

INVITATION FOR EXPRESSION OF INTEREST (EOI)
FOR
ADOPT A HERITAGE: "APNI DHAROHAR, APNI PEHCHAAN"
PROJECT



Ministry of Tourism,
Transport Bhawan
1, Sansad Marg, New Delhi - 110001

PROJECT INTRODUCTION

The Ministry of Tourism, Government of India has launched the "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and State/ UTs Government for developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner.

The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become 'Monument Mitras' and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites as per their interest and viability in terms of a sustainable investment model under CSR. They would also look after the Operation & Maintenance of the same.

Ministry of Tourism hereby invites **Expression of Interest (EoI)** from interested Private /Public companies and individuals who are interested in partnering with Ministry of Tourism, Ministry of Culture and ASI for adopting heritage sites to develop, operate and maintain tourist facilities/amenities at the selected destinations.

Proposals of the participants will be evaluated based on the past initiatives, financial soundness, CSR activities and evaluation of their detailed Vision Bidding along with the various terms and conditions to be submitted by the participants in their proposals.

Interested parties may submit their detailed proposal for consideration to **Assistant Director General (Adopt a Heritage), Ministry of Tourism, Government of India, Room No. 117, 1st Floor, Transport Bhawan, Connaught Place, Sansad Marg, New Delhi - 110001**

Or

Email to the below email address: adoptaheritage-tour@gov.in with subject: Expression of Interest for Adopt a Heritage: "Apni Dharohar, Apni Pehchaan" Project

The Evaluation Committee reserves the right to accept or reject any or all proposals without assigning any reasons. No bidder/participant shall have any cause of action or claim against the committee for rejection of their proposal.

1. PURPOSE OF THE EOI:

This project will help in providing an inclusive tourist experience giving due recognition while preserving the rich and diverse heritage across the country. ASI as on date protects 3,686 ancient monuments and archaeological sites including 36 world heritage sites, giving a glimpse of the sheer richness, variety and diversity in India. These monuments form an integral part in promoting tourism by attracting domestic and international tourists in the country. To tap the true potential of these monuments, we need to provide basic and advanced amenities, illumination, night viewing facilities with safety and security to tourists, adaptive use of heritage site within permissible guidelines of ASI, and an overall enhanced tourist experience that will result in increase of domestic and foreign tourist footfalls.

Under the project, the Monument Mitra is required to select the heritage site as a package, grouped on the basis of tourist footfalls and visibility. The project plans to encourage private and public sector companies and individuals who would be known as "Monument Mitras" for providing basic and advanced amenities and complete operations and maintenance (O&M) initially for 5 years, after regular monitoring and feedback mechanism from all the stakeholders including tourists.

Ministry of Tourism hereby invites Expression of Interest (EoI) from interested Public /Private companies or individuals having demonstrated similar initiatives and/or interest in the chosen area to conceptualize, design, install, provide and maintain the listed facilities for tourists at the selected monuments preferably under CSR initiatives, at no cost to the Government, user or to the visitor by making appropriate technical infrastructural and service interventions.

In addition to associating pride with their CSR initiatives, the service provider ('Monument Mitras') shall get limited visibility in vicinity of the heritage sites and on Incredible India web portal subject to approval of Oversight and Vision Committee. Any incidental profit accrued out of the various services provided, must be re-used in the operations and maintenance of the facilities planned under this project for the selected site.

To the extent possible and applicable in case of the intervention offered, the solution should preferably be multi-lingual, including prominent Indian and UN languages.

The tourist amenities have been divided in to two categories as per the project guidelines:

The basic amenities within and surrounding areas are categorized as below:

- Public conveniences
- Ease of Access
- Aesthetics and cleanliness of site
- Illumination
- Backlit signages

Representative list of inter alia basic amenities:

- Public conveniences of international standard
- Clean drinking water facilities
- Swachh Monument (Cleanliness of the monument, including complete polythene ban)
- Barrier Free Monuments/ Accessibility for All: differently-abled friendly toilets, ramps, wheelchair facility, braille signages, monument models
- Informatory and Directional Signages
- Wi-Fi
- App based Multi lingual Audio-Guide
- Cloak room, shoe-racks/covers etc.
- Point of Sale Terminal (PoS) machines at the Ticketing Counters to promote cashless transactions
- Basic souvenir shop promoting local art and craftsmanship
- Illumination

A. Advanced amenities

Advanced amenities shall be planned as per the identified monument's tourist footfall and financial feasibility of proposed interventions.

List of inter alia advanced amenities:

- Snack Counter (Ready to Eat Snacks & Drinks)
- Facilitation of night visits to monuments under adaptive use within permissible guidelines of ASI
- Advanced surveillance system (Like PTZ based CCTV cameras)
- Tourist Facilitation cum Interpretation Centre (Tourist Multi-Purpose Centre) with facilities like museum, shopping/souvenir shop, cloakroom, toilet, drinking water, money exchange etc.
- Digital Interactive Kiosk, Digital (LED) screening
- Light and Sound Shows with regular cultural shows
- Battery-operated vehicles
- Advanced tourist flow management system linked with carrying capacity of the monuments

Monument Mitras interested in participation under the project shall be required to carry out the need gap analysis for all the selected monuments which is a joint exercise. The vision bidding should reflect the assessment of every individual monument. Further bidders also must prepare vision plan for all the opted monuments in a package. The proposed amenities and facilities under the vision should be as per the need gap analysis and applicable guidelines.

2. PROPOSAL DEADLINES:

The Oversight and Vision Committee will evaluate the received proposals. The submission and receipt of the proposals does not obligate the committee in any way. The Oversight and Vision Committee shall not be liable for any costs incurred by Participants/Bidders in the preparation, presentation or any other aspect of the proposals received by reason of this request/invitation, nor is the Oversight and Vision Committee is obligated to negotiate separately with any sources whatsoever in any manner necessary to serve participant's/Bidder's best interests.

The Oversight and Vision Committee makes no representation, implied or express, that it will accept and approve any proposal submitted. Potential service providers may be short-listed. The services to be provided are to be on non-exclusive, non-commitment, as-ordered agreements. The Oversight and Vision Committee will also be not responsible for any damages, including damages that result from, but are not limited to negligence. Also the Oversight and Vision Committee will not be held responsible for consequential damages, including but not limited to abandonment of project or in any manner whatsoever.

3. PROPOSAL EVALUATION

Proposals submitted may be reviewed and evaluated by the Oversight and Vision Committee's internal evaluation team, including non-allied and independent consultants retained by the Oversight and Vision Committee now or in the future (on need basis) for the sole purpose of obtaining evaluations to proposals. Participants/potential Bidders may be asked to further explain or clarify areas of their proposal in writing during the evaluation process by calling for a presentation.

The purpose of this EOI is for participants/potential bidders to provide information to demonstrate their willingness and capacity to responsibly adopt heritage monument along with their experience in similar field (if any). The bidder should also demonstrate that it has the financial and organizational infrastructure to fulfil the fundamental requirements of the perceived scope of services. Their past CSR ratings would also be taken into consideration.

4. PROPOSAL TERMS AND PRE-QUALIFICATION CRITERIA

1. CONDITIONS UNDER WHICH THIS EOI IS ISSUED

- This EOI is not an offer and is issued with no commitment. Oversight and Vision Committee reserves the right to withdraw the EOI and change or vary any part thereof at any stage. Oversight and Vision Committee also reserves the right to disqualify any participant/bidder, should it be so necessary at any stage.
- Oversight and Vision Committee reserves the right to withdraw this EOI if it determines that such action is in the best interest of the Government of India.

- Short-listed participants/potential bidders would be issued formal request for proposal, if so decided by Oversight and Vision Committee
- Timing and sequence of events resulting from this EOI shall ultimately be determined by Oversight and Vision Committee.
- Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against Ministry of Tourism/ Ministry of Culture/ASI or any of the officials, agents, or employees arising out of, or relating to this EOI or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- Applicants who are found to canvass, influence or attempt to influence in any manner the qualification or selection process, including without limitation, by offering bribes or other illegal gratification, shall be disqualified from the process at any stage.
- Each applicant shall submit only one EOI proposal.

II. RIGHTS TO THE CONTENT OF THE PROPOSAL

For all the EOI proposals received and accompanying documentation of the Pre-Qualification proposal will become the property of the Oversight and Vision Committee and will not be returned after opening of the pre-qualification proposals. The Oversight and Vision Committee is not restricted in its rights to use or disclose any or all the information contained in the proposal and can do so without compensation to the participants/bidders. The Oversight and Vision Committee shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

III. ACKNOWLEDGEMENT OF UNDERSTANDING OF TERMS

By submitting a proposal, each participant/bidder shall be deemed to acknowledge that it has carefully read all sections of this EOI, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.

IV. EVALUATION OF PRE-QUALIFICATION PROPOSAL

The bidders' Pre-Qualification Proposal in the bid document will be evaluated as per the requirements specified in the EOI. The bidders are required to submit all required documentation in support of the prequalification criteria specified. (eg. detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for evaluation.

V. PRE-QUALIFICATION CRITERIA

Companies / Individuals are required to submit relevant credentials / document to support capacity to undertake the development of tourist amenities at the selected site.

VI. REQUIREMENTS OF THE PROPOSAL

Bidders are requested to submit their responses for the Pre-Qualification Requirements in Four (4) parts, clearly labelled according to the following categories:

Part I - Covering Letter and Board Resolution

- a. Covering Letter from the Bidder as per the format provided. (Refer Form I).
- b. Board resolution authorizing the Bidder to sign/ execute the proposal as a binding document and also to execute all relevant agreements forming part of EOI.

Part II — Details of the Organization

- a. This part must include a general background of the respondent organization (limited to 5 Pages)
- b. Organization detail as per the format provided in the EOI. (Refer Form II). Enclose the mandatory supporting documents listed in format.
- c. Financial details of the organization as per format provided in the EOI (Refer Form III). Enclose the mandatory supporting documents listed in format.

Part III — Relevant Project Experience for providing similar services

- a. Respondents must provide details of project / initiatives undertaken of similar nature. Enclose the mandatory supporting documents listed in format.
- b. Details of Expenditure on similar projects as per format. (Refer Form IV)
- c. Other Past Project Details as per format. (Refer Form V)

The Oversight and Vision Committee reserves its right to subject the bidders to security clearances as it deems necessary.

VII. RESPONSE REQUIREMENTS

- The response to the Pre-Qualification Requirements shall be prepared in accordance with the requirements specified in this EOI and in the format prescribed in this document for each of the above-mentioned qualifying criteria as proof of having the minimum requirements.
- Proposals must be direct, concise, and complete. All information not directly relevant to this EOI should be omitted.
- The Proposal shall be sealed and super scribed "Response to Pre-Qualification Requirements — Adopt a Heritage Project on the top right-hand corner and addressed to following address:

Assistant Director General (Adopt a Heritage),
Ministry of Tourism, Government of India,
Room No. 117, 1st Floor,

Transport Bhawan, Connaught Place,
Sansad Marg, New Delhi – 110001
Email Id: adoptaheritage-tour@gov.in
Website: www.adoptaheritage.in

The proposal can also be submitted via email to the below id
adoptaheritage-tour@gov.in

[There is no last date for submission of the EoI. The submitted EoI's shall be evaluated every month for adoption under Adopt a Heritage: "Apni Dharohar, Apni Pehchaan"Project]

FORM I: COVERING LETTER

(Company letterhead)

[Date]

To,
The Secretary,
Ministry of Tourism, Government of India
Transport Bhawan, 1st Floor
1, Sansad Marg, New Delhi 110001

Dear Madam/ Sir,

Ref: Expression of Interest for short listing as potential bidder for 'Adopt a Heritage: Apni Dharohar, Apni Pehchaan' project at heritage sites, monuments and any other tourist site.

Having examined the Expression of Interest (EOI), the receipt of which is hereby duly acknowledged, we, the undersigned, intend to submit a "Pre-qualification requirements proposal in response to the Expression of Interest (EOI) for Adopt a Heritage Project".

We attach hereto the response as required by the EOI, which constitutes our proposal.

We hereby submit our interest in adoption of following sites:

#	Green	Blue	Orange	Other Tourist Site

Note: In the event, that the necessary classification for monument/heritage site/tourist site is not available in the indicative lists on the Adopt a Heritage project website <https://adoptaheritage.in>, please write to us on the email id: adoptaheritage-tour@gov.in

Primary and Secondary contacts for our company are:

	Primary Contact	Secondary Contact
Name		
Title		
Company Name		
Address		
Phone		
Mobile		
Fax		
E Mail		

We confirm that the information contained in this response or any part thereof, including its exhibits, and other documents and instruments delivered or to be delivered to Ministry of Tourism is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements there in do not in whole or in part mislead the department in its short-listing process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the short listing process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so, for providing Services as specified in EOI. We agree for unconditional acceptance of all the terms and conditions set out in the EOI document.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated:

[Signature]

Name:

In capacity of:

Duly authorized to sign the Tender Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of bidder

Witness Signature:

Witness Name:

Witness Address:

CERTIFICATE AS TO AUTHORISED SIGNATORIES

I....., the Company Secretary of, certify that who signed the above Bid is authorized to do so and bind the company by authority of its board/ governing body.

Date:

Signature:

[Name]

[Company Seal]

**FORM II – GENERAL DETAILS OF THE ORGANISATION
(REQUIRED DATA)**

Name of the organisation	
Nature of legal status in India	
Nature of Business in India	
Date of Incorporation	
Date of Commencement of Business	
Address of Headquarters	
Address of registered office in India	
Other relevant information	
<p>Mandatory Supporting Document:</p> <ul style="list-style-type: none"> a. Certificate of incorporation from Registrar of Companies (RoC). b. Relevant sections of Memorandum of Association of the company or fillings to the stock exchanges to the nature of 	

**FORM III: FINANCIAL DETAILS OF THE ORGANISATION
(REQUIRED DATA)**

Financial Information	FY 17-18	FY 18-19	FY 19-20
Revenue (in INR crores)			
Profit Before Tax (in INR crores)			
Attach Auditor Certified Financial Statements for the last three financial years; 2016-17, 2017-18 and 2018-19 (Please include only the sections on P&L, revenue and the assets, not the entire balance sheet.)			

FORM IV: DETAILS OF EXPENDITURE ON SIMILAR PROJECTS
(DESIRABLE DATA)

Financial Expenditure Information	FY 17-18	FY 18-19	FY 19-20
Expenditure on similar projects (in INR crores)			
Expenditure under CSR on similar projects (in INR crores)			

FORM V: DETAILS OF SIMILAR PROJECTS EXECUTED

General Information	
Name of the Project	
Client for which the project was executed	
Name & contact details of client	
Current Status	
Project Detail	
Description of project	
Project Components	
Project Value (in INR Lacs)	
Outcome of the project	
Duration of project (in years)	
Duration of Operations and Maintenance (in years)	
Operations and Maintenance Structure	
Expenditure incurred under CSR	

The requirements given in this Expression of Interest (EOI) are indicative only and Ministry of Tourism, Ministry of Culture and ASI will seek inputs from the pre-qualified bidders in further refining the requirements and all aspects of services shortlisting.