

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 (Individual/Agencies) for Identification and Development of Tourism Linked Enterprise, related skill development and Livelihoods Development through Community-Based Rural Tourism in Madhya Pradesh for the selected Tourism Villages/Clusters in different cultural zones in Madhya Pradesh"

NIT No: 7662 / MPTB / 2025 System No: 2025 MPTB 464812 26.11.2025

Bids are invited EOI for "Empanelment of (Individual/Agencies) for Identification and Development of Tourism Linked Enterprise, related skill development and Livelihoods Development through Community-Based Rural Tourism in Madhya Pradesh for the selected Tourism Villages/Clusters in different cultural zones 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 +91-9406904403 and email on dirskill.mptb@mp.gov.in/. Last date and Time for online Purchase and submission is 18.12.2025—15.00 hrs.

Managing Director



The heart of Incredible India

Madhya Pradesh Tourism Board

Bhopal, Madhya Pradesh, India

2025

EOI Fact Sheet

S. No	Particulars	Details
1.	Name of Issuing Authority	Madhya Pradesh Tourism Board Bhopal, Madhya Pradesh
2.	Name of Engagement	EOI for Empanelment of (Individual/Agencies) for Identification and Development of Tourism Linked Enterprise, related skill development and Livelihoods Development through Community-Based Rural Tourism in Madhya Pradesh for the selected Tourism Villages/Clusters in different cultural zones in Madhya Pradesh
		The EOI Document is available and downloadable on following website: http://www.mptenders.gov.in
3.	Availability of the Document	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	26/11/2025 at e-Procurement portal of GoMP: https://www.mptenders.gov.in/
5.	Pre-Bid Meeting date and place	08.12.2025 at 15:00Hrs Madhya Pradesh Tourism Board 6 th Floor, lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India Email: cs.mptb@mp.gov.in
6.	EOI Submission Start Date	09.12.2025 From 5:00 pm Onward through e-Procurement portal of GoMP: https://www.mptenders.gov.in/
7.	Last Date and Time for Submission of EOI	18 .12.2025 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/

10.	Date, Time and Place of opening of EOI	• 19/12/2025 At 3:00 pm MADHYA PRADESH TOURISM BOARD 6th Floor, Lily Trade Wing, Jahangirabad, BHOPAL- 462008 (INDIA)	
		• Contact: +91-9406904403	
		E-mail: dirskill.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	Director Skills Madhya Pradesh Tourism Board 6 th Floor, lily Trade Wing Jahangirabad- 462008 Madhya Pradesh, India E-mail: dirskill.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

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.

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.

MPTB is implementing Rural Cultural Experience in selected villages/areas situated nearby the tourism destinations in order to promote tourism and to increase community participation in the tourism sector. To promote Experiential tourism and Knowledge tourism through livelihood value chain thereby creating sustainability in tourism villages and enhancing tourist experience.

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

A. SCOPE OF WORK - The field Expert/Organization will be responsible for implementation and execution in the selected project area)

1. Baseline and Situational Analysis

- Conduct comprehensive **Baseline & Situational analysis** of existing livelihood practices, tourism potential, and local resources/assets in each intervention village and nearby tourist destinations.
- Identify skills gaps, market opportunities, and value chain linkages for tourism-related enterprises.

2. Identification of Livelihood Activities:

- Identify rural and tourism-aligned livelihoods that can be developed into value chains and contribute to the tourism economy (e.g., mushroom farming, pearl farming, traditional crafts, floriculture).
- Develop "Knowledge Tourism" modules that enable visitors, student and research scholars to understand and experience value addition at every stage of these activities.

3. Development of Experiential Tourism (Village Life Experiences - VLEs):

- Design and promote **experience-based tourism offerings**, such as guided village walks, traditional cooking classes, cultural storytelling, and agri-based tourism.
- Identify **tourism-supportive enterprises** which aid to tourist experience like bicycle/e-rickshaw, eco-kiosks, and stargazing spots, potter's wheel, designed bullock carts, boats etc.

4. Beneficiary Identification, Skill Gap Assessment, Entrepreneurship Development and Asset Creation through Convergence:

- Identify individuals willing to participate and invest in tourism-linked livelihoods.
- Conduct detailed skill gap assessments and propose customized training modules/Calanders.
- Ensure entrepreneurship development of potential beneficiary to conversation with government schemes/departments e.g. PMFME etc.
- Facilitate access to support for infrastructure and purchase of tourism-linked assets (E-Rickshaws/Bi-cycles/ Telescopes/ Potter's wheel/ Bullock Cart) through CSR partnerships, MPTB schemes, or convergence with government programs.
- · Identification and motivating new homestay beneficiaries for homestay construction in the select tourism village

5. Marketing, Visibility & Content Creation:

- Develop cluster-specific marketing strategies combining offline (local events like school visits/FAM Trips) and online (social media, influencer campaigns, digital platforms) tools.
- Produce high-quality visual content (photographs, short films, QR-based brochures) to position each village cluster as a unique rural tourism destination.

6. Institutional Strengthening:

- Facilitate in strengthening of Gram Paryatan Samitis (GPS) to oversee village cleanliness, aesthetics, other basic
 amenities like roads, proper drainage and village-level tourism governance and necessary dialogue/correspondence
 with District Administration.
- Support in proposal writing/documentation for mobilizing resources from institutions like MP-SRLM, /NABARD etc.

7. Monitoring and Documentation:

Conduct baseline and endline surveys, document results/ achievements and best practices, and recommend scalable
and replicable models.

B. ELIGIBILITY CRITERIA FOR Individual/AGENCY

Experience and Qualifications

Individual

- 1. Master's degree preferably in **Tourism**, **Rural Development/Management**, **Livelihood Promotion**, or related fields.
- 2. Minimum 7 years of experience in community-based projects and rural livelihoods.
- **3.** Demonstrated experience working in community driven programs with **government**, non-government and CSR agencies.
- 4. Understand local languages, strong facilitation, and interpersonal communication skills.
- 5. Experience in preparing training content, organizing workshops, and forming institutional linkages.
- 6. Having own vehicle and electronic equipment (laptop, mobile etc) is compulsory.

Agency/Organization

- 1. . Minimum 07 years of existence. Minimum 03 years must be in Madhya Pradesh.
- 2. Last three years (FY: 2022-23, 2023-24, 2024-25) average turnover is above Rs 20 Lakh.
- 3. Have worked on Minimum 02 Central/State government projects of Livelihood, Employment Generation, Community Development in last 05 years.
- 4. Full time regular/on role staff of minimum 10 nos.
- 5. Capable to provide technical experts on tourism and as per the scope of work.

C. Expected Deliverables, Timelines and Payment Framework

Phase	Phase I 2 months Baseline & Conduct baseline survey in assigned cluster Livelihood • Map socio-economic profile,		Detailed Deliverables	Payment (% of Contra ct)	
Phase I Baseline & Livelihood Planning			 Cluster Inception Report Livelihood Mapping & Value Chain Identification Report Beneficiary List (with demographic and skill details Skill Gap Assessment Report Training Plan with schedule and topics 	10%	
Phase II Skill Developmen t & Implementa tion • Conduct customized skill training sessions (minimum 2 per cluster) • Facilitate access to CSR/MPTB schemes for asset creation (e.g., e-rickshaws, telescopes) • Develop Village Life Experience (VLE) tourism modules/itineraries • Strengthen or form Gram Paryatan Samiti (GPS) • Motivate and guide new		 Training Reports (Attendance, Photos, Outcomes) Asset Facilitation Report (beneficiaries, status, funding sources) VLE Design Document (detailing tourist activities) GPS Meeting Reports/Functionality Plan Homestay beneficiaries Mobilization Report 	40%		
homestay entrepreneurs Phase III Marketing & Visibility Enhanceme nt Oreate professional content (photos, videos, village branding stories) Support listing of experiences on booking/tourism portals Organize FAM trip for local guides and TATOs Conduct educational tours (e.g., school/college students) to knowledge tourism sites		 Marketing Strategy Document (offline + online) Content Pack (Min. 20 HD photos, 2 short films per cluster) Portal Listing Documentation (screenshots, links) FAM Trip & Exposure Visit Reports QR-based Village Info Cards/Brochures 	30%		
Phase IV Endline, Impact Assessment & Final Reporting	1 month	Conduct endline survey to measure impact (economic, social, tourism metrics Document success stories, best practices, challenges, and lessons Submit final action plan with recommendations for scale-up	 Endline Survey Report Impact Assessment Report with photos, interviews Final Cluster Report including sustainability roadmap and replicable models 	20%	

The consultancy will span a total of 12 months (48 weeks), with regular reviews and coordination meetings with MPTB and community stakeholders, which may be further extended based on the requirements of ongoing work in the villages.

3. Earnest Money Deposit (EMD)

- 1 The applicant 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 applicants 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 applicant previously subject to the original deadline will thereafter be subject to the deadline as extended.

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 applicants 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 applicant'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.

5. 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.
- c). Applicants may apply for more than one village, provided they can demonstrate the required technical competence and operational bandwidth.
- d). MPTB reserves the right to change /increase or decrease the villages/clusters.

6. **SELECTION:**

After closing of the EOI, the bids (technical) received within the deadline will be opened on mentioned date/time. The shortlisting of applicants as per parameters mentioned in point C. It would be MPTB's discretion to decide the number of agencies to be shortlisted.

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

7. Process of Work Allotment

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 applicants.

8. Response:

Applicants 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.

9. Rights of MPTB

- **9.1** 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.
- **9.2** 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.

10. 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 applicant, 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 applicant.

11. Conflict of Interest:

Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Applicant 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 Applicant is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

12. Intellectual property rights

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

13. Arbitration Clause

- **13.1** All matters of dispute arising out of this shall be governed by Indian law and subject to the jurisdiction of Courts at Bhopal.
- **13.2** 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.
- 13.3 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.

14. 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 EOI for Empanelment of (Individual/Agencies) for Livelihoods Development through Community-Based Rural Tourism in Madhya Pradesh for the field/Villages of selected tourism clusters of different cultural zones in Madhya Pradesh"

Dear Sir,

In response to an invitation for Expressions of Interest (EOI) published on -06-2025 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 Details

- 1. Name of the Organization
- 2. Legal status of the organization (company/Society/Trust) (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's Full name of applicant Stamp & date

Format 3: Organization's Experience in Related field

S. No	Name of	Name of the	Geograp	hical Area	Year of	Present Status	Achievements
	the project	supporting/	of imp	lementation	assignment	(complete	
		funding				/ongoing)	
		agency					
			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's Full name of applicant Stamp & date

Format 4: Financial Capability of agency

On the letter head of CA

CA Certificate

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

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

Signature & Seal of CA

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

S.No.	Name	Designation	Qualification	Total Years of experience	Relevant experience	On agency Payroll (Yes/ No.)
1						
2						
3						
4						

Signature of the applicant's Full name of applicant Stamp & date

Format 6: Non-Blacklisting Certificate

TO WHOMSOEVER IT MAY CONCERN

This is to certify that we(Name of the Agency)	registered under the
(Name of the Act) vide registration No,	do hereby declare and confirm that we have
neither been blacklisted nor declared bankrupt by any Ministry/Depa	rtment /Board /Corporation
/any other entity of the Central or State Government or any quasi-Go	vernment 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 of the organization.