

# Expression of Interest (EOI)

for

Appointment of Agency for Selection of Cultural Event  
Management Agency for planning and organizing and  
Management of Events at  
11 Sidi Near Mehtab Bagh.

*September 2023*

Issued by:



**Agra Development Authority**

Ratan Muni Road, Jaipur House, Jaipur House Colony, Agra, Uttar  
Pradesh, 282010

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## 1. Data Sheet

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|---|--|---|
| 1 | Name of the EOI  | Expression of interest for Appointment of Agency for Selection of Cultural Event Management Agency for planning and organizing and Management of Events at 11 Sidi Near Mehtab Bagh.  |
| 2 | Time Period of Project   | 05 years (extendable based on the performance of the agency at mutually agreed terms)   |
| 3 | EOI processing fee<br>Payment link                               | Non-refundable fee of INR 2,000 + GST 18%<br>Online Payment Link- <a href="https://induscollect.indusind.com/pay/">https://induscollect.indusind.com/pay/</a>   |
| 4 | Name of the Authority and address for clarification / queries    | Executive Engineer (E&M), ADA<br>Contact: + 91 8007639099, +91 7088790007<br>E-mail: <a href="mailto:eeemadaagra@gmail.com">eeemadaagra@gmail.com</a><br>Website: <a href="http://adaagra.org.in/">http://adaagra.org.in/</a> |
| 5 | Proposal Start Date  | <b>30<sup>th</sup> September 2023,</b>  |
| 5 | Proposal Submission Date   | <b>16<sup>th</sup> October 2023, 4.00 PM</b><br>To be submitted at - <a href="mailto:eeemadaagra@gmail.com">eeemadaagra@gmail.com</a>   |
| 6 | Queries Submission Date  | <b>6<sup>th</sup> October 2023, 5.00 PM</b>   |
| 7 | Pre-Application Conference (Discussion on Queries by Applicants) | Pre-Application Conference<br><b>6<sup>th</sup> October · 3:00 – 4:00pm</b><br>Google Meet joining info<br>Video call link: <a href="https://meet.google.com/dnb-cevc-jou">https://meet.google.com/dnb-cevc-jou</a>           |
| 8 | Presentation Date (For selected Applicants)                      | To be Communicated to selected applicants by email  |

## **2. Disclaimer**

Expression of Interest (hereinafter called EOI) for Appointment of Agency for Selection of Cultural Event Management Agency for planning and organizing and Management of Events at 11 Sidi Near Mehtab Bagh is hereby invited by Agra Development Authority.

This EOI Document is an invitation to the prospective Applicants to submit their applications and is not an offer and does not carry any commitment to engage with such Applicants who submit the same. Moreover, this EOI Document is for gauging and analysing the market conditions of similar nature of works.

Canvassing in any form whether directly or indirectly, in connection with the bids is strictly prohibited and the bid submitted by the Applicant who resorts to canvassing shall be liable to rejection.

ADA 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.

Applicants are encouraged to submit their EOIs after visiting the site (11 Sidi, near Mehtab Bagh) and ascertaining for themselves, the site conditions, traffic, location, surroundings, security, climate, availability of power, water, and other utilities access to site, handling and storage, weather data, applicable laws and regulations and any other matter considered relevant by them to Develop, operate, and maintain this project successfully.

This EOI Document includes statements, which reflect various assumptions, which may or may not be correct. This EOI Document does not purport to contain all the information each applicant may require. This EOI Document may not be appropriate for all persons, and it is not possible for Agra Development Authority (ADA) to consider the investment objectives, financial situation and particular needs of each applicant who reads or uses this EOI Document. Each Applicant should conduct its own investigations and analysis and should check the accuracy, reliability, and completeness of the information in this EOI Document.

Neither ADA nor its employees make any representation or warranty as to the accuracy, reliability, or completeness of the information in this EOI Document.

**Engineering Department  
Agra Development Authority**

### **3. Project Background**

The project at 11 Sidi Near Mehtab Bagh is of great historical and cultural significance, nestled in close proximity to the iconic Taj Mahal. This exceptional location provides a remarkable opportunity for hosting cultural events that celebrate India's rich heritage and artistic traditions. The selection of a Cultural Event Management Agency (CEMA) is imperative to ensure the successful planning, execution, and management of these events. The site at 11 Sidi Near Mehtab Bagh offers breathtaking views of the Taj Mahal, one of the Seven Wonders of the World, making it a picturesque and historically significant area. The project's primary objective is to leverage this stunning backdrop to host a series of cultural events that showcase India's diverse cultural heritage, art forms, and traditions. These events will serve as a platform for artists, performers, and artisans to display their talents, attracting both domestic and international visitors.

The primary objectives of this project are as follows:

**Cultural Promotion:** The project aims to serve as a vibrant platform for the promotion of India's diverse and multifaceted cultural heritage. This includes traditional art forms, music, dance, theater, visual arts, and various other cultural expressions. By hosting a series of cultural events, the project intends to showcase the depth and diversity of India's cultural tapestry to a wide and varied audience, both domestic and international.

**Heritage Preservation:** The Taj Mahal, a UNESCO World Heritage Site, stands as an enduring symbol of India's historical and architectural grandeur. The project recognizes the importance of preserving and protecting this heritage site. By hosting cultural events at a location in close proximity to the Taj Mahal, it aims to create awareness about the need for heritage preservation and responsible tourism. The events will underscore the importance of safeguarding historical treasures for future generations.

**Artistic Revival:** Additionally, the project seeks to provide a platform for both traditional and contemporary artists to showcase their talents and revive cultural practices that may be fading into obscurity. By doing so, it contributes to the revitalization and continuation of various art forms and crafts that are integral to India's cultural identity.

**Tourism Enhancement:** By offering cultural experiences alongside the Taj Mahal visit, the project aims to enhance tourism in Agra. It aspires to position Agra not only as a destination for architectural wonders but also as a cultural hub where visitors can immerse themselves in the vibrant traditions and artistic expressions of India.

**Economic Impact:** The promotion of cultural events also has a direct economic impact on the local community. Artisans, craftsmen, performers, and local businesses will benefit from increased tourist footfall during these events. It is expected that this will lead to economic growth and employment opportunities in the region.

ADA invite proposals for the Planning, organizing and Management of the Cultural Event for a tenure of 5 years (extendable with mutual consent). The site, encompassing approximately 3.5 acres, offers a canvas for hosting cultural events that aligns with the essence of the location and enhance the visitor experience. With its proximity to a world-renowned landmark Taj Mahal.

The ADA looks forward to receiving innovative proposals from firms that share our vision for sustainable and culturally enriching tourism experiences near the Taj Mahal.

**4. Site Location: -**

The proposed Cultural Event Site, spanning approximately 3.5 acres, is strategically located at Latitude 27.104848 N and Longitude 78.020681 E. These coordinates place the Cultural Event site adjacent to the historic Mehtab Bagh, offering unobstructed views of the Taj Mahal—a treasure of architectural splendour and a UNESCO World Heritage Site.



**5. Site Photos: -**



Existing Site Photos

## **6. Scope of Work for the Applicant: -**

The scope of work for the Cultural Event Management Agency (CEMA) in planning, organizing, and managing cultural events at the 3.5-acre area near the Taj Mahal for a 5-year lease period is comprehensive and multifaceted. Below is an elaboration of the scope of work for the agency:

### **Event Planning and Management:**

- Develop a detailed event plan for each cultural event, including conceptualization, theming, and scheduling.
- Coordinate and manage all aspects of event logistics, from venue setup to transportation, security, and ticketing.
- Ensure a seamless flow of events and activities, managing schedules and timelines efficiently.

### **Artistic Programming:**

- Curate a diverse and culturally rich program that showcases a wide range of traditional and contemporary art forms, such as music, dance, theatre, visual arts, and cultural exhibitions.
- Identify and invite talented artists, performers, and artisans to participate in the events.
- Ensure a balanced representation of local, national, and international cultural expressions.

### **Marketing and Promotion:**

- Develop and implement a comprehensive marketing and promotional strategy to attract a broad audience, including tourists, locals, and cultural enthusiasts.
- Utilize various marketing channels, including digital media, print, social media, and partnerships with travel agencies and tour operators.
- Create promotional materials, including brochures, posters, and online content.

### **Vendor and Artisan Management:**

- Liaise with vendors and artisans to ensure the availability of authentic and high-quality cultural products, merchandise, and food.
- Establish partnerships with local artisans and businesses to promote their products and services during events.

### **Sustainability and Environmental Practices:**

- Implement sustainable event management practices to minimize the environmental impact of the events, including waste reduction, energy conservation, and eco-friendly event materials.
- Promote responsible tourism and environmental awareness among event attendees.

### **Compliance and Safety:**

- Ensure that all events adhere to local regulations, permits, and safety standards.
- Develop and implement safety protocols to safeguard the well-being of event attendees.

### **Ticketing and Revenue Generation:**

- Set up a ticketing system for event entry and manage ticket sales.
- Explore revenue generation opportunities, such as tiered ticket pricing, sponsorship deals, and concessions.

### **Community Engagement:**

- Involve the local community in the events, providing opportunities for residents to participate and showcase their cultural contributions.
- Foster positive relationships with local stakeholders and residents.

### **Monitoring and Evaluation:**

- Continuously monitor event performance and gather feedback from attendees for improvement.

- Evaluate the success of each event based on predefined metrics and key performance indicators.

#### **Crisis Management:**

- Develop a crisis management plan to address unforeseen challenges or emergencies during events.

#### **Access Pathways and Venue Setup:**

- Construct and maintain pathways to the event venue, ensuring they are designed in a manner that respects the heritage surroundings and follows relevant heritage conservation guidelines.
- Plan the venue setup in a way that does not harm or encroach upon heritage sites or their surroundings. Ensure that all temporary structures adhere to heritage preservation standards.

#### **Solid Waste Management**

- Develop a comprehensive waste management plan that aligns with heritage conservation principles. Ensure proper disposal methods that do not harm the environment or heritage sites.
- Prioritize thorough post-event cleanup to restore the area to its original condition, respecting heritage values and guidelines.

#### **Toilet Facilities:**

- Establish toilet facilities that are designed to blend with the heritage surroundings, adhering to architectural and aesthetic guidelines.
- Maintain high standards of cleanliness and hygiene in the toilet facilities while respecting heritage aesthetics.

#### **Water Supply and Hydration:**

- Ensure that water supply infrastructure is installed and maintained in a way that does not compromise heritage values or disrupt the site's integrity.
- Design hydration stations to be in harmony with the heritage surroundings.

#### **Emergency Services and First Aid:**

- Collaborate closely with local authorities and emergency services providers to ensure that emergency response plans are in line with heritage preservation requirements.
- Set up first aid stations that meet the heritage site's standards and guidelines, ensuring they do not disrupt the heritage ambiance.

#### **Compliance with Heritage Guidelines:**

- Conduct a heritage impact assessment to identify potential impacts on the heritage site and surroundings and develop strategies to mitigate them.
- Comply fully with all relevant heritage conservation rules and regulations, as well as any additional guidelines provided by heritage authorities.
- Promote heritage awareness among event attendees, encouraging respect for heritage values and compliance with heritage guidelines.

#### **Approval and Coordination with Agra Development Authority:**

- The Cultural Event Management Agency is required to seek prior approval from the Agra Development Authority (ADA) for all aspects of event planning and management.
- This includes submitting event proposals, budgets, marketing plans, and any significant changes to the original event plan.
- Coordinate closely with ADA officials to ensure alignment with local regulations, guidelines, and city development plans.



- ADA approval is essential for venue selection, event schedules, safety measures, and any modifications to the leased area
- Conduct a thorough site assessment, including environmental and geological studies, to ensure the suitability and sustainability of the proposed Event site.
- All necessary approvals and clearances as per directions given by Supreme Court, NGT and other Judicial Authorities from time to time.
- Compliance with all applicable guidelines by relevant competent authorities and concerned stakeholders.
- Perform a market analysis to identify target demographics and potential demand.

## **A. Event Management**

### **Stage 1: Pre-Planning of Events**

1. The events can be of any category – Cultural, musical, dance, play, etc., which attract the tourist & local crowds as well as the people from surrounding cities.
2. The agency will NOT be allowed to execute any private events (like wedding ceremony, birthday parties, private parties, or any other private events).
3. Corporate events can be organised only if they are open to common public. This can only be done after prior approval from ADA. In case of ticketed events, the licensee shall inform and take approval from ADA about the ticket prices set.
4. The events may be planned on days - weekends, national holidays, etc. so as to attract maximum footfall.
5. ADA shall be given precedence for booking of events (i.e. ADA shall be allowed to book an event 30 days prior to the event date
6. Propose and manage the entire outreach campaign (physical and virtual) to ensure maximum participation.

*Note: The facilities and site location of events can be used by ADA, without any charge, as and when required by ADA.*

### **Stage 2: Continuous Procedure**

1. Pre-event planning as per the event requirements.
2. Planning and Execution as per event brief decided.
3. Concept development and presentation on suggested theme with rationale.
4. Printing & production of Invitation Card/ e-invites/ social media content
5. Sourcing of Event requisites such as giveaways/ mementos/ souvenirs etc.
6. Onsite Event Fabrication and Onsite Technical Setup.
7. Sourcing of specialists with technical competence for handling event and related activities and ushers as per event requirement.
8. Sourcing of any specialist as per event requirement e.g., Music bands, motivational speakers, singers, dance troupes etc.
9. Artist Management and coordination. (This shall include the accommodation and logistics of the artist/ guests)
10. Arranging all required govt clearances/ permissions/ Licenses to conduct the event.
11. Local liaising with Hotel/ Location/ Stakeholders for smooth event setup and running of show.
12. Collaboration with ADA representative for the event flow or any special requirements.
13. Timely submission of event photographs, video etc. These must be submitted within 15 days of the event.

14. Timely event closure and submission of closure report. This report must mention date, time-duration, footfall, event-theme, expense report etc.
15. Airport and Hotel coordination for any branding requirement during arrival.
16. Take up necessary security measures including but not limited to deployment of the security personnel, baggage screening gadgets, personnel screening gadgets, CCTV, to the satisfaction of ADA
17. Any other work related to the event management, or any other marketing related work ADA may assign.

## **7. Key Terms and Conditions:**

1. The Cultural Event Management Agency (CEMA) is contracted to plan, organize, and manage cultural events only. Activities such as marriages, ring ceremonies, private parties, or any non-permissible events that create nuisances or cause damage to neighbouring structures, buildings, or activities are strictly prohibited.
2. Permanent construction is strictly prohibited on the allotted land parcel. Temporary structures, including tents or event infrastructure, shall be developed by the CEMA only on allocated sites approved by the Authority at its own expense.
3. The Event Management Agency is not allowed to excavate the allotted land parcel without prior written permission from the Authority.
4. The Event Management Agency shall be responsible for obtaining all necessary statutory approvals and compliances from relevant authorities for the design, development, operation, maintenance, and management of cultural events at the site.
5. The Authority retains full ownership of geological properties in and around the allotted land parcel. The Event Management Agency shall not encroach upon additional land and must confine its operations strictly to the allocated land.
6. The Event Management Agency shall arrange for all necessary infrastructure, including electricity, water, irrigation facilities, sewage disposal, and solid waste disposal for the event site and its surroundings. The agency shall seek the required approvals from the Authority for these utilities and bear all associated one-time and recurring costs.
7. The Event Management Agency shall be responsible for the safety and security of the entire area, existing and new infrastructure, trees, electric and other utilities. The licensee shall bear the expenditure for providing safety measures for the event site.
8. The Event Management Agency is responsible for the cleanliness, maintenance, and upkeep of the entire event site. This includes compliance with ADA guidelines for solid waste management, composting, and proper disposal of wet and dry waste.
9. Any barricading or compound walls installed should be see-through, allowing activities happening inside to be visible from all sides.
10. The Authority holds the right to inspect and verify the premises, infrastructure, trees, and plants, as well as the progress of development and maintenance works prescribed in the scope of work, at any time. Cutting of trees is strictly prohibited.
11. The Event Management Agency shall comply with all guidelines issued by the Authority from time to time.
12. At the end of the license period, the event site should be restored to its proper condition as it was at the start of the project.
13. The Event Management Agency will be liable for heavy penalties, legal action, and potential blacklisting if found to be violating any of the conditions mentioned in this document.
14. The Event Management Agency shall assume full responsibility for ensuring the safety and well-being of event attendees, guests, staff, and all involved parties. Any breach of safety protocols leading to hazards or unsafe conditions will result in immediate corrective action and may lead to termination of the contract. The agency shall comply with all local regulations, codes, and guidelines related to safety and hazard management.

15. The agency is required to strictly adhere to all ADA norms and regulations. Any violations or misconduct will result in penalties ranging from ₹10,000 to ₹1,00,000, per incident determined based on the severity of the infraction, at the discretion of ADA. Penalties will be formally communicated to the agency and must be remitted within the specified timeframe. Repeated violations may lead to contract suspension or termination.

Additional conditions that the Cultural Event Management Agency must follow regarding lighting and sound values for events conducted near the heritage structure Taj Mahal, in strict adherence to regulations set forth by the Central Pollution Control Board, ASI, Hon'ble High Courts and Hon'ble Supreme Court's previous verdicts and other relevant central and state government departments.

**Lighting Compliance:** All lighting used during cultural events must adhere to the guidelines set by relevant authorities and previous verdicts of High Courts and the Supreme Court. This includes restrictions on the intensity, duration, and direction of lighting to prevent any adverse impact on the visual ambiance of the Taj Mahal and its surroundings.

**Sound Levels and Timing:** Sound levels during events shall strictly comply with noise pollution regulations and standards established by the relevant authorities and as per previous court verdicts. Sound levels should not exceed permissible limits at any point during the event.

Events conducted during specific hours of the day, especially during evenings and nights, must follow stringent noise control measures to prevent disturbances to the peace and serenity of the heritage site and nearby areas.

**Noise Barrier Installation:** Where necessary and as per the recommendations of acoustic experts, the Cultural Event Management Agency shall install noise barriers or sound-absorbing materials to minimize sound propagation towards the Taj Mahal and its vicinity.

**Continuous Monitoring:** The Cultural Event Management Agency shall employ real-time sound level monitoring equipment during events to ensure that sound levels remain within permissible limits at all times. Immediate corrective action must be taken if violations are detected.

**Compliance with Previous Court Verdicts:** The Cultural Event Management Agency shall meticulously review and adhere to all previous court verdicts and judgments related to events near the Taj Mahal. Any conditions or guidelines set forth in these verdicts must be followed to the letter.

**Engagement of Acoustic Experts:** The agency shall engage qualified acoustic experts who are well-versed in heritage site event management to assess and ensure compliance with sound regulations. These experts shall provide recommendations for sound mitigation as necessary.

**Emergency Sound Mitigation Plan:** In the event of unforeseen circumstances or changes in sound conditions, the Event Management Agency shall have an emergency sound mitigation plan in place to address any noise-related issues promptly.

**Liaison with Local Authorities:** The agency shall maintain open and consistent communication with local authorities responsible for noise control and compliance monitoring. Coordination and cooperation with these authorities are essential to ensure compliance

## 8. Proposal Submission

The interested applicants having requisite experience are requested to submit a proposal in the form of a presentation on [vcada@gmail.com](mailto:vcada@gmail.com) which should include:

- i. A brief company profile in narrative form.
- ii. Capability statement, experience, and expertise in implementation of projects in the development, operations, and maintenance of the temporary vending zone and organising and managing events in last 5 years.

- iii. Financial Statements stating turnover and net profit for the last 3 FY certified by CA.
- iv. Design Drawings; Construction Drawings
- v. Operational Concepts; Maintenance Plan
- vi. Business concepts and schematic plan (themes, components, etc.)

The interested applicants are encouraged to visit sites while preparation of the proposal at their own cost.

#### **9. Workshop**

A presentation workshop is planned, where the bidders will present their proposal. The time of virtual meeting and link for the same shall be shared with the selected applicants through email.

This expression of interest is an important step in finalising the Agency for Design, Development, Operation & Maintenance and Management of Glamping site (Tent City) near Mehtab Bagh, Agra. ADA will formulate the EOI incorporating the suggestions / inputs received during the process.