

Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN

## **REQUEST FOR PROPOSAL**

**Selection of a Professional Consulting Agency  
for operational excellence and revenue growth  
of GMVN Tourism**

**14 - 07 - 2023**

**Garhwal Mandal Vikas Nigam (GMVN)**

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## DISCLAIMER

This Request for Proposal (RFP) is issued by Managing Director, Garhwal Mandal Vikas Nigam ( also referred as GMVN) .

While the information in this RFP has been prepared in good faith, it does not support to be comprehensive or to have been independently verified. Neither the corporation nor any of its officers or employees, nor any of their advisers nor consultants accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to the proposed assignment, or makes any representation or warranty, express or implied, with respect to the information contained in this RFP or on which this RFP is based or with respect to any written or oral information made or to be made available to any of the recipients or their professional advisers and, so far as permitted by law and except in the case of fraudulent misrepresentation by the party concerned, and liability therefore is hereby expressly disclaimed.

The information contained in this RFP is selective and is subject to updating, expansion, revision and amendment at the sole discretion of the Client. It does not claim to contain all the information that a recipient may require for the purposes for making a decision for participation in this selection process. Each bidder must conduct its own analysis of the information contained in this RFP, to correct any inaccuracies therein and is advised to carry out its own investigation into the proposed assignment, the regulatory regime which applies thereto and by and all matters pertinent to the project and to seek its own professional advice on the legal, financial and regulatory consequences of entering into any agreement or arrangement relating to the project.

This RFP includes certain statements, information, projections and forecasts with respect to the proposed assignment. Such statements, information, projections and forecasts reflect various assumptions made by the management, officers and employees of the Client, which (the assumptions and the base information on which they are made) may or may not prove to be correct. No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based and nothing in this RFP is, or should be relied on as, a promise, representation or warranty.

Garhwal Mandal Vikas Nigam, shall be the sole and final authority with respect to selection of a consultant for the purpose through this RFP.

**BIDDER DATA SHEET**

S.No.	Particular	Details
1	Name of the Client	Garhwal Mandal Vikas Nigam
2	Bid System	2 Bid System
3	Availability of RFP Document	<a href="http://www.uktenders.gov.in">www.uktenders.gov.in</a>
4	Date of RFP Issue	14/07/2023
5	Pre bid meeting	21/07/2023 at 11:00 a.m.
6	Clarifications of issues raised in Pre bid meeting	23/07/2023
7	Last Date of Proposal Submission	01/08/2023 till 3:00 p.m.
8	Tender Opening Date	01/08/2023 at 3:30 p.m.
8	Tender Fee	INR 1180(inclusive of GST )
9	Earnest Money Deposit (EMD)	Rs 1,00,000 {INR One Lakh Rupees only}
10	Bid Security Declaration	All bidders will be required to submit a bid security declaration as provided in TECH 11 of this document
11	Contact Person	Rakesh Saklani ,Mobile No . : 7060411140
12	Address of Proposal Submission	74/1 , Rajpur Road ,Dehradun ,Uttarakhand
13	Place of Bid Opening	Meeting Hall ,Garhwal Mandal Vikas Nigam Limited (GMVN)

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**SECTION 1**  
**LETTER OF INVITATION (LOI)**

## LETTER OF INVITATION

RFP No: \_\_\_\_\_

Dated: 14-07-2023

**Name of the Assignment:** Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN

1. Managing Director, Garhwal Mandal Vikas Nigam (GMVN),(The Client) invites sealed proposal from eligible bidder under the process for "Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN". More details on the proposed study are provided at Section-3: Terms of Reference (ToR) of this RFP Document.
2. A bidder will be selected under QCBS Selection procedure as prescribed in the RFP Document in accordance with the policies and procedures of the latest Procurement Guideline of Govt. of Uttarakhand.
3. The proposal completes in all respect as specified in the RFP Document must be accompanied with a Non- refundable Demand Draft of amount of Rs. 1180 (One thousand one hundred eighty rupees only) towards tender Fee in favour of "Managing Director, Garhwal Mandal Vikas Nigam," drawn in any scheduled commercial bank and payable at Dehradun, Uttarakhand failing which the bid will be rejected.
4. The proposal must be delivered at the specified address as per the Bidder Data Sheet by Speed post / Registered Post/Physical mode only. The Client shall not be responsible for postal delay or any consequence. Submission of proposal through any other mode will be rejected. Scanned copy of the tender fee receipt should be uploaded along with the technical bid on the website [www.uktenders.gov.in](http://www.uktenders.gov.in)
5. The last date and time for submission of proposal complete in all respects is 01/08/2023 before 3:00 PM and the date of opening of the technical proposal shall be communicated to the bidders. Representatives of the bidders may attend the meeting with due authorization letter on behalf of the bidder.
6. This RFP includes following sections:
  - a. Letter of Invitation [Section - 1]
  - b. Information to the Bidder [Section - 2]
  - c. Terms of Reference [Section - 3]
  - d. Technical Proposal Submission Forms [Section - 4]
  - e. Financial Proposal Submission Form (Section -5)
  - f. Annexure (Section - 6)
7. While all information/data given in the RFP are accurate within the consideration of scope of the proposed assignment to the best of the Client's knowledge, the Client holds no responsibility for accuracy of information and it is the responsibility of the bidder to check the validity of information/data included in this RFP. The Client reserves the right to accept / reject any / all proposals / cancel the entire selection process at any stage without assigning any reason thereof.

Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN

Managing Director  
Garhwal Mandal Vikas Nigam (GMVN)

**SECTION 2**  
**INFORMATION TO THE BIDDER**

## 1. Prequalification Criteria

Before opening and evaluation of the technical proposals, each bidder will be assessed based on the following pre-qualification criteria. The bidder is required to produce the copies of the required supportive documents / information as part of their technical proposal failing which the proposals will be rejected.

S.No.	Eligibility Criteria	Supporting Documents
1	<p>The Bidder should be a Company/ Firm/ LLP registered in India with a track record of providing consulting/ advisory services to Central/State Govt, PSU's .</p> <p>The Bidder should have experience of working on Strategic advisory assignment(s) in the Development Sector with Central/State Govt., PSU and Multi-Lateral Organisations involving strategic planning, program design and evaluation.</p> <p>Minimum 3 assignment undertaken in the last 5 years should be submitted</p>	<p>Incorporation/ Registration Certificate along with Work Order/ Copy of agreement/ Completion certificate</p>
2	<p>The Bidder should have an average turnover of minimum INR 50 Lakhs during last three financial years (FY 2022 - 23, FY 2021 - 22, FY 2020-21)</p>	<p>Certificate from statutory auditor/ audited financial statements for the three financial years</p>
3	<p>The firm should have a Registered office /Corporate office in Uttarakhand</p>	<p>Incorporation Certificate/Lease Deed/Rent Agreement</p>
5	<p>The bidder should not have been blacklisted or debar by any State / Central Government or their agencies or Public Sector Undertakings (PSUs) as on bid submission date for corrupt, fraudulent or any other unethical business practices or for any other reason.</p>	<p>Affidavit</p>
<p>Any kind of Consortium/ Joint Venture with other firms is not allowed.</p>		



## **2. Documents / Formats needs to be submitted along with TECHNICAL PROPOSAL:**

The bidder has to furnish the following documents duly signed in along with their Technical Proposal:

- Filled in Bid Submission Check List in Original (Annexure-I)
- Covering letter (TECH - 1) on bidder's letterhead
- Bid Processing Fee if applicable.
- Copy of Certificate of Incorporation/ Registration.
- Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- Copies of IT Return for the last three FYs (FY 2022 - 23, 2021 -22, 2020 - 21).
- General Details of the Bidder (TECH - 2).
- Financial Details of the bidder (TECH - 3) along with all the supportive documents as applicable duly signed as per the instruction.
- Power of Attorney (TECH - 4) in favor of the person signing the bid on behalf of the bidder or Board of Directors
- List of completed assignments of similar nature (Past Experience Details, TECH - 5) along with copies of contracts / work orders / completion certificate from previous Clients.
- Self-Declaration regarding Conflict of Interest (TECH - 6)
- Comments and Suggestions (TECH - 7)
- Description of Approach, Methodology & Work Plan (TECH - 8)
- CV of Key Professionals (TECH - 9)
- Work Plan (TECH - 10)
- Bid Security Declaration Template (TECH -11)

Bidders should submit the required supporting documents as mentioned above. Bids not conforming to the eligibility criteria and non-submission of required documents as listed above will lead to rejection of the bid. Submission of forged documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions and other important information as mentioned in the RFP Document. The proposal must be complete in all respect, indexed and hard bound. Each page should be numbered and signed by the authorized representative.

## **3. Tender Fee:**

The bidder must furnish as part of technical proposal, the required tender fee amounting to Rs. 1180/- (One thousand one hundred eighty rupees only) in shape of DD from any scheduled commercial bank in favor of "Managing Director, Garhwal Mandal Vikas Nigam," payable at Dehradun. Proposals received without bid processing fee will be out rightly rejected.

Startups (empanelled under Startup Uttarakhand, Govt. of Uttarakhand) to be given relaxation from this fee.

#### 4. Bid Security Declaration:

All bidders will be required to submit a bid security declaration as provided in TECH 11 of this document. Any Bidder violating the stipulated conditions in the Bid Security Declaration will be suspended for a period of one year.

#### 5. Earnest Money Deposit

- i. Every bidder participating in the bidding process must furnish the required interest-free Earnest Money Deposit (EMD) of Rs 1,00,000 {INR One Lakh Rupees only) in the form of Demand Draft /Fixed Deposit Receipt /Unconditional Bank Guarantee from any nationalized or a scheduled commercial bank in favour of "Managing Director, GMVN,".
- ii. The EMD fee should be submitted at head office of GMVN Ltd. To the concerned officer as mentioned in this document. Scanned copy of the EMD fee should be uploaded along with the technical bid on the website [www.uktenders.gov.in](http://www.uktenders.gov.in)
- iii. EMD of the bidder submitted to GMVN in respect of other bids awaiting decision will not be adjusted towards EMD for the fresh bids.
- iv. The EMD originally deposited may, however, be taken into consideration in case proposals are re-invited.
- v. **Refund of EMD:** The EMD of unsuccessful bidders shall be refunded within 60 days of completion of agreement signing process.
- vi. **Forfeiture of EMD:** GMVN may decide to forfeit the EMD submitted by the bidder in any of the following cases:
  - a. When the selected Agency does not sign the agreement within the stipulated period as mentioned in the letter of award or the work order.
  - b. When the selected Agency withdraws or modifies the proposal after opening of proposals.
  - c. When the selected Agency does not deposit the Performance Guarantee in the form of Bank Guarantee before the Agreement is signed.
  - d. Rejection of proposal on account of Corrupt and Fraudulent Practices.

#### 5. Validity of the Proposal:

Proposals shall remain valid for a period of 180 (One Hundred Eighty Days) from the date of opening of the technical proposal. The Client reserves the rights to reject a proposal valid for a shorter period as non-responsive and will make the best efforts to finalize the selection process and award of the contract within the bid validity period. The bid validity period may be extended on mutual consent.

#### 6. Pre-Bid Queries:

Bidders are allowed to submit their queries in respect of the RFP and other details if any, to GMVN, through e-mail at [mis.gmvm@gmail.com](mailto:mis.gmvm@gmail.com) till 20<sup>th</sup> July, 2023 till 10 :00 a.m. .Clarifications to the above will be sent through email to the respective bidders for the purpose of preparation of the proposal. Request for alternation / change in existing terms and conditions of the RFP will not be considered / entertained unless deemed necessary and justifiable by the client.

## 7. Submission of Proposal:

Bidder must submit their proposals by Registered Post / Speed Post only to the specified address on or before the last date and time for submission of proposals as mentioned in Bidder Data Sheet. Scanned copy of the tender fee receipt should be uploaded along with the technical bid on the website [www.uktenders.gov.in](http://www.uktenders.gov.in) The Client will not be responsible for postal delay / any consequence in receiving of the proposal. The proposal must have to be submitted in two parts. Each part should be separately bound with no loose sheets. Each page of the two parts should be page numbered and in conformation to the eligibility qualifications and clearly indicated using an index page. The Client will not consider any proposal that arrives after the deadline as prescribed in the Bidder Data Sheet. Any Proposal received after the deadline will be out rightly rejected by the Client.

The procedure for submission of the proposal is described below:

**Technical Proposal (Original):** The envelope containing technical proposal shall be sealed and superscripted as "Technical Proposal - Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN" and to be furnished inside one envelope. The duly filled-in technical proposal submission forms, with all the supportive documents and information have to be furnished as part of technical proposal.

**Financial Proposal (Original):** The envelope containing financial proposal shall be sealed and superscripted as "Financial Proposal - Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN". The duly filled-in financial proposal submission forms should contain the detail price offer for the proposed assignment and to be furnished as per the prescribed format only.

The "Technical Proposal" and "Financial Proposal" must have to be submitted in two separate sealed envelopes (with respective marking in bold letters) along with the prescribed formats/information mentioned in the RFP Document. The first envelope must be marked as "TECHNICAL PROPOSAL (Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN)". The second envelope must be marked as "FINANCIAL PROPOSAL (Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN)" and it should contain Financial Proposal only. Both the above envelopes have to be sealed and placed inside a third main envelope with proper labelling of following information in bold:

**NAME OF THE ASSIGNMENT:**

**RFP NUMBER AND DATE:**

**NAME OF THE BIDDER:**

**DEADLINE FOR SUBMISSION OF BID:**

**NAME AND ADDRESS OF THE BIDDER:**

Any deviation from the prescribed procedures / information / formats / conditions shall result in out-right rejection of the proposal. All the pages of the proposal have to be sealed and signed by the authorized representative of the bidder. Bids with any conditional offer shall be out rightly rejected. All pages of the proposal must have to be sealed and signed by the authorized representative of the bidder. Any conditional bids will be rejected.

**1. Opening of the proposal:**

The FIRST ENVELOPE containing TECHNICAL PROPOSAL will be opened in the initial stage by the Client in presence of the bidder's representatives at the location, date specified in the Bidder Data Sheet. The Client will constitute a Consultant Evaluation Committee (CEC) to evaluate the proposals submitted by bidders. Only one representative with proper authorization letter from the participating bidder will be allowed to attend the bid opening meeting. The SECOND ENVELOPE containing FINANCIAL PROPOSAL only of the technically qualified bidders will be opened after completion of technical evaluation stage. The date for opening of the financial proposal will be intimated accordingly to the technically qualified bidders well in advance.

**2. Evaluation of Proposal**

A Three stage evaluation process will be conducted as explained below for evaluation of the proposals:

- **Preliminary Evaluation (1<sup>st</sup> Stage):** Preliminary evaluation of the proposals will be done to determine whether the proposal comply to the prescribed eligibility condition and the requisite documents / information have been properly furnished by the bidder or not. Submission of following documents / information will be verified:
  - Filled in Bid Submission Check List in Original (Annexure-I)
  - Covering letter (TECH A - 1) on bidder's letterhead requesting to participate in the selection process.
  - Bid Processing Fee as applicable.
  - Copy of Certificate of Incorporation/ Registration.
  - Copy of PAN
  - Copy of Goods and Services Tax Identification Number (GSTIN)
  - Copies of IT Return for the last three FYs (FY 2022 - 23, 2021 -2022, 2020 - 21).
  - General Details of the Bidder (TECH - 2).
  - Financial Details of the bidder (TECH - 3) along with all the supportive documents as applicable duly signed and certified as per the instruction.
  - Power of Attorney (TECH - 4) in favor of the person signing the bid on behalf of the bidder.
  - List of completed assignments of similar nature (Past Experience Details, TECH - 5) along with copies of contracts / work orders / completion certificate from previous Clients.
  - Self-Declaration on Conflict of Interest (TECH - 6).
  - Duly filled in Technical Proposal Forms (TECH - 7 to 11)

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- All the pages of the proposal and enclosures/attachments are signed by the authorized representative of the bidder.

\* **Bids not complying to any of the above requirement, shall be rejected at the discretion of the Client's authority.**

- **Technical Evaluation (2<sup>nd</sup> Stage):** Technical proposal will be opened and evaluated for those bidders who qualify the preliminary evaluation stage. Detailed evaluation process as per the following parameters will be adopted for evaluation of the proposals.

CRITERIA	MAXIMUM POINTS
<b>1. Experience of the bidder</b>	<b>24 marks</b>
Experience of implementing_ development sector projects related to Strategy Development   Research   Assessments   Impact Evaluation in the development sector.  3 assignments to be submitted in the last 5 years. At-least one completed assignment undertaken in Uttarakhand should be furnished.  Each assignment carries 8 marks	
<b>2. Relevant experience of the key professional staff proposed for the assignment</b>	<b>36 marks</b>
2.1 Strategy Consultant	15 marks
2.2 Expert - Hospitality Sector	8 marks
2.3 Digital marketing Manager	8 marks
2.4 Research Analyst	5 marks
<b>3. Approach, Methodology and Work Plan for the assignment</b>	<b>40 marks</b>
3.1 Understanding of Scope, Objectives and Completeness of response	15 marks
3.2 Methodology to be adopted	20 marks
3.3 Staffing and Study Management Plan	05 marks

Bidder must achieve a minimum score of 70 marks to proceed with the financial proposal opening. Those bidders who score less than 70 marks will not have their financial bids opened.

**Financial Evaluation (3<sup>rd</sup> Stage):** The financial proposals of only those bidders qualifying the technical evaluation (2<sup>nd</sup> Stage) shall be opened at this stage in the presence of the bidder's representative who wishes to attend the meeting with proper authorization letter. The name of the bidder along with the quoted financial price will be announced during the meeting.

### 3. Evaluation Process

QCBS method will be followed during the overall selection process. The financial bids of technically qualified bidders will be opened on the prescribed date in the presence of bidder's representatives.

The lowest evaluated Financial Bid (Fm) shall be given the maximum financial score (Sf) of 100. The formula for determining the financial scores of all other bids shall be calculated as follows:  $Sf = 100 \times Fm/F$ , in which "Sf" is the financial score, "Fm" is the lowest price, and "F" the price of the bid under consideration. The weights given to the Technical (T) and Financial (P) Bids shall be:

T = 80, and

P = 20

Bids shall be ranked according to their combined scores, calculated using the technical score (St) and financial score (Sf) and the weights as follows:

$S = St \times T\% + Sf \times P\%$

The bidder, who has the highest score in the QCBS and shall be called for further process leading to the award of the contract. The bid price will include all taxes as applicable and shall be in Indian Rupees. Prices quoted in the bid must be firm and final, and shall not be subject to any modifications on any account whatsoever. In case of a tie, the bidder having higher technical score will be considered the preferred bidder.

For the purpose of evaluation, the total evaluated cost shall be inclusive of all taxes & duties for which the Client will make payment to the consultant including overhead expenses.

#### 4. Contract Negotiation:

Contract negotiation, if required will be held at a date, time and address as intimated to the selected bidder/s. The bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all the proposed staff for the assignment. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering technical and financial aspects, if any and availability of proposed professionals etc.

#### 5. Award of Contract:

After completion of the contract negotiation stage, the Client will notify the successful bidder in writing by issuing an offer letter for signing the contract and promptly notifying all other bidders about the result of the selection process. The successful bidders will be asked to sign the contract after fulfilling all formalities within 15 days of issuance of the offer letter. After signing of the contract, no variation or modification of the terms of the contract shall be made except by written amendment signed by both the parties. The contract will be valid for 3 years from the date of effectiveness of the contract. Sub-contracting / outsourcing of any form shall not be allowed for any activities under this RFP.

#### 6. Conflict of Interest:

Conflict of interest exists in the event of:

- Conflicting assignments, typically monitoring and evaluation/environmental assessment of the same project by the eligible bidder;

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- Consultants, agencies or institutions (individuals or organizations) who have a business or family relation with the Client directly or indirectly; and
- practices prohibited under the anti-corruption policy of the Government of India and Government of Uttarakhand. The bidders are to be careful so as not to give rise to a situation where there will be any conflict of interest with the Client as this would amount to their disqualification and breach of contract.

#### **7. Disclosure:**

- a. Bidders have an obligation to disclose any actual or potential conflict of interest. Failure to do so may lead to disqualification of the bidder or termination of its contract.
- b. Bidders must disclose if they are or have been the subject of any proceedings (such as blacklisting) or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder, including but not limited to appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors, or of any other similar proceedings.
- c. Bidders must disclose if they have been convicted of, or are the subject of any proceedings relating to:
  - criminal offence or other serious offence punishable under the law of the land, or where they have been found by any regulator or professional body to have committed professional misconduct;
  - corruption including the offer or receipt of an inducement of any kind in relation to obtaining any contract;
  - failure to fulfil any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

#### **8. Anti-corruption Measure:**

- a. Any effort by Bidder(s) to influence the Client in the evaluation and ranking of financial proposals, and recommendation for award of contract, will result in the rejection of the proposal.
- b. A recommendation for award of Contract shall be rejected if it is determined that the recommended bidder has directly, or through an agent, engaged in corrupt, fraudulent, collusive, or coercive practices in competing for the contract in question. In such cases, the Client shall blacklist the bidder either indefinitely or for a stated period of time, disqualifying it from participating in any related bidding process for the said period.

#### **9. Language of Proposals:**

The proposal and all related correspondence exchanged between the bidder and the client shall be written in the English language.

#### **10. Cost of bidding:**

The Bidder shall bear all costs associated with the preparation and submission of its proposal. The Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process. Bidder/s is/are not allowed to submit more than one proposal under the selection process. Alternate bids are also not allowed.

#### **11. Legal Jurisdiction:**

All legal disputes are subject to the jurisdiction of civil court of Dehradun only.

## **12. Governing Law and Penalty Clause:**

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the bidder liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and complete the same from any other agency. The Client may deduct such sum from any money from their hands due or become due to bidder. The payment or deduction of such sums shall not relieve the bidder from his obligations and liabilities under the contract. The rights and obligations of the Client and the bidder under this contract will be governed by the prevailing laws of Government of India / Government of Uttarakhand. Failure on bidder's part to furnish the deliverables as per the agreed timeline will enforce a penalty @ 2% per week subject to maximum of 10% of the total contract value. The amount will be deducted from the subsequent payment. In addition, the PBG amount shall also be forfeited. The decision of the authority placing the contract, whether the delay in development has taken place on account of reasons attributed to the bidder shall be final.

Penalty for replacement of Key Experts: In case the resource is not replaced within 15 days, a penalty of INR 1000 per day may be implemented. If the agency replaces those resources which are named in the proposal within one year of project duration, a penalty would be imposed on the agency @10% of total cost mentioned for 12 months of the key expert proposed by the agency.

## **13. Confidentiality:**

Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use by any Consultant of confidential information related to the process may result in rejection of its proposal and may be subject to the provisions of the Client's antifraud and corruption policy. During the execution of the assignment except with prior written consent of the Client, the consultant or its personnel shall not at any time communicate to any person or entity any confidential information acquired during the contract.

## **14. Amendment of the RFP Document:**

At any time before submission of proposals, the Client may amend the RFP by issuing an addendum (as applicable). Any such addendum will be binding on all the bidders. To give bidders reasonable time in which to take an addendum into account in preparing their proposals, the Client may, at its discretion, extend the deadline for the submission of the proposals.

## **15. Client's right to accept any proposal, and to reject any or all proposal/s**

The Client reserves the right to accept or reject any proposal, and to annul or amend the bidding / selection / evaluation process and reject all proposals at any time prior to award of contract award, without assigning any reason there of and thereby incurring any liability to the bidders.

## **16. Copyright, Patents and Other Proprietary Rights:**

GMVN, shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and



other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Client's request, the Consultant shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract.

#### **17. Replacement of Resources:**

The key professionals to be deployed under this contract must be dedicated for the contract period. However, the Client reserves the right to request the Consultant to replace the assigned personnel if they are not performing to a level of satisfaction. After written notification, the Consultant will provide CV of appropriate candidates within Ten (10) days for review and approval. If one or more key personnel become unavailable / leave the project for any reason midway under the contract, the Consultant must notify the Client at least fourteen (14) days in advance and obtain the approval prior to making any substitution. In notifying the Client, the Consultant shall provide an explanation of circumstances necessitating the proposed replacement and submit justification and qualification of replacement personnel in sufficient detail to permit evaluation of the impact on the engagement. Acceptance of a replacement person by the Client shall not relieve the consultant from responsibility for failure to meet the requirements of the contract.

#### **18. Force Majeure:**

For purpose of this clause, "Force Majeure" means an event beyond the control of the agency and not involving the agency's fault or negligence and not foreseeable. Such events may include, but are not restricted, wars or revolutions, fires, floods, riots, civil commotion, earthquake, epidemics or other natural disasters and restriction imposed by the Government or other bodies, which are beyond the control of the agency, which prevents or delays the execution of the order by the agency. If a force Majeure situation arises, the agency shall promptly notify Client in writing of such condition, the cause thereof and the change that is necessitated due to the condition. Until and unless otherwise directed by the Client in writing, the Agency shall continue to perform its obligations under the contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event. The agency shall advise Client in writing, the beginning and the end of the above causes of delay, within seven days of the occurrence and cessation of the Force Majeure condition. In the event of a delay lasting for more than one month, if arising out of causes of Force Majeure, Client reserve the right to cancel the contract without any obligation to compensate the agency in any manner for whatsoever reason.

#### **19. Settlement of Disputes:**

The Client and the Consultant shall make every effort to resolve amicably, by direct informal negotiation, any disagreement or dispute arising between them under or arising from or in connection with the Contract within thirty (30) days from the commencement of such informal negotiation. All dispute resolution proceedings shall be held at Dehradun, Uttarakhand, and the language of such proceedings and that of all documents and communications between the parties shall be in English. Managing Director, Garhwal Mandal Vikas Nigam, will be the final authority to resolve any dispute arising between the parties .

#### **20. Disqualification of Proposal:**

- The proposal is liable to be disqualified in the following cases as listed below:
- Proposal submitted without Bid Processing Fee as applicable

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- Proposal not submitted in accordance with the procedure and formats as prescribed in the RFP
- During validity of the proposal, or its extended period, if any, the bidder increases the quoted prices
- Proposal is received in incomplete form
- Proposal is received after due date and time for submission of bid
- Proposal is not accompanied by all the requisite documents / information
- A commercial bid submitted with assumptions or conditions
- Bids with any conditional technical and financial offer
- If the bidder provides any assumptions in the financial proposal or qualifies the commercial proposal with its own conditions, such proposals will be rejected even if the commercial value of such proposals is the lowest / best value
- Proposal is not properly sealed or signed
- Proposal is not conforming to the requirement of the scope of the work of the assignment.
- Bidder tries to influence the proposal evaluation process by unlawful/corrupt/fraudulent means at any point of time during the bid process
- If, any of the bid documents (including but not limited to the hard and soft/electronic copies of the same, presentations during evaluation, clarifications provided by the bidder), excluding the commercial bid, submitted by the bidder is found to contain any information on price, pricing policy, pricing mechanism or any information indicative of the commercial aspects of the bid;
- Bidders or any person acting on its behalf indulges in corrupt and fraudulent practices
- Any other condition / situation which holds the paramount interest of the Client during the overall section process.

## **21. Performance Security:**

The Firm will furnish within 10 days of the issue of Letter of Acceptance (LOA), an Account payee Demand Draft/Fixed Deposit Receipt/Unconditional Bank Guarantee (in GMVN Format)/ in Favour of "GARHWAL MANDAL VIKAS NIGAM LTD." Payable/en-cashment at Dehradun, from any nationalized or scheduled commercial bank in india for an amount equivalent to 5% (Five percent) of the total annual contract value towards performance Security valid for a period of Six (6) months beyond the stipulated date of completion of Services. The bank Guarantee will be released after six months of successful completion of the assignment.

**SECTION 3**  
**TERMS OF REFERENCE (ToR)**

## 1. Introduction

Uttarakhand was formed in the year 2000 as a state to give voice to the aspirations of the people in the hills. After achieving high growth rate particularly in the recent years, it looks ahead towards sustained development in the future.

Tourism is a key economic driver in Uttarakhand owing to its religious sites and unparalleled natural beauty. Every year more than 4 Crore tourists come to Uttarakhand for pilgrimage, leisure, adventure and wellness.

Garhwal Mandal Vikas Nigam Ltd. (GMVN) is mandated with the development of potential of tourism activities in the state especially in Garhwal Region. The objective of the company is to promote tourism activities in the state through better management of its hotels, vehicles and tourism sites, organising tourism and publicity events and bring a vibrant face of Uttarakhand tourism to attract maximum tourist and ultimately put an important contribution in state GDP.

GMVN was formed on 31st March 1976. Presently, with an authorized capital Rs. 40 crores and a dedicated workforce of over 1200 employees, it has more than 90 guesthouses and tourist bungalows all over Garhwal. Domestic tourist arrivals in Uttarakhand are about 25 million and foreign tourists are more than a 100,000. Tourism has been accorded industry status in Uttarakhand. GMVN has its presence in approx. 90 very beautiful locations of Garhwal region of Uttarakhand. GMVN offers a comfortable stay in some of the best locations of the state, that too in an affordable price. Currently, GMVN runs 92 TRHs and 06 PRO Offices and run various other activities as below

Business Verticals	Coverage
<b>Tourism</b>	GMVN runs 92 TRHs and 06 PRO Offices
<b>Marketing</b>	GMVN runs 36 Gas Agencies and 4 Petrol Pumps.
<b>Construction</b>	GMVN is a Govt. approved construction Agency, for the projects worth up to INR 5 Cr.
<b>Projects</b>	GMVN runs Joshimath- Auli Ropeway, having a distance of 4.15 Kms.
<b>Mining</b>	GMVN has 34 lots, and currently mining in 14 lots.
<b>Industries</b>	GMVN runs Wood Factory Rishikesh
<b>Transport</b>	GMVN provides Transportation Services

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	for Char Dham Yatra.
<b>Adventure</b>	GMVN undertakes activities like Trekking, Mountaineering, Skiing, River Rafting, Jungle Safari, Boating, and Kayaking

The objective of GMVN are as follows :

- Make Uttarakhand travel and tourism more popular and attractive.
- Creating awareness regarding the importance and usefulness of travel and tourism.
- Develop the travel and tourism industry in Uttarakhand, making it more profitable and competent.
- Strengthen the existing tourism infrastructure in the Uttarakhand.
- Promote eco - friendly tourism
- Offer encouragement for innovative initiatives in Uttarakhand's tourism sector.
- Exploit the tremendous potential for the promotion of Uttarakhand Tourism.
- Identify the current gaps in tourism infrastructure and formulate development schemes.
- Offer world-class services for the tourists visiting the State.
- Generate employment with the tourism potential.
- Make Uttarakhand a top most destination in India by attracting more domestic and foreign tourists.
- Increase the number of tourist arrivals and increase the length of stay of tourists.
- Enhance connectivity and improve environment, utilities and tourist services.
- Integrated development of high- priority tourism infrastructure and create high potential tourism circuits.

## 2. Scope of Work

GMVN aims to on-board a professional consulting agency to support in its transformation into a self-sustainable and tourist centric organisation. As part of this consultancy, the agency is required to work for the Tourism unit of GMVN.

The scope covers two broad areas:

### 1. Revenue Augmentation

The agency shall provide technical and strategic support to GMVN for increasing the revenue (for Tourism) through augmenting the current revenue streams as well as creation of new revenue streams. The following areas of strategy development and implementation are identified in this segment:

- Enabling higher number of bookings through online/offline channels
- Enabling higher returning tourists to GMVN properties
- Expanding network of channel partners (online/offline) for bookings

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- Development of new revenue streams such as unique experiences, events, banquet services etc
- Leasing of properties in strategic locations based on internal and market assessment
- Collaborations with organisations, influencers for business partnerships and advocacy  
Formulation of marketing and branding strategy for GMVN (Offline/Digital) and undertaking social media marketing by leveraging various handles
- Promoting Winter Tourism
- Participating/Attending various Business /Investment Conclave,TTF's on behalf of GMVN
- Getting Business for GMVN through different strategies .
- Any other areas related to growth and revenue augmentation of GMVN

**2. Operational Excellence**

The agency shall support in streamlining business operations of GMVN/s Tourism unit to ensure smooth, efficient operations and excellent customer service. The following strategic areas of interventions are identified under this segment:

- Development and Implementation Support in GMVN Infrastructure development plan
- Development and Implementation Support in Implementation of HR training and development plan
- Development and Implementation Support in Implementation of IT Infrastructure and Amenities development plan
- Improvement in Housekeeping Services
- Improvement in Food & Beverage Services
- Providing training to the staff of GMVN wherever and whenever required to serve the tourist in a more efficient manner
- Any other areas related to operational improvement of GMVN

**3. Key Experts for the Assignment**

S.No.	Expert	Count	Credentials
1	Strategy Consultant cum Team Leader	01	<p><b>Educational Experience</b> Master's degree/ P.G.diploma in business administration, management, economics, marketing, or other related fields.</p> <p><b>Experience</b> More than 5 years of progressively responsible career in business transformation, growth strategy, operational excellence, and other domains of similar nature specially in tourism sector.</p>

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S.No.	Expert	Count	Credentials
			Demonstrated experience of working in Uttarakhand shall be favourably considered.
2	<b>Expert (Hospitality Sector)</b>	<b>01</b>	<p><b>Educational Experience</b> Bachelor's and above degree/diploma in Tourism/Hotel Management or any other related field.</p> <p><b>Professional Experience</b> A minimum of 4 years of progressive experience in the hospitality industry having directly managed end to end operations of 5 star or similar rated/ category properties. Strong understanding of F&amp;B and operations of Hotels / Restaurants is highly desirable. Experience of working in Hotel Industry /Tourism in Uttarakhand and/or other hilly states in the country will be preferred .</p>
3	<b>Digital Marketing Manager</b>	<b>01</b>	<p><b>Educational Experience</b> Bachelor's and Degree /Diploma in Communication, Marketing/Digital Marketing or a related field.</p> <p><b>Professional Experience</b> A minimum of 4 years of progressive experience managing social media platforms (Instagram, Facebook, YouTube, LinkedIn and Twitter). Experience of creating engaging social media content across these platforms. Demonstrated ability to understand the engagement metrics and KPIs.</p>
4	<b>Research Analyst</b>	<b>01</b>	<p><b>Educational Experience</b> MBA / PGDBM in Management / Business or other related field.</p> <p>Strong understanding and experience of undertaking primary research, secondary research, data analysis, reporting and documentation related activities.</p> <p>A minimum working experience of 2 years is required for this position.</p>
<b>Total Resources</b>		<b>04</b>	

Depending on the project requirement, GMVN may request the agency to provide additional resources (as per the agreed rate contract).

## 2. Duration of the Assignment

The contract period will be of 3 Years with Annual increment of 5% after every year. Initially project shall be awarded for one year and yearly review of the performance of the agency would

**Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN**

be conducted before extending the contract further. After 3 Years the contract can be extended further after the mutual consent by both the parties

**3. Deliverables and Payment Schedule**

Invoice shall be generated on quarterly basis to the client along with the project report consisting of activities undertaken in the quarter and in-line with those finalized in the contract.

**4. Reporting Arrangements**

Fortnightly reviews shall be undertaken to measure the progress made and to discuss key concerns as well as for feedbacks.

**7. Support to be provided by GMVN**

- The agency shall be allocated office space for its resources by the client in its premise
- The agency shall be provided access to GMVN properties and any other support required for coordination with various Govt. organizations in the state



**SECTION 4**  
**TECHNICAL PROPOSAL SUBMISSION FORMS**

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**TECH - 1**  
**COVERING LETTER**  
**(ON BIDDER'S LETTER HEAD)**

Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN

[Location, Date]

To

-----,  
-----,  
-----

**Subject: Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN**

**[TECHNICAL PROPOSAL]**

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your Request for Proposal No: \_\_\_\_\_, Dated: \_\_\_\_\_. I hereby submitting the proposal which includes this technical proposal sealed under a separate envelope. Our proposal will be valid for acceptance up to **180 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

All the information and statements made in this technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. If negotiations are held during the period of validity of the proposal, I undertake to negotiate on the basis of the proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I have examined all the information as provided in your Request for Proposal (RFP) and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further pre-contract costs. In case, any provisions of this RFP/ ToR including of our technical & financial proposal is found to be deviated, then your department shall have rights to

reject our proposal. I confirm that, I have the authority to submit the proposal and to clarify any details on its behalf.

I understand you are not bound to accept any proposal you receive.

I remain,

Yours faithfully,

**Authorized Signatory with Date and Seal:**

**Name and Designation:** \_\_\_\_\_

**Address of Bidder:** \_\_\_\_\_

**TECH - 2**

**Bidder's Organization (General Details)**

S. No.	Description	Full Details
1	Name of the Bidder	
2	<b>Address for communication</b> Tel: Email ID:	
3	<b>Name of the authorized person signing &amp; submitting the bid on behalf of the Bidder:</b> Mobile No.: Email id:	
4	<b>Registration / Incorporation Details</b> Registration No: Date & Year. :	
5	<b>Local office in Uttarakhand</b> <b>If Yes, Please furnish contact details</b>	Yes/ No
6	<b>Bid Processing Fee Details (if applicable)</b> Amount: DD No. : Date: Name of the Bank:	
7	PAN Number	
8	Goods and Services Tax Identification Number (GSTIN)	

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9	Willing to carry out assignments as per the scope of work of the RFP	YES
10	Willing to accept all the terms and conditions as specified in the RFP	YES

Authorized Signatory [In full and initials]: \_\_\_\_\_

Name and Designation with Date and Seal: \_\_\_\_\_

Bidders should submit the required supporting documents as mentioned above. Non-submission of required documents as listed above will lead to rejection of the bid.

**TECH -3**

**Bidder Organization (Financial Details)**

Financial Information in INR			
Details	FY 2022-23	FY 2021-22	FY 2020-21
Consulting Turnover (In Lakhs)			
<p><b>Supporting Documents:</b></p> <p>Audited certified financial statements for the last three FYs (Submission of copies of Income &amp; Expenditure Statement and Balance Sheet for the respective financial years is mandatory along with this form)</p> <p><i>Filled in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical proposal failing which the proposal will be out rightly rejected. No scanned copy will be entertained.</i></p>			

Signature and Seal of the Company Auditor with Date in original

Authorized Signatory [In full initials with Date and Seal]: \_\_\_\_\_

Communication Address of the Bidder: \_\_\_\_\_

**[NB: No Scanned Signature will be entertained]**

**Bidders should submit the required supporting documents as mentioned above. Non-submission of required documents as listed above will lead to rejection of the bid.**

**TECH - 4**

**FORMAT FOR POWER OF ATTORNEY**

**(On Bidders Letter Head)**

I, \_\_\_\_\_, the \_\_\_\_\_ (Designation) of (Name of the Organization) in witness whereof certify that **<Name of person>** is authorized to execute the attorney on behalf of **<Name of organization>**, **<Designation of person>**, of the company acting for and on behalf of the company under the authority conferred by the **< Notification/ Authority order no.>** Dated **<date of reference>** has signed this Power of attorney at **<place>** on this day of **<day><month>**, **<year>**.

The signatures of **<Name of person>** in whose favor authority is being made under the attorney given below are hereby certified.

**Name of the Authorized Representative:**

\_\_\_\_\_  
**(Signature of the Authorized Representative with Date)**

**CERTIFIED:**

**Signature, Name & Designation of person executing attorney:  
Address of the Bidder:**

Note: Board resolution confirming the Authority of the signatory to submit the proposals could also be provided as a substitute to the Power of Attorney.

**TECH - 5**

**(BIDDER'S PAST EXPERIENCE DETAILS)**

<b>Assignment Name:</b>		<b>Country:</b>
<b>Location within Country:</b>		<b>Professional Staff Provided by Your Firm/Entity(profiles):</b>
<b>Name of client:</b>		<b>No. of Staff:</b>
<b>Address:</b>		<b>No. of Staff-Months:</b>
<b>Start Date:</b>	<b>End Date:</b>	<b>Approx. value of services (in INR):</b>
<b>Name of Associated Consultants, If Any:</b>		<b>No of Months of Professional Staff Provided by Associated Consultants: NA</b>
<b>Name of Senior Staff Involved and Corresponding Positions:</b>		
<b>Narrative Description of Project:</b>		
<b>Description of Actual Services Provided by Your Staff:</b>		

**TECH - 6**

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND  
DECLARATION THERE OF**

Are there any activities carried out by your agency which are of conflicting nature as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Para (5). If yes, please furnish details of any such activities.

If no, please certify,

**IN BIDDER'S LETTER HEAD**

I, hereby declare that our agency is not indulged in any such activities which can be termed as the conflicting activities as mentioned in Section 2: [Information to the Bidder] under Eligibility Criteria: Para (5).

I, also acknowledge that in case of misrepresentation of any of the information, our proposal / contract shall be rejected / terminated by the Client which shall be binding on us.

Authorized Signatory [*In full initials with Date and Seal*]: \_\_\_\_\_

Communication Address of the Bidder:\_\_\_\_\_

*Bidders should submit the required supporting documents as mentioned above. Non-submission of required documents as listed above will lead to rejection of the bid.*



**TECH - 7**

**Comments and Suggestions on the Terms of Reference / Scope of Work and Counterpart Staff and Facilities to be provided by the Client**

**A: On the Terms of Reference / Scope of Work:**

*[The consultant needs to present and justify in this section, if any modifications to the Terms of Reference he is proposing to improve performance in carrying out the assignment (such as deleting some activity considering unnecessary, or adding another, or proposing a different phasing of the activities / study process modifications). Such suggestions should be concise and to the point, and incorporated in the technical proposal. Modification / suggestion will not be taken into consideration without adequate justification. Any change in manpower resources will not be taken into consideration]*

**B: On Input and Facilities to be provide by the Client:**

*[Comment here on inputs and facilities to be provided by the Client with respect to the Scope of Work and Study Implementation]*

**Authorized Signatory [In full and initials]:** .....

**Name and Designation with Date and Seal:** .....

**TECH - 8**

**DESCRIPTION OF APPROACH, METHODOLOGY AND WORKPLAN TO UNDERTAKE THE ASSIGNMENT**

*[Technical approach, methodology and work plan are key components of the Technical Proposal. In this Section, bidder should explain his understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, he should highlight the problems being addressed and their importance, and explain the technical approach to be adopted to address them. It is suggested to present the required information divided into following four sections]*

**A. Understanding of Scope, Objectives and Completeness of response**

Please explain your understanding of the scope and objectives of the assignment based on the scope of work, the technical approach, and the proposed methodology adopted for implementation of the tasks and activities to deliver the expected output(s), and the degree of detail of such output. ***Please do not repeat/copy the ToR here.***

**B. Methodology to be adopted:**

Explaining of the proposed methodologies to be adopted highlighting of the compatibility of the same with the proposed approach.

**C. Staffing and Study Management Plan**

The bidder should propose and justify the structure and composition of the team and should enlist the main activities under the assignment in respect of the Key Professionals responsible for it.

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Further, it is necessary to enlist of the activities under the proposed assignment with sub-activities (week wise). (Graphical representation)

**Authorized Signatory [In full and initials]:** \_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

**NB: Bidders are requested to furnish the above information limiting it up to 10-12 pages only with Arial Font Size-10.**

### TECH - 9

#### Format of Curriculum Vitae (CV) for Proposed Key Professional

**1. Proposed Position:**

*[For each position of key professional separate form Tech B-6 will be prepared]*

**2. Name of Firm:**

**3. Name of Staff:**

**4. Date of Birth:**

**5. Years with Firm:**

**6. Nationality:**

**7. Education:**

*[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]*

**8. Membership in Professional Associations:**

**9. Other Trainings:**

**10. Countries of Work Experience:**

**11. Languages:**

*[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]*

**12. Employment Record:**

*[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held. For experience in last*

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*ten years, also give types of activities performed and Client references, where appropriate as per the prescribed format given below]*

<b>From [Year]</b>	<b>To [Year]</b>
<b>Employer Name:</b>	
<b>Position Held:</b>	
<b>Details of the Task Assigned</b> [List all tasks to be performed under this Assignment/job]	

**13. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned**

*[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]*

<b>Name of the Project</b>	
<b>Year</b>	
<b>Location</b>	
<b>Name of the Client</b>	
<b>Project Feature</b>	
<b>Position Held</b>	
<b>Activities Performed</b>	

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV.

**Date:**

**Signature of Key Professional with Date** \_\_\_\_\_

**Authorized Signatory [In full and initials]:** \_\_\_\_\_

**Name and Designation with Date and Seal:** \_\_\_\_\_

***NB: CV writeup restricted to 3 pages only with quality information relevant to the key professional requirements. The CVs needs to be jointly signed by the proposed professional and the authorized representative of the Bidder.***

**TECH - 10**

**PROPOSED WORKPLAN TO CARRY OUT THE ASSIGNMENT**

Week <span style="float: right;">→</span>						
Sequence of Activities/ Sub Activities	1	2	3	4	5	6
↓						

*Indicate all main activities / sub activities of the proposed assignment including delivery of reports and other associate sub-periodic activities*

**Authorized Signatory [In full and initials]:** .....

**Name and Designation with Date and Seal:** .....

**TECH - 11**

**BID SECURITY DECLARATION IN LIEU OF BID SECURITY**

Date: \_\_\_\_\_

To,

\_\_\_\_\_,  
\_\_\_\_\_,  
\_\_\_\_\_

I/We understand that, according to the RFP conditions, bids must be supported by a Bid Security Declaration in lieu & Bid Security.

If I/We declare that if we withdraw or modify the Bids during the period of validity etc. I/We will be suspended for the time specified in the RFP and if I/We are awarded the contract and fail to sign the contract or fail to submit a performance security before the deadline defined in the request for proposals (RFP) document, they will be suspended for the period of time specified in the request for proposals document from being eligible to submit Bids/Proposals for contracts with the Procuring Entity.

Signed:

in the capacity of: (insert legal capacity of person signing the Bid Securing Declaration)

Dated on \_\_\_\_\_ day of (insert date of signing)

**SECTION 5**  
**FINANCIAL PROPOSAL SUBMISSION FORMS**

**FIN-1**  
**COVERING LETTER**  
**(In Bidders Letter Head)**

[Location, Date]

To,

-----  
-----  
-----

**Subject: Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN**

**[FINANCIAL PROPOSAL]**

Sir,

I, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal No..... , Dated:..... . Our attached Financial Proposal is for the sum of **[Insert amount(s) in words and figures\*]**.

The above quoted amount is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the RFP document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the proposal of **180 days**. I have carefully read and understood the terms and conditions of the RFP and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any proposal you receive.

I remain,

Yours faithfully,

**Authorized Signatory [In full and initials]:**

**Name and Designation of Signatory with Date and Seal:**



**Address of the Bidder:**

--

\* Amount must match with FIN-2 Summary of financial Proposal, FIN-3- Breakdown of Remuneration of Key Professionals, FIN-4- Breakdown of Overhead Expenses

**FIN-2**  
**SUMMARY OF FINANCIAL PROPOSAL**

<b>Name of the assignment :</b>				
<b>S.NO.</b>	<b>Fee Particulars</b>	<b>Amount in INR</b>		
<b>A</b>	<b>Remuneration for Key Professionals</b>			
	<b>Description of Manpower</b>	<b>Qty</b>	<b>Monthly Rate (IN INR)</b>	<b>Total for 12 month period (INR)</b>
1	Strategy Consultant	1		
2	Expert (Hospitality Sector)	1		
3	Social Media Manager	1		
4	Research Analyst	1		
<b>B</b>	<b>Total Remuneration for Key Professionals</b>			
<b>C</b>	Overhead ( Travel cost , Boarding & Lodging, Printing, etc.)			
<b>D</b>	<b>Consulting Fee (B+C)</b>			
<b>E</b>	Taxes applicable as per GST Act @ ..... % of Consulting Fee (D)			
<b>Grand Total (D+E)</b>				
<b>In Words</b>				

**NB:**

1. Bidders shall submit the financial proposal as per the prescribed format given above in both figures and words, and signed by the Authorized Representative. In the event of any difference between figures and words, the amount indicated in words shall prevail.

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2. Taxes will be paid by the Client as per the applicable rate under GST Act from time to time. Consultancy fee proposed for the assignment shall remain fixed till completion of the contract.

Authorized Signatory [In full and initials]:\_\_\_\_\_

Name and Designation with Date& Seal:\_\_\_\_\_

**FIN-3**  
**BREAKDOWN OF OVERHEAD EXPENSES**

<b><u>Sl. No</u></b>	<b><u>Description</u></b>	<b><u>Unit</u></b>	<b><u>Quantity</u></b>	<b><u>Unit Price in INR</u></b>	<b><u>Total Amount in INR</u></b>
1	<i>Travel cost</i>				
2	<i>Boarding &amp; Lodging</i>				
3	<i>Printing</i>				
4	<i>Other....</i>				
<b>Grand Total in INR</b>					
<b>In Words</b>					

Authorized Signatory [In full and initials]:\_\_\_\_\_

Name and Designation with Date& Seal:\_\_\_\_\_

**SECTION 6**  
**ANNEXURES**

**Annexure - I**

**BID SUBMISSION CHECKLIST**

SI NO	Description	Submitted (Yes/No)	Page No
<b>TECHNICAL PROPOSAL (ORIGINAL + 1 COPY)</b>			
1	Filled in Bid Submission Check List (ANNEXURE-I)		
2	Covering Letter (TECH -1)		
3	Bid Processing Fee of Rs. 5,000/- in form to DD		
4	Copy of Certificate of Incorporation / Registration of the Bidder		
5	Copy of PAN		
6	Copy of Goods and Services Tax Identification Number (GSTIN)		
7	Copies of IT Returns for the last 3 FYs (20-21, 21-22 & 22-23)		
8	General Details of the Bidder (TECH - 2)		
9	Financial details of the bidder (TECH - 3) along with all the supportive documents such as copies of Profit -Loss Statement and Balance Sheet for the concerned period		
10	Power of Attorney (TECH - 4) in favour of the person signing the bid on behalf of the bidder		
11	List of completed assignments of similar nature (Past Experience Details) (TECH - 5) along with the copies of work orders for the respective assignments		
12	Self-Declaration on Potential Conflict of Interest (TECH- 6)		
13	Comments and Suggestions (TECH - 7)		
14	Description of Approach, Methodology & Work Plan (TECH - 8)		
15	CV of Key Professionals (TECH - 9)		
16	Work Plan (TECH - 10)		
17	Bid Security Declaration Template (TECH -11)		
18	Startups and MSMEs to provide relevant documents to avail waiver from Sl. No. 1 and 2 under the Eligibility Criteria		
<b>FINANCIAL PROPOSAL (ORIGINAL)</b>			
1	Covering Letter (FIN-1)		
2	Summary of Financial Proposal (FIN-2)		
3	Breakdown of Overhead Costs (FIN-3)		

**Undertaking :**

- All the information have been submitted as per the prescribed format and procedure.
- Each part has been separately bound with no loose sheets and each page of all the two parts are page numbered along with Index Page.

**Selection of a Professional Consulting Agency for operational excellence and revenue growth of GMVN**

- *All pages of the proposal have been sealed and signed by the authorized representative.*

**Authorized Signatory [In full and initials]:**-----  
**Name and Designation with Date& Seal:**-----