

# Expression of Interest (EOI)

for

Appointment of Agency for Design, Development, Operation & Maintenance and Management of Glamping Site Near Mehtab Bagh, Agra

*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

1	Name of the EOI	Expression of interest for Design, Development, Operation & Maintenance and Management of Glamping site (Tent City) near Mehtab Bagh, Agra.
2	Time Period of Project	05 years (extendable based on the performance of the agency at mutually agreed terms)
3	EOI processing fee Payment link	Non-refundable fee of INR 2,000 + GST 18% 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 Contact: + 91 8007639099, +91 7088790007 E-mail: <a href="mailto:eeemadaagra@gmail.com">eeemadaagra@gmail.com</a> 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> 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 <b>6<sup>th</sup> October · 1:00 – 2:00 pm</b> Google Meet joining info Video call link: <a href="https://meet.google.com/kup-onrp-zdj">https://meet.google.com/kup-onrp-zdj</a>
8	Presentation Date (For selected Applicants)	To be Communicated to selected applicants by email

## **2. Disclaimer**

Expression of Interest (hereinafter called EOI) for Design, Development, Operation & Maintenance and Management of Glamping site (Tent City) near Mehtab Bagh, Agra 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 (Glamping site, 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 selected site for the Glamping Site development is adjacent to the historic Mehtab Bagh, a renowned garden complex with historical significance. Mehtab Bagh offers unobstructed views of the Taj Mahal, presenting a picturesque setting for visitors to witness the Taj Mahal's unparalleled beauty during various times of the day, including sunrise and sunset. The strategic location of the proposed site ensures that guests will have a direct view of the Taj Mahal, enhancing their overall experience.

The primary objectives of this project are as follows:

**Tourism Enhancement:** The Glamping Site aims to elevate the tourism experience by offering luxurious and culturally immersive accommodations within close proximity to the Taj Mahal.

**Economic Development:** This project seeks to stimulate local economic development by providing opportunities for local vendors, artisans, and service providers to participate in and benefit from the tourism sector.

**Preservation:** While enhancing the tourism infrastructure, the project is committed to preserving the natural and cultural heritage of the area, ensuring that it remains a sustainable and responsible destination for visitors.

**Taj Mahal Visibility:** One of the unique selling points of the proposed Glamping Site is its direct and uninterrupted view of the Taj Mahal. Guests staying at the Glamping Site will have the privilege of experiencing the Taj Mahal in all its glory, day and night. The site's proximity to Mehtab Bagh, renowned for its picturesque views of the Taj Mahal, ensures that guests can enjoy the Taj Mahal's breath-taking beauty without the crowds often encountered at the main Taj Mahal complex. This unparalleled view will be a focal point of the Glamping Site, offering an extraordinary and memorable experience for visitors.

ADA invite proposals for the Designing, development, operation, & maintenance and Management of the premises for a tenure of 05 years (extendable with mutual consent). The site, encompassing approximately 7 acres, offers a canvas for innovative infrastructure development that aligns with the essence of the location and enhances the visitor experience. With its proximity to a world-renowned landmark Taj Mahal.

The chosen agency will have the privilege of curating an engaging environment that caters to the diverse preferences of our visitors while upholding the charm and cultural significance of the region. The lease period of 05 years provides ample scope for creative and sustainable solutions, ensuring the seamless operation and maintenance of the premises.

This Expression of Interest (EOI) marks a significant opportunity to leave an indelible mark on a location that welcomes thousands of visitors daily. As ADA embarks on this collaborative journey, we look forward to receiving proposals that reflect innovation, sensitivity to the site's unique attributes, and a commitment to creating an exceptional space that resonates with both locals and tourists alike.

This project presents an extraordinary opportunity to create a harmonious blend of luxury, culture, and natural beauty, all while respecting the historical significance of the Taj Mahal and its surroundings. ADA invites experienced and qualified firms to participate in this venture, contributing their expertise to create a world-class Glamping Site that complements the splendour of the Taj Mahal and enriches the tourism offerings in the region.

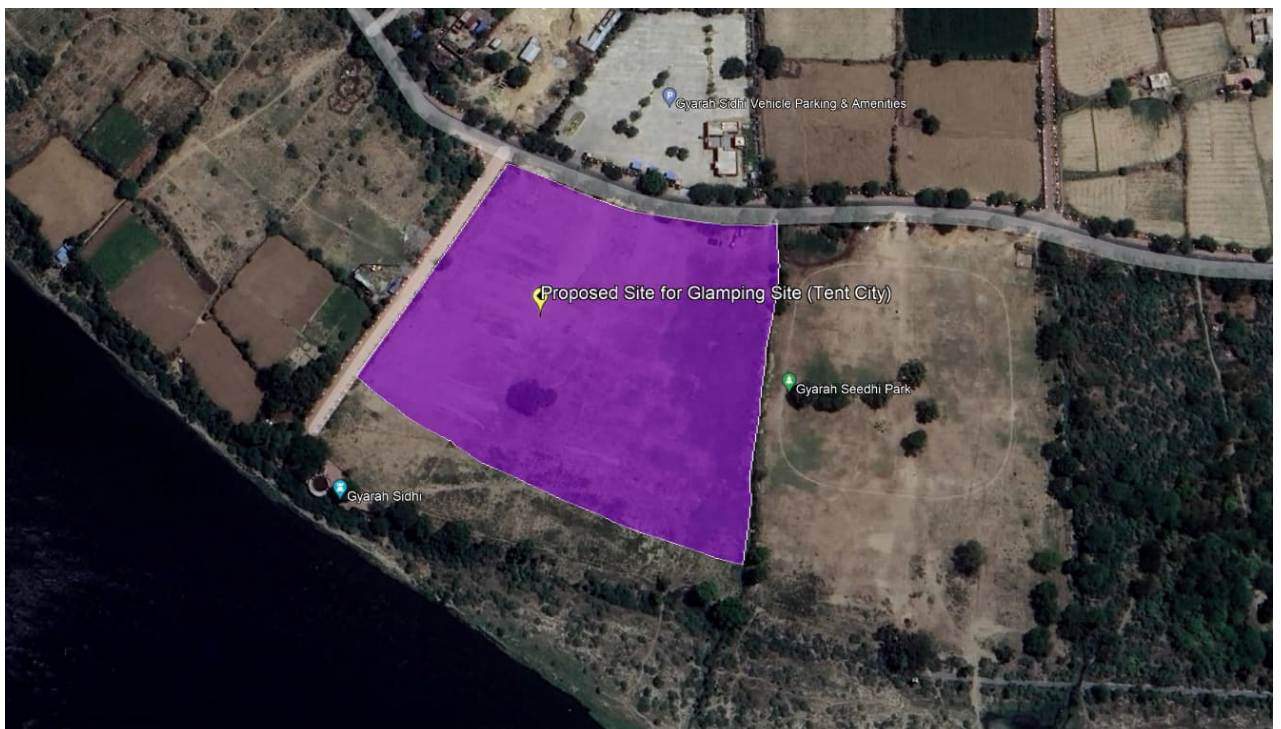
The ADA looks forward to receiving innovative proposals from firms that share our vision for sustainable and culturally enriching tourism experiences near the Taj Mahal.



*Reference Image of the Glamping Site (Tent), Agra*

**4. Site Location: -**

The proposed Glamping Site, spanning approximately 7 acres, is strategically located at Latitude 27.104848 N and Longitude 78.020681 E. These coordinates place the Glamping 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 Agra Development Authority intends to appoint a reputable firm to oversee the comprehensive project lifecycle. Commencing with the Design Phase, this entails conducting a site assessment, developing architectural and landscape designs, and planning the essential infrastructure. Moving into the Development Phase, the selected firm will undertake construction, interior setup, and furnishing of glamping accommodations and related facilities. Subsequently, the Operation & Maintenance Phase will be entered on operational planning, staffing, the provision of guest services, the implementation of sustainability practices, and establishing emergency response protocols to ensure the seamless daily operation of the Glamping Site. In the Management Phase, the firm will manage financial aspects, lead marketing initiatives, engage with the local community, and drive continuous improvement efforts to uphold financial transparency, attract visitors, foster community relations, and elevate the overall guest experience. Prospective firms are encouraged to showcase their expertise in these domains to ensure the successful realization and management of this prestigious destination.

### **1. Design Phase:**

#### **a. Site Assessment and Feasibility Study:**

- Conduct a thorough site assessment, including environmental and geological studies, to ensure the suitability and sustainability of the proposed Glamping Site.
- Perform a market analysis to identify target demographics and potential demand.

#### **b. Architectural and Landscape Design:**

- Develop a comprehensive architectural plan for non-permanent infrastructure that integrates harmoniously with the natural and historical surroundings while maximizing guest comfort.
- Design the layout of glamping accommodations, pathways, and community areas.
- Include a landscape design that enhances the site's aesthetics and eco-friendliness.

#### **c. Infrastructure Planning:**

- Design and engineer all necessary infrastructure, including but not limited to tenting, access roads, parking facilities, water supply, sewage, electrical systems, and waste management.
- Ensure that infrastructure adheres to local building codes and regulations.

#### **d. Cultural and Recreational Facilities:**

- Plan and design cultural and recreational facilities that offer a unique and enriching experience to guests.
- Include spaces for cultural exhibitions, performances, and outdoor activities.

### **2. Development Phase:**

#### **a. Construction and Implementation:**

- Installation of 25-35 glamping tents, along with necessary infrastructure and facilities, in accordance with approved designs and specifications. The selection of tent designs should encompass a diverse range to cater to varying guest preferences and needs.

- Ensure stringent quality control measures and strict compliance with safety standards throughout the construction phase to guarantee the safety and satisfaction of guests.

**b. Interior Furnishing and Setup:**

- Procure and install furnishings, amenities, and interior décor for the 25-35 glamping accommodations, communal areas, and facilities, maintaining diversity in design to provide a unique experience for each guest.
- Ensure the seamless provision of all necessary utilities and services to meet the varied requirements of the diverse glamping accommodations.

**3. Operation & Maintenance Phase:**

**a. Operational Plan:**

- Develop a comprehensive operational plan that outlines staffing requirements, management protocols, and guest services.
- Implement efficient check-in/check-out procedures and guest management systems.

**b. Staffing and Training:**

- Recruit, train, and manage a professional and customer-oriented team for site management, guest services, and maintenance.
- Provide ongoing training to ensure service excellence.

**c. Guest Services:**

- Deliver exceptional guest services, including but not limited to dining, housekeeping, security, and guest assistance.
- Implement a reservation and booking system.

**d. Sustainability and Eco-Friendly Practices:**

- Implement and monitor eco-friendly practices, such as waste reduction, water conservation, and renewable energy use.
- Develop and maintain green certifications where applicable.

**e. Emergency Response and Safety:**

- Establish and regularly update emergency response plans and safety protocols.
- Ensure the safety and security of guests and staff.

**4. Management Phase:**

**a. Financial Management:**

- Develop and manage budgets for all aspects of the Glamping Site's operations.
- Implement effective financial reporting and auditing procedures.

**b. Marketing and Promotion:**

- Create and execute a marketing and promotional strategy to attract visitors and enhance occupancy rates.

- Participate in regional and national tourism promotion efforts.

**c. Community Engagement:**

- Engage with the local community and promote responsible tourism practices.
- Facilitate partnerships with local artisans, vendors, and cultural organizations.

**d. Continuous Improvement:**

- Continuously assess and improve services and facilities to meet evolving guest expectations and industry standards.
- Gather guest feedback and respond to reviews.

This comprehensive Scope of Services outlines the various phases and responsibilities involved in the design, development, operation, maintenance, and management of the Glamping Site near Mehtab Bagh in Agra. Firms submitting proposals should demonstrate their capacity to fulfill these services and contribute to the successful realization of this unique tourism venture.

**Note:**

- ADA reserves the right to suitably alter the scope of work/ incentive mechanism anytime during the contract period, to factor the extant/ unforeseen need/ requirement.
- Increase or decrease in the number of cottages at a particular site for a particular year may be done with the mutual consent of ADA and the Selected bidder.

**A. Minimum Development Obligations/Specifications-**

**Tentative Cottage Tent Dimensions:**

Complete Size	Room Size	Verandah Size	Bathroom Size
12ft x 24 ft	12ft x 12ft	12ft x 06ft	12ft x 06ft
14ft x 28ft	14ft x 14ft	14ft x 07ft	14ft x 07ft
15ft x 30 ft	15ft x 16ft	15ft x 07ft	15ft x 07ft
16ft x 32 ft	16ft x 20ft	16ft x 16ft	16ft x 16ft

**Fabric Details:**

Layer	Fabric Offered	Feature
Top Layer	PVC Coated Fabric	Waterproof, UV stabilized, long life, Weather Sustainability -20 to 70 degree Temperature
Middle Layer	Blackout Canvas	Temperature and condensation reduction
Inner Layer	Printed Cotton	

**Features:**

- Side wall 600 GSM PVC coated fabric.
- Structure with MS painted with Aluminium colour.
- Windows with Curtains and Water proof flap.

- Doors with Zip to open and close from both sides.
- Side height is 7ft and centre height is 12ft Approx.
- One ft gape in between Top and Middle Layer to Avoid heating

**Note:** *The above specifications are tentative. However, the agency may come up with its own designs and specifications subject to MDOs as specified in this EOI including all requisite approvals by competent authority.*

#### **A. Finances**

1. The development of all planned activities should be completed in first 3 months since the award of work order.
2. The payment of license fee for the first 3 months will be waived off and it shall begin post completion of development works or 3 months from award of work whichever is earlier.
3. The Agency shall finance the project and recover his investment through user charges / ticketing & other charges for a period of 05 years.
4. Agency shall include GST charges with licence fees.

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

The land will be available for five (5) years (extendable at mutually agreed terms) for Design, Development, Operation & Maintenance and Management of Glamping Site (Tent City) Near Mehtab Bagh, opposite to the Taj Mahal. The period of contract is extendable depending upon the performance of the selected Agency. There are some specific conditions of this contract, which are as follows:

- 1) No activities like marriage, ring ceremonies or private parties will be allowed. The licensee shall not allow any non-permissible activities, creating nuisance and or damage to neighbouring structures, buildings, and activities.
- 2) Permanent Construction is not allowed on the allotted land parcel. Temporary structures, boring etc. shall be developed by the licensee only on allocated sites approved by the Authority on its own expenditure.
- 3) The Agency has no right to excavate the allotted land parcel, without prior permission from the Authority.
- 4) The Agency will be responsible for all statutory compliances / approvals from relevant authorities for Design, Development, Operation & Maintenance and Management of Glamping Site (Tent City).
- 5) The Authority will remain to be the rightful owner of the Geological Properties. The licensee will not encroach additional land parcel and will confine its operations to the allotted land.
- 6) The Agency shall arrange for required electric / water/ irrigation facilities/sewage Disposal/Solid Waste Disposal for the glamping site (Tent City). In premises and surroundings or any other works prescribed in the scope of work and shall seek desired approval from the Authority for the same and shall bear all associated one time and recurring costs.
- 7) The Agency shall be responsible for the safety and security of the area, existing and new infrastructure, trees, electric and other utilities. The licensee shall bear the expenditure for provisions of safety measures for Glamping Site (Tent City).
- 8) The Agency shall be responsible for the cleanliness, maintenance and upkeep of the entire site and shall bear the costs associated for the same. The Licensee shall comply will all guidelines and directions of ADA regarding Solid waste management, composting and proper disposal of wet waste and dry waste.

- 9) The barricading/compound wall installed should be see-through and activities happening inside should be visible from all sides.
- 10) ADA holds the right to check and verify the premise, infrastructure, trees, and plants or the progress of the other development and maintenance works, as prescribed in the scope of work, and at locations as directed by ADA at any point of time. The site plan should be in response to the existing trees on site. Cutting of trees will not be allowed.
- 11) The licensee shall have to follow all guidelines by Authority, issued from time to time.
- 12) At the end of license period, the developed site should be in proper condition as it was at the start of the project.
- 13) The licensee agency will be liable to a heavy penalty, legal action and blacklisting if found to be violating any of the conditions mentioned in this EOI.
- 14) The agency shall assume full responsibility for ensuring the safety and well-being of 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 result in termination of the contract. The agency shall comply with all local regulations, codes, and guidelines related to safety and hazard management. By adhering to these protocols, the agency will contribute to creating a secure and enjoyable experience at the Glamping site (Tent City).
- 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.

## **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.