

Request for Proposal for Selection of Agency to Grow Experiential and Adventure Tourism in Madhya Pradesh (2nd Call)
NIT No.: 2267/MPTB/2022 and SYSTEM NO 2022_MPTB_197091 dated 12 April 2022

Pre-Bid Meeting Queries and Answers

Agency Name: Anjani Adventure				
S.no	RFP Point – Page No.	RFP Reference and Provision	Query/ Suggestions	Authority Response
1	Page No. 7 Point No. 1.3.1	Creation of new 1000+ travel experiences and digitizing them for the increase of traveler footfall in Madhya Pradesh.	What does "travel experience," mean in this context; is a stay in a hotel or resort considered an experience?	Please refer to Corrigendum Point no. 1
2	Page No. 7 Point No. 1.3.2	Create an exclusive website to list all these experiences which should provide an online booking system.	1. Tech-stake is not mentioned. 2. No specification for the product environment. 3. Is there any guideline to follow for creating the website?	Please refer point no. 1.4.6.5 & 1.4.6.6
3	Page No. 7 Point No. 1.3.3	Select the right target audience for each product and show them the same through ads on Instagram, Facebook, and Google.	Will the chosen agency utilize their own social media accounts to promote the products, or will MPTB's official account be used, or else will the agency make a new account for the same? (Social Media Account details not mentioned)	Please refer page no. 10 point no. 1.4.5.2 & 1.4.5.3 of RFP
4	Page No. 7 Point No. 1.3.5	Sales & marketing for bringing 2,50,000+ domestic tourists & 50,000 international tourists through online mode of booking(s).	1. From which platform, will these products be booked? 2. Will there be an offline booking platform too? 3. What will be done with the revenue earned by these sales?	Please refer page no. 1.4.4, 1.4.5 & 1.4.6 of RFP

5	Page No. 7 Point No. 1.3.6	Conduct, Facilitate or Organise 12 promotional events annually including festivals and celebrity-driven events	1. Is there a minimum number of participants required to distinguish a tour from an event? 2. Size, Scale and Type not mentioned.	No, Participants number can vary event to event. Event plan to be approved by MPTB. Please refer point no 1.4.7
6	Page No. 9 Point No. 1.4.2	On boarding & assisting the operators/suppliers	1. What is the mode of registration? (offline or online) 2. What steps will MPTB take to verify the reliability of operators' data? 3. Can the Aadhar card number be used to verify the operator's data? 4. What are the terms of the operators' sales contracts? 5. Where will the customer pay for the package?	Please refer page no. 1.4.2 of RFP
7	Page No. 9 Point No. 1.4.3	Training and Assisting the operators/suppliers	Are there any training evaluation criteria to ensure proper training?	No Change
8	Page No. 10 Point No. 1.4.4.2	Integrate the portfolio for 1000 products with other OTA's and make it available for agents across the globe to book.	How many online travel agencies should the agency collaborate with?	No Change
9	Page No. 11 Point No. 1.4.6.2	Agency to develop a complete website with a booking engine - End to end booking engine	Does end to end booking system means customer directly to the vendor?	No Change
10	Page No. 20 Point No. 2.2.6	Consortium or Joint Venture bids shall not be allowed.	If this EOI requires a range of expertise, how come joint ventures are not permitted?	No Change
11	Page No. 28 Point No. 3.2	Number of employees on payroll on 31st March 2022	Will Agency have to provide a registered employee id?	Please refer to Corrigendum Point no. 2

Agency Name: India Hostels Private Limited

S. No	RFP Point – Page No.	RFP Clause	Query	Authority Response
1	Page No. 7 point no 1.3.1	Creation of new 1000+ travel experiences and to digitize them for the increase of traveler footfall in Madhya Pradesh.	What is the definition of New in this RFP. Need clear guidelines to create products. This will help us in creating the exact budget and also save us from any confusion in future	Please refer to Corrigendum Point no. 1
2	Page No. 7 point no 1.3.3	Select the right target audience for each product and show them the same through ads on Instagram, Facebook and Google.	Again the definition of right audience is missing. Right Audience is a bigger term and it is subject to interpretation from person to person which might lead to confusion/conflict in future	Please refer page no. 10 point no. 1.4.5.2 & 1.4.5.3
3	Page No. 7 point no 1.3.5	Sales & marketing for bringing 2,50,000+ domestic tourist & 50,000 international tourist through online mode of booking(s).	What do you mean by online mode of booking?. Bookings done only through the new website will be considered or will the bookings made from any website in the world be considered?	No change
4	Page No. 7 point no 1.3.6	Conduct, Facilitate or Organize 12 promotional events annually including festivals and celebrity driven events.	What do you mean by promotional events? Type of events and the scale of events are not clearly mentioned. Without this it is impossible to make a budget.	No, Participants number can vary event to event. Event plan to be approved by MPTB. Please refer point no 1.4.7.1
5	Page No. 7 point no 1.3.7	Exclusive photoshoot of 200+ on ground experiences	Why only 200 selected products? Why not all 1000 products as photography is the main element to sell a product.	No change
6	Page No. 7 point no 1.4.1 1.A	Adventure Tours	Sub heads mentioned in this section are not correct and misleading. Need Clarity	Please refer to Corrigendum Point no. 1
7	Page No. 8 point no 1.4.1 1.B	Wildlife Tours and Excursions with other local experiences	Sub heads mentioned in this section are not correct and misleading. Need Clarity	Please refer to Corrigendum Point no. 1
8	Page No. 8 point no 1.4.1 1.C	Unique Staycations	Sub heads mentioned in this section are not correct and misleading. Need Clarity	Please refer to Corrigendum Point no. 1
9	Page No. 8 point no 1.4.1.2	Agency will submit a detailed report for phase wise development of all final 1000 tourism products to Madhya Pradesh Tourism Board (MPTB) after due research for its approval.	What is the evaluation criteria of approval?. Please clarify as the evaluation criteria has a direct impact on working timelines and budget	After the submission of Recce & Product Documentation, MPTB will verify products listed during the recce. Approved/Rejected products will be inform to agency of mail in 15 working days.

10	Page No. 9 point no 1.4.2.2	Agency will search and evaluate appropriate different operators and suppliers across different locations in Madhya Pradesh.	Can agency create its own evaluation criteria for operators or the MPTB has some guidelines for it	Please refer page no. 09 point no. 1.4.2.2 of RFP
11	Page No. 9 point no 1.4.2.3	Agency will select operators to run and manage the aforementioned travel product(s) where an operator may be selected for single or multiple experiences.	How MPTB is ensuring that agency is not biased	No change
12	Page No. 9 point no 1.4.2.5	Agency shall facilitate the registration of all operators and service providers with MPTB as per the process laid down by MPTB.	What is the process laid down by MPTB	No Change
13	Page No. 9 point no 1.4.3	Training and Assisting the operators/suppliers	Proper guideline for training is missing	Please refer page no. 09 point no. 1.4.3 of RFP
14	Page No. 9 point no 1.4.3.2	There will be online webinars with minimum two times conduction of each session.	There is no mention of practical or ground training, so I assume that it is not required, kindly confirm	Please refer to Corrigendum Point no. 3
15	Page No. 9 point no 1.4.3.3	The agency shall develop and submit copies of such training material to MPTB.	What are the guidelines for training material from MPTB. The guidelines will help us in submitting the right training material as per MPTB requirement so that after submitting we can get quick approval	Please refer page no. 09 point no. 1.4.3 of RFP
16	Page No. 9 point no 1.4.3.4	The agency shall sign agreements with the suppliers while documenting the services to be provided.	What kind of agreement?	Please refer page no. 09 point no. 1.4.2.7 of RFP
17	Page No. 28 point no 3.2	Evaluation Criteria	Why in some points you have asked for the data for 2019 and in some points data of 2022?	Please refer to Corrigendum Point no. 2

Agency Name: Just Wraavel

S. No	RFP Point – Page No.	RFP Clause	Query	Authority Response
1	-	-	Can EMD be paid in instalments?	No
2	-	-	Total budget of this project	-
3	-	-	Will the agency be granted any initial fund?	Please refer page no. 15 point no. 1.4.9.3 & 1.4.2.7 of RFP.
4	-	-	Scope for Startups to be a part of the project	No Change
5	-	-	Operation management bifurcation	No Change
6	-	-	Is there any requirement to set up office in Bhopal?	Please refer page no. 10 point no. 1.4.4.4

Agency Name: Smriti Films

S. No	RFP Point – Page No.	RFP Clause	Query	Authority Response
1	Page No. 20 point no 2.2.3	The proposed bidder should have been recognized in conducting Tours/ Experiential travel/ Adventure Tours in the tourism industry. (Details of accreditation/certification to be provided)	We are a 27 years old event and marketing agency with our Head office in Bhopal (MP) and handling National brands including Govt. of India clients. We are capable of handling all the requirements as mentioned your RFP.	No Change
2	Page No. 20 point no 2.2.5	The proposed bidder have their own travel-booking platform and marketing team for promotion of the tourism related experiential products.	We want to enquire why above-mentioned points are mandatory, capable agencies like ours should also be given a fair chance to complete for the tender.	No Change
3	Page No. 28 point no 3.2	Number of employees on payroll on 31 st March 2022	We request you to consider our request to amend the above points in the RFP so we can be eligible in this RFP.	Please refer to Corrigendum Point no. 2 (2.2)