders are expected to examine all instructions, forms, terms and other details in the **EOI** document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

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.

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7. Evaluation Marking of Proposal:

S. No.	Parameters	Marking criteria	Marks
1	Agency/Individual existence	- Minimum 03 years = 05 Marks - and after that for every additional year = 1 Mark up to maximum 10 Marks	10
2	Financial	- Minimum Total turnover Rs. 10 Lakh in last 03 financial years (2022-23, 2023-24, 2024-25) i = 05 Marks and - after that for every additional 10 lakhs = 01 Mark up to maximum 05 Marks	10
3	Work Experience	- Agency/Individual having experience in astro tourism activity and conducting at-least 03 astro event in last 03 years (2022-23, 2023-24, 2024-25) for minimum 03 Events = 05 Marks - After every additional event = 01 Mark up to maximum 10 Marks (Score will given based on Authentic Supporting Documents)	10
4	Presentation by organization/ Individual	Technical Presentation covering - Understanding of EOI - Technical Expertise in Astro Tourism, event, intervention - Development Plan - Innovative Approach - Marketing expertise	20
TOTAL			50

The minimum qualifying marks for empanelment will 30.

8. Evaluation Criteria and Method of Evaluation:

- a). Screening of proposals shall be carried out as per eligibility conditions mentioned in this document and based on primary verification of testimonials submitted.
- b). EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their manpower, financial strength of firm and presentation to the selection committee, whose decision will be final.

9. SELECTION:

After closing of the EOI, the bids (technical) received within the deadline will be opened on mentioned date/time. The shortlisted bidders securing **minimum 70 technical points as per parameters mentioned in point 8** will be considered for empanelment. It would be MPTB's discretion to decide the number of agencies to be empaneled.

The Authority will announce a list of qualified Bidders who will be empaneled. Post the announcement, a Letter of Empanelment shall be issued and an Empanelment Agreement shall be signed by all the selected agencies.

10. Process of Work Allotment

MPTB shall share TOR (Terms of Reference) along with selection criteria (if any) for each individual project for engagement of agencies. The agencies shall be required to submit their proposal along with the financial quotation to Madhya Pradesh Tourism within the specified timeframe. Based on the proposals the work shall be allotted to selected bidders.

11. Response:

Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Special comments on the objectives and scope of the service projected in the enquiry may also be submitted along with the offer.

12. Rights of MPTB

- 12.1 MPTB reserves the right to accept/reject the offers received, or call for any additional information/clarification, or modify/cancel the bidding process, if so required, without assigning any reason whatsoever.
- 12.2 MPTB reserves the right to cancel/terminate the agreement any time without assigning any reason or failing to submit the report within stipulated time or unsatisfactory report or any reason as deemed fit.
- 12.3 MPTB however reserves its right to get any photo & video shoot from anyone outside the panel in any cases.

13. Conditions under which EOI is issued:

The EOI is not an offer and is issued with no commitment, MPTB reserves the right to withdraw EOI and/or vary any part thereof at any stage. MPTB further reserves the right to disqualify any bidder, should it be so necessary at any stage.

The agency has to bear all the cost related to submission of this EOI. The cost, incurred by agency for submitting this EOI, will not be reimbursed in any circumstances by the MPTB to the bidder.

14. Conflict of Interest:

Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform MPTB, detailing the conflict in writing as an attachment to this Bid.

MPTB will be the final arbiter in cases of potential conflicts of interest. Failure to notify MPTB of any potential conflict of interest will invalidate any verbal or written agreement.

A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

15. Intellectual property rights

The IPR of all the creative, registrations, program, formats etc., would vest with MPTB.

16. Arbitration Clause

16.1 All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.

16.2 All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or non-performance of the obligations set out herein shall, so far as is possible, be settled amicably between the Parties within thirty (30) days after written notice of such Dispute has been given by one Party to the other Party. The venue of the amicable settlement proceeding shall be the Head Office of MPTB at Bhopal.

16.3 If any dispute or difference of any kind whatsoever shall arise in connection with or arising out of this contract or the execution of work or maintenance of the works there under, whether before the commencement or during the progress of works or after the termination, abandonment or breach of contract, and it is not amicably settled within 60 days of the notice being served on the other party, it shall be referred to arbitration before a Sole Arbitrator as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall be the Head Office of MPTB at Bhopal. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

17. Jurisdiction

The court of Bhopal alone shall have the jurisdiction to try any matter of dispute or reference between the parties arising out of this EOI or agreement.

Format - 1 Applicant's Expression of Interest

To,
The Managing Director,
Madhya Pradesh Tourism Board,
6th Floor, Lily Trade Wing, Jehangirabad
Bhopal Madhya Pradesh, India
Pin code — 462008

Sub: Submission of Expression of Interest Empanelment of agencies to support implementation and development of Artisan Economic Welfare to promote Astro Tourism Projects/Activity in Madhya Pradesh

Dear Sir,

In response to an invitation for Expressions of Interest (EOI) published on 08-06-2024 for the above purpose, we would like to express interest to carry out the above proposed task.

As instructed, we attach the following documents as a part of the bid document:

1. Organizational Details (Format-2)
2. Experience in related fields (Format-3)
3. Organization's Financial Capability (Format-4: CA certificate)
4. List of expert/consultants on payroll (Format-5)
5. Non-blacklisting Certificate (Format-6)

Declaration

We hereby confirm that we agree and accept all terms and conditions mentioned in this EOI. We are willing to undertake the task related to the part for which we are submitting this EOI as required by MPTB,

All the information provided herewith is in my knowledge and are genuine and accurate.

Sincerely Yours,

Signature of the applicant

[Full name of applicant] Stamp

Date:

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

Format-2: Organization/Individual Details

1. Name of the Organization/Individual
2. Legal status of the organization/individual (Society/ Company/ Trust/ Proprietor Firm/ Partnership firm/Individual) (enclose copy of By-laws)
3. Registration Number (Enclose copy of registration)
4. Date of registration:
5. Registration of 12-A (Enclose copy of registration)
6. Certificate of 80G (Enclose copy of registration)
7. Registration on Darpan Portal (Enclose copy of registration)
8. GSTIN
9. PAN (Enclose copy)
10. TAN (Enclose copy)
11. Address of Head Office:
12. Address of communication office
13. Name, Designation and Contact details of authorized person:
14. Financial Capability of the organization (Enclose CA Certificate & audited Balance sheet of required years)
15. Turnover for Required years (in Rs only)

Signature of the applicant
Full name of applicant
Stamp & date

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Format 3: Organization/ Individual's Experience in Related field

S. No	Name of the project	Name of the supporting/ funding agency	Geographical Area of implementation		Year of assignment	Present Status (complete / ongoing)	Achievements
			District	State			

Note: - Please enclose the supporting documents (i.e., work order /completion certificate etc.) for each work mentioned above. Without the supporting documents, experience will not be counted.

Signature of the applicant Full
name of applicant Stamp & date

Format 4: Financial Capability of Agency/ Individual

On the letter head of CA

CA Certificate

This is to certify that the financial details of the Agency/ Individual are as follows for the year/s

S.No.	Financial Year	Turnover (in Rs.)

Signature & Seal of CA

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Format 5: List of experts/consultants with Agency/ Individual (On the letter head)

S.No.	Name	Designation	Qualification	Total Years of experience	Relevant experience	On agency Payroll (Yes/ No.) (If Yes please attached salary Slip or Payment Details in Attachment)
1						
2						
3						
4						

Signature of the applicant Full
name of applicant Stamp & date

Format 6: Non-Blacklisting Certificate

TO WHOMSOEVER IT MAY CEONCERN

This is to certify that I/we..... (Name of the Agency/ Individual) registered under the (Name of the Act) vide registration No....., do hereby declare and confirm that I/We have neither been blacklisted nor declared bankrupt by any Ministry/Department /Board /Corporation /any other entity of the Central or State Government or any quasi-Government or any Public Sector Undertaking or any Bank or any other entity till date.

Authorized Person's Signature. Name
and Designation. Date of
Signature

Note: - The Declaration is to be furnished on the letter head.

List of Identified and Selected Villages

S.No	Name of Village	District
1	Kera / Pipra Tola	Balaghat
2	Mukki / Lagma	
3	Chimtipur/Bijadhana	Chindwada
4	Dhusawani	
5	Kajra	
6	Bajjarwada / Bancha	Baitul
7	Barelipar / Kohaka	Seoni
8	Chedka / Dhaba	Narmadapuram
9	Ranchha / Dobha	Umariya
10	Madha	Singrauli
11	Umargohan	Anuppur
12	Chuagaan	Mandla
13	Manor	Panna
14	Gyanpura	Dhar
15	Richkudi	Damoh