

(For publication in newspapers)

MUNICIPAL CORPORATION OFFICE, UDAIPUR

Sr. No. NVJ/25-26/1109

Date :- 24/3/26

Expression of Interest (EOI) Cum Financial Bid

For

Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME for Municipal Corporation, Udaipur. Tender Cost 02.40 Lacs. Expression of Interest (EOI) Cum Financial Bid started Date 25-03-2026 and Closing Date 09-04-2026 and Opening Date 10-04-2026.

All other details related to the tender are available on the internet site sppp.rajasthan.gov.in

YK 24/3/26
Superintending Engineer
Municipal Corporation, Udaipur

प्रतिलिपी :-

प्रबन्ध निदेशक, राजस्थान सम्वद, सूचना एवं जन सम्पर्क विभाग परिसर, शासन सचिवालय, जयपुर को प्रेषित कर निवेदन है कि उपरोक्त निविदा का प्रकाशन :-

1. एक मुख्य क्षेत्रीय दैनिक समाचार पत्र में नियम अनुसार प्रकाशित कराने का श्रम करावें। तथा E-Mail Id - civilmceuadr4@gmail.com पर समाचार पत्रों के इन्टीमेशन ई-मेल करने का भी श्रम करावें।

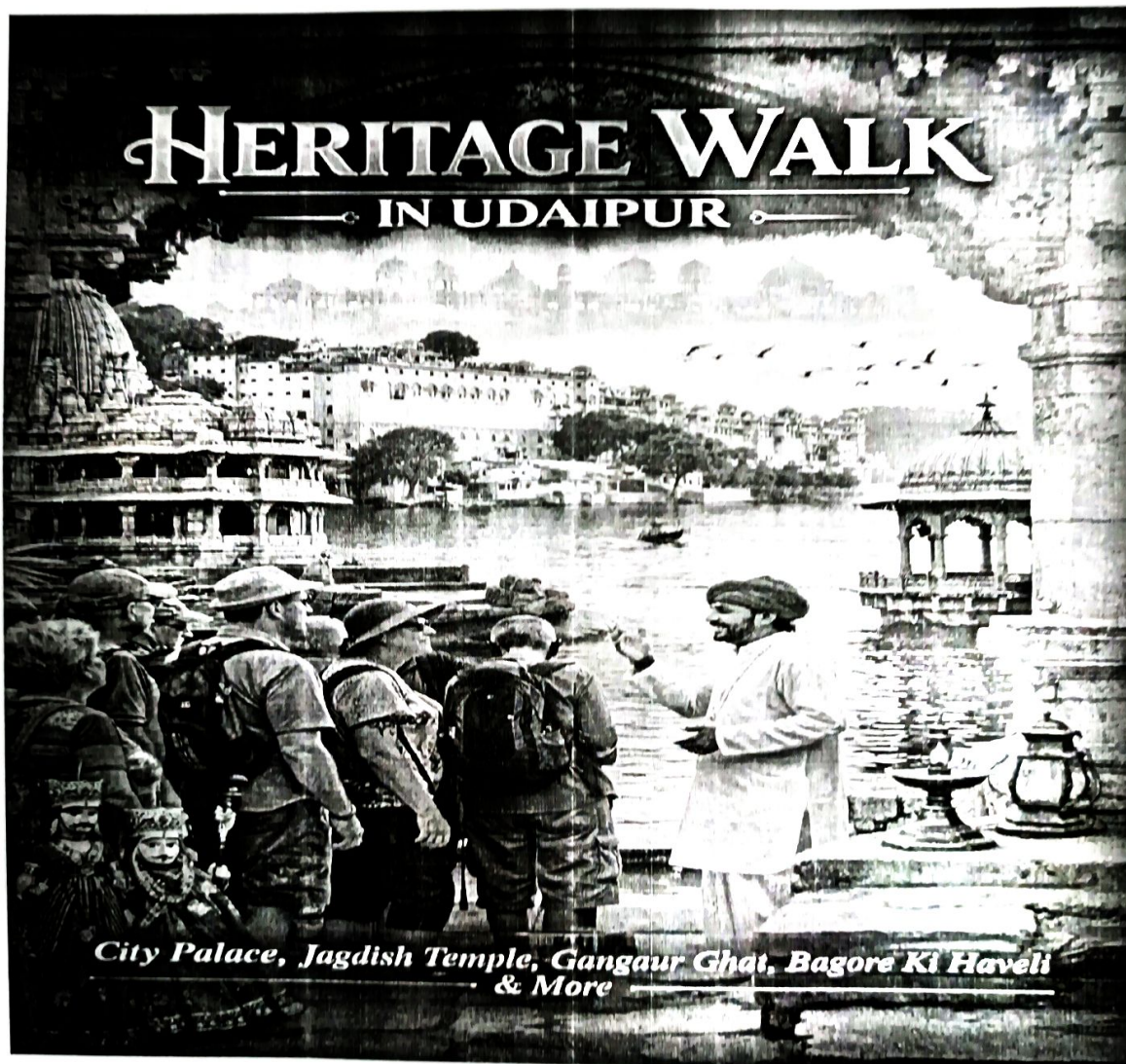
2. UBN No.....

YK 24/3/26
Superintending Engineer
Municipal Corporation, Udaipur

Expression of Interest (EOI) Cum Financial Bid

For

Selection of Agency for Operation & Management of
Heritage Walk & Guided Tour Services in Udaipur under
VIRASAT SANRAKSHAN PROGRAMME for Municipal
Corporation, Udaipur.



Issued by

Municipal Corporation Udaipur (MCU)
Town Hall. 313001

**Expression of Interest Cum Financial Bid
For and on behalf of Municipal Corporation Udaipur (MCU)**

Municipal Corporation Udaipur (MCU), invites online responses ("Proposals"/"Bids") to this Expression of Interest ("EOI") Cum Financial Bid from eligible professional agency/firm/NGO/start-up/ Registered Guide from Tourism Department having expertise in heritage tourism for operation, management, promotion, and revenue generation of guided heritage walks in Udaipur city for "Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME"

The details of the same areas under: -

Sr. No.	Stage	Date/ Time
1	Organization	Municipal Corporation Udaipur (MCU)
2	NIT No.	MCU/ Nirmaan/ EOI-1_2025-2026
3	Name of the Work	Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME
4	Tender Cost	02.40 Lacs
5	Earnest Money 2%	4,800/-
6	Tender Fee	Total 590/- (500/- Fee + 90/- GST)
7	EOI Downloading Start Date	25.03.2026
8	Last date of Online Submission of Proposals	09.04.2026 till 17:30 hrs
9	Date & Time for Opening of Technical Proposals	10.04.2026 till 17:30 hrs
10	Bid submission criteria	Agency will submit their technical and financial bids in separate sealed envelopes. Financial bids will be opened only for those who successfully complete their technical bids.
11	Officer Inviting EOI Proposals	Commissioner, Municipal corporation Udaipur.
12	EOI Clarification and Queries Addressed to	Superintending Engineer, MCU At senagarnigamudaipur@gmail.com

**Commissioner,
Municipal Corporation Udaipur (MCU)**



DISCLAIMER

The information contained in this Expression of Interest (EOI) Cum Financial Bid or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Municipal Corporation Udaipur (MCU) (henceforth referred to as MCU in this document/ "the Authority") or any of its employees or advisers, shall be considered confidential and not to be reproduced / transmitted / adopted / displayed for any purpose whatsoever.

This EOI is one of the steps in the process of selection of an entity for the project of **"Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME"**

This EOI is not an agreement or an offer by the Authority to the 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 a specific Request for Proposal (RFP).

This EOI includes statements, which reflect various assumptions and assessments arrived at by the Authority / Employer in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each bidder may require. This EOI may not be appropriate for all persons, and it is not possible for the Authority/ Employer, its employees or advisers to consider the objectives, technical expertise and particular needs of each Applicant 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.

The information provided in this EOI is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority / Employer accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority and 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 anyway in this subject.



The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement any information, objective, assessment or assumption contained in this EOI.

The issue of this EOI does not imply that the Authority is bound to select an Applicant for the project and the Authority reserves the right to reject all or any of the proposals / terminate the process at any time without assigning any reasons whatsoever.

MCU reserves the right to cancel any tender process at any stage without assigning any reason. The Applicant shall bear all its costs associated with or relating to the participation in this process regardless of the conduct or outcome of the process.

1. Background

Udaipur, established in 1559 by Maharana Udai Singh II of Mewar, is one of India's most culturally vibrant and architecturally rich historic cities. Known worldwide as the "City of Lakes," Udaipur represents a unique blend of Rajputana architecture, living traditions, religious heritage, and vibrant street culture.

The historic core of Udaipur—around City Palace Udaipur, Jagdish Temple, Gangaur Ghat, and Bagore Ki Haveli—contains narrow traditional streets, artisan markets, heritage havelis, temples, and ghats that reflect centuries of socio-cultural evolution.

Need for a Structured Heritage Walk

Despite its immense tourism potential, heritage exploration in Udaipur largely remains informal and unstructured. Visitors often explore the old city independently without guided interpretation, resulting in:

- Limited understanding of historical significance
- Underutilization of heritage assets
- Inadequate promotion of local art and crafts
- Lack of organized visitor management

MCU invites EOI from interested parties for the purpose of assessing the interest among parties for **"Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME"**.

Interested applicants are requested to submit their responses in the formats under 'Forms'. They may also provide documents in support of their approach, achievements / claims and compliance to eligibility criteria.



2. Scope of Work

The Following are the major Scope items on the part of the bidder:

Design & Operate Heritage Walk Circuits

- Minimum 3 curated heritage circuits (e.g., Lakefront & Ghat Walk, Step wells & Old City Walk, Temple & Bazaar Walk)
- Route mapping with GIS support, Heritage interpretation & storytelling scripts
- Multilingual tours (Hindi, English mandatory; others optional)

Deployment of Trained Guides

- Minimum 2 trained guides initially
- Certification from tourism authority preferred
- Uniform, ID cards mandatory
- Periodic training & soft skills program

Ticket Charges

- Ticket charges will be finalized by the mutual consent with Municipal Corporation after the award of the work.

Ticketing & Revenue Management

- Online booking portal (integrated with UPI/payment gateway)
- Offline counter at Heritage House
- QR-based ticket validation
- Monthly revenue statement to MCU
- MCU audit rights

Marketing & Promotion

- (A) Dedicated website & social media pages
- (B) Collaboration with hotels, travel agents
- (C) Listing on tourism platforms
- (D) Branding material (subject to MCU approval)

Reporting & Compliance

- Monthly footfall report
- Revenue & expense summary
- Tourist feedback data
- Quarterly review meeting

3. The Process

1. For evolving the best technically and financially feasible solution allowing, it is essential to identify all project components, their operational requirements as well as capabilities, functionalities, various aspects, and formulating the minimum essential requirements,



MCU has planned to invite an open and interactive participation of all solution providers.

2. The developer/ bidder needs to give a detailed technical presentation to MCU covering the following.

Concept & Vision

- Overall concept and theme of the Heritage Walk
- Unique value proposition and innovation elements
- Alignment with heritage conservation principles

Route Planning & Design

- Proposed route map with justification
- Key heritage locations (e.g., City Palace Udaipur, Jagdish Temple, Gangaur Ghat, Bagore Ki Haveli, etc.)
- Duration and scheduling of walk
- Crowd management strategy

Infrastructure & Technology

- Signage and wayfinding system
- Interpretation panels and storytelling approach
- QR-based digital integration / mobile app (if proposed)
- Ticketing system (online/offline integration)

Operations & Management Plan

- Deployment of trained guides
- Safety and emergency response plan
- Maintenance mechanism
- Reporting and monitoring framework

Marketing & Branding Strategy

- Promotion strategy (domestic & international)
- Social media and digital outreach
- Hotel and travel partner integration

Financial Model

- Revenue model (ticketing, sponsorship, revenue share)
- Proposed revenue sharing percentage with UMC
- Financial sustainability plan

Experience & Team Strength

- Relevant project experience
- Key personnel proposed

3. MCU will receive EOIs from applicant who will participate in technical discussions with MCU, demonstrate their concepts/operations/capabilities/functionalities/features through detailed presentations. This presentation should provide a representative



conceptual layout plans, 3D views, various features, aspects/functionalities/applications of the project.

4. Based on the learnings from Presentations; Project components and final specifications will be drawn up for implementation.
5. The applicants shall also provide their inputs for identification and quantification of revenue streams, making their own assessments of revenue potential. Details, as necessary, may be shared with MCU for suitable incorporation in the RFP document.
6. Only lead applicants of the EOI will be invited to submit their technical and financial proposals in response to the RFP document, in the method to be described in the RFP document. After technical and financial evaluations, in the method to be described in the MCU document, MCU will identify the Most Preferred developer/bidder for implementation of the project.

4. Eligibility Criteria

1. 'The Applicants' competence and capability is proposed to be evaluated by the following parameters:
 - a) Financial Capability in terms of Annual Turnover and Net-Worth ("Net- Worth") and
 - b) Technical Experience of the Applicant
2. On each of these parameters, the Applicant would be required to meet the evaluation criteria as detailed in this section. The evaluation shall be carried out in terms of Pass/Fail of the Applicants for both the above-mentioned parameters separately. Applicant(s) meeting all the criteria will, subject to the terms of the Bidding Documents, be qualified to submit its (their) Bid(s) for the project.
3. The Applicant fulfilling the following conditions will be eligible to apply for the EOI

S/n	Stage	Specific Requirements	Documents Required
1	Registration Detail	Registered Company/Trust/Society/Partnership Firm. PAN, GST registration	Certificate Required
2	Technical Requirement	Minimum 3 years' experience in tourism/heritage walk/Tourist Guide/events.	Certificate of Experience required
3	Financial Capacity-Turnover	Average Annual turnover of at least Rs. 06.00 Lacs during the last three financial years.	Certificate(s) from statutory auditors of the Applicant; Annual



			Audit Reports- Balance sheets certified by Chartered Accountant
4	Net- worth	Net-Worth shall be positive during the last three financial years.	Certified by Chartered Accountant
5	No Barring Certificate	Any entity which has been barred, by any public / semi-public agency / Central / State / Local Government, and the bar subsist as on the date of Application, would not be eligible.	Undertaking by the authorized signatory



Forms

5.1 FORM 1- TECHNICAL CAPABILITY OF THE APPLICANT

S/n	Information	Responses (with supporting documents to be attached)
1	Name and address of the Applicant	
2	Name, Designation, Address and Contact Details of the person to whom all references can be made in connection with this EOI	
3	Legal Status	
4	Product(s) / Service(s) Offered	
5	Years in business.	
6	Number of similar projects executed (details to be provided in form 3 for each project)	
7	Project Information – Name, Client, Scope, Activity mix, Value, Start / End Dates, etc.	(Repeat for each project as per information under (4))
8	Requirement to form any joint venture for providing any component / feature / service etc. under this project (Yes / No)	
9	If Yes for (8) above, define the component / feature / service etc.	
10	MoU with other agency), if making a joint application	Attach

5.2 FORM 2- FINANCIAL CAPABILITY OF THE APPLICANT

S/n	Audited Balance sheet for following Financial Years	Annual Turn over Details of Bidder (INR Crore)	Annual Net Worth Details of Bidder (INR Crore)
1	2022-2023		



2	2023-2024		
3	2024-2025		

**5.3 FORMAT FOR DECLARATION BY THE APPLICANT FOR NOT BEING BLACKLISTED/
DEBARRED**

(To be submitted on the Letterhead of the Bidder)

Date- dd/mm/yyyy

To,
Commissioner,
Municipal Corporation Udaipur (MCU)

Subject: Declaration for not being debarred / black-listed by Central / any State
Government department in India as on the date of submission of the bid

EOI Reference No.

Dear Sir,

I, authorized representative of _____, hereby solemnly confirm that
the Company _____ is not debarred/black-listed by any
Central/State Government/ PSU entity in India or similar agencies globally for unsatisfactory
past performance, corrupt, fraudulent or any other unethical business practices or for any
other reason as on last date of submission of the Proposal. In the event of any deviation
from the factual information/ declaration, MCU reserves the right to reject the Proposal or
terminate the Contract without any compensation to the Company.

Thanking you,
Yours faithfully,

Signature of Authorized Signatory (with officials Seal)

Date

Name

Designation

Address

Telephone & Fax

E-mail Address



5.4 Form 4- Applicant's Declaration (on the Letterhead of Applicant)

To,
Commissioner
Municipal Corporation Udaipur (MCU),
Town Hall, Udaipur, Raj. (313001)

Dear Sir,

In response to your invitation towards "**Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME**", we <agency's name> hereby declare our interest to bid for this project, and further declare that:

- The information provided in this EoI application is true and correct to the best of our knowledge.
- We will inform MCU immediately if there is any change in the information provided in this application at any stage during the EoI / tender procedure or during implementation of the project scope.
- We also understand that if information provided is proved false, the application and any award made on its basis may be considered null and void.

Date:

Yours faithfully,

On Behalf of (Name of the Applicant/ Bidder)

Signature of the Authorized Person

Name

Designation



5.5 FORMAT FOR POWER OF ATTORNEY

[To be executed on non-judicial stamp paper of the appropriate value in accordance with relevant Stamp Act. The stamp paper to be in the name of the company who is issuing the power of attorney]

Know by all men by these presents, We _____ (Name of the Bidder and address of their registered office) do hereby constitute, appoint and authorize Mr. / Ms _____ (name and residential address of Power of attorney holder) who is presently employed with us and holding the position of _____ as our Attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Proposal for the "EOI for Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME", including signing and submission of all documents and providing information / responses to the MCU, representing us in all matters before MCU, and generally dealing with the MCU in all matters in connection with our Proposal for the said Project.

We hereby agree to ratify all acts, deeds and things lawfully done by our said Attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid Attorney shall and shall always be deemed to have been done by us.

For

Date

Name

Designation

Address

Telephone & Fax

E-mail Address

Accepted,

_____ (Signature)

Name, Title and Address of the Attorney)

Note:



- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.
- The Power of Attorney shall be provided on Rs.500/- stamp paper.
- The Power of Attorney should be supported by a duly authorized resolution of the Board of Directors of the Bidder authorizing the person who is issuing this power of attorney on behalf of the Bidder.



Lead Member has to submit the Power of Attorney in favour of Authorized signatory in below given format in case of Consortium.

**POWER OF ATTORNEY FOR LEAD MEMBER BY
CONSORTIUM MEMBER**

MCU has invited proposal from interested companies for "EOI for Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME)", ("Project").

Whereas, _____ and _____ (collectively the "Consortium") being members of the Consortium are interested in offering for the services in accordance with the terms and conditions of the Request for Expression of Interest (EOI) Cum Financial Bid and other connected documents in respect of the Project, and;

Whereas, it is necessary under the EOI document for the members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium's Bid for the Project.

Whereas, we have decided that M/s _____ shall be Lead Member of this Consortium.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We, _____ having our registered office at _____ (hereinafter referred to as the "Member") do hereby designate, nominate, constitute, appoint and authorize _____ having its registered office at _____, being one of the members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the "Attorney"). We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf the Consortium and any one of us during the Bid process and, in the event the Consortium is awarded the Contract, during the execution of the project, and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the selection of the Consortium, including but not limited to signing and submission of all Applications, Proposals and other Documents and writings, participate in pre-proposal and other conferences, respond to queries, submit information/ documents, sign and execute contracts and undertakings consequent to acceptance of Bid of the Consortium and generally to represent the Consortium in all its dealings with the MCU and/or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium's proposal for the above



project and/or upon award thereof till the Contract Agreement is entered into with the MCU.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/Consortium.

IN WITNESS WHEREOF WE THE MEMBER ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF _____

For _____

(Name & Title)

Witnesses:

1.

2.

(To be executed by the Member of the Consortium)

Note:

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.
- Also, wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder :

6. Municipal Corporation Responsibilities

As a part of the proposed agreement, the selected applicant shall be responsible for the **Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME** including but not limited to-

The following facilities will be provided by Municipal Corporation Udaipur :

(A) Municipal Corporation Udaipur shall provide designated office space at Heritage House (Municipal Property) as drawing enclosed for operational coordination.

(B) Basic furniture (Table & Chairs)

(C) Electricity connection (charges payable by agency as per actual)

(D) Permission for approved signage & branding

(E) Ensuring that the Office space is not used for any other purpose

Note: Interior maintenance, housekeeping, IT equipment, manpower & insurance shall be responsibility of agency.

7. Key Instructions to Applicants

Interested Applicants should make note of the following key points:

- a) This EoI invitation document is not a Tender or Request for Proposal in any form and would not be binding on MCU in any manner whatsoever;
- b) MCU reserves the right to cancel the EoI invitation as a whole or in part without assigning any reasons;
- c) The Applicants are encouraged to conduct their own independent assessment, investigations and analysis and check the reliability, accuracy and completeness of the information at their end and obtain independent advice from relevant sources as required before submission of their response;
- d) MCU reserves the right to update, amend and supplement the information given in this document at its sole discretion before the last date and time of submission of the responses;
- e) Applicants should submit their response in English language and as per formats provided in the last section of this document. Submission not conforming to the instructions or prescribed formats will be rejected.

8. **Delay penalty:** During the site visit of MCU officials found inappropriate, the penalty shall be implied of Rs. 2000/- day and overall penalty shall be 10 % applicable.



9. Rajasthan Transparency in Public Procurement Act 2012 and Rajasthan Transparency in Public Procurement Rules 2013 and Public Work and Finance Rules of Appendix (Appendix) XI will be applicable.
10. The contract will have to be made as per RPW 100 and its terms and conditions will be valid.
11. Each document enclosed with the tender form must be signed and sealed by the tenderer
12. There will be a right to change the quantity under Rule 73 of the Rajasthan Transparency in Public Procurement Rules, 2013.
13. The conditions imposed by the State Government/Municipal Corporation will be valid.

UDAIPUR MUNICIPAL CORPORATION

Financial Bid Structure (MANDATORY)

Name of Work: - Selection of Agency for Operation & Management of Heritage Walk & Guided Tour Services in Udaipur under VIRASAT SANRAKSHAN PROGRAMME.

Financial proposal shall be submitted in a separate sealed envelope marked "Financial Bid – Heritage Walk".

There will be two revenue models as follows

FINANCIAL BID

Fixed Annual License Fee :- BIDDER SHALL QUOTE.....

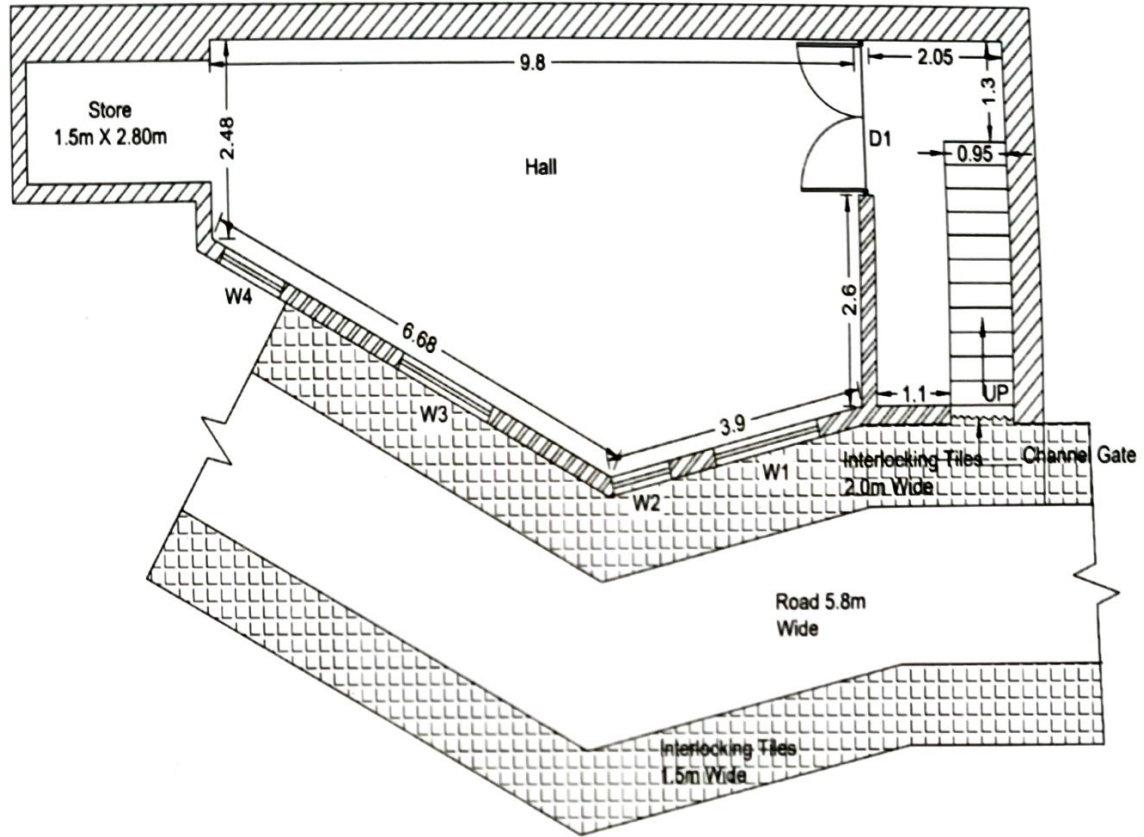
Note :- Minimum Reserve License Fee : Rs 20,000/- Per Month

Payment Terms:

License Fee payable quarterly in advance to Municipal Corporation Udaipur

Revenue share payable monthly by 7th of following month.





Door & Window Schedule

	Length	Height
W1	1.60m	1.60m
W2	0.90m	0.90m
W3	1.50m	1.50m
W4	1.00m	1.00m
D1	2.00m	2.00m

Existing Plan of Library at Jagdish Chowk



Ticket Charges by Agency

- For- Indians – Rs. 300/- Per Person
- For Children from 10 to 18 years age – Rs. 100/- Per Person
- For Foreigners –Rs. 500/- Per Person

