



Adopt a Monument

Scheme Guidelines

Department of Archaeology, Museums and Heritage
Government of Karnataka



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1. RATIONALE

Karnataka offers a multitude of tourism opportunities, living up to the promise of its brand “**One State, Many Worlds**”. The state’s pleasant climate, cosmopolitan culture and highly responsive administration make Karnataka an excellent destination for businesses to set up and flourish. The State’s tourism destinations encompass a wealth of tourism products across a range of themes including heritage, culture, ecotourism, spiritual, adventure, coastal, wellness, rural, and urban.

The Karnataka Tourism Policy 2020-26 has highlighted the role of the State’s rich and diverse cultural heritage and history in creating tourism-driven growth for the State. Heritage is one of the core tourism themes of Karnataka and has created a strong positioning for the State on the global tourism map. Karnataka ranks 4th among Indian states for domestic tourist visits with more than 22.7 Crore domestic tourist visits in 2019 and also attracts more than 6 lakh foreign tourist visits annually. The heritage tourism potential of Karnataka has received global acclaim with Hampi being ranked 2nd in the New York Times must-see global destinations 2019 list.

There is a need to develop a robust mechanism for the provision of basic amenities and facilities at the Heritage Monuments across Karnataka and create a platform to make Karnataka’s Heritage Monuments a must-see tourism experience.

This scheme is envisioned to synergize with other infrastructure development schemes of various departments and shall be implemented in collaboration with other Departments and Organisations, with the objective to ensure provision of amenities and facilities across the Heritage Monuments in Karnataka, and thereby enhance the overall tourist experience. Successful undertaking of this Adopt a Monument scheme shall also provide an impetus for tourism-driven economic development around the Heritage Monuments of Karnataka.

2. VISION STATEMENT

The Department of Archaeology, Museums and Heritage (DAMH), Government of Karnataka in close collaboration with the Department of Tourism (DoT), Government of Karnataka and relevant private and public sector entities envisages to develop amenities and facilities at the Heritage Monuments of Karnataka while sustaining the efforts of DAMH to conserve, preserve and protect the Heritage Monuments. This will increase the tourism potential of the monument site by enhancing the tourist experience in a planned and phased manner.

3. OBJECTIVES

The objectives of the Scheme are to:

- *Conserve, preserve and protect the Heritage Monuments of Karnataka.*
- *Develop basic tourism infrastructure in and around Heritage Monuments of Karnataka.*
- *Develop facilities and amenities to improve the tourist experience at Heritage Monument sites.*
- *Promote cultural and heritage values of the State and develop avenues to create awareness about the Heritage Monuments sites in the State.*
- *Develop and promote sustainable tourism infrastructure and ensure proper Operations and Maintenance therein.*
- *Generate employment opportunities and support livelihoods of local communities around the Heritage Monument sites.*

4. PROJECT APPROACH

Karnataka is a land with rich cultural heritage and many natural gifts. The State is proud to host 3 UNESCO World Heritage Sites – Group of Monuments at Hampi, Group of Monuments at Pattadakal and the Western Ghats. Additionally, four other sites – Evolution of Temple Architecture at Aihole-Badami-Pattadakal, Forts of the Deccan Sultanate at Kalaburagi-Bidar-Vijayapura, the Monuments of Srirangapatna Island Town, and Sacred Ensembles of the Hoysala at Belur-Halebidu are on the tentative list of World Heritage Sites.

Further, Karnataka has taken significant steps towards heritage conservation with 844 state-protected monuments and more than 600 ASI-protected monuments in the State. Governmental agencies are also undertaking the conservation, preservation, and protection of hundreds of heritage monuments across the State including forts, palaces, heritage buildings, archaeological sites, and monuments of spiritual and cultural importance. Government of Karnataka is continuously endeavouring to conserve, promote and celebrate our tangible and intangible cultural heritage.

These magnificent heritage monuments have stood test of time and depicts honour, sacrifice, and valour of the various kingdoms. All these not only provide a glimpse of the sheer richness, variety, and diversity of Karnataka's incredible cultural heritage but also about its incredible possibilities. These monuments and natural sites form an integral part of the tourism strategy for attracting domestic and international tourists.

To tap the true potential of these Heritage Monuments, it is necessary to continue and improve the efforts of DAMH in conservation, preservation, and protection. At the same time, there is a need to provide basic facilities and amenities including safety and security, and provide new experiences through illumination, night viewing facilities etc. It is also essential to ensure that these interventions are within the permissible guidelines of the Nodal Departments i.e., Department of Archaeology, Museums and Heritage, Department of Tourism, Forest Department etc. as applicable.

To achieve the above, the project envisages handing over of development / construction / upgradation of facilities and amenities along with their complete operation and maintenance (O&M) for the Monument sites to applicants selected through a transparent and competitive bidding process who would be known as “Smaraka Mitras” for their initiative. This handover shall be initially for a period of 5 years subject to review at any time, regular monitoring, and feedback mechanism from all the stakeholders including tourists.

5. INDICATIVE LIST OF TOURIST AMENITIES UNDER THE PROJECT

At present many Heritage Monument sites of Karnataka lack basic tourist amenities and facilities and there are significant opportunities for improvement. Through this scheme, the Heritage Monument sites shall be provided with basic and advanced amenities for the tourists to offer a positive tourist experience. The tourist amenities proposed to be developed through this scheme have been divided into three categories as per the project guidelines:

5.1. BASIC AMENITIES

Basic amenities are an important aspect in tourism as they can augment the popularity of the place; and facilitate repeated visits and mouth to mouth publicity as a promotional tool. Basic amenities at any tourist place are the first and foremost right of the tourist as every visit to the Monument gives impetus to the local economy. Basic amenities are important irrespective of their financial feasibility in project structuring. The indicative list of basic amenities within and surrounding areas are as below:

- Public conveniences (Toilet Facilities)
- Drinking water facilities / water kiosk
- Ease of Access / Barrier Free Monument / Accessibility for All - differently abled friendly toilets, ramps, wheelchair facility, braille signages, monument models based on CPWD Guidelines

- Cleanliness of site / Swachh Monument (Cleanliness of the Monument, including complete polythene ban)
- Baby care rooms
- Illumination (interior & exterior)
- Signage (Information and Directional Signages)
- Benches
- Dustbins
- Cloakroom
- Wi-Fi
- Basic surveillance system (such as bullet CCTV cameras)
- App based Multilingual Audio-Guide
- Point of Sale Terminal (PoS) machines at the Ticketing Counters to promote cashless transactions

5.2. ADVANCED AMENITIES

Advanced amenities shall be planned as per the identified Heritage Monument's tourist footfall and financial feasibility of proposed interventions. The indicative list of Advanced Amenities may be as follows:

- Snack Counter (Ready to Eat Snacks & Drinks)
- Facilitation of night visits to Heritage Monuments under adaptive use within permissible guidelines of the nodal department (ASI, State Government etc. heritage byelaws)
- Advanced surveillance system (Like PTZ based CCTV cameras)
- Tourist Facilitation cum Interpretation Centre (Tourist Multi-Purpose Centre) with facilities like museum, souvenir shops promoting local art and craftsmanship, cloakroom, toilet, drinking water, money exchange etc.
- Technology based interpretation techniques (Augmented Reality, Virtual Reality, Mixed Reality, etc.)
- Digital Interactive Kiosk, Digital (LED) screening
- Sound & Light Show
- Cultural shows
- Battery-operated vehicles / Golf Carts
- Advanced tourist flow management system linked with carrying capacity of the Monument

5.3. CONSERVATION WORKS

Conservation works may be undertaken at the Monument site based on the findings of the existing situation analysis/ need gap analysis done by the Smaraka Mitra.

The execution of conservation works shall be executed under the supervision and guidance of DAMH and applicable Nodal Department(s).

The Smaraka Mitra shall refer to the Handbook of Conservation of Heritage Buildings (latest version as applicable) published by Directorate General, Central Public Works Department, Government of India. The following shall be kept in mind when approaching heritage conservation works at the Monument site:

- Encourage indigenous practices to conserve the necessary heritage buildings
- For buildings and sites protected by ASI, DAMH and other government or non-government agencies, only the official and legal instruments of conservation and internationally accepted principles should be adopted
- All the permissions depending on the Grade Level of the concerned heritage structure should be carefully studied and obtained from the right authorities
- Model Building Bye-laws specific to Heritage Buildings, Heritage Precincts and Natural feature areas, should be followed and necessary permissions shall be sought from the applicable authority
- Ancient Monuments and Archaeological Sites and Remains Act and any other relevant acts, rules, guidelines or notifications shall be studied and all relevant clauses shall be highlighted to the Nodal Department(s) so that necessary permissions can be obtained for any of the proposed works

6. MANAGEMENT STRUCTURE FOR THE SCHEME

For the overall management and operationalization of the scheme, a management structure has been provided in the form of committees. The responsibilities of the committees include selection and shortlisting of Smaraka Mitras, provide approval to their proposals, monitor the project process at regular intervals and to ensure corrections in implementation. The management structure would consist of the following committees as listed at 6.1 and 6.2:

The committee representation given below has been prescribed for individual Monuments with Department of Archaeology, Museums and Heritage as the Nodal Department. The members of the committees shall be modified to include stakeholders according to the ownership and nature of the asset.

6.1. EMPOWERED COMMITTEE FOR MONUMENT ADOPTION

6.1.1. Committee Composition

1	Principal Secretary Tourism / Secretary Tourism, Government of Karnataka	Chairperson
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2	Commissioner, Department of Archaeology, Museums and Heritage	Convener
3	Director, Department of Tourism	Member
4	Managing Director, Karnataka State Tourism Development Corporation Limited	Member
5	Managing Director, Jungle Lodges and Resorts Limited	Member
6	Chief Engineer, Karnataka Tourism Infrastructure Limited	Member
7	At least 2 Experts in Culture / Heritage / Archaeology / CSR who are recommended by DAMH	Member
8	Representatives from other Departments / Experts who can be co-opted as and when required for co-ordination	Member

The Project Management Unit (PMU) appointed by Department of Archaeology, Museums and Heritage will support the Empowered Committee for Monument Adoption.

6.1.2. Indicative Roles & Responsibilities

- Approve and amend the list of monuments available for adoption under “Adopt a Monument” scheme.
- Enunciate the vision, chalk out the road map for the scheme, and provide a platform for exchange of ideas.
- Coordinate to oversee all operations, steer, and review and monitor overall performance of the scheme and provide guidance on specific issues relating to the project.
- Review and amend the types of entities eligible for participation as Smaraka Mitra
- Review and amend the eligibility criteria for Smaraka Mitra on a case-to-case basis for each Heritage Monument under this scheme
- Approve the shortlisted Expression of Interest by DAMH for issue of Letter of Intent.
- Approve the appointment of Smaraka Mitras based on the recommendation of DAMH after evaluation of bids for revamp and maintenance.
- Oversee the planning, sanctioning and execution of the project sites and the overall monitoring.

- Power of termination of MoU of Smaraka Mitras in case of noncompliance of guidelines, or any other reason of non-performance.
- The Committee would also decide based on recommendations of the Monument Committee for dropping agencies and their proposed sites / intervention due to reasons such as on non-submission of documents or non-compliance of timelines.
- Guide the selected Smaraka Mitras for getting the necessary clearances, approvals, and NOCs.
- Assist the Smaraka Mitras in the joint inspection exercise in each of the Monument sites for the ‘Need-Gap Analysis’.
- Recommend mid-course corrections in the implementation approach.
- Periodical oversight and review of proposed / ongoing projects.
- Ensure co-ordination among the various Departments and Organizations involved.
- Review periodic progress / service delivery reports received from Smaraka Mitras every quarter.

6.2. MONUMENT COMMITTEE

6.2.1. Committee Composition

1	Deputy Commissioner (of the concerned District)	Chairperson
2	Commissioner, Department of Archaeology, Museums and Heritage	Vice-Chairperson
3	Deputy Director / Assistant Director, Department of Tourism (of the concerned District) as applicable	Member
4	Deputy Director / Assistant Director, Department of Archaeology, Museums and Heritage (of the concerned District/Zone) as applicable	Convener
5	Executive Engineer, Public Works Department (of the concerned District) as applicable	Member
6	Archaeological Conservation Engineer, Department of Archaeology, Museums and Heritage (of the concerned District/Zone) as applicable	Member
7	Representative of Karnataka Tourism Infrastructure Limited	Member

8	Representative of the Smaraka Mitra	Member
9	Representatives from other Departments / Experts who can be co-opted as and when required for coordination	Member

The Project Management Unit (PMU) appointed by of Department of Archaeology, Museums and Heritage will support the Monument Committee.

6.2.2. Indicative Roles & Responsibilities

- Review of Planning, Monitoring and Control of the works executed at the monument site.
- Provide NOC for executing planned interventions at the selected Monument site.
- Assist the Executing / Implementing Agencies (of the selected Smaraka Mitras) in the implementation of works at the Monument site.
- Assist the Executing / Implementing Agencies (of the selected Smaraka Mitras) in the Operations and Maintenance of the Monument site.
- Review progress / service delivery reports on activities received from Smaraka Mitra every two months and report to Empowered Committee for Monument Adoption.
- Approve the marketing plan, IEC, and publicity materials
- Examine grievances received from customers/citizens regarding services provided by the Smaraka Mitra.
- Review the need for mid-course corrections and take suitable action

6.3. DEPARTMENT OF ARCHAEOLOGY, MUSEUMS AND HERITAGE (DAMH)

Department of Archaeology, Museums and Heritage (DAMH) shall act as the implementation agency for “Adopt a Monument” scheme.

The Project Management Unit (PMU) appointed by the Department of Archaeology, Museums and Heritage will support DAMH in implementation of the Scheme.

6.3.1. Indicative Roles & Responsibilities

- Prepare the list of monuments available for adoption under “Adopt a Monument” scheme and obtain approval of the Empowered Committee for Monument Adoption.
- Earmark the area reserved for advertising by Smaraka Mitra before the bidding process.
- Invite Expression of Interest from interested parties for the Adoption of Heritage Monument through the Government of Karnataka e-procurement portal.

- Evaluate the Expression of Interest and recommend the shortlisted Expression of Interest to Empowered Committee for Monument Adoption from the interested parties after evaluation.
- Issue of Letter of Intent
- Conduct bidding process for revamp and maintenance and recommend the selected Smaraka Mitra for approval of Empowered Committee for Monument Adoption from the bidders after evaluation.
- Preparation and signing of Memorandum of Understanding (MoU) with Smaraka Mitras.
- Preparation and signing of a separate MoU for semi commercial activities with Smaraka Mitras.
- Review and approval of Detailed Project Report (DPR) prepared by Smaraka Mitras with the Nodal Department(s) in co-ordination with any other concerned Government Departments or Agencies if any.
- Overall program management of the scheme
- Planning, Monitoring and Control of the works executed at the monument.
- Review of operation and maintenance operation by Smaraka Mitra during the Project Duration
- Review and approve the conservation and maintenance plan submitted by the Smaraka Mitra for undertaking conservation works for the monument
- Guide and supervise the execution of the approved conservation works to be undertaken by the Smaraka Mitra at the Monument site

6.4. SMARAKA MITRAS

Applicants successfully selected through the transparent and competitive bidding process for revamp and maintenance for the project under the “Adopt a Monument” scheme shall be known as Smaraka Mitras.

6.4.1. Indicative Roles & Responsibilities

- Prepare the vision, strategy, and detailed plan for revamp and maintenance for all the Monument sites that they plan to adopt.
- Carry out need gap analysis in each of the Monument site that they are taking up for adoption.
- Get the necessary approvals, clearances, NOCs etc. with the guidance of the Empowered Committee for Monument Adoption.
- Do the entire end to end work of creation of assets and services of the required levels and standards as per approved vision, proposal, and MoU.
- Carry out Operations and Maintenance (O&M) of the assets and services created.
- Provide feedback in a periodic manner towards improvement of service delivery.

- Submit monthly progress / service delivery reports on activities

6.4.2. Indicative Eligibility Criteria

The following are indicative criteria for an entity to be eligible as a Smaraka Mitra under this scheme –

- The applicant should be a company, limited liability partnership (LLP), or partnership firm registered in India under the applicable laws
- The applicant should have been operational for at least 5 years
- The applicant should have strong financial standing and should have a combined net profit of INR 2 Crore for the last 3 financial years
- The applicant should have a strong track record for corporate social responsibility activities and their CSR expenditure¹ should be at least INR 20 Lakh in any of the last 3 financial year.

The eligibility criteria shall be decided on a case-to-case basis for the expression of interest for each monument to ensure participation from suitable applicants.

6.5. PROJECT MANAGEMENT UNIT

The Consulting team appointed by the Department of Archaeology, Museums and Heritage shall be called the Project Management Unit (PMU). The PMU shall provide support to DAMH and the Empowered Committee for Monument Adoption. The services of PMU of Department of Tourism, Government of Karnataka may be utilized through mobilization of resources required for implementation support of the Scheme.

6.5.1. Roles and responsibilities

- Assist Empowered Committee for Monument Adoption in undertaking their roles and responsibilities
- Assist DAMH in the process of shortlisting of Expression of Interest and evaluation of the bids for revamp and maintenance from the Smaraka Mitras.
- Coordination with the Smaraka Mitras for vision presentations and final preparation of the bid for revamp and maintenance document.
- Assist DAMH in project implementation, periodic reporting of implementation status and mid-course corrections if any and provide feedback in a periodic manner.
- Assist DAMH in project execution, identifying stakeholders, reviewing & providing feedback on progress reports.
- After completion, compilation, and analysis of survey data of tourist experience and feedback and service level achievement details as provided by the Smaraka Mitras.

¹ CSR expenditure shall be calculated as per the provisions of Section 135 of The Companies Act, 2013 and amendments thereof and must be supported by a certificate from a statutory auditor

7. THE PROJECT PROCESS

The process for selection of the Smaraka Mitra for adoption and the facilities / amenities for each site have been designed in a collaborative fashion so that necessary inputs from all stakeholders are incorporated and procedures for required approvals are facilitated.

7.1. EXPRESSION OF INTEREST

Department of Archaeology, Museums and Heritage shall invite Expression of Interest from interested parties for the Adoption of Heritage Monument through the Government of Karnataka e-procurement portal. The 'Proposed Smaraka Mitras' would put forth their interest through 'Expression of Interest' (EoI) for revamp and maintenance of Heritage Monument sites in Karnataka.

The Expression of Interest shall be submitted as per the prescribed format. The form with required details such as sites selected, organization details, finances and experience must be submitted in the Government of Karnataka e-procurement portal.

7.2. LETTER OF INTENT

The shortlisting of the EoI shall be carried out by DAMH and approved by the Empowered Committee for Monument Adoption, post which the Smaraka Mitra shall be issued a Letter of Intent (LoI). The LoI is the initial permission letter for the Smaraka Mitra to perform the situation and need gap analysis for their selected site in coordination with the Nodal Department(s). The LoI also defines the period for preparation of the bid for revamp and maintenance.

7.3. BIDDING FOR REVAMP AND MAINTENANCE

The Smaraka Mitras who have been issued the Letter of Intent for Monument site(s) are required to present their vision for development of all necessary basic and advanced amenities for each of their selected sites as well as any proposed conservation works.

In case of multiple bids received for the same site, the Empowered Committee for Monument Adoption shall select the most competitive and innovative vision as the successful bidding entity.

Bids would be primarily evaluated based on existing situation / need – gap analysis, vision development, operation and maintenance plan, visibility requirement and plan, and the credentials of Smaraka Mitras. If applicable, the bid shall also include the conservation plan and proof of the technical competency of Smaraka Mitra or their agency through which conservation works are proposed to be undertaken.

This concept of innovative bidding is defined as ‘Bidding for Revamp and Maintenance’.

The vision and strategy from all the bidders would be evaluated on defined parameters. The bidders would need to do undertake detailed existing situation analysis and vision development for the Monument site. The bid should reflect the assessment of the Heritage Monument site. Further bidders also must prepare detailed plan for revamp and maintenance of the Monument Site.

7.3.1. Existing Situation Analysis

Smaraka Mitras shall carry out need gap analysis of the basic amenities within and around the Monument site. The assessment for requirement of amenities and their existing service levels would be carried out for Monument sites. Requirement of basic amenities would be calculated based on the asset wise service level benchmarking. This assessment would be a joint exercise of the ‘Proposed Smaraka Mitras’ with Department of Archaeology, Museums and Heritage.

Following studies inter alia shall be imperative part of the existing situational analysis:

- Existing and past trend of tourist footfall
- Projection of tourist footfall with short term, midterm and long term tourist infrastructure requirements analysis
- Finalization of proposed interventions footprint based on the trend analysis and projections
- Prioritization of amenities and preparation of architectural area program for the proposed interventions
- Analysis of available fund versus proposed amenities

7.3.2. Vision Development

The Smaraka Mitras need to finalize the Vision statement and its implementation strategy for each Monument site they are bidding for. Some of the representative visions are:

- Target balanced growth with increase in domestic and foreign tourist footfall to the Monument site
- Provision of world class tourist amenities and facilities at the Monument site.
- Cleanliness, aesthetics, and tourism experience
- Sustainable tourism development

The vision shall be clearly articulated to a granular detail of the project. The imperative sections of the vision are mentioned below:

- Transforming vision into the area program and development footprint

- Concept Master Plan (CMP) of the site area
- Pedestrian and vehicular movement regulations to be introduced (if any)
- Adherence of Nodal Department(s) norms and guidelines in construction and development on site
- Implementation Plan, phasing and costing
- Operation and maintenance plan and funding mechanism in the initial and further phases

The vision shall also include conservation and maintenance plan for the proposed conservations works to be undertaken by the Smaraka Mitra as per the findings of the existing situation analysis of the Monument site. DAMH and applicable Nodal Department(s) shall guide and supervise the execution of the approved conservation works at the Monument site.

Private and public sector Companies, LLPs, and Firms usually have strategies for CSR expenditures which may be applied towards this project.

7.3.3. Operations and Maintenance Plan

Smaraka Mitras shall provide detailed operations and maintenance plan for each Monument site. The plan should include following parameters:

- Details of current operation and maintenance
- Whether Smaraka Mitras want to take the entire Monument site for operation and maintenance or not
- Quantification of Smaraka Mitras contribution in operation and maintenance in terms of components and funds

7.3.4. Visibility Requirement and Plan

Smaraka Mitras shall provide detailed visibility requirement plan. The plan should include below mentioned details:

- Requirement of visibility
- Analysis on whether the visibility is in accordance with the Nodal Department(s) owner guidelines and not disturbing the aesthetics, architectural style, and ambience of the Monument site.
- Visuals of the visibility
- Quantifying the interventions and mapping them in the Site Master Plan

7.3.5. Promotional guidelines for Smaraka Mitras

The proposed promotional material installation shall be strictly in adherence to the statutory guidelines of the nodal department. Visibility to the Smaraka Mitras would be within the framework of these statutory guidelines.

In addition to associated pride in adoption of the Monument site, the Smaraka Mitras shall be provided with opportunities for their brand promotion in lieu of their CSR/investment initiatives under the project subject to approval by the Monument Committee.

The Smaraka Mitra would also be provided visibility on the Karnataka Tourism website subject to approval by Empowered Committee for Monument Adoption. Further visibility through print and digital means would be given to the Smaraka Mitras in lieu of the amenities provided.

7.3.6. Evaluation of Bid

Bid would be evaluated based on above-mentioned criteria. In the bid, due weightage will be given to the parameters given in the table below:

Sl. No	Parameter for selection of Smaraka Mitras under Adopt a Monument Scheme	Weightage (%)
1	Existing Situation / Need – Gap Analysis	10
2	Vision development	35
3	Operation and Maintenance Plan	25
4	Visibility Requirement and Plan	10
5	Credentials of Smaraka Mitras	20

The PMU would assist DAMH in the evaluation of bid and to make the process clear and transparent.

8. MEMORANDUM OF UNDERSTANDING

Post approval of the bid for revamp and maintenance; the finalized amenities would be signed under a Memorandum of Understanding (MoU). The MoU (template at Annexure C) would also detail timelines for implementation of both basic and advanced amenities.

There shall also be a provision to add or modify the MoU through an Addendum / Corrigendum / Amendment based on new requirements on agreement from all the parties to the MoU. A separate MoU shall be signed for any semi-commercial activities proposed in the monument.

9. DETAILED PROJECT REPORT

Post signing of the MoU by all the parties involved, the Smaraka Mitra is required to prepare a detailed project report (DPR) for the project within a fixed period, which shall be defined in the signed MoU (determined as per the complexity of the site).

The DPR should have the following information:

- Details on design, drawings, materials, number, location map and detailed cost estimates for installation of each components including conservations works post discussion and finalization with the Nodal Department(s)
- Financial estimates for each component which shall include capital investment and investment required for operation & maintenance for the 5-year period.

The Smaraka Mitra must prepare the plan for all the basic and advanced amenities agreed to in one go or in parts for basic and advanced components as per timelines for implementation. The Smaraka Mitra needs to submit the plan to the Nodal Department(s) for approval.

For the preparation of DPR for the Smaraka Mitra is required to follow the procedure given below. The Smaraka Mitra shall be allowed to commence work on execution of amenities at the site under the project only after approval of the DPR by the Department of Archaeology, Museums and Heritage with the Nodal Department(s)

- Smaraka Mitras are required to meet with respective local site officers of the Nodal Department(s) before initiating the process of execution of works. The purpose is to apprise the local officer about the project and its objective as well as to ascertain relevant guidelines, designs, material to be used, etc. for execution of amenities as defined in the awarded MoU.
- Post their meeting and discussion with the respective local officer of the Nodal Department, the Smaraka Mitras will prepare and submit the DPR (Hard + Soft Copy) at their office, with copy to the DAMH and the Nodal Department, for required approval.
- Smaraka Mitras are required to get all the necessary approvals in writing from the respective Nodal Department(s), before commencing any work at the site. The Smaraka Mitras are also required to document all communication/discussion etc. with respective Nodal Department of their site(s) under the project.

The Smaraka Mitra may refer to the service level guidelines for proposed amenities and facilities for preparation of their bid for revamp and maintenance and should be in confirmation with the heritage and other byelaws of respective Monument

sites. At any conflicting juncture heritage and other byelaws will supersede asset service level guidelines.

10. PROJECT MONITORING

The entire program is 'service oriented'. Provision of basic and advanced amenities would be assured to the tourists visiting the heritage sites by the Smaraka Mitra. Targets for service delivery would be pre-set and benchmarked before being accepted as yardsticks to measure. Monitoring activities would be carried out during project implementation and throughout its O&M period.

- Empowered Committee for Monument Adoption and Monument Committee would periodically monitor the project through designated officers of DAMH and Project Management Unit (PMU).
- Both offline and online mode monitoring would be done with periodic site visit & audit of progress will be carried out by all parties of the MoU and the PMU
- The Smaraka Mitras are required to prepare a monthly progress / service delivery report of the work executed at their respective site which should be supported with photographs of the work executed and highlighting issues, if any.
- Smaraka Mitras shall submit the service delivery report (monthly progress report) with tourist feedbacks by 5th of every month marking a copy to the Nodal Department(s), DAMH and all other concerned departments under the MoU. The progress report template for which is provided at Annexure D.

11. GRIEVANCE REDRESSAL

The project shall also address grievances received from citizens and consumers regarding the basic and advanced amenities including semi commercial amenities being maintained or operated by the Smaraka Mitra.

- Smaraka Mitra would be required to arrange for capturing feedback systems/tools (e.g., Smiley Terminal, Smiley Answers etc.) for their services
- Smaraka Mitra would be required to display a feedback or information board at the site and inform customers to send complaints regarding services on an email id set up for this purpose and accessible by the Chairperson, Monument Committee, and their assigns.
- The receipt and processing of complaints from citizens and consumers related to standard of services for the activities provided by the Smaraka Mitra would be examined and dealt with by the Monument Committee.

12. PROJECT PROCESS TIMELINES

The project timelines have been designed to streamline all the processes of submission, approvals, and implementation.

Accordingly, the following timelines were proposed so that it takes an overall time frame of 3 (three) months from shortlisting of Expression of Interest to Signing of MoU.

Sl. No	Activity	Timelines
1	Submission of EoI	By the prospective agency
2	Issuance of Lol	Post approval of EoI
3	Submission of Bid for Revamp and Maintenance	Within 3 (three) weeks of handing over of Lol
4	Signing of MoU	Within 3 (three) weeks of approval of Bid for Revamp and Maintenance
5	Submission of Detailed Project Report (DPR)	Within 3 (three) weeks of signing of MoU (may vary depending on the complexity of the sites)
6	Project Implementation	Post approval of Detailed Project Report
7	Project Monitoring	As per agreed schedule in the MoU

The 3 (three) month period also includes convening the Empowered Committee for Monument Adoption for approval of shortlisted Expression of Interest, and also the evaluation of the bids by the DAMH and approval of same by the Empowered Committee for Monument Adoption.

13. PROJECT FINANCIAL STRUCTURE

13.1. CAPITAL INVESTMENT PLAN

The project focuses on active participation of Smaraka Mitras to ensure a sustainable model in maintaining Heritage Monument sites of Karnataka in partnership with Department of Archaeology, Museums and Heritage, and other Government agencies and organization in this initiative.

The objective shall be to tap the CSR Funding of private and public sector. The mode of CSR expenditure can be through Trusts / Societies / Section 8 Company set up by the Company itself, directly by Company (for advanced amenities) and by Trust / Societies set up by Central or State Government or entities for the purpose of CSR activities.

In the latter phases, resources can be channelized from various funding routes and by having convergence of programmes / schemes of the State Government or Central Government.

13.2. OPERATION & MAINTENANCE PLAN

The Smaraka Mitra would finance activities, operate & maintain the facilities on their own rather than claim or transfer funds to or from any Government Body or department.

The tentative operation and maintenance costs of the Monument shall be worked out by Smaraka Mitras at the time of 'Bidding for Revamp and Maintenance' as mentioned in their Vision Development and Operations and Maintenance Plan sections and emphasis shall be given to working out options for sustainable operation and maintenance models through innovative revenue generation options. For maintenance of the assets created the experience and expertise of delivering similar projects by the respective Smaraka Mitras shall be leveraged. The Smaraka Mitra shall undertake the execution of the work directly or outsource the work through any competent agency under its overall supervision and that of the Nodal Department(s).

The Smaraka Mitra is required to share the agreements executed with these agencies with Department of Archaeology, Museums and Heritage, and the Nodal Department(s) for transparency of operations.

14. SEMI COMMERCIAL ACTIVITIES

To ensure active participation and sustenance of the advanced amenities such as Sound & Light show, Visitor Centre, Interpretation Centre etc., the Smaraka Mitra would also be given extra provision to work on a commercial model to augment their financial resources

These amenities (Sound & Light show, Visitor Centre, Snack Counter, Souvenir Shop etc.) would be approved by the Monument Committee for Monument Adoption as a part of the bidding process. These amenities are to be called "Semi-Commercial" amenities.

For these amenities, a separate MoU shall be signed, and collection of fees would be allowed, however any revenue generated through the proposed amenities

would be put back to sustain development, operations, and maintenance at the adopted Monument.

14.1. JOINT COMMITTEE

The primary responsibility of ensuring compliance to the required standard of the services of the Semi-Commercial activity would be on the Smaraka Mitra. The monitoring or services, decision on costing and grievance redressal would be undertaken by a joint committee (a sub-committee of the Monument Committee) as detailed below (The composition of the committee shall be modified according to the stakeholders for the site)

1.	Representative of Department of Archaeology, Museums and Heritage	Chairperson
2.	Representative of Department of Tourism	Member
3.	Representative of Deputy Commissioner of the concerned District	Member
4.	Representative of Smaraka Mitra	Member
5.	Representative(s) of other relevant Nodal Department(s)	Member

14.2. ROLES & RESPONSIBILITIES OF THE JOINT COMMITTEE

1. Monitoring of Services: The committee will monitor the standard of services provided by Smaraka Mitra & finalize the fees for Sound & Light Show and Visitor Centre for each of the semi-commercial amenity and rates for items under snack counter and souvenir shop.
2. Decision on Costing: The Smaraka Mitra shall prepare a proposal on the rates and items for Semi-Commercial activities and present it before the Joint Committee. The fees & rates for the semi-commercial amenities would be recommended by the Joint Committee for direction and approval to the Empowered Committee for Monument Adoption.
3. Grievance Redressal: The receipt and processing of complaints from citizens and consumers related to standard of services for semi-commercial activities would be initially examined and dealt by the Joint Committee. The Smaraka Mitra would be required to display the information on the Adopt a Monument scheme at the location of operation of these amenities and inform customers to

send complaints regarding services on an email id set up for this purpose and accessible by the Chairperson, Monument Committee and their assigns.

14.3. ACCOUNTING PROCEDURE FOR SEMI-COMMERCIAL ACTIVITIES

1. Opening of Account: A separate dedicated account will be opened and operated by Smaraka Mitra for the project. The Smaraka Mitra would be required to open the account before commencing any commercial activity and share the details of the account with Joint Committee.
2. Revenue Collection: Any revenue generated through the semi-commercial activities and from any other associated activity pertaining to the project as approved by the Empowered Committee for Monument Adoption shall be deposited in this dedicated account.
3. Revenue Utilization: Residual interest accrued if any will also be retained in this account. The funds shall be only deployed for sustaining operation and maintenance activities of the opted sites and will not be utilized to recover capital expenditures. The Smaraka Mitra shall provide information all costs related to capital invested and O&M utilized for amenities with detailed breakup in their monthly progress reports along with bills to support the expenses.

Post operation & maintenance, surplus funds, if any, may be deployed for future development of tourism amenities only with prior approval of Empowered Committee for Monument Adoption.

In case of termination or completion of MoU tenure or discontinuation of Smaraka Mitra post MoU tenure, balance / surplus revenue in the account (if any) is required to be transferred to Nodal Department(s) and shall be deployed for sustaining operation and maintenance activities and developmental activities of the opted sites.

4. Account Audit & Monitoring: The Smaraka Mitra would be required to get his dedicated account audited quarterly by a Chartered Accountant and shall produce an annual statement of accounts duly certified and signed by a Chartered Accountant to the Nodal Department. It shall be verified during audit that the amounts collected for specified semi commercial activities of a site have been utilized solely for purpose of operation and maintenance / development of the approved tourism amenities at the adopted site and not for recovery of capital or other cost.

15. PROJECT DURATION

This project is initially proposed to be implemented for 5 years subject to the review of the performance at any time. In case of unsatisfactory performance and non-compliance of guidelines the MoU is liable to be terminated.

The term period of 5 years shall be from the date of handover / commencement of work, extendable further for a period mutually agreed by all stakeholders depending on recommendation of the Empowered Committee for Monument Adoption. The recommendation shall be based on periodic review of performance of staff, quality of work, operation and maintenance, tourist feedback, impact on tourist footfall etc. In the event of delay in commencement of work by the Nodal Department, the term period shall be extendable by a period equivalent of such delay.

The Smaraka Mitra is required to inform all the parties of the MoU within a period of a month in event of commencement of any business changes such as mergers and acquisitions and other related issues of compromises, arrangements, and reconstructions. In event of delay in implementation from the Smaraka Mitra, due to such business change processes the Empowered Committee for Monument Adoption shall evaluate and decide on extension / non-extension of project duration.

16. ANNEXURE A – DRAFT EXPRESSION OF INTEREST (EOI)



**DEPARTMENT OF ARCHAEOLOGY MUSEUMS AND
HERITAGE**
Government of Karnataka

**Expression of Interest
under
Adopt A Monument Scheme
for
Development of Tourist Amenities
at
[Monument Name],[District]**

**Department of Archaeology, Museums and Heritage
Karnataka Exhibition Authority Complex,
Mysuru-570010**

Section 1 - Letter of Invitation

EOI No: _____

Date: _____

[Through e-Procurement Portal only]

EXPRESSION OF INTEREST UNDER ADOPT A MONUMENT SCHEME FOR DEVELOPMENT OF TOURIST AMENITIES AT [MONUMENT NAME], [DISTRICT]

Karnataka offers a multitude of tourism opportunities, living up to the promise of its brand “**One State, Many Worlds**”. Heritage is one of the core tourism themes of Karnataka and has created a strong positioning for the State on the global tourism map. “Adopt A Monument” scheme was envisioned to develop a robust mechanism for the provision of basic amenities and facilities at Heritage Monuments across Karnataka and creating a platform to make Karnataka’s Monuments a must-see tourism experience. The Scheme aims to synergize with other infrastructure development schemes of various departments and shall be implemented in collaboration with other Departments and Organisations, with the objective of ensuring provision of amenities and facilities across the Monuments in Karnataka, and thereby enhancing the overall tourist experience.

Department of Archaeology, Museums and Heritage (DAMH), Government of Karnataka (the “**Client**”) hereby invites Expression of Interest (EOI) from interested applicants having demonstrated similar initiatives and /or interest in the chosen area to conceptualize, design, install, provide and maintain the listed facilities for tourists at the selected monuments preferably under CSR initiatives, at no cost to the Government or to the visitor by making appropriate technical infrastructural and service interventions. Applicants successfully selected through the competitive bidding process for revamp and maintenance for the project under the “Adopt a Monument” scheme shall be known as Smaraka Mitras. Further details on the adoption of monument through the scheme are provided in the attached Terms of Reference (TOR) and Adopt a Monument Scheme Guidelines.

This EOI includes the following documents –

- Section 1 – Letter of Invitation
- Section 2 – Information to Applicants
- Section 3 – Proposal – Standard Forms
- Section 4 – Terms of Reference

Interested Applicant may submit their proposals through the e-Procurement platform of Government of Karnataka at <https://www.eproc.karnataka.gov.in>. Following shall be the calendar of events for this EOI:

Sl. No.	Event Description	Date
1	Date of Pre-Application Conference	
2	Last date for receiving queries/clarifications	
3	Last date for submitting proposals	
4	Opening of proposals	
5	Date of Technical Presentation	
6	EOI Processing Fee	

Postponement of Calendar of events (if any), subsequent notification, changes, amendments and selection/ rejection of proposal shall be intimated only through e-Procurement portal and will not be published in newspapers. DAMH reserves the right to accept or reject any or all the proposals received without assigning any reasons thereof

Sd /-

Tender Inviting Authority

Department of Archaeology, Museums and Heritage,

Mysuru, Karnataka

Section 2 - Information to Applicants

1. INTRODUCTION

- 1.1. The Client named in the “Data Sheet” will shortlist one or more applicants in accordance with the method of selection indicated in the Data Sheet.
- 1.2. The Applicants are invited to submit their expression of interest including a Technical Proposal, as specified in the Data Sheet (the “**Proposal**”) for undertaking the Assignment named in the Data Sheet. The objectives for the EOI are as detailed in the Data Sheet.
- 1.3. The Applicants must familiarize themselves with local conditions and take them into account in preparing their Proposals. To obtain first-hand information on the Assignment and on the local conditions, Applicants are encouraged to pay a visit to the Client and the **monument site(s)** specified in the Data Sheet before submitting a Proposal and to attend a pre-proposal conference if one is specified in the Data Sheet. Attending the pre-proposal conference is optional. The Applicant’s representative should contact the officials named in the Data Sheet to arrange for their visit or to obtain additional information on the pre-proposal conference. Applicants should ensure that these officials are advised of the visit in adequate time to allow them to make appropriate arrangements.
- 1.4. The Client will provide the inputs specified in the Data Sheet and make available relevant project data and reports.
- 1.5. Please note that the costs of preparing the proposal, cost of any visit to the Client or project sites, incurred in conduct of informative and other diligence activities, cost of participation in meetings / discussions / presentations, and costs in providing any additional information required by the Client to facilitate the evaluation process are not reimbursable as a direct cost of the Assignment. The Client shall not be responsible or liable for any costs of the Applicants towards this EOI, regardless of the conduct or outcome of the process.
- 1.6. The Client is not bound to accept any of the Proposals submitted and the EOI does not commit the Client to award a contract or to engage in negotiations.
- 1.7. Government of Karnataka (GOK) expects Applicants to provide professional, objective, and impartial advice and at all times hold the Client’s interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Applicants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of the Client.

- 1.8. It is Government of Karnataka (GOK)'s policy to require that Applicants observe the highest standard of ethics during the execution of such contracts. In pursuance of this policy, the GOK:
- a. defines, for the purposes of this provision, the terms set forth below as follows:
 1. “corrupt practice” means the offering, giving, receiving, or soliciting of anything of value to influence the action of a public official in the selection process or in contract execution; and
 2. “fraudulent practice” means a misrepresentation of facts in order to influence a selection process or the execution of a contract to the detriment of GOK, and includes collusive practices among Applicants (prior to or after submission of proposals) designed to establish prices at artificial, non-competitive levels and to deprive GOK of the benefits of free and open competition.
 - b. will reject a proposal if it determines that the Applicant has engaged in corrupt or fraudulent activities in competing for the contract in question;
 - c. will declare an Applicant ineligible, either indefinitely or for a stated period of time, to be awarded a GOK-financed contract if it at any time determines that the Applicant has engaged in corrupt or fraudulent practices in competing for, or in executing, a GOK-financed contract; and
 - d. if the Applicant is awarded the contract for this assignment through the RFP process, GOK will have the right to require that, GOK to inspect consultant's accounts and records relating to the performance of the contract and to have them audited by auditors appointed by GOK.
- 1.9. Applicants shall not be under a declaration of ineligibility for corrupt and fraudulent practices issued by GOK in accordance with the above sub para 1.7.
- 1.10. All materials submitted by the Applicant will become the property of the Client and may be returned completely at its sole discretion.

2. CLARIFICATION AND AMENDMENT OF EOI DOCUMENTS

- 2.1. Applicants may request a clarification of any item of this EOI document up to the date and time indicated in the Data Sheet, before the Proposal submission date. Any request for clarification must be sent in writing by electronic mail (e-mail) to the Client's e-mail address respectively, as indicated in the Data Sheet. The Client will respond to such requests and will upload the response (including an explanation of the query but without identifying the source of inquiry) in the e-procurement website of Government of Karnataka (www.eproc.karnataka.gov.in). However, Client makes no representation or warranty as to the completeness or accuracy of any response made in good faith.

- 2.2. At any time before the submission of Proposals, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by an invited Applicant, modify the EOI documents by amendment. Any amendment shall be issued in writing through corrigenda / addenda. Such corrigenda / addenda shall be uploaded on the e-procurement website and will be binding on them. The Client may at its discretion extend the deadline for the submission of Proposals.
- 2.3. Client reserves the right not to respond to any questions or provide any clarifications, in its sole discretion, and nothing in the Clause 2.2 shall be construed as obliging client to respond to any question or to provide any clarification

3. PREPARATION OF PROPOSAL

- 3.1. Applicants are requested to submit a Proposal (para 1.2) written in the language(s) specified in the Data Sheet.

TECHNICAL PROPOSAL

- 3.2. In preparing the Technical Proposal, Applicants are expected to examine the documents comprising the EOI in detail. Material deficiencies in providing the information requested may result in rejection of a Proposal. Applicants are advised to study all instructions, forms, terms, requirements and other information in the EOI documents carefully. Submission of the Proposal shall be deemed to have been done after careful study and examination of the EOI document with full understanding of its implications.
- 3.3. The Technical Proposal, should provide the following information using the attached Standard Forms (Section 3):
- i. Technical Proposal Submission Form duly signed by the authorised representative of the Applicant **(Section 3A)**
 - ii. Details of the Applicant **(Section 3B)**. This should be accompanied by supporting documents as indicated in the form.
 - iii. Financial Details of the Applicant **(Section 3C)**. This should be accompanied by supporting documents as indicated in the form.
 - iv. Details of the Expenditure of the Applicant on Similar Projects **(Section 3D)**. This should be accompanied by supporting documents as indicated in the form.
 - v. Details of Similar Projects Executed by the Applicant **(Section 3E)**. This should be accompanied by supporting documents as indicated in the form.
 - vi. Pro forma for Power of Attorney of Authorised Signatory **(Section 3F)**

- vii. Technical Presentation covering the proposed methodology and work plan for performing the assignment (**Section 3G**). The Applicant should submit this document at the time of the technical presentation only.
 - viii. Any comments or suggestions on the Terms of Reference and on the data, a list of services, and facilities to be provided by the Client (**Section 3H**).
 - ix. Any additional information requested in the Data Sheet.
- 3.4. The Data Sheet indicates how long the proposals must remain valid after the submission date. If the Client wishes to extend the validity period of the proposals, the Applicants who do not agree have the right not to extend the validity of their proposals.

4. SUBMISSION, RECEIPT, AND OPENING OF PROPOSALS

- 4.1. The Technical Proposal, see para 1.2 shall be uploaded on the e-procurement portal. The documents and details mentioned in Clause 3 above shall be submitted online on the website <https://eproc.karnataka.gov.in>. Details and process of online submission of this EOI and relevant documents are given on the website mentioned above. Applicants should contact the e-procurement help desk at the details provided in the Data Sheet.
- 4.2. Downloading of EOI documents, submission of proposal all will be through Government of Karnataka e-Procurement website <https://eproc.karnataka.gov.in/eportal/index.seam> under login for Contractors. Applicants must get themselves registered, acquainted and trained on the procedure of participating in e-Procurement.
- 4.3. Applicants are requested to go through the EOI carefully and submit the required information without exception; otherwise proposals will be rejected.

4.4. Non- refundable EOI Processing Fee

- 4.4.1. The Applicants are requested to submit non-refundable EOI Processing Fee as indicated in the e-Procurement portal along with the Technical Proposal
- 4.4.2. The Applicants can pay the non-refundable EOI Processing Fee in the e-Procurement portal using any of the following payment modes:
- Credit Card
 - Direct Debit
 - National Electronic Fund Transfer (NEFT)

- 4.4.3. The Applicants proposal will be evaluated only on confirmation of receipt of the payment of Processing Fee in the Government of Karnataka central pooling account held at the designated Bank. Processing Fee amount will have to be submitted by the Agency taking into account the following conditions:
- a. Processing Fee will be accepted only in the form of electronic cash (and not through Demand Draft or Bank Guarantee) and will be maintained in the Government 's central pooling account at the designated Bank until the contract is closed.
 - b. The entire Processing Fee amount for a particular proposal has to be paid in a single transaction. It is the responsibility of Agencies to ensure that payment through NEFT reaches Payment to Government of Karnataka's designated Bank before Bid submission date and time, through online payment
 - c. For the details on e-Payment services refer to the e-procurement portal for more details on the process.
- 4.5. The completed proposal comprising documents indicated in Clause 3, should be uploaded on the website given above through e-tendering along with scanned copies of requisite documents and certificates as are mentioned in different sections in the EOI document.
- 4.6. An authorized representative of the Applicant shall digitally sign the Proposal in e-procurement. The representative's authorization is confirmed by a written power of attorney / letter of authorization / copy of board resolution for authorizing the representation accompanying the Proposal.
- 4.7. Applicant has all the time to modify and correct or upload any relevant document in the portal before submission on e-Procurement portal.
- 4.8. The last date and time including hours, minutes and seconds for submission will be mentioned in the portal, the bid will disappear automatically immediately after the time of submission is elapsed.
- 4.9. After the deadline for submission of proposals, the Technical Proposal shall be opened by the authorised representative of the Client and evaluation shall be done. The Applicants who are qualified for the further stages shall be intimated through the e-procurement portal and by email.
- 4.10. Proposals must be received by the Client online not later than the time specified in the proposal Data Sheet. The electronic system would not allow any late submission of proposals after due date and time as per server time.

- 4.11. By submitting a proposal, each Applicant shall be deemed to acknowledge that they have carefully read all sections of this EOI, including all forms, schedules and annexure hereto, and have fully informed themselves as to all existing conditions and limitations.
- 4.12. Each Applicant shall submit only one proposal for each monument site. Submission of multiple proposals by an Applicant shall make all such proposals liable for rejection.

5. PROPOSAL EVALUATION

GENERAL

- 5.1. From the time the proposals are opened to the time the Letter of Intent for monument site is issued, if any Applicant wishes to contact the Client on any matter related to its proposal, it should do so in writing at the address indicated in the Data Sheet. Any effort by the Applicant to influence the Client in the Client's proposal evaluation or proposal comparison may result in the rejection of the Applicant's proposal.
- 5.2. The Client has adopted a two stage evaluation process (collectively referred to as the "**Selection Process**") for shortlisting of Applicants towards the EOI's objectives. The first stage, the "*Pre-Qualification Stage*" involves assessment of the Applicant's eligibility against the pre-qualification criteria as defined in this EOI. At the end of this stage, the Applicants who will be invited for the second stage the "*Technical Presentation Stage*". The Client may at its sole discretion and at any time during the proposal evaluation, disqualify an Applicant for the following reasons –
- i. Applicant has made false or misleading representations in their proposal
 - ii. Applicant has submitted the proposal without required supporting documents
 - iii. Applicant has submitted information in formats other than as prescribed in the EOI
 - iv. Applicant has been blacklisted or barred by any Central Government agency or State / UT Government agency or Public Sector Undertaking
 - v. Applicant is involved in any major litigation that may affect or compromise the delivery of service required

EVALUATION OF PRE-QUALIFICATION STAGE

- 5.3. The evaluation committee appointed by the Client shall as a whole evaluate the proposals for eligibility against the pre-qualification criteria as defined in the Data Sheet. A proposal shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference or if it fails to meet all of the pre-qualification

criteria as defined in the Data Sheet. Applicants may be required to further clarify areas of their proposal during the evaluation process.

- 5.4. At the end of this stage, the Client shall invite all Applicants who meet the pre-qualification criteria for the second stage, the “Technical Presentation Stage”.

EVALUATION OF TECHNICAL PRESENTATION

- 5.5. All Applicants who qualify for the “Technical Presentation Stage” shall be invited to make a Technical Presentation on their proposal for the EOI by detailing their proposed approach and methodology for undertaking the assignment. The evaluation committee shall assess the responsiveness of the Technical Presentation to the Terms of Reference and Adopt a Monument Scheme Guidelines. The Applicants should ensure coverage of all aspects of the proposal, methodology, work plan, and other details as provided in **Section 3G**.
- 5.6. The evaluation committee appointed by the Client as a whole, and each of its members individually, evaluates the proposals on the basis of their responsiveness to the Terms of Reference, the overall approach and methodology of the Applicant, the proposed outputs, and other aspects as stated in the above-mentioned clause. Any proposal considered unsuitable by the evaluation committee shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference and other aspects as specified in the Data Sheet for the above-mentioned clause.
- 5.7. At the end of this stage, the Client shall shortlist Applicants who are assessed by evaluation committee appointed by the Client as meeting the pre-qualification criteria, the technical presentation stage, and whose proposal is suitably responsive to the requirements of the Adopt a Monument scheme.

6. ISSUING OF LETTER OF INTENT

- 6.1. The shortlisted Applicants who are approved by the Empowered Committee for Monument Adoption shall be issued a Letter of Intent (LoI). The LoI is the initial permission letter for the Applicant to carry out the next steps under the Adopt a Monument scheme including performing the situation and need gap analysis for the monument site in coordination with the nodal department(s). The LoI also defines the period for preparation of the bid for revamp and maintenance in accordance with the Scheme Guidelines.
- 6.2. The Applicants, whose proposals that do not meet the requirements of the EOI shall be considered non-responsive to this EOI and shall be notified through email by the Client.

7. NEXT STEPS

7.1. Applicants who have received an Lol from the Client shall carry out the next steps in accordance with the Adopt a Monument Scheme Guidelines. Applicants should refer to the Scheme Guidelines issued for Adopt A Monument Scheme for details on subsequent stages in the process of Adoption of A Monument.

8. MISCELLANEOUS

- 8.1. Information relating to the evaluation of proposals, recommendations concerning selection, and consultation with shortlisted Applicants shall not be disclosed to the Applicants who submitted the proposals or to other persons not officially concerned with the process.
- 8.2. Neither the Applicant nor any of the Applicant's representatives shall have any claims whatsoever against the Client or Government of Karnataka or any of the officials, agents, or employees arising out of, or relating to this EOI or these procedures (other than those arising under a definitive service agreement with the Applicant in accordance with the terms thereof).
- 8.3. The Client is under no obligation to select the shortlisted Applicants for subsequent stages or to appoint the shortlisted Applicant for any Project / Assignment.
- 8.4. The Client makes no representation, implied or express, that it will accept and approve any proposal submitted.
- 8.5. This EOI is not an offer and is issued with no commitment. The Client reserves the right to withdraw this EOI, without assigning any reasons for the same, if the Client determines that such action is in the best interest of the Government of Karnataka.
- 8.6. The submission and receipt of the proposals does not obligate the Client or Empowered Committee for monument adoption in any way.
- 8.7. The Client shall not be responsible for any damages, including damages that result from, but are not limited to negligence.
- 8.8. The Client shall not be responsible for consequential damages, including but not limited to abandonment of project or in any manner whatsoever.
- 8.9. The Client is not restricted in its rights to use or disclose any or all the information contained in the proposal and can do so without compensation to the Applicants.
- 8.10. The Client shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

8.11. The requirements given in this Expression of Interest (EOI) are indicative only and the Client, nodal department(s) and any other relevant Government of Karnataka agency may seek inputs from the pre-qualified Applicants in further refining the requirements and all aspects of services shortlisting.

DATA SHEET - INFORMATION TO APPLICANTS

Sl. No.	Section	Title	Details
1.	1.1	Name of Client	Department of Archaeology, Museums and Heritage (DAMH)
2.	1.1	The Method of Selection is	Quality Based Selection, i.e., based on technical proposal
3.	1.2	Technical Proposal is requested	Yes. Technical Proposal must be submitted along with relevant forms and supporting documents.
4.	1.2	Name of the Assignment	Development of tourist amenities at [Monument Name], [District] under Adopt A Monument Scheme
5.	1.2	Objective of the EOI	Department of Archaeology, Museums and Heritage (DAMH) hereby invites Expression of Interest (EOI) from interested Applicants having demonstrated similar initiatives and/or interest in the chosen area to conceptualize, design, install, provide and maintain the listed facilities for tourists at the selected monuments preferably under CSR initiatives, at no cost to the Government or to the visitor by making appropriate technical infrastructural and service interventions. Further details on the adoption of monument through the scheme provided in the attached Terms of Reference (TOR).
6.	1.3	Monument Site(s)	[Monument Name], [District] Google Maps Link: _____
7.	1.3	Pre-proposal conference time and date	A Pre-proposal conference will be held: Yes Date and time as notified on the e-procurement portal.
8.	1.3	Pre-proposal conference venue	_____ _____ _____

Sl. No.	Section	Title	Details
9.	1.3	Official to contact for Pre-proposal Conference	Officer: _____ Email: _____ Phone: _____
10.	1.4	The Client will provide the following inputs:	As per Terms of Reference
11.	2.1	Clarification of any item of this EOI	Clarifications may be requested up to the date and time notified on the e-procurement portal. Clarifications shall be requested through an e-mail sent to _____ with the subject line <i>“Queries concerning EOI under Adopt a Monument scheme for development of tourist amenities at [Monument Name],[District]”</i>
12.	3.1	Language of the Proposal	English
13.	3.3 ix	Additional Information in the Technical Proposal includes	None
14.	3.4	Validity of Proposal	180 days from submission of Proposal
15.	4.1	Helpdesk Details for Government of Karnataka E-procurement Portal	Phone: +91 80 4601 0000, +91 80689 48777 Email: support@eprochelpdesk.com
16.	4.10	Last Date and time for submission of proposal	As notified in the Government of Karnataka e-procurement portal
17.	5.1	The address to send information to the Client is:	Department of Archaeology, Museums and Heritage, Karnataka Exhibition Authority Complex, Mysuru-570010 Ph: _____ Email: _____

Sl. No.	Section	Title	Details
18.	5.4	Evaluation Criteria for Pre-Qualification Stage	As detailed below in Clause 5.4.1

5.4.1. Evaluation Criteria for Pre-Qualification Stage

The proposals of only the Applicants satisfying the following pre-qualification criteria will be considered for subsequent stages as per the Adopt A Monument Scheme Guidelines.

Sl. No.	Eligibility Criteria	Supporting Documents to be Submitted <i>(all documents to be submitted unless indicated otherwise)</i>
1.	<p>Legal Entity:</p> <p>The Applicant should be one of the following –</p> <ul style="list-style-type: none"> • Company incorporated in India under The Indian Companies Act, 1956 and subsequent amendments there to or • Partnership Firm registered under The Indian Partnership Act 1932 • Limited Liability Partnership incorporated under the Limited Liability Partnership Act 2008 	<ul style="list-style-type: none"> • If the Applicant is a company – <ul style="list-style-type: none"> ○ Copy of Certificate of Incorporation countersigned by statutory auditor ○ Copy of Memorandum of Association and Articles of Association • If the Applicant is a partnership firm – <ul style="list-style-type: none"> ○ Copy of registration certificate countersigned by statutory auditor ○ Copy of registered partnership deed • If the Applicant is a limited liability partnership – <ul style="list-style-type: none"> ○ Copy of registration certificate countersigned by statutory auditor ○ Copy of partnership agreement • General Details of the Applicant in the format at Section 3B along with supporting documents • All Applicants must submit self-attested copies of the following documents –

Sl. No	Eligibility Criteria	Supporting Documents to be Submitted <i>(all documents to be submitted unless indicated otherwise)</i>
		<ul style="list-style-type: none"> ○ Self-attested copy IT Returns for the last completed financial year (FY 2020-21 i.e. AY 2021-22) ○ Self-attested copy of PAN card ○ Self-attested copy of GST Registration
2.	<p>Years of Business Operations:</p> <p>The business of the Applicant should have been operational for at least 5 years as on 01 August 2022.</p>	<ul style="list-style-type: none"> ● General Details of the Applicant in the format at Section 3B
3.	<p>Financial Standing:</p> <p>The Applicant should have strong financial standing and should have a combined net profit of INR 2 Crore for the last 3 financial years (i.e., FY 2019-20, FY 2020-21 and FY 2021-22).</p>	<ul style="list-style-type: none"> ● Certificate from a Statutory Auditor / Independent Auditor showing the financial standing the Applicant for the last three Financial Years (i.e., FY 2019-20, FY 2020-21 and FY 2021-22) in the format at Section 3C. ● Copy of the audited Balance Sheet and Profit & Loss Statements for the last three completed financial years (i.e. FY 2019-20, FY 2020-21 and FY 2021-22)
4.	<p>CSR Track Record:</p> <p>The Applicant should have a strong track record for corporate social responsibility activities and their CSR expenditure should be at least INR 20 Lakh in any of the last 3 financial years (i.e., FY 2019-20, FY 2020-21 or FY 2021-22)</p>	<ul style="list-style-type: none"> ● Certificate from a Statutory Auditor / Independent Auditor showing the CSR expenditure of the Applicant for the last three Financial Years (i.e., FY 2019-20, FY 2020-21 or FY 2021-22) in the format at Section 3C ●
5.	<p>Relevant Experience:</p> <p>The Applicant should submit relevant documents to support capacity to</p>	<ul style="list-style-type: none"> ● Certificate from a Statutory Auditor / Independent Auditor showing the expenditure under CSR on similar projects undertaken by the Applicant in

Sl. No	Eligibility Criteria	Supporting Documents to be Submitted <i>(all documents to be submitted unless indicated otherwise)</i>
	<p>undertake the development of tourist amenities at the selected site.</p> <ul style="list-style-type: none"> • Expenditure on similar projects undertaken in the last 5 (five) years, i.e., since 01 April 2017 • Details of similar projects undertaken in the last 5 (five) years, i.e., since 01 April 2017 	<p>the last five years, i.e., since 01 April 2017 at Section 3D.</p> <ul style="list-style-type: none"> • Details of similar projects executed in the last five years, i.e., since 01 April 2017 at Section 3E along with supporting documents. Supporting documents may be one of the following – <ul style="list-style-type: none"> ○ Work Order ○ MoU / Agreement ○ Contract ○ Purchase Order ○ License / Concession ○ Completion Certificate ○ Certificate of Satisfactory Performance ○ Auditor certificate for CSR expenditure towards project / initiative
6.	<p>Not Blacklisted / Barred:</p> <p>The Applicant should not have been blacklisted / barred by any Central Government or State Government or PSU and should not be involved in any major litigation that may affect or compromise the delivery of service required.</p>	<ul style="list-style-type: none"> • Technical Proposal Submission Form at Section 3A
7.	<p>Power of Attorney:</p> <p>The Applicant must submit a duly executed Power of Attorney / Letter of Authority in favour of the Authorized Signatory of the Applicant or a Copy of Board Resolution duly authorizing the</p>	<ul style="list-style-type: none"> • Duly executed Power of Attorney or Letter of Authority in favour of the Authorized Signatory of the Applicant or a Copy of Board Resolution duly authorizing the Authorized Signatory for signing this bid. Suggested format is provided at Section 3F.

Sl. No	Eligibility Criteria	Supporting Documents to be Submitted <i>(all documents to be submitted unless indicated otherwise)</i>
	Authorized Signatory of the Applicant for signing this bid.	

NOTE:

- Similar projects include the following –
 - a. Provision of world class tourist amenities and facilities at heritage monuments
 - b. Development of tourism infrastructure and services for cleanliness, aesthetics, and enhancing overall tourism experience
 - c. Implementation of tourism project for sustainable development and tourism-driven development
 - d. Tourism transformation project for area development
 - e. Implementation of projects under tourism master plan / detailed project report
 - f. Development of tourist destination / site / monument / attraction
 - g. Operation and maintenance of tourist destination / site / monument / attraction
 - h. Conservation, preservation, or restoration works undertaken at heritage monuments
- Financial Year (FY) covers the period from 1st April of a calendar year to 31st March of the next calendar year
- For Projects where the Applicant has worked as a consortium member or as a part of a joint venture, the Applicant shall furnish documents to substantiate the role of the firm in the project. The Client reserves the right to request any further supporting documents from the shortlisted Agency prior to the issue of Letter of Intent (LOI).
- The Client shall be free to make enquiries from previous clients of the Applicant about the land parcel, work, conduct, performance, quality of service and such other related general enquiries about the Applicants. The Applicant shall have no objection to the Client making such enquiries from their existing / past clients.

Section 3 - Technical Proposal – Standard Forms

- 3A. Technical Proposal Submission Form
- 3B. Details of the Applicant
- 3C. Financial Details of the Applicant
- 3D. Details of Expenditure on Similar Projects
- 3E. Details of Similar Projects Executed
- 3F. Pro Forma for Power of Attorney of Authorised Signatory
- 3G. Requirements for Technical Presentation
- 3H. Comments and suggestions on the Terms of Reference and on data services, and facilities to be provided by the Client

3A. Technical Proposal Submission Form*(On the letterhead of the Applicant)*

[Location, Date]

FROM:

(Name of the Applicant)

TO:

The Commissioner,
 Department of Archaeology, Museums and Heritage
 Government of Karnataka
 Karnataka Exhibition Authority Complex
 Mysuru-570010

Dear Sir / Madam,

Subject: Expression of Interest under Adopt a Monument Scheme for development of tourist amenities at [Monument Name], [District]

We, the undersigned, offer to provide services for the above in accordance with your Expression of Interest notified in the e-Procurement portal as EOI no: _____. We are hereby submitting our Proposal which includes this Technical Proposal on the Government of Karnataka e-Procurement portal.

I/we, having examined all relevant documents and understood their contents, hereby submit our Proposal for Expression of Interest under Adopt a Monument Scheme for development of tourist amenities at [Monument Name], [District]

We hereby undertake as follows:

1. All information provided in the Proposal and in the Appendices is true and correct and all documents accompanying such Proposal are true copies of their respective originals.
2. I/We shall make available to the Client any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
3. I/We certify that in the last three years, we or any of our Associate have neither failed to perform on any contract, as evidenced by imposition of a penalty by an

arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.

4. I/we have not blacklisted / barred by the Government of Karnataka or any of its agencies for any reasons whatsoever.
5. I/we have not been blacklisted / barred by the Central / any other State / UT Government or its agencies for indulging in corrupt or fraudulent practices or for indulging in unfair trade practices or for backing out from the execution of contract after an award of work.
6. I/we am/are not involved in any major litigation that may affect or compromise the delivery of service required if we were to be awarded with this work.
7. I/we declare that no previous transgression occurred in the last three years immediately before submission of our proposal, with any other company in any country in respect of any corrupt practices envisaged hereunder or with any Public Sector Enterprise in India or any Government Department in India that could justify our exclusion from the tender process.
8. I/we agree that if I/we make incorrect statement on this subject, I/we can be disqualified from the tender process
9. I/We have examined and have no reservations to the EOI Documents, including any Addendum issued by the Client.
10. I/We do not have any conflict of interest
11. I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in *Clause 1.8 of Section 2: Information to Applicants* in the EOI document, in respect of any tender or request for proposal issued by or any Contract entered into with the Client or any other public sector enterprise or any government, Central or State; and
12. The Proposal is unconditional
13. I/We agree to keep this offer valid for 180 (One Hundred and Eighty) days from the Proposal Due Date specified in the EOI.
14. I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Applicant, without incurring any liability to the Applicants
15. I/We hereby submit a declaration that the proposal submitted by the undersigned on behalf of the tenderer (*Name of the Applicant*) shall not be withdrawn or modified during the period of validity or extended period of validity.

Our Proposal is binding upon us and subject to the modifications resulting from subsequent consultations.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorised Signatory:

Name and Title of Signatory:

Name of Applicant:

Address:

3B. Details of the Applicant

(On the letterhead of the Applicant)

Relevant documents to be enclosed as specified in the form

Sl. No	Particulars	Details
1.	Applicant Details	
a.	Name of the Applicant	
b.	Country of Incorporation	
c.	Date of Incorporation and / or Commencement of Business	
d.	Entity registration details with the supporting documents	<ul style="list-style-type: none"> • Registration number: _____ • Date of registration: _____ • Registering authority: _____ • • <i>If the Applicant is a company –</i> • [] Enclosed self-attested copy of Certificate of Incorporation • [] Enclosed self-attested copy of Memorandum of Association and Articles of Association • • <i>If the Applicant is a limited liability partnership –</i> • [] Enclosed self-attested copy of Registration Certificates • [] Enclosed self-attested copy of LLP Agreement • • <i>If the Applicant is a partnership firm–</i> • [] Enclosed self-attested copy of Registration Certificates

Sl. No.	Particulars	Details						
		<ul style="list-style-type: none"> • [] Enclosed self-attested copy of Partnership Deed • 						
e.	Brief description of the Applicant including details of its main lines of business and proposed roles and responsibilities in this Project							
f.	Registered Office Details	Address: Contact Person: Mobile: Phone: Email: Fax:						
g.	Branch/Regional Office Details <i>(to be provided for all offices relevant for undertaking this assignment)</i>	Sl. No.	Branch / Regional Office Name	Addresses	Contact Person and Designation	Phone / Mobile	Email	
		1						
		2						
		3						
		4						
		5						

Sl. No	Particulars	Details
h.	Details of the Authorized Signatory for the proposal	Name: Designation: Address: Phone: Email:
i.	Details for individual(s) who will serve as Point of Contact	Name: Designation: Mobile: Phone: Email:
j.	Nature of Legal Entity (Company / LLP / Partnership etc.)	Select as applicable – [] Public Limited Company [] Private Limited Company [] Partnership Firm [] Limited Liability Partnership [] Others, i.e., _____ (please specify)
k.	PAN Details	Number: Enclosed self-attested copy: [] Yes [] No
l.	GST Details	Number: Enclosed self-attested copy: [] Yes [] No
m.	Income tax Returns	Enclosed self-attest copy of IT Returns for the last completed Financial Year (FY 2021-22, i.e., AY 2022-23): [] Yes [] No
2.	Experience and Credentials of the Applicant	

Sl. No	Particulars	Details			
a.	Total number of years of business operations	__ years __ months			
b.	Years of experience in undertaking CSR activities	__ years __ months			
c.	Projects where Applicant has provided similar solutions as this assignment	Sl. No.	Name of Project	Name of Client	Location where Solution Provided
		1			
		2			
		3			
		4			
		5			
3.	Checklist for Forms				
a.	Enclosed Form 3A	Form Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No			
b.	Enclosed Form 3C	Form Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No Supporting Documents Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable			
c.	Enclosed Form 3D	Form Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No Supporting Documents Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable			

Sl. No	Particulars	Details
d.	Enclosed Form 3E	Form Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No Supporting Documents Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not Applicable
e.	Enclosed Form 3F	Form Enclosed: <input type="checkbox"/> Yes <input type="checkbox"/> No

Authorised Signatory: _____

Name and Title of Signatory: _____

Applicant's Name: _____

3C. Financial Details of the Applicant*(On the letterhead of the Statutory Auditor / Independent Auditor)*

Date: _____

I / we have verified the relevant records of M/s _____ (name of Applicant), and certify that their annual turnover, profit before tax, net profit, and expenditure on CSR activities for the last 3 financial years is as follows –

Financial Information	FY 2019-20	FY 2020-21	FY 2021-22
Revenue (in INR crores)			
Profit Before Tax (in INR crores)			
Net Profit (in INR crores)			
Expenditure on CSR Activities (in INR crores) <i>Note: CSR expenditure shall be calculated as per the provisions of Section 135 of The Companies Act, 2013 and amendments thereof</i>			

I / we have also attached the Auditor Certified Financial Statements for the last three financial years, i.e., FY 2019-20, FY 2020-21 and FY 2021-22 (Please include only the sections on P&L, revenue, and the assets, not the entire balance sheet)

This certificate is being issued to be produced before Department of Archaeology, Museums and Heritage, Government of Karnataka.

(Seal and signature of Auditor)

Name of the audit firm: _____

CA Membership Number: _____

Date: _____

3D. Details of the Expenditure on Similar Projects

(On the letterhead of the Statutory Auditor / Independent Auditor)

I / we have verified the relevant records of M/s _____ (name of Applicant), and certify the following to be true –

Financial Expenditure Information	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
Expenditure on similar projects (in INR crores)						
Expenditure under CSR on similar projects (in INR crores)						

Similar projects include the following –

- Provision of world class tourist amenities and facilities at heritage monuments
- Development of tourism infrastructure and services for cleanliness, aesthetics, and enhancing overall tourism experience
- Implementation of tourism project for sustainable development and tourism-driven development
- Tourism transformation project for area development
- Implementation of projects under tourism master plan / detailed project report
- Development of tourist destination / site / monument / attraction
- Operation and maintenance of tourist destination / site / monument / attraction
- Conservation, preservation, or restoration works undertaken at heritage monuments

This certificate is being issued to be produced before Department of Archaeology, Museums and Heritage, Government of Karnataka.

(Seal and signature of Auditor)

Name of the audit firm: _____

CA Membership Number: _____

Date: _____

3E. Details of Similar Projects Executed

(On the letterhead of the Applicant)

A. Summary of Experience

Sl. No.	Name of Project	Location	Client	Start Date	End Date	Project Value (in INR)	CSR Expenditure (in INR)
1.							
2.							
3.							
4.							
5.							

B. Details of Experience

Provide details for each Project listed above in the following format –

Name of the Project	
Location of the Project	
Client for which the project was executed	
Name & contact details of client	
Current Status	
Project Detail	
Description of project	
Project Components	
Project Value (in INR Lacs)	
Outcome of the project	
Duration of project (in years)	

Duration of Operations and Maintenance (in years)	
Operations and Maintenance Structure	
Expenditure incurred under CSR	

Similar projects include the following –

- Provision of world class tourist amenities and facilities at heritage monuments
- Development of tourism infrastructure and services for cleanliness, aesthetics, and enhancing overall tourism experience
- Implementation of tourism project for sustainable development and tourism-driven development
- Tourism transformation project for area development
- Implementation of projects under tourism master plan / detailed project report
- Development of tourist destination / site / monument / attraction
- Operation and maintenance of tourist destination / site / monument / attraction
- Conservation, preservation, or restoration works undertaken at heritage monuments

3F. Power of Attorney of Authorised Signatory

(* To be executed on appropriate non-judicial stamp paper)

Know all men by these presents, we (Name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorise Mr/Ms (name), son/daughter/wife of and presently residing at, who is presently employed with us and holding the position of, as our true and lawful attorney (hereinafter referred to as the “Authorized Signatory”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our application for pre-qualification and submission of our bid for Services for the proposed assignment “**EOI under Adopt a Monument Scheme for Development of Tourist Amenities at [Monument Name],[District]**” by the Commissioner, Department of Archaeology, Museums and Heritage (the “Client”) including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre-Proposal Conference and other meetings and providing information/ responses to the Client, representing us in all matters before the Client, signing and execution of all contracts and undertakings consequent to acceptance of our bid, and generally dealing with the Client in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us.

AND we hereby agree to ratify and confirm all acts, deeds and things 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 Authorized Signatory in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,, THE ABOVE NAMED IN PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF, 20..... in line with the following points

- 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 executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.
- Wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders’ resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For

.....

(Signature, name, designation and address)

Witnesses:

- 1.
- 2.

(Notarised)

Accepted

.....

(Signature)

(Name, Title and Address of the Authorized Signatory)

3G. Requirements for Technical Presentation

(To be submitted during Technical Presentation stage of evaluation, does not need to be uploaded)

CONSULTANT'S NAME: _____

The shortlisted Applicants shall make a detailed Technical Presentation on the aspects listed under the evaluation criteria as per **Clause 5.5 and Clause 5.6 of Section 2**

The Applicants should ensure their presentation is suitably responsive to the Terms of Reference of this EOI and should cover the following during their presentation –

1. Applicants Experience

- Applicant's credentials for undertaking the development of tourist amenities at [Monument Name],[District]
- Case study of experience with similar projects

2. Understanding of the Project

- Demonstrate understanding of Adopt a Monument Scheme
- High-level feasibility of proposed project
- Identification of technical / operational challenges

3. Approach and Methodology

- Overview of proposed project
- Approach and methodology for undertaking the project
- Details of team proposed for undertaking the project
- Expected outputs from undertaking assignment
- Metrics to define success of the project
- Conservation plan for the Monument (if applicable)
- Implementation plan
- Marketing plan
- Semi-commercial activities

4. Inputs and support required from Client

The shortlisted Applicant shall make the presentation to the Evaluation Committee formed by the Client on the notified date and time.

The Presentation is not required to be submitted at the time of submission of the Technical Proposal on the e-procurement portal. It must be presented to the

Evaluation Committee as notified by the Client. A soft copy of the presentation and any associated supporting documents are to be submitted along with a covering letter to the evaluation committee at the time of Technical Presentation

3H. Comments and suggestions on the Terms of Reference and on data services, and facilities to be provided by the Client.

On the Terms of Reference:

1.

2.

3.

4.

5.

On the Data, Services, and Facilities to be provided by the Client

1.

2.

3.

4.

5.

Authorised Signatory: _____

Name and Title of Signatory: _____

Applicant's Name: _____

Section 4 - Terms of Reference

1. Introduction

1.1. About Karnataka Tourism

Karnataka offers a multitude of tourism opportunities, living up to the promise of its brand “**One State, Many Worlds**”. The state’s pleasant climate, cosmopolitan culture and highly responsive administration make Karnataka an excellent destination for businesses to set up and flourish. The State’s tourism destinations encompass a wealth of tourism products across a range of themes including heritage, culture, ecotourism, spiritual, adventure, coastal, wellness, rural, and urban.

Heritage is one of the core tourism themes of Karnataka and has created a strong positioning for the State on the global tourism map. Karnataka ranks 4th among Indian states for domestic tourist visits with more than 22.7 Crore domestic tourist visits in 2019 and also attracts more than 6 lakh foreign tourist visits annually. The heritage tourism potential of Karnataka has received global acclaim with Hampi being ranked 2nd in the New York Times must-see global destinations 2019 list.

1.2. About Adopt a Monument Scheme

The Department of Archaeology, Museums and Heritage (DAMH), Government of Karnataka in close collaboration with the Department of Tourism (DoT), Government of Karnataka eligible applicants with suitable qualifications and interest envisages to develop amenities and facilities at the Heritage Monuments of Karnataka while sustaining the efforts of DAMH to conserve, preserve and protect the Heritage Monuments. This will make the increase the tourism potential of the monument site by enhancing the tourist experience in a planned and phased manner.

It is observed that the Monuments in the State are facing challenges primarily related to maintenance of the various infrastructural and service assets. There is a need to develop a robust mechanism for the provision of basic amenities and facilities at Heritage Monuments across Karnataka and creating a platform to make Karnataka’s Monuments a must-see tourism experience.

This scheme is envisioned to synergize with other infrastructure development schemes of various departments and shall be implemented in collaboration with other Departments and Organisations, with the objective of ensuring provision of amenities and facilities across the Monuments in Karnataka, and thereby enhancing the overall tourist experience. Successfully undertaking of this Adopt a Monument scheme shall also provide an impetus for tourism-driven economic development around the Monuments of Karnataka.

Department of Archaeology, Museums and Heritage (DAMH) hereby invites **Expression of Interest (Eoi)** from interested applicants who are interested in partnering with DAMH for adopting Monuments sites to develop, operate and maintain tourist facilities/amenities at the selected destinations.

Proposals of the Applicants will be evaluated based on the past initiatives, financial soundness, CSR activities and evaluation of their detailed Bidding for Revamp and Maintenance along with the various terms and conditions to be submitted by the Applicants in their proposals.

2. Objectives of Adopt A Monument Scheme

The objectives of the Adopt A Monument Scheme are to –

- Conserve, preserve and protect the Heritage Monuments of Karnataka.
- Develop basic tourism infrastructure in and around Heritage Monuments of Karnataka.
- Develop facilities and amenities to improve the tourist experience at Heritage Monument sites.
- Promote cultural and heritage values of the State and develop avenues to create awareness about the Heritage Monuments sites in the State.
- Develop and promote sustainable tourism infrastructure and ensure proper Operations and Maintenance therein.
- Generate employment opportunities and support livelihoods of local communities around the Heritage Monument sites.

3. Purpose of the EOI

This project will help in providing an inclusive tourist experience giving due recognition while preserving the rich and diverse cultural heritage of Karnataka's Monuments. With about 90 Monuments spread across the State, these magnificent structures have stood test of time and depicts honour, sacrifice, and valour of the various kingdoms. All these not only provide a glimpse of the sheer richness, variety, and diversity in of Karnataka's incredible cultural heritage but also about its incredible possibilities. These monuments form an integral part in promoting tourism by attracting domestic and international tourists in the country.

To tap the true potential of these Heritage Monuments, it is necessary to continue and improve the efforts of DAMH in conservation, preservation, and protection. At the same time, there is a need to provide basic facilities and amenities including safety and security, and provide new experiences through illumination, night viewing facilities etc. It is also essential to ensure that these interventions are within the permissible guidelines of the Nodal Departments i.e., Department of

Archaeology, Museums and Heritage, Department of Tourism, Forest Department etc. as applicable.

Under the project, the Smaraka Mitra is required to select the Monument site. The project plans to encourage private and public sector companies who would be known as “Smaraka Mitras” for providing basic and advanced amenities and complete operations and maintenance (O&M) initially for 5 years, after regular monitoring and feedback mechanism from all the stakeholders including tourists.

Department of Archaeology, Museums and Heritage hereby invites Expression of Interest (EOI) from interested applicants having demonstrated similar initiatives and /or interest in the chosen area to conceptualize, design, install, provide and maintain the listed facilities for tourists at the selected monuments preferably under CSR initiatives, at no cost to the Government or to the visitor by making appropriate technical infrastructural and service interventions.

In addition to associating pride with their CSR initiatives, the service provider (Smaraka Mitras) shall get limited visibility in vicinity of the Monument sites and on Karnataka Tourism web portal subject to approval of Empowered Committee for Monument Adoption. Any incidental profit accrued out of the various services provided, must be re-used in the operations and maintenance of the facilities planned under this project for the selected site.

To the extent possible and applicable in case of the intervention offered, the solution should preferably be multi-lingual, including English, Kannada, and prominent Indian and UN languages.

4. Indicative List of Tourist Amenities under the Project

The tourist amenities have been divided in to three categories as per the Adopt a Monument Scheme Guidelines.

4.1. Basic Amenities (*mandatory to undertake*)

Basic amenities at any tourist place are the first and foremost right of the tourist as every visit to the Monument gives impetus to the local economy. Basic amenities are important irrespective of their financial feasibility in project structuring. The indicative list of basic amenities within and surrounding areas are as follows:

- Public conveniences (Toilet Facilities)
- Drinking water facilities / water kiosk
- Ease of Access / Barrier Free Monument / Accessibility for All - differently abled friendly toilets, ramps, wheelchair facility, braille signages, monument models based on CPWD Guidelines

- Cleanliness of site / Swachh Monument (Cleanliness of the Monument, including complete polythene ban)
- Baby care rooms
- Illumination (interior & exterior)
- Signage (Information and Directional Signages)
- Benches
- Dustbins
- Cloakroom
- Wi-Fi
- Basic surveillance system (such as bullet CCTV cameras)
- App based Multilingual Audio-Guide
- Point of Sale Terminal (PoS) machines at the Ticketing Counters to promote cashless transactions

4.2. **Advanced Amenities** (*desirable to undertake*)

Advanced amenities shall be planned as per the identified Heritage Monument's tourist footfall and financial feasibility of proposed interventions. The indicative list of Advanced Amenities are as follows:

- Snack Counter (Ready to Eat Snacks & Drinks)
- Facilitation of night visits to Heritage Monuments under adaptive use within permissible guidelines of the nodal department (ASI, State Government etc. heritage byelaws)
- Advanced surveillance system (Like PTZ based CCTV cameras)
- Tourist Facilitation cum Interpretation Centre (Tourist Multi-Purpose Centre) with facilities like museum, souvenir shops promoting local art and craftsmanship, cloakroom, toilet, drinking water, money exchange etc.
- Technology based interpretation techniques (Augmented Reality, Virtual Reality, Mixed Reality, etc.)
- Digital Interactive Kiosk, Digital (LED) screening
- Sound & Light Show
- Cultural shows
- Battery-operated vehicles / Golf Carts
- Advanced tourist flow management system linked with carrying capacity of the Monument

4.3. **Conservation Works** (*desirable to undertake*)

The Conservation works may be undertaken at the Monument site based on the findings of the existing situation analysis. The execution of conservation works shall

be executed under the supervision and guidance of DAMH and applicable Nodal Department(s).

The Smaraka Mitra shall refer to the Handbook of Conservation of Heritage Buildings (latest version as applicable) published by Directorate General, Central Public Works Department, Government of India. The following shall be kept in mind when approaching heritage conservation works at the Monument site:

- Encourage indigenous practices to conserve the necessary heritage buildings
- For buildings and sites protected by ASI, DAMH and other government or non-government agencies, only the official and legal instruments of conservation and internationally accepted principles should be adopted
- All the permissions depending on the Grade Level of the concerned heritage structure should be carefully studied and obtained from the right authorities
- Model Building Bye-laws specific to Heritage Buildings, Heritage Precincts and Natural feature areas, should be followed and necessary permissions shall be sought from the applicable authority
- Ancient Monuments and Archaeological Sites and Remains Act and any other relevant acts, rules, guidelines or notifications shall be studied and all relevant clauses shall be highlighted to the Nodal Department(s) so that necessary permissions can be obtained for any of the proposed works

Smaraka Mitras interested in participation under the project shall be required to carry out the need gap analysis for all the selected monuments which is a joint exercise. The Bidding for Revamp and Maintenance should reflect the assessment of every individual monument. Further the selected Applicants also must prepare vision, strategy and detailed plan for revamp and maintenance for the monument. The proposed amenities and facilities under the proposal should be as per the need gap analysis and applicable guidelines.

5. Details of Monument Site

Refer to *Annexure 1 – Details of the Monument Site* for details of the monument site proposed for development of tourist amenities under the current EOI.

6. Project Process

Applicants are requested to kindly refer to the *Adopt A Monument Scheme Guidelines* for further details on Scheme.

7. General Terms and Conditions

7.1. The Applicant shall ensure compliance with any applicable Central, State, and Local laws.

- 7.2. The Client assumes that Applicants have complete clarity and understanding of the scope and objective of the Project.
- 7.3. The Client shall not be liable to the Applicants for any lost revenue, lost profits or other incidental or consequential damages arising out of the performance of the Project.
- 7.4. The Client will not be vicariously liable for any act of the Applicants and the Applicants shall alone be liable for violation of any law.
- 7.5. The Applicants agree to indemnify the Department of Archaeology, Museums and Heritage from all claims.
- 7.6. This EOI, its meaning and interpretation, and the relation between the Parties shall be governed by the laws and any other instruments having the force of law in India, as they may be issued and in force from time to time
- 7.7. The courts and tribunals in Karnataka shall have exclusive jurisdiction to settle any disputes which may arise out of or in connection with this EOI and accordingly any suit, action or proceedings arising out of or in connection with this EOI may be brought in such courts or the tribunals and the Parties irrevocably submit to, generally and unconditionally, the jurisdiction of those courts or tribunals
- 7.8. The Client reserves the right to withdraw this EOI, without assigning any reasons for the same, if the Client determines that such action is in the best interest of the Government of Karnataka.

Annexure 1 – Details of the Monument Site

<to be provided by DAMH based on the list of monument site(s) finalised>

Details to be classified as

- 1. Features of the Monument – Details regarding the Monument*
- 2. Area / Facilities considered for Adopt A Monument*
- 3. Relevant Information regarding the Monument if any to be shared in the EoI*

Annexure 2 – Standard Template of Memorandum of Understanding

Refer to the Memorandum of Understanding (MOU) template in the Adopt A Monument Scheme Guidelines. Kindly note that the MOU is only indicative and the final MOU shall be as mutually agreed between DAMH and Smaraka Mitra.

17. ANNEXURE B – LETTER OF INTENT TEMPLATE

(On letterhead of Commissioner, Department of Archaeology, Museums and Heritage,
Government of Karnataka)

Ref No.: _____

Date: _____

To,
Mr. / Ms. (Name of authorized representative)
(Name of bidder)
(Address of bidder)

Subject: Letter of Intent under Adopt a Monument Scheme,
Government of Karnataka

We are happy to inform you that your proposal submitted for revamp and maintenance of the following monuments has been approved by the Empowered Committee for Monument Adoption under the Adopt a Monument Scheme of Government of Karnataka.

Sl. No.	Name of Monument	Location
1		
2		

You are required to visit the approved above-mentioned monument(s) to carry out the existing situation and need-gap analysis and develop your vision for development of all necessary basic and advanced amenities for each of their selected sites.

Accordingly, you are requested to submit your bids for Revamp and Maintenance in accordance with the Adopt a Monument scheme guidelines within 3 (three) weeks from the date of issue of this letter for further evaluation as per the prescribed guidelines.

Please visit the website of the Department of Archaeology, Museums and Heritage, Government of Karnataka (archaeology.karnataka.gov.in) for further information.

Yours sincerely,

Commissioner,
Department of Archaeology, Museums and Heritage,
Government of Karnataka

18. ANNEXURE C – MEMORANDUM OF UNDERSTANDING (MoU) TEMPLATE

MEMORANDUM OF UNDERSTANDING

For

<Name of Site>, <Location>

This MEMORANDUM OF UNDERSTANDING ('MOU') is executed on this <DATE><MONTH>, <YEAR> at Mysuru between

DEPARTMENT OF ARCHAEOLOGY, MUSEUMS AND HERITAGE, Government of Karnataka, having its office at Karnataka Exhibition Authority Complex, Mysuru-570010 acting through its Commissioner, hereinafter called "DAMH" which expression shall, unless repugnant to the context of meaning thereof, include its successors and permitted assigns of the FIRST PARTY

AND

<NAME OF AGENCY> a Company / Firm / Trust established under the _____ Act and having its registered office at <ADDRESS> acting through its authorized signatory <NAME OF AUTHORIZED SIGNATORY> vide Power of Attorney / Letter of Authority / Board Resolution dated <DATE><MONTH><YEAR>, hereinafter called "Smaraka Mitra" which expression shall, unless repugnant to the context of meaning thereof, include its successors and permitted assigns of the SECOND PARTY

WHEREAS:

- (a) The Department of Archaeology, Museums and Heritage has announced a project "Adopt a Monument" for adoption of Monument of Karnataka in collaboration with the Smaraka Mitras, which enables adoption of Monument sites to provide and maintain various basic and advanced amenities as decided by the 'Empowered Committee for Monument Adoption', such as public conveniences, drinking water, cleanliness of the monument, accessibility for all, baby care rooms, illumination, signage, cloakroom, Wi-Fi, audio guide, souvenir shop, night viewing, snack counter, surveillance system, tourist facilitation cum interpretation centre, digital interactive kiosk, sound and light shows etc.
- (b) WHEREAS Smaraka Mitra through its Corporate Social Responsibility / direct investment at no cost to Government of Karnataka, intends to take up the cause of

development and O&M of amenities at **<Name of Site>**, **<Location>** under the “Adopt a Monument” project (hereinafter called the “**Project**”).

- (c) WHEREAS destinations proposed in this project are under supervision of [Name of the department(s)].

Now this Memorandum of Understanding witnesseth as Follows:

1. Definitions

- 1.1. “**Nodal Department**” means [Name of the department(s) under which the monument/site is protected].
- 1.2. “**Cost**” means the cost of preparing a development plan, detailed project report as contained in the estimate.
- 1.3. In the context of this MoU, “**Development**” means the construction, landscaping, illumination, upgradation, refurbishments, operation, and maintenance of activities related to provision, development, and maintenance of tourist amenities.
- 1.4. “**Tourist amenities**” means various essential and experiential tourist facilities meant to be provided for the tourist. The amenities can be bifurcated into below categories as per project guidelines

A. Basic amenities

Basic amenities are an important aspect in tourism as they can augment the popularity of the place; and facilitate repeated visits and mouth to mouth publicity as a promotional tool. Basic amenities at any tourist place are the first and foremost right of the tourist as every visit to the monument gives impetus to the local economy. Basic amenities are important irrespective of their financial feasibility in project structuring. The indicative list of basic amenities within and surrounding areas are as below:

- Public conveniences (Toilet Facilities)
- Drinking water facilities / water kiosk
- Ease of Access / Barrier Free Monument / Accessibility for All - differently abled friendly toilets, ramps, wheelchair facility, braille signages, monument models based on CPWD Guidelines
- Cleanliness of site / Swachh Monument (Cleanliness of the Monument, including complete polythene ban)
- Baby care rooms
- Illumination (interior & exterior)

- Signage (Information and Directional Signages)
- Benches
- Dustbins
- Cloakroom
- Wi-Fi
- Basic surveillance system (such as bullet CCTV cameras)
- App based Multilingual Audio-Guide
- Point of Sale Terminal (PoS) machines at the Ticketing Counters to promote cashless transactions

B. Advanced amenities

Advanced amenities shall be planned as per the identified monument's tourist footfall and financial feasibility of proposed interventions. The indicative list of Advanced Amenities is as below:

- Snack Counter (Ready to Eat Snacks & Drinks)
- Facilitation of night visits to Monuments under adaptive use within permissible guidelines of nodal department (ASI, State Government etc. heritage byelaws)
- Advanced surveillance system (Like PTZ based CCTV cameras)
- Tourist Facilitation cum Interpretation Centre (Tourist Multi-Purpose Centre) with facilities like museum, souvenir shops promoting local art and craftsmanship, cloakroom, toilet, drinking water, money exchange etc.
- Technology based interpretation techniques (Augmented Reality, Virtual Reality, Mixed Reality, etc.)
- Digital Interactive Kiosk, Digital (LED) screening
- Sound and Light Show
- Cultural Shows
- Battery-operated vehicles / golf carts
- Advanced tourist flow management system linked with carrying capacity of the Monuments

C. Conservation works

The Conservation works may be undertaken at the Monument site based on the findings of the existing situation analysis. The execution of conservation works shall be executed under the supervision and guidance of DAMH and applicable Nodal Department(s).

The Smaraka Mitra shall refer to the Handbook of Conservation of Heritage Buildings (latest version as applicable) published by Directorate General, Central Public Works Department, Government of India. The following shall

be kept in mind when approaching heritage conservation works at the Monument site:

- Encourage indigenous practices to conserve the necessary heritage buildings
- For buildings and sites protected by ASI, DAMH and other government or non-government agencies, only the official and legal instruments of conservation and internationally accepted principles should be adopted
- All the permissions depending on the Grade Level of the concerned heritage structure should be carefully studied and obtained from the right authorities
- Model Building Bye-laws specific to Heritage Buildings, Heritage Precincts and Natural feature areas, should be followed and necessary permissions shall be sought from the applicable authority
- Ancient Monuments and Archaeological Sites and Remains Act and any other relevant acts, rules, guidelines or notifications shall be studied and all relevant clauses shall be highlighted to the Nodal Department(s) so that necessary permissions can be obtained for any of the proposed works

- 1.5. **“Semi Commercial Activity”** mean any activity ancillary to operation of the site including Sound & Light Show, Basic Souvenir Shop, Snack Counter, Cultural Events etc. necessary to sustain Operations & Maintenance (O&M) and developmental activities at the adopted Monument under the MoU.
- 1.6. **“Monument”** means those monuments of Karnataka that have been identified under the Adopt a Monument project by Empowered Committee for Monument Adoption, and other places added as & when the Vision & Implementation approves.
2. Smaraka Mitra is interested to take up the cause of adoption of Monument under the Corporate Social Responsibility / direct investment at no cost to Government of Karnataka and accordingly has identified <Name of Monument Site>, <Location> and intends to provide facilities in consultation with the Nodal Department(s) .
3. The Empowered Committee for Monument Adoption has consented to the developmental activities proposed by the Smaraka Mitra at the Monument site and agrees to the same as per the meeting dated _____ (dd/mm/yyyy).
4. For the purpose of this MoU, details of the amenities/facilities to be undertaken by the Smaraka Mitra is given below:

A	Basic Amenities
1	
2	

3	
4	
5	
6	
7	
8	
9	
B	Advanced Amenities
1	
2	
3	
4	
5	

Additional operations and maintenance activities agreed to be carried out by the Smaraka Mitra under the Project are –

- 1.
- 2.
- 3.
- 4.

The Smaraka Mitra agrees to carry out complete execution, operation and maintenance of the amenities taken up as a part of the project, including payment of utility bills for the period of this MoU. or any other additional amenities as may be agreed between the parties in writing.

5. *(If applicable)* For the purpose of this MoU, details of conservation works to be undertaken by the Smaraka Mitra is given below:
 - 1.
 - 2.
 - 3.
 - 4.

6. Smaraka Mitra shall prepare a Comprehensive Plan for the project within thirty days of signing of this MoU. The detailed plan is required to be shared with the Nodal Department(s) and their approval taken prior to commencement of actual work at the site. Smaraka Mitra shall undertake the execution of the work directly or outsource the work through a competent agency under its overall supervision and that of Nodal Department(s).

7. Smaraka Mitra shall prepare regular Monthly Progress Reports regarding implementation of amenities and submit to all the parties of the MoU in the template provided under project guidelines
8. Details of the work schedule to be undertaken by the Smaraka Mitra is as per Annexure- I.
9. Empowered Committee for Monument Adoption will acknowledge the contribution by the Smaraka Mitra towards developmental activities by way of signage / plaques etc. at appropriate place. The placement, contents and size of the signage / plaques etc. will be decided with mutual consent with the 'Empowered Committee for Monument Adoption' while ensuring that the same is in tune with the aesthetic value of the monuments and surroundings of destinations. Details of proposed visibility requirement is attached in Annexure-II.
10. The work / execution of the activities by the Smaraka Mitra or its agencies shall not cause any hindrance to Nodal Department(s) or its representatives in carrying out other works in the monument or in free movement of the visitors.
11. Smaraka Mitra shall not violate the provisions of the Ancient Monument Archaeological Sites and Remains Act, 1958 and Rules, 1959 and the corresponding State Acts related to it.
12. It is mutually agreed that this MoU shall not in any way alter the legal status of the Monument and developmental activities that vests and shall always remain vested with the Nodal Department(s). The MoU shall not in any way transfer the ownership or create encumbrance upon the Monument in favour of the Smaraka Mitra.

2. Financing and Scheduling

- 2.1. Smaraka Mitra agrees to finance the activities, operate & maintain (O&M) the facilities on their own as approved by the committee rather than transfer of funds to any Government Body or Department.
- 2.2. Smaraka Mitra agrees to ensure that adequate funding is provided to develop, improve, and maintain the facilities for initial five (5) years.
- 2.3. The adoption period is for initial five (5) years subject to annual review of performance of staff, quality of work, O&M, tourist feedback, impact on tourism etc.
- 2.4. Smaraka Mitra agrees during period of adoption that no revenue shall be generated from the public as collection fee, convenience fee etc. However, in case any fees are planned to be charged it will be subjected to specific clearance of the relevant Government parties to the MoU. Any, revenue generated through

the proposed activities is required to be put back to sustain development, operations, and maintenance at the adopted monument.

3. Semi Commercial Activities – Reasonability of Rates and Standard of Services

- 3.1. The primary responsibility of ensuring compliance to the required standard of the services would be on the Smaraka Mitra
- 3.2. The reasonability of the rates charged for the provision of services, if any, would be decided by the Joint Committee headed by The Commissioner, Department of Archaeology, Museums and Heritage or their representative and comprising of representatives of from all parties to this Memorandum of Understanding. The committee will also monitor the standard of services and redress grievances of semi-commercial activities undertaken by the Smaraka Mitra.
- 3.3. A separate dedicated account will be opened and operated by Smaraka Mitra for the project. Any revenue generated through the semi commercial activities and from any other associated activity pertaining to the project as approved by the Empowered Committee for Monument Adoption shall be deposited in this dedicated account. Residual interest accrued if any will also be retained in this account. The funds shall be only deployed for sustaining operation and maintenance activities of the opted sites and will not be utilized to recover capital expenditures. Post operation & maintenance, surplus funds, if any, may be deployed for future development of tourism amenities only with prior approval of Empowered Committee for Monument Adoption. In case of termination or completion of MoU tenure or discontinuation of Smaraka Mitra post MoU tenure, balance / surplus revenue in the account (if any) is required to be transferred to Nodal Department(s) and shall be deployed for sustaining operation and maintenance activities and developmental activities of the opted sites.
- 3.4. The Smaraka Mitra would be required to get this dedicated account audited quarterly by a Chartered Accountant and shall produce an annual statement of accounts duly certified and signed by Chartered Accountant to the Nodal Department(s). It shall be verified during audit that the amounts collected for specified semi commercial activities of the opted site have been utilized solely for purpose of operation and maintenance/development of the approved tourism amenities at the adopted site.

4. Duration of Memorandum of Understanding

- 4.1. This MoU shall be valid for a period of 5 (five) years (the “Term”) from the date of commencement of work, extendable further for a period of 5 (five) years depending on recommendation of Empowered Committee for Monument

Adoption based on periodic review of performance of staff, quality of work, operation & maintenance, tourist feedback, impact on tourism etc.

- 4.2. In the event of a delay in the commencement of work by the Nodal Department(s), the term of the MoU shall be extendable by a period equivalent to such delay.

5. Management Structure

The management structure would consist of the following committees and stakeholders whose functioning would be as mentioned below:

A. Empowered Committee for Monument Adoption

Committee Composition

1	Principal Secretary Tourism / Secretary Tourism, Government of Karnataka	Chairperson
2	Commissioner, Department of Archaeology, Museums and Heritage	Convener
3	Director, Department of Tourism	Member
4	Managing Director, Karnataka State Tourism Development Corporation Limited	Member
5	Managing Director, Jungle Lodges and Resorts Limited	Member
6	Chief Engineer, Karnataka Tourism Infrastructure Limited	Member
7	At least 2 Experts in Culture / Heritage / Archaeology / CSR who are recommended by DAMH	Member
8	Representatives from other Departments / Experts who can be co-opted as and when required for co-ordination	Member

The Project Management Unit (PMU) appointed by Department of Archaeology, Museums and Heritage will support the Empowered Committee for Monument Adoption.

Indicative Roles & Responsibilities

- Approve and amend the list of monuments available for adoption under “Adopt a Monument” scheme.
- Enunciate the vision, chalk out the road map for the scheme, and provide a platform for exchange of ideas.

- Coordinate to oversee all operations, steer, and review and monitor overall performance of the scheme and provide guidance on specific issues relating to the project.
- Approve the shortlisted Expression of Interest by DAMH for issue of Letter of Intent.
- Approve the appointment of Smaraka Mitras based on the recommendation of DAMH after evaluation of bids for revamp and maintenance.
- Oversee the planning, sanctioning and execution of the project sites and the overall monitoring.
- Power of termination of MoU of Smaraka Mitras in case of noncompliance of guidelines, or any other reason of non-performance.
- The Committee would also decide based on recommendations of the Monument Committee for dropping agencies and their proposed sites / intervention due to reasons such as on non-submission of documents or non-compliance of timelines.
- Guide the selected Smaraka Mitras for getting the necessary clearances, approvals, and NOCs.
- Assist the Smaraka Mitras in the joint inspection exercise in each of the Monument sites for the 'Need-Gap Analysis'.
- Recommend mid-course corrections in the implementation approach.
- Periodical oversight and review of proposed / ongoing projects.
- Ensure co-ordination among the various Departments and Organizations involved.
- Review periodic progress / service delivery reports received from Smaraka Mitras every quarter.

B. Monument Committee

Committee Composition

1	Deputy Commissioner (of the concerned District)	Chairperson
2	Commissioner, Department of Archaeology, Museums and Heritage	Vice-Chairperson
3	Deputy Director / Assistant Director, Department of Tourism (of the concerned District) as applicable	Member
4	Deputy Director / Assistant Director, Department of Archaeology, Museums and	Convener

	Heritage (of the concerned District/Zone) as applicable	
5	Executive Engineer, Public Works Department (of the concerned District) as applicable	Member
6	Archaeological Conservation Engineer, Department of Archaeology, Museums and Heritage (of the concerned District/Zone) as applicable	Member
7	Representative of Karnataka Tourism Infrastructure Limited	Member
8	Representative of the Smaraka Mitra	Member
9	Representatives from other Departments / Experts who can be co-opted as and when required for coordination	Member

The Project Management Unit (PMU) appointed by Department of Archaeology, Museums and Heritage will support the Monument Committee.

Indicative Roles & Responsibilities

- Review of Planning, Monitoring and Control of the works executed at the monument site.
- Provide NOC for executing planned interventions at the selected Monument site.
- Assist the Executing / Implementing Agencies (of the selected Smaraka Mitras) in the implementation of works at the Monument site.
- Assist the Executing / Implementing Agencies (of the selected Smaraka Mitras) in the Operations and Maintenance of the Monument site.
- Review progress / service delivery reports on activities received from Smaraka Mitra every two months and report to Empowered Committee for Monument Adoption.
- Approve the marketing plan, IEC, and publicity materials
- Examine grievances received from customers/citizens regarding services provided by the Smaraka Mitra.
- Review the need for mid-course corrections and take suitable action

C. Department of Archaeology, Museums and Heritage (DAMH)

Department of Archaeology, Museums and Heritage (DAMH) shall act as the implementation agency for “Adopt a Monument” scheme.

The Project Management Unit (PMU) of Department of Archaeology, Museums and Heritage will support DAMH in implementation of the Scheme.

Indicative Roles & Responsibilities

- Prepare the list of monuments available for adoption under “Adopt a Monument” scheme and obtain approval of the Empowered Committee for Monument Adoption.
- Earmark the area reserved for advertising by Smaraka Mitra before the bidding process.
- Invite Expression of Interest from interested parties for the Adoption of Heritage Monument through the Government of Karnataka e-procurement portal.
- Evaluate the Expression of Interest and recommend the shortlisted Expression of Interest to Empowered Committee for Monument Adoption from the interested parties after evaluation.
- Issue of Letter of Intent
- Conduct bidding process for revamp and maintenance and recommend the selected Smaraka Mitra for approval of Empowered Committee for Monument Adoption from the bidders after evaluation.
- Preparation and signing of Memorandum of Understanding (MoU) with Smaraka Mitras.
- Preparation and signing of a separate MoU for semi commercial activities with Smaraka Mitras.
- Review and approval of Detailed Project Report (DPR) prepared by Smaraka Mitras with the Nodal Department(s)
- in co-ordination with any other concerned Government Departments or Agencies if any.
- Overall program management of the scheme
- Planning, Monitoring and Control of the works executed at the monument.
- Review of operation and maintenance operation by Smaraka Mitra during the Project Duration
- Review and approve the conservation and maintenance plan submitted by the Smaraka Mitra for undertaking conservation works for the monument
- Guide and supervise the execution of the approved conservation works to be carried out by the Smaraka Mitra at the Monument site

D. Smaraka Mitras

Applicants successfully selected through the competitive bidding process for revamp and maintenance, for the project shall be known as Smaraka Mitras.

Indicative Roles & Responsibilities

- Prepare the vision, strategy, and detailed plan for revamp and maintenance for all the Monument sites that they plan to adopt.
- Carry out need gap analysis in each of the Monument site that they are taking up for adoption.
- Get the necessary approvals, clearances, NOCs etc. with the guidance of the Empowered Committee for Monument Adoption.
- Do the entire end to end work of creation of assets and services of the required levels and standards as per approved vision, proposal, and MoU.
- Carry out Operations and Maintenance (O&M) of the assets and services created.
- Provide feedback in a periodic manner towards improvement of service delivery.
- Submit monthly progress / service delivery reports on activities

E. Project Management Unit

The Consulting team appointed by the Department of Archaeology, Museums and Heritage shall be called the Project Management Unit (PMU). The PMU shall provide support to DAMH and the Empowered Committee for Monument Adoption. The services of PMU of Department of Tourism, Government of Karnataka may be utilized through mobilization of resources required for implementation support of the Scheme.

Roles and responsibilities

- Assist Empowered Committee for Monument Adoption in undertaking their roles and responsibilities
- Assist DAMH in the process of shortlisting of Expression of Interest and evaluation of the bids for revamp and maintenance from the Smaraka Mitras.
- Coordination with the Smaraka Mitras for vision presentations and final preparation of the bid for revamp and maintenance document.
- Assist DAMH in project implementation, periodic reporting of implementation status and mid-course corrections if any and provide feedback in a periodic manner.
- Assist DAMH in project execution, identifying stakeholders, reviewing & providing feedback on progress reports.
- After completion, compilation, and analysis of survey data of tourist experience and feedback and service level achievement details as provided by the Smaraka Mitras.

6. Force Majeure

- 6.1. For the purposes of this MoU, "Force Majeure" means an event which is beyond the reasonable control of a Party, and which makes a Party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other adverse weather conditions, strikes, lockouts, lockdowns, or other domestic action (except where such strikes, lockouts or other domestic action are within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by government agencies.
- 6.2. Force Majeure shall not include:
- a) Any event which is caused by the negligence or intentional action of a Party or such Party's Sub-contractors or agents or employees;
 - b) Any event which a diligent Party could reasonably have been expected to:
 - i. Take into account at the time of the conclusion of this Agreement, and
 - ii. Avoid or overcome in the carrying out of its obligations hereunder.

7. Enforcement of Guidelines

The project guidelines shall remain enforced for the entire duration of MoU.

8. Termination

- 8.1. This MoU once operative shall continue to be in full force until terminated or expiry of the term.
- 8.2. This MoU can be terminated by any party giving not less than six (6) months' notice in writing of intended termination to other parties hereto.
- 8.3. Under exceptional circumstances and/or in the public interest, the Government of Karnataka through DAMH reserves the right to terminate the MoU with immediate effect.
- 8.4. Notwithstanding anything contained in this MoU, DAMH shall not, as a consequence of Termination or otherwise, have any obligation whatsoever including but not limited to obligations as to compensation for investments, operating expenditure, or any financial contributions relating to the Monument and the handback of the Monument by the Smaraka Mitra to Nodal Department(s) shall be free from any such obligation.
- 8.5. Notwithstanding anything contained in this MoU, DAMH shall not, as a consequence of Termination or otherwise, have any obligation whatsoever including but not limited to obligations as to compensation for loss of employment, continuance or regularization of employment, absorption or re-

employment on any ground, in relation to any person in the employment of or engaged by the Smaraka Mitra in connection with the Project, and the handback of the Monument by the Smaraka Mitra to Nodal Department(s) shall be free from any such obligation.

9. Dispute Resolutions

All disputes arising out of MoU shall be settled by discussion and failing which the settlement, the decision of the Empowered Committee for Monument Adoption shall be final and binding upon the parties.

10. Governing of Law Jurisdiction

The MoU will be governed by and construed and enforced in accordance with, the laws of India / rules and law promulgated by the Government of Karnataka. Any action brought by either party against the other concerning the transactions contemplated by this MoU shall be brought only in the courts of Bengaluru. All the parties and individuals signing this Agreement agree to submit to the jurisdiction of such courts.

11. Indemnity Clause

The Smaraka Mitra agrees to exercise adequate precautions in executing the Roles & Responsibilities defined herein. In the provision of the roles and responsibilities defined herein, the Smaraka Mitra will indemnify and hold harmless against any claim for damages, the Department of Archaeology, Museums and Heritage, and Nodal Department(s) as a result of any claims or proceedings brought against them by a third party, which arises from activities performed by the Smaraka Mitra pursuant to this MoU.

12. Publicity & Awareness

The Department of Archaeology, Museums and Heritage, and Nodal Department(s) shall have the right to review within a reasonable period of time, before issuance of any advertisement, press release, or any other public statements with respect to the activities contemplated herein; the Department of Archaeology, Museums and Heritage, and Nodal Department(s) prior to press release / publication shall be provided with a copy thereof and be given a minimum of 7 (seven) days' time to comment, modify or restrict the publication of such advertisement, public statement or press release.

IN WITNESS THEREOF THE PARTIES SET THEIR RESPECTIVE HANDS ON THIS MOU ON THE DATE, MONTH AND YEAR FIRST WRITTEN ABOVE.

1. SIGNED AND DELIVERED for and on behalf of the DEPARTMENT OF ARCHAEOLOGY, MUSEUMS AND HERITAGE, GOVERNMENT OF KARNATAKA

By
Name:
Designation:

WITNESS:

- (i)
- (ii)

2. SIGNED AND DELIVERED for and on behalf of the SMARAKA MITRA

By
Name:
Designation:

WITNESS:

- (i)
- (ii)

ANNEXURE I: Time Schedule for <Name of Monument>,<Location>

A	Basic Amenities	Implementation Timeline (T0)
1		
2		
3		
4		
5		
B	Advanced Amenities	Implementation Timeline (T0)
1		
2		
3		
4		
5		
C	Additional Operation & Maintenance Activities	Implementation Timelines (T0)
1		
2		
3		
4		
5		

T0 – Date of Commencement of Work

Phase – I: T0 – 3 Months or less

Phase – II: 3 – 12 Months

Phase – III: 12 – 18 Months

(*) Approved subject to notification for the Monument under night visit as per provision in the Ancient Monument Archaeological Sites and Remains Act, 1958 and Rules, 1959 and the corresponding State Acts related to it.

The Smaraka Mitra agrees to carry out complete execution, operation and maintenance of the amenities taken up as a part of the project, including payment of utility bills for the period of this MoU. or any other additional amenities as may be agreed between the parties in writing.

ANNEXURE II: Proposed Visibility Requirement for <Name of Site>, <State>

Limited visibility on Signage will be prescribed at the monument indicating that the monument has been adopted by Smaraka Mitra under Adopt a Monument Scheme, Government of Karnataka in a discreet manner and tastefully. Size and design of the standardized signage to be approved by Department of Archaeology, Museums and Heritage, and Nodal Department(s) prior to the installation at site.

19. ANNEXURE D – MONTHLY PROGRESS REPORT (MPR)

Monthly Progress Report – <YEAR> <MONTH>	
Name of Monument	
Name of Smaraka Mitra Agency	
Nodal Department/Stakeholder 1	
Nodal Department/Stakeholder 2	
Date of MoU Signed	
Date of MoU Handover	
Comprehensive Plan Submission (Yes / No)	
Others (Addendum / Amendment / Corrigendum Status)	

SECTION – 1: PROJECT STATUS

#	Name of the amenity (As per MoU)	Amenity Type (Basic/Advanced)	Implementation Timeline (As per MoU)	Date of Handover/Approval by Nodal Department	Status (Started / Not Started/ Completed)	Issues / Remarks/ Support Required, if any
1						
2						
3						

SECTION – 2: KEY HIGHLIGHTS / PHOTOS

A. Photographs showing progress of work / installed amenities at site with description

SECTION 3: DETAILS ON INVESTMENT INCURRED

Sl. No.	Name of Amenity	Capex in INR	Opex in INR	Capex in INR	Opex in INR	Total Cost in INR (Including Reporting Month)	Attachments (Bills, Invoices, etc.) - For Reporting Month
		Previous Months (Cumulative)		(For Reporting Month)			

SECTION 4: TOURIST FEEDBACK

Response/Feedback of tourists at Monument for amenities and services provided

Reporting Month: _____

Sl. No.	Name of Monument – Amenity	Tourist Feedback	Source (Website, blog, Smiley Terminals etc.)