



**Uttar Pradesh Forest Corporation**  
Government of Uttar Pradesh



## Memorandum of Understanding

This Memorandum of Understanding (MOU) is entered on 13/03/2020 at Lucknow, Uttar Pradesh

between

**Uttar Pradesh Forest Corporation**, Government of Uttar Pradesh through its Managing Director having its head office at Aranya Vikas Bhawan, 21/475, Indira Nagar, Lucknow (**hereinafter referred as UPFC**), which expression shall mean and include unless repugnant to the context thereof its successor of the **One Part** engaged in developing ecotourism in the State of Uttar Pradesh,

and

**Luzern Ventures Private Limited** through its Director having its registered office at 5/511, Viram Khand, Gomti Nagar, Lucknow, Uttar Pradesh – 226010 (**hereinafter referred to as OGA**), which expression shall mean and include unless repugnant to the context thereof its successor of the **Second Part** engaged in development of tourism, ecotourism, ecotourism tour packages, online booking of accommodations, creating low tariff tourist accommodation like Home stays, Bed & Breakfast, Paying Guest units, Tented Accommodations, Bamboo Huts, Tree Houses, Adventure sports, Lifestyle sports like golf and ecotourism activities like hiking, bird watching, photography, camping, development and welfare of local communities and tribes etc in Uttar Pradesh.


### Scope of MoU between UPFC and OGA:

Development of ecotourism activities including online and offline sale of ecotourism packages, Promotion of UP Ecotourism destinations, properties & safaris, Promotion of Ecotourism to Corporate, Domestic & International Clients, Development of Home stay Network, Creating new tourist facilities with the help of local community which include Tented Accommodations, Temporary Camps, Huts & Cottages, Tree Houses, Adventure sports, Tourist SOS services & helpline for domestic and International visitors in Uttar Pradesh. The MOU covers the geography of the entire state of Uttar Pradesh, covering all locations within state, for a period of 5 (Five) years on a non-exclusive basis; which means that UPFC is at liberty to enter in such MOUs with other entities/persons.

Taking into account of visitors footfall during last 2 years, the MOU between Uttar Pradesh Forest Corporation and OGA will specially focus to list up to 1000 B&B/PG units around ecotourism destinations.

Since the Tourism Policy 2018, the Bed & Breakfast Scheme is applicable, it is expected from the Bed & Breakfast/Paying Guest Aggregator (OGA) to identify households across ecotourism destinations of Uttar Pradesh which could accommodate visitors/tourists.

  
**Luzern Ventures Pvt. Ltd.**  
5/511, Viram Khand, Gomti Nagar  
Lucknow-226010

  
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After identification of households OGA needs to suggest a comprehensive action plan (in consultation with UPFC) for each household by which the current accommodation and meal facilities could be upgraded and also new facilities could be added for the visitors/tourists.

Furthermore, both the parties agree as here under:

### Deliverables & support from OGA

- I. OGA shall adhere to all guidelines laid in UP Ecotourism Policy, 2014, UP Tourism Policy, 2018.
- II. OGA shall connect with the landlords and make the rooms available for tourists in the state of Uttar Pradesh under specified "Silver" and "Gold" category under Bed & Breakfast Scheme and PG Scheme.
- III. OGA shall prepare the SOPs (Standard Operating Procedures) and guidelines for B&B/PG units operations.
- IV. OGA shall prepare the guidelines for the highest standard of hygiene, quality control and periodic audit of all B&B/PG units covered under the MOU.
- V. OGA shall conduct periodic training & development of all B&B/PG unit operators from industry experts.
- VI. OGA shall maintain a database of all the B&B households on a real time basis. The same shall be reported to the Managing Director, Uttar Pradesh Forest Corporation every two months and when asked for.
- VII. OGA shall maintain a database of all the tourists visited and stayed at B&B facilities and there feedback on a real time basis. The same shall be reported to the Managing Director, Uttar Pradesh Forest Corporation every two months and when asked for.
- VIII. OGA shall promote the brand UP along with its own branding and marketing.
- IX. In order to ensure that the B&B/PG unit owners continuously adhere to the agreed guidelines & SOPs, OGA shall get an individual agreement done with all the individual property owners with the following deliverables from the property owners:
  - a. Maintenance of the property as per defined service level benchmarks;
  - b. Adherence of the SOPs (Standard Property Procedures);
  - c. Maintenance of the highest standard of hygiene (Rooms and F&B) and delivery of F&B service to guests per their package inclusions;
- X. Inspection from Uttar Pradesh Forest Corporation can be conducted at any point of time to ensure that the policy guidelines are strictly followed.
- XI. OGA can conduct any form of monitoring only in the presence of concerned Regional Ecotourism Officer/Deputy Director (DD) or any other officer nominated by the Regional Ecotourism Officer/Deputy Director (DD). This will not be binding on the B&B/PG units associated with OGA.
- XII. OGA shall use it's expertise to support UPFC in the overall development of Ecotourism in the state UP;
- XIII. OGA shall online and offline promote UP Ecotourism destinations, properties, safaris and other services in it's online and offline tour packages;

  
Luzern Ventures Pvt. Ltd.  
5/511, Viram Khand, Gombi Nagar  
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- XIV. OGA shall promote UPFC properties & services for outbound training programmes, meetings, conferences and incentive tours etc;
- XV. OGA to create campaigns around all UP Ecotourism destinations and promote it on it's own websites, partner websites and social media platforms:
- XVI. OGA to help UPFC develop a network of neat, clean, hygienic and low tariff home stays near ecotourism locations. The home stay to meet specifies standards of hospitality industry.
- XVII. OGA to place home stays on it's websites, show real time availability of the rooms, real pictures, sizes, facilities, guest rules and make available for booking;
- XVIII. OGA may have a bipartite commercial arrangement (without jeopardizing the right of UPFC to enter into such commercial arrangements) with the home stays, tree houses, tented accommodations, Huts, Cottages, Adventure sports, Lifestyle sports like golf and activities like hiking, bird watching, photography, campaign, however PFC will be a party to it or not and will not have any financial obligation to this arrangement:
- XIX. For the local community developments, under the guidelines of PCCF and permission from UPFC, OGA with the help of local community can develop Tented Accommodations, Economy Tents, Swiss Cottage Tents, Temporary Camps, Huts & Cottages, Tree Houses, Adventure sports for tourists;
- XX. OGA to develop adventure sports and activities like hiking, bird watching, photography, collecting cones, climbing trees, camping, collection for herbarium, horse riding, camel riding etc with the help of local community;
- XXI. OGA & UPFC on their part can display on their respective letter head, tariff card and other publicity materials, signage (LOGO) as authorised marketing agent for each other as goodwill;

### Deliverables & support from Uttar Pradesh Forest Corporation (UPFC)

- I. UPFC shall engage OGA for the development of Ecotourism activities **on a non-exclusive basis** (which means that UPFC is at liberty to enter in such MOUs with other entities/persons.)
- II. UPFC shall recognize OGA as an Ecotourism partner **on a non-exclusive basis** which means that UPFC is at liberty to enter in such MOUs with other entities/persons.
- III. UPFC shall help in single window time bound approvals and decisions for Ecotourism packages, Promotion of UP Ecotourism destinations, properties & safaris, Promotions of Ecotourism to Corporate Clients, Development of Home Stay Network, Creating new tourist facilities with the help of local community which include Tented Accommodations, Temporary Camps, Huts & Cottages, Tree Houses, Adventure & lifestyle sports and activities like hiking, bird watching, photography, climbing trees, camping, collection for herbarium, horse riding, camel riding etc for domestic and International visitors from Utter Pradesh Forest Corporation, Uttar Pradesh Forest Department and other concerned departments;





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- IV. UPFC shall extend Communication support (Mention of Ecotourism packages, new tourist facilities including Tented Accommodations, Temporary Camps, Huts & Cottages, Tree Houses, Adventure sports, Tourist SOS services & helpline for domestic in UP Ecotourism Website, Directory, Journals, Publications, Mobile Apps, putting up directional signage along highways, major tourist footfall areas etc), **However, UPFC is not liable to provide any financial support to OGA in form of loan, subsidy, rebate, etc.;**

### Commercial arrangement between UPFC & OGA :

- I. Both the websites [www.upecotourism.in](http://www.upecotourism.in) and [www.ogabnb.com](http://www.ogabnb.com) APIs to be integrated by UPDESCO for inventory management and bookings;
- II. The common property booking database to be shared between UPFC & OGA;
- III. Commercial benefit sharing will be decided afterwards.

This MOU will be applicable for a period of 5 (Five) year from the date of its execution, and may be renewed by both the parties on such terms and conditions as may be mutually agreed upon; Any modification in this MOU shall be made only after prior and written mutual consent between both the parties;

Any dispute or claim arising out of this MOU shall, unless it is settled by direct negotiation between the officers of both the sides concerned, would be taken up with the any independent arbitrator whose decision shall be binding on both the parties;

IN WITNESS WHEREOF the Parties hereto have set and subscribed their respective hands on the day and the year first herein before written.

For and on behalf of Managing Director,  
Uttar Pradesh Forest Corporation,  
Govt. of Uttar Pradesh

(AUTHORISED SIGNATORY)

Name: Smt. Eva Sharma  
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21/475, Indira Nagar, Lucknow  
Uttar Pradesh-

Witness

Name:

Designation:

Contact No.:

केजीय प्रबन्धक (हो)

For and on behalf of Director,  
Luzern Ventures Private Limited

Luzern Ventures Pvt. Ltd.

5/511, Viram Khand, Gomti Nagar  
Lucknow-226010

(AUTHORISED SIGNATORY)

Name : Chandra Shekhar Pal  
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Witness

Name:

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Prityam Jaiswal  
Business development  
manager