



उत्तर प्रदेश ब्रज तीर्थ  
विकास परिषद  
सांस्कृतिक धरोहर की पुनर्गति

## UTTAR PRADESH BRAJ TEERTH VIKAS PARISHAD

32 Civil Lines, Mathura 281004 U.P.

website : [www.upbtvp.in](http://www.upbtvp.in), email : [ceo.upbtvp@gmail.com](mailto:ceo.upbtvp@gmail.com)

Tel : +91-565-2470190



### EXPRESSION OF INTEREST

**Expression of Interest (EOI) for Hiring of Expert / Advisor for Conceptualization, Designing & Assistance in Operation of "Heritage Walks" for Braj Region of Uttar Pradesh**

**Reference No : 292/UPBTVP/2018-19**

**Date : 12<sup>th</sup> June 2018**

UP Braj Teerth Vikas Parishad invites Expression of Interest (EOI) from qualified and experienced Individuals / Expert for above. The detailed EOI document can be downloaded from [www.upbtvp.in](http://www.upbtvp.in)

Interested Experts eligible as per qualification criteria may submit their Proposal in a sealed Envelope containing two sealed envelopes for Technical & Financial Bid separately upto **25<sup>th</sup> June 2018 by 1400 Hrs.**

For any other information, you can email at : [ceo.upbtvp@gmail.com](mailto:ceo.upbtvp@gmail.com)

**(Chief Executive Officer)**

## 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 Parishad 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 Parishad 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 Parishad 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 Parishad, 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 Parishad accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Parishad, 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 Parishad 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 Parishad 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 Parishad is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Parishad 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 Parishad 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 Parishad 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.

## CRITICAL INFORMATION AND IMPORTANT DATES

- UP Braj Teerth Vikas Parishad invites Experts to submit their technical offer to participate in this “Expression of Interest (EOI) for Hiring of Advisor / Expert for ‘Heritage Walks’ in Braj Region of Distt. Mathura.
- Experts are advised to study this EOI document carefully before submitting their proposals. Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.
- All communications related to this EOI including the submission of the Proposal in hardcopy shall be addressed to:  
**Mr. Santosh Kumar**  
Finance Officer,  
UP Braj Teerth Vikas Parishad  
32- Civil Lines,  
Mathura 281004 Uttar Pradesh, India  
Email: mail@upbtvp.in / ceo.upbtvp@gmail.com
- The decision of Chief Executive Officer, UPBTVP will be full and final in all cases.

**Last date for submission of EOI is 25/06/2018, 1400hrs.**

### IMPORTANT DATES:

S.No	Details	Important Dates
1	ISSUE OF BID DOCUMENT	12.06.2018
2	EOI SUBMISSION	25.06.2018 @ 1400 hrs
3	PRESENTATION DATE & TIME	28.06.2018 @ 1200 hrs
4	OPENING OF FINANCIAL BID (ONLY FOR SUCESSFUL QUALIFIER AFTER PRESENTATION)	28.06.2018 or as decided

. No.

# UP Braj Teerth Vikas Parishad

## Expression of Interest (EOI) for Hiring of Expert / Advisor for

### Conceptualization, Designing & Assistance in Operations of “Heritage Walks” for Braj Region of Uttar Pradesh

Reference No: **292/UPBTVP/2018-19**

**Date : 12<sup>th</sup> June 2018**

#### **CHAPTER - 1**

##### **1.1 Information Provided**

The **Expression of Interest (EOI)** document contains statements derived from information that is believed to be true and reliable at the date obtained but does not purport to provide all of the information that may be necessary or desirable to enable an intending contracting party to determine whether or not to enter into a contract or arrangement with UP Braj Teerth Vikas Parishad (UPBTVP) in relation to the provision of services. Neither UPBTVP nor any of its directors, officers, employees, agents, representative, contractors, or advisers give any representation or warranty (whether oral or written), express or implied as to the accuracy, updating or completeness of any writings, information or statement given or made in this EOI document.

##### **1.2 Disclaimer**

Subject to any law to the contrary, and to the maximum extent permitted by law, UPBTVP and its officers, employees, contractors, agents, and advisers claim all liability from any loss or damage (whether foreseeable or not suffered by any person acting on or refraining from acting because of any information, including forecasts, statements, estimates, or projections contained in this EOI document or conduct ancillary to it whether or not the loss or damage arises in connection with any negligence, omission, default, lack of care or misrepresentation on the part of UPBTVP or any of its officers, employees, contractors, agents, or advisers.

##### **1.3 Costs Borne by Respondents**

All costs and expenses incurred by Recipients / Respondents in any way associated with the development, preparation and submission of responses, including but not limited to attendance at meetings, discussions, demonstrations, etc. and providing any additional information required by UPBTVP, will be borne entirely and exclusively by the Recipient / Respondent.

##### **1.4 No Legal Relationship**

No binding legal relationship will exist between any of the Recipients. Respondents and UPBTVP until execution of a contractual agreement.

##### **1.5 Recipient Obligation to Inform Itself**

The Recipient must conduct its own investigation and analysis regarding any information contained in the EOI document and the meaning and impact of that information.

## CHAPTER – 2

### 1.0 Introduction

UP Braj Teerth Vikas Parishad, (Referred as Client) intends to implement the project of "**Conceptualization, Designing & Assistance in Operation of “Heritage Walks” for Braj Region of Uttar Pradesh**". This way the Parishad wishes to:

- a) Seek Advice for Preparation of a plan for preserving, developing & maintaining the aesthetic quality of Braj Heritage in the fields of Culture, ecology & architecture.
- b) Coordinating & monitoring the implementation of such plan.
- c) Create awareness among citizens about key historic areas;
- d) Help citizens and tourists to relate to the historic parts of the city in a more personal and intimate manner;
- e) Draw the tourists into areas of rich cultural and architectural Heritage which are not yet on the tourist itinerary completely;
- f) Increase the number of visitors , which will result in heightened sensitivity of the local populace towards the historic value of settlements and encourage local communities to conserve and preserve their own heritage and inculcate a sense of pride and appreciation among them.

This project of dedicated Heritage Walks in Braj Region shall target the stories and regions around heritage monuments (including lesser known monument/places) /markets/communities etc of the city, famous cuisines, textiles & crafts, local culture, dance, poeries etc.

In this regard, UP Braj Teerth Vikas Parishad invites EOI for '**Hiring of Expert / Advisor for Conceptualization, Designing & Assistance in Operation of “Heritage Walks” for Braj Region**' from experienced individuals who have an experience in this field.

### 2.0 Scope of Work

1. Conceptualization, Designing & Assistance in Operation (including marketing) of **Heritage Walks** in Braj Region
2. To make concentrated efforts in the direction of professionally enhancing awareness & interest in intangible cultural heritage, safeguarding, promoting & propagating it systematically.
3. To formulate Architectural regulations to bring out a uniformity in the buildings & structures in conformity with the heritage architecture of the region.
4. Capacity building and Training for **Heritage Walks**.
5. To create strategic approach for implementation and functioning of **Heritage Walks Model**.
6. To coordinate with Travel Agents / Tour Operators & online sales platforms to market the "**Heritage Walks**"

### 3.0 Qualifying Criteria for Individual / Experts

1. The Expert should be an Architect (holding a valid 5 Year Architecture degree / diploma programme & COA Certificate) or any other equivalent degree in the field of Planning / Architecture with an experience of at least 15 years in the field of Heritage Management and Urban conservation.
2. The Expert should have proven experience of carrying out similar kind of project in past years. (Min 4 such kind of works) - Work order of such kind of work from Government organization to be enclosed.
3. The Expert thus applying has never been debarred / blacklisted. (Undertaking for the same as per “Annexure 4”)
4. The Expert should have the ability to hire and train prospects. Experience of training provided to at least two clients (State / Central agency) is must. (Work order for training conducted for any Central / State agency or similar kind of document).
5. The Expert should have ability to create Walks specific standardized content. (Attach minimum three Walking tour content created by the Expert agency).
6. Details of Awards won for “Heritage Walks” by any State / Central Agencies for their work in Heritage and Urban Conservation (Documentary proof for the same will be attached).
7. Expert should submit the document that he/she is not involved in any court of law for any case (Undertaking for the same to be submitted). - As Annexure 4
8. Expert should be registered with GST (goods & service Tax), and if not he/she should submit a letter as per Annexure 6.
9. Expert should submit its personal balance sheet of last 03 years, duly signed attested by Chartered Accountant.
10. Must, at present, be conducting Walking tours in at least one state in India (documentary proof, such as bill issued to clients, marketing collateral, pictures, trademarks applications etc., to be attached).

**All necessary documents in support of qualification claim shall be attached with the application.**

### 4.0 Evaluation Criteria

- The Parishad has adopted a weightage selection process (collectively the “Selection Process”) in evaluating the Proposals comprising Technical and Financial proposal separately to be submitted in a two separate sealed envelopes, and both envelopes to be put in a Single Envelope marked with ‘EOI for Hiring of an advisor/Expert for Heritage Walks’. Advisor Name and all details to be provided on top of the envelope. In the first stage, a technical evaluation will be carried out as specified below.
- All the proposals will be scrutinized and candidates shortlisted. The Applicants will be evaluated based on appropriate marking system. The categories for marking and their respective marks are as under:

S.No.	Details	Marks (Maximum) 100 Marks
1	Profile	10
2	Work experience of Heritage Walks of similar nature in Country	30
3	Presentation as per Scope of Work	35
5	Award Won for Heritage Walks	15
6	Working Experience in Uttar Pradesh for Similar Projects	10

- In the Presentation, Applicant should showcase all works done in past and a conceptual design of the proposed work on the Braj Development Plan along with graphical representation in front of the committee formed by Chief Executive Officer.
- Committee will evaluate marks out of 100, for Presentation of the firm / Applicant. Three participants who score the maximum in presentation, will be qualified for financial proposal and only their envelopes to be opened.
- The financial proposal of others will not be considered and returned unopened after completing the technical selection process.
- In the second stage, the financial evaluation will be carried out on L-1 basis.

Applicant shall submit the Financial Proposal in the format at **Annexure 6** clearly indicating the total cost of the Consultancy.

**The Presentation should have following contents:**

1. All the points mentioned in “SCOPE of WORK”.
2. The experience in the area of heritage management. Culture, conservation, brand marketing & on-ground operations in tourism, heritage or across service industries (resume to be attached).
3. Must have existing international clients and experience of handling foreign & domestic tourists, delegations and groups. (Attach Screen shots of project details)
4. Details of Awards won for “Heritage Walks” (if any).
5. Sample Collateral designed/ proposed for “Heritage Walks”

**The presentation will held at Conference Room, UPBTVP, Mathura at the date and time mentioned above.**

**5.0 Support from UP Braj Teerth Vikas Parishad**

1. Liaisoning support (Support Staff / Departmental support) will be provided to the successful expert by UP Braj Teerth Vikas Parishad, if required.
2. UPBTVP will be securing necessary permission from concerned Govt. agencies(Local administration, Police, heritage authorities etc.) for successful expert
3. Travel & accommodation will be provided to the training team (Max 3 person) deployed by successful expert (up to 02 times in a year) of maximum 03 pax at an instance.
4. Local transport for site visit to Expert.
5. Display of Collaterals in all properties and marketing offices associated with UPBTVP.
6. Section for “Heritage Walks” will be created on the website of UPBTVP.

## 6.0 Deliverables

1. Expert / Advisor should have at least 1 visit to Braj Region for 3-4 days per month, it can be further extended if required by Client, No Extra TA & DA to be provided for the visit.
2. In every quarter, at least one Conceptual thought of Heritage Walks to be prepared and the same to be implemented in every Half Year. Coordination with appointed agency for the work to be carried out for successful implementation of the work.

## 7.0 Validity of the Contract:

1. The validity of the contract to be executed with successful Expert will be for a period of Two Years, can be extended on the basis of performance and approval from Chief Executive Officer UPBTVP.
2. Contract can be terminated by individual or by UPBTVP with a minimum 45 days notice to either party.

## 8.0 General

1. This is not a **Request for proposal (RFP)** and **commercial bids SHOULD be submitted with EOI only.**
2. **UPBTVP** reserves the right to examine / verify the supporting documents / reports furnished by the Experts.
3. UPBTVP shall shortlist the Experts based on the requirements and the responses submitted. UPBTVP reserves the right to call only short listed Experts for **technical presentation** of their proposed solution and their subsequent empanelment on the date, time as decided by UPBTVP.
4. If any information or document provided in the response to this EOI is found to be misleading, subsequently the expert will be disqualified.
5. UPBTVP may reject any or all the proposals received / cancel the entire process at any stage without assigning any reason whatsoever.
6. UPBTVP shall have absolute discretion to issue **Request for Proposal** to eligible Experts shortlisted under EOI or go for an open Reference later. The decision taken by the UPBTVP in this regard is final and binding on all the Experts of EOI.
7. The Expert who wishes to submit responses to this EOI should note that they should abide by all the terms and conditions contained in the EOI. If the responses contain any extraneous conditions put in by the Expert, such responses may be disqualified and may not be considered for the empanelment / selection process.
8. The information exchanged between the Experts and UPBTVP as part of this EOI shall be confidential and shall not be disclosed without the prior written consent of the UPBTVP.
9. **Expert should be paid only after successful verification of quality of work and bill (generated by Expert) by CEO, UPBTVP.**
10. **10% Security Deposit will be deducted from the fees charged by Expert for 6 months period and will be paid only after the 02 years of successful completion of the contract period. If the contract to be cancelled within 06 months by either of the parties, then the security deposit will be forfeited.**
11. Notwithstanding anything contained herein above, in case of any dispute, claim and legal action arising out of this EOI, the parties shall be subject to the jurisdiction of courts at Mathura, Uttar Pradesh India only.



## 9.0 Submission of Proposal

### Proposal packing and inclusions

#### A. Proposal preparation

##### (i) Technical Preparation

The Expert shall prepare “Technical Documents” which shall contain:

- 1) All the annexures as mentioned in EOI.
- 2) Supporting Documents as mentioned in Clause 4.0.

The “Technical Documents” shall be submitted in hardcopy and to be enclosed in an outer Packet labelled as **Expression of Interest (EOI) for Hiring of Expert / Advisor for Conceptualization, Designing & Operation of “Heritage Walks”** for Braj Region of Uttar Pradesh and must be submitted before the stipulated time as mentioned in section, **“Important Dates”**

##### (ii) Financial Preparation

Expert / individual applying for EOI should submit their financial proposal in specified format (Annexure 6).

Experts qualifying as per the criteria mentioned above and one who is interested in providing the services detailed above, may submit their response to this EOI as per formats given in annexure along with relevant documentary evidence latest by **25<sup>th</sup> June 2018 till 1400 hrs**. Any response not containing information for all the parts of Annexure may be treated as rejected.

## 10. Rights of UPBTVP

- i.CEO, UPBTVP 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.
- ii.CEO, UPBTVP 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.

## 11. Intellectual property rights

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

## 12. Arbitration

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

12.2 All Disputes between the Parties arising out of or relating to or in connection with this Agreement, including the performance or nonperformance 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 UPBTVP at Mathura.

12.3 If any dispute or difference of any kind whatsoever shall arise inconnection 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 appointed by mutual consent of both parties and as per the provisions of the Arbitration and Conciliation Act, 1996. The venue of the arbitration proceedings shall be the Head Office of UPBTVP at Mathura. Upon any and every reference as a foresaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

**Annexure-1 Format of Application Form**  
(On Applicant's Letterhead)

To,  
Chief Executive Officer,  
UP Braj Teerth Vikas Parishad  
32 Civil Lines, Mathura 281004

**Subject: Expression of Interest (EOI) for Hiring of Expert / Advisor for Heritage Walks in Braj Region**

Dear Sir,

This has reference to the advertisement pertaining to the above captioned subject. We are interested in submitting our Expression of Interest for the same. We would like to clearly state that we qualify for this work as our organization meets all the prequalifying Criteria indicated by Uttar Pradesh Braj Teerth Vikas Parishad , Mathura & our organization is not under a declaration of ineligibility for corrupt or fraudulent practices.

We understand that if the details given in support of claims made by us are found to be untenable or unverifiable or both our EOI will be rejected without any reference to us. We further clearly understand that UPBTVP is not obliged to inform us of the reasons of rejection of our bid.

**Your's sincerely**

**Signature**

Name, designation, contact address, telephone number, email & seal of authorized Signatory

**Annexure -2 Expert Profile**

**Attach Detailed Bio data along with Certificates and supporting documents**

**Annexure - 3 - Experience**

Sl. No	Organization	Name	Year in which Walks Conducted	Place
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## Annexure 4: Declaration Regarding Clean Track

(To be submitted on letterhead of the Expert)

To,  
Chief Executive Officer ,  
UP Braj Teerth Vikas Parishad  
32 Civil Lines, Mathura 281004

Dated -----, 2018

**Ref: Expression of Interest (EOI) for Hiring of Expert / Advisor for Heritage Walks in Braj Region**

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding Hiring of Expert / Advisor for Heritage Walks in Braj Region.

I hereby declare that my company has not been debarred/black listed by any Government/Semi Government organizations in India. I further certify that I am competent officer in my company to make this declaration.

In accordance with the above we would like to declare that:

1. We are not involved in any litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.
2. We are not blacklisted by any Central/State Government/Public Sector Undertaking in India.
3. We are not involved in any court of law for any case related to such kind of work.
3. The information provided in the EOI document is true and no false representation has been made.

Yours faithfully,

(Signature of the Expert)

Printed Name :

Designation Seal

Date:

Business Address:

Place: Expert's signature

Date: with seal.

## Annexure 5: Declaration Regarding GST Registration

(To be submitted on letterhead of the Expert)

To,  
Chief Executive Officer ,  
UP Braj Teerth Vikas Parishad  
32 Civil Lines, Mathura 281004

Dated -----, 2018

**Ref: Expression of Interest (EOI) for Hiring of Expert / Advisor for Heritage Walks in Braj Region**

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding Hiring of Expert / Advisor for Heritage Walks in Braj Region

I hereby declare that I '\_\_\_\_\_', s/o of '\_\_\_\_\_' resident of '\_\_\_\_\_' bearing PAN CARD No: '\_\_\_\_\_' not registered with GST currently.

If I get appointed as an Advisor / expert for the above said work then I would register with GST and provide the same within 3 months of time

Yours faithfully,

(Signature of the Expert)

Printed Name :

Designation Seal

Date:

Business Address:

Place: Expert's signature

Date: with seal.

## Annexure 6: Financial Proposal

(To be submitted on letterhead of the Expert)

To,  
**Chief Executive Officer ,**  
**UP Braj Teerth Vikas Parishad**  
**32 Civil Lines, Mathura 281004**

Dated -----, 2018

**Ref: Expression of Interest (EOI) for Hiring of Expert / Advisor for Heritage Walks in Braj Region**

Dear Sir,

I have carefully gone through the Terms & Conditions contained in the EOI Document regarding "Hiring of Expert / Advisor for Heritage Walks in Braj Region."

My Best Financial Quote for the above mentioned work: \_\_\_\_\_ per month inclusive of all taxes.

(Rupees in words : \_\_\_\_\_) per month inclusive of all taxes

I also agree that No TA, DA shall be provided to me, other than for those works for which I have to travel to any place asked to visit by UPBTVP.

I also certify and agree that the contract if signed with me can be terminated with a period of 45 days notice.

Yours faithfully,

(Signature of the Expert)

Printed Name :

Designation Seal

Date:

Business Address:

Place: Expert's signature

Date: with seal.