



## **U.P PRO POOR TOURISM DEVELOPMENT PROJECT**

### **EXPRESSION OF INTEREST**

#### **NGO/Firm/Trust/Consultancy Selection For**

**“Enhancing Community Participation and Livelihood Promotion for an Environmentally & Culturally Sustainable and Socially Inclusive Tourism Development in Agra and Braj Region of Uttar Pradesh”**

Ref No.:030/Pro-Poor/UPT/CS/2017

#### **DIRECTOR GENERAL TOURISM**

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## TERMS OF REFERENCE

### **PROJECT BACKGROUND**

The state of Uttar Pradesh is India's biggest tourist draw, attracting 155 million domestic and 1.8 million international tourists out of 748 million domestic and 6.2 million international tourists visiting India in 2011. These tourists contributed a total of USD 6 billion to Uttar Pradesh's economy in 2011. Despite such staggering numbers, tourism's economic (and service delivery) benefits have had little trickle-down effect in the state in general, in the communities adjacent to these cultural assets in particular. Paradoxically, Uttar Pradesh remains India's third most lagging state, with a 37.7 percent poverty rate. The majority of tourism earnings are captured by airlines, travel agencies and tour operators. Additionally, the iconic built and living assets in Uttar Pradesh are not only home to some of the state's poorest communities, but they are also facing great threats.

The Uttar Pradesh Pro-poor Tourism Development Project aims to address this paradox by unlocking the potential of Uttar Pradesh unique heritage through pro-poor tourism development for inclusive growth and poverty reduction in asset-rich, but lagging areas in the state. Ultimately, the Project is expected to improve living standards, create job opportunities and thriving local enterprises, while protecting the state's unique heritage, with the poor population living along the Buddhist Circuit and the Braj-Agra Corridor being the main beneficiaries.

The Project targets key tourist areas in the state – Agra, the Braj Region and the Buddhist Circuit; where some of India's and Uttar Pradesh's prime and greatest wealth of heritage assets meet highest poverty rates. The Project targets in its initial phase seven priority destinations in these areas, including Agra; Mathura, Vrindavan, Barsana and Govardhan in the Braj region; and Sarnath and Kushinagar in the Buddhist Circuit.

The Project is expected to serve as a demonstration for the tourism sector India in general, on how to refine, promote and implement pro-poor tourism policies and investments. It is a priority for both the State and the Central Government to better manage its heritage assets and tourist attractions in a way that delivers (i) sustainable and inclusive economic growth through employment multipliers, income opportunities for local businesses and entrepreneurs, and (ii) improvements in multipurpose access infrastructure, public spaces and basic services utilized by both local communities and visitors. The Project is fully aligned with India's 12th Development Plan, which stresses pro-poor tourism as a priority aimed at increasing the net benefits to the poor and at ensuring that tourism growth contributes to job creation particularly for poor female and young workers in asset rich, lagging areas, and ultimately poverty reduction. The State Government of Uttar Pradesh shares this vision and is currently updating its 2002 Tourism

Development Policy, prioritizing the Buddhist Circuit, Agra and the Braj region as drivers for the socioeconomic development of the state.

To this end, the Project will support Uttar Pradesh by providing the state Tourism Department the necessary policies, approaches, capacities and infrastructure to help structure its tourism economy in a pro-poor way, (i) increasing the benefits to the state's residents and its poor through the provision of jobs and public services to some of the poorest communities in the state living in heritage rich, but lagging areas,(ii) enhancing the management of the state unique natural and cultural assets as endogenous sources of inclusive growth, and (iii) enabling productive private investments and associated job creation opportunities especially to the youth and women.

### **NEED FOR AGENCY**

Tourism today is well accepted as an important tool for economic development globally. The tourism sector in the state has grown over the years but the benefits from tourism are yet to reach wider segment of the society at grass root levels. The State of Uttar Pradesh is blessed with vast natural resources, beautiful Monuments, fairs & festivals and rich cultural heritage which serves as unmatched tourist attraction. The unplanned growth of the tourism sector results in negative impacts on environment & culture which in turn retards future tourism growth. The need of the hour is to ensure sustainable tourism development by enhancing Community Participation at each and every stage of planning, implementation and management of tourism development programs. The micro level institutional and gender sensitive ways (Increased women participation in planning, operation and management of tourism programs /activities) will lead to sustainable tourism in the region thereby ensuring benefits to wider section of the society at grass root levels. Such an approach will help in achieving the ultimate objective of the program, "an environmentally and culturally sustainable and socially inclusive tourism development in State of Uttar Pradesh".

Experienced Agency play an important role in successful project implementation. The need for Agency arises from the lack of adequate staff required for community participatory approach and the prevailing social structure, attitudes and dynamics in the project area. The Agency would thus fill this gap by providing support of qualified professional staff to cover the social aspects of the project. The ability to mobilize local community, especially women folk, understanding the diverse issues related with communities and facilitating their participation in a project are the strengths of Agency. They have required skills and live experience for promoting social mobilization, awareness generation, and self-help group formation etc.

It is suggested that, especially in the tourism industry, local government, non government agency and the independent tourism initiatives should be collaborated closely to create awareness raising programs in order to make tourists aware of the benefits of buying local

products, such as handicrafts, food, clothes etc. and using local services such as local guides, home stay etc.

Training should be provided by the selected Agency with the help of tourism sector to promote activities that are linked to tourism, such as printing, dying and folk-arts. Special training for women might be needed in many cases.

The capabilities of Agency in sensitizing and motivating the masses at grass roots levels is well accepted and Agency serves as effective means to propagate State's development schemes among local masses on account of their local liaisons, networking and continued presence in the region. Community up gradation, livelihood promotion and capacity development activities are proposed in vast geographical area spread across two districts (Agra and Mathura) of the state, the availability of at least one Agency with field officers at two places seems must in implementing the program across the selected districts.

### **MAIN OBJECTIVES**

The Agency has to play an important role to fulfil the overall objective of the program in the following way:

1. The public participation cannot be ensured until the community/stakeholders are well informed with each and every stage of the program. They should be aware with the objectives, outcomes, policies and procedures of the program with detailed information about the sub-projects. The community has to be involved in a systematic manner, for which a series of efforts are needed. Sometimes involvement of community leaves adverse impact on the program, the reason is, lack of participatory planning with community based methodology. Here the role of both the gender is equally important to cover all aspects of the tourism sector.
2. Special emphasis is needed to get proper support from the local community/stakeholders in a systematic way (Agency will have to submit its detail methodology). It will also lead to provide potential benefits in terms of tourism related livelihood promotional activities to the community, which will ultimately increase the economy of the area/region (by providing cost benefit analysis)
3. The third area to be focused by the Agency is to ensure meaningful implementation of environment and resettlement activities at the sub-project sites as per the World Bank Safeguard Policy, on behalf of the borrower (Department of Tourism, UP). The Resettlement Plan, Gender Action Plan and the Social & Environment Management Plan to be executed under the project in a proper manner. To facilitate the execution of these plans a structured implementation arrangement along with sufficient earmarking of budgetary provisions have been given in the project. All the activities are for the safeguard of multi stakeholders and local communities as a whole (the Agency has to submit a structured plan and detailed approach methodology)

### **SCOPE OF WORK FOR AGENCY:**

Agency will support community based tourism initiatives to form associations and collectively assess the markets; provide legal assistance; advice on community based resource management programs; gender awareness training; assistance with administrative arrangements; scientific assistance using participatory and action research methods; improve the links between groups. Agency should build up their capacity as facilitators and trainers of participatory processes, tourism planning and as social entrepreneurs within the tourist industry.

Agency at all levels should effectively participate in sharing with all stakeholders experience and knowledge about successful strategies, obstacles and how to overcome them.

### **THE KEY DESIRED OUTPUT FROM AGENCY:**

1. Social and Environmental safeguards monitoring,
2. Social mobilization,
3. Community Institution Building
4. Bank Linkage and Financial Literacy
5. Dovetailing with other Govt. schemes for overall Social Development
6. Livelihood Promotion/ Income Generating Activities and Programs
7. Project Management etc.

### **MAJOR RESPONSIBILITIES OF AGENCY**

- 1. Collection of Baseline Data of the sub project area:** Collection of baseline information through primary and secondary sources, like conduction of survey, focus groups discussion, participatory appraisal, informal interaction and reviewing previously prepared documents and submit the Inception Report.
- 2. Micro Plan Preparation:** Based on Baseline data micro-plan for each village and sub project area will be prepared which will have detail training plan, skill development programme, livelihood promotion micro-plan, safeguard implementation plan etc.
- 3. Institutional Development:** (a) Identification of Local Volunteers and existing groups, formation of new groups or strengthening of existing groups viz. Women Self Help Groups, Youth Groups, Tourist Guides, Cultural & Heritage Societies, Volunteer Groups, Village Panchayats, Temple Committees, Village Level Committees, Municipal Bodies, Town Level Groups etc. (b) Strengthening local panchayats and municipalities and ensure their active role in the program activities. Like Environment & Heritage Conservation, Livelihood Promotion for Urban & Rural Poor, Marketing and Promotion of local end products.

- 4. Facilitate Vendors' and Shop Keepers mobilization for temporary relocation:** To facilitate timely completion of construction activities in the Sub Project Area the Agency needs to mobilize the identified vendors and Shopkeepers specially Taj West Gate area, Kachhpura and Mahtabbagh area and Shahjahan Garden area in Agra and Banke Bihariji temple area in Mathura.
- 5. Identification of tourism resources and gender segregated data generation on existing women federations/ youth groups and other community organizations:** Conduct an entry level workshop at the village level involving selected representatives from Youth Groups, existing SHGs, and elected representatives of Panchayats among others. At least 30% participants should be women. Develop village level tourism resource inventory/ maps using Participatory Rural Appraisal (PRA) tools for Institutional Diagrams, Seasonal Calendars, Training Needs Assessment and other relevant deliverables.
- 6. Value Chain Analysis of Key identified products:** Undertake value chain analysis of key identified products including handicraft (Floriculture, Dairy, Bamboo, Pottery & stitching, weaving etc.), Homestays and water based activities. Prepare methodology & timeline to undertake this assignment in agreement with Technical Support unit and generate a detailed report including action plan for the development & marketing of the above.
- 7. Marketing Research:** Undertake primary marketing research by preparing questionnaires and gathering market data relating to community based tourism activities. It would be conducted at keeping in view the nearest marketing sites or towns as per the term agreed with the Technical Support Unit. The marketing strategy will be based on this research.
- 8. Livelihood Promotion & Entrepreneurship Development:** Identification of local resources and possibilities to start micro enterprise within the group in light of tourism sector development. Trade wise group formation and facilitate series of skill development training program at every stage of entrepreneurship development. To up-scale enterprise generating cash incomes and to introduce new income sources. Improve access to market through a value chain approach and the provision of physical infrastructure for market access. The value chain approach involves market/subsector studies, introduction of new technologies, market linkage, skill development, product development and promotion, physical infrastructure for market access. The subproject will improve access to employment through tourism and allied activities. Measures shall be taken for employment of trained beneficiaries. The Agency will also help the village institutions in value addition and market linkage support.
- 9. Formation of Community Tourism Groups & Local institutions along with their registration:** Form or adopt user/ activity based Self- Help Groups (SHGs) in villages depending on the data generated at the entry level workshop. Promote savings and credit activities within the formed SHGs.

- 10. Institutional Trainings of institutions to manage the entire tourism activities of the clusters:** Conduct trainings of the newly formed institutions at village level for their capacity building to manage the system. It will include management, marketing, accountancy, computerization, conflict resolution, team building etc. for selected representatives of SHGs at villages level.
- 11. Development of Promotional Material and Manuals for mass awareness about the project and its activities:** Develop promotional material using community skills through local workshops. Conduct workshops involving local artists to generate popular means of educational entertainment including songs, street play etc. and field tests them for the above objective. Prepare Manuals of Do's & Don'ts of tourism in simple language and illustrations for Solid waste management, for tourists as well as for local people.
- 12. Public Participation, Awareness Generation and IEC activities:** Facilitate sub- project activities in the field, awareness generation on World Bank Safeguard policies and procedures, public disclosure, awareness generation and information dissemination on social environment issues, gender sensitization, labour camps, and awareness generation on health, hygiene, AIDs, Child labour etc. sensitive issues in context of the society. Awareness generation on environment, culture & heritage conservation. Local community participation in tourism development activities.
- 13. Capacity Building of Multi-stakeholder:** The field level capacity building activities, trainings and workshop to orient multi stakeholders on various aspects/subjects. Field level disclosure meetings, skill development trainings through convergence is an important role of the Agency.
- 14. Conducting Mass awareness activities in the villages:** Utilizing various mass media tools, spread awareness in local communities on community tourism , cleanliness, do's and don'ts with tourists, solid waste management etc. This will also be done through published manuals. Also organize "Clean village/Kund/street competitions" at least twice a year with prizes to be distributed among winning stakeholders.
- 15. Dissemination of Positive Impacts of Project:** The Agency will have to prepare, print grass-root IEC material and facilitate these activities in the field in such a way, so as to portray positive and contributory image of the project. Program activities need to be facilitated in a balanced manner in community and media. The Agency needs to take TSU and SPCU in loop or take permission if required before disclosing any information among multi-stakeholder to avoid any conflict and wrong information flow in the field.
- 16. Awareness programs among school children:** Conduct awareness program among school children of sub project area on tourism, its importance and role of children in tourism added with competitions on tourism issues like on solid waste management, sanitation, drinking water etc.

17. **Exposure Visits of the SHG's:** Organize and conduct exposure visits for selected community leaders belonging to SHGs so that they have firsthand insight into exemplary work done by other community groups within the state.
18. **Preparation of Training Manuals:** Prepare training manuals on subjects namely Homestays; Cooking, Bird watching etc. Illustrative descriptions on subject would be essential part of the manuals.
19. **Establish Convergence for income generation entrepreneurship:** Link trained SHGs to income generation activities by identifying such opportunities available with various other government schemes of rural and urban development. Develop proposals for SHGs and other community tourism groups and link them to credits and other such facilities for their livelihoods generation.
20. **Coordination and Networking:** The Agency will act as a link between project units (SPCU and TSU), Supervision Consultants, Contractors, Line Govt. Agencies (ADA, MVDA, PCB, ASI, NMA Horticulture, Municipal Corporation, Nagar Nigam etc.), District Administration, Local government (Panchayats and ULBs) and community. Convergence with other schemes and departments will also be an important aspect to save duplicity of works for community upgradation. Facilities and Govt. schemes to be linked with laborers involved in program construction activities for health hygiene etc.
21. **Pictorial and Text Documentation of all tourism products in the area:** Document all tourism products and related activities from all villages in pictorial as well as text form. Also prepare case notes on successful interventions so that it can be used as learning and knowledge management tool. Keep records and prepare activity reports in details with photographs.
22. **Reporting:** Submission Monthly, Quarterly and Yearly reports to TSU and SPCU on the given Format.

#### **THE INDICATIVE APPROACH AND METHODOLOGY:**

A State level Project Coordination Unit (SPCU) based at Department of Tourism, Lucknow and to be supported by field level Technical Support Unit (TSU) based at Agra and Mathura. The field level Units shall be provided with personnel well versed with local geography, culture, socio-economic setup and environment, preferably from the subproject area.

#### **MAIN DELIVERABLES AND TIMELINE**

Reporting Requirements: The Agency will submit the following reports and documents in soft as well as hard forms as specified below:

1. Draft Inception Report: 02 Hard Copies within 1 Month of Contract Award
2. Final (agreed) Inception Report: 03 Hard Copies (01 colored+ 02 Black and white) and



01 CD within 1.5 Months of Contract Award

3. Monthly Progress Report by field level unit of TSU: 03 Hard Copies and 01 CD by every 7<sup>th</sup> of consecutive month.
4. Monthly Progress Report by District level planning & monitoring unit to SPCU: 03 Hard Copies and 01 CD from 2nd month onwards by 15<sup>th</sup> of consecutive month.
5. Quarterly Progress Report: 03 Hard Copies and 01 CD by 15<sup>th</sup> of consecutive month of end of the quarter.
6. Annual Report: 05 Hard Copies (02 colored+ 03 Black and white) and 01 CD/DVD every year
7. Draft Completion Report: 02 Hard Copies 2 month before completion of the contract.
8. Completion Report: 05 Hard Copies (02 colored+ 03 Black and white) and 01 CD, 01 month before completion of the contract with handing over of all base documents/reports/IEC material & assets in Hard and soft copies.
9. Activity Reports: 01 Hard Copy with emailed soft copy within 01 week of completion of the activity to the field units to TSU Agra and Mathura.

All deliverables must be satisfactory to the GoUP and the World Bank.

### **QUALIFICATIONS OF THE CONSULTANCY**

The Agency must have:

1. Minimum 10 years of experience in execution of tourism sector projects/rural development/community participation projects/Gender Equality & Women Empowerment
2. Proven track record of successfully completed projects in Uttar Pradesh
3. Minimum Financial Turnover of INR 10,000,000.00 in any two financial years of last five financial years (applicable for Mathura)
4. Minimum Financial Turnover of INR INR 10,000,000.00 in any two financial years of last five financial years (applicable for Agra)
5. Experience in Local Institutional Building and Strengthening.
6. Carried out awareness generation and community mobilization, capacity building
7. Excellent Communication skills and experience in Print & Electronic Media
8. Carried out Livelihood Promotion and Entrepreneurship Development in a Gender Sensitive Manner
9. Experience of establishing market linkages (backward forward linkages)
10. Good Rapport/Networking with Local Administration, Line Agencies, Local Self Government
11. Institutions, Community and Private Institutions and Banks/financial institutions
12. Well versed with communities, languages, culture and customs of the Uttar Pradesh State.
13. Clarity on Safeguard Policies of World Bank will be an added advantage
14. Facilitating Infrastructure Development Projects in Urban & Rural areas will be an added advantage

## Suggestive Team Composition and Qualification

### A. Agra

The assignment is expected to be carried out by a team of specialist and technical staff as describe below.

SI No	Suggestive Core Team	Suggestive Number	Qualification	Responsibility
1.	Project Manager	1	<p>Post graduate degree in Social Sciences, with preferably 15 years of overall experience in community development. out of which preferably 05 years shall be as Team Leader in State &amp; National level NGOs or in any Externally Aided Projects for Community development and Tourism linked livelihood promotion Programs.</p> <p>Good writing &amp; communication skills with command over English and Hindi Languages. Proficient in MS Office, particularly in MS Word and Excel. Experience of working in tourism/rural development in Braj Region of Uttar Pradesh region with knowledge of Social and Environmental Safeguard will be an added advantage while shortlisting of technical proposal.</p>	<p>Overall direction, advice, guidance and supervision of the team for contract inputs, outputs and deliverables in terms of quality, quantity and effectiveness throughout the program. Networking and Coordination with other key personnel, Experts of SPCU/TSU/DSC PMC, client for outcomes and deliverables of the contract. Strategy for planning and execution of activities at field level. Capacity building of the team. Fulfilling Documentation and reporting requirement as per the contract.</p>
2.	Livelihood cum Gender Specialist	2	<p>Post graduate degree in Social Work/Social Science. Preferably 10 years of experience in Social and Women Development, Community Mobilization, Livelihood Generation and promotion, communication for development, IEC activities (both print and electronic media, article and story writing skills) with leading</p>	<p>Networking, Coordination and mobilization of multi-stakeholders, collection of baseline data of the subproject area, establish convergence with line departments, consultant agencies to get the optimum outputs, arrange the capacity building training of identified stakeholders, livelihood promotion, assess the need for</p>

			NGOs/ Govt. organization or Externally Aided Projects. Good writing and communication skills with command over English and Hindi Languages. Proficient in MS Office, particularly in MS Word and Excel. Experience of working in tourism / rural development and gender development projects will be an added advantage while shortlisting of technical proposal.	developing print and electronic medium of communication. Development of site specific IEC material in Local languages. Design IEC activities as per the field and project requirements. Develop strategy & facilitate media in a positive manner. Prepare articles, newsletters, stories, advertisements etc. Overall quality documents and reports as per GoUP and World Bank standards.
3.	Social Development and Community Mobilization Expert (1 for TWG Projects and 1 for Kachhpura Mahtabbagh and 1 for Shjahan Garden Walkway Project)	3	Graduate in Social Sciences with preferably 03 years of experience working on community participation, awareness generation, institutional building, information dissemination, livelihood promotion in community based organizations. Should be well versed in data collection & analysis. Proficient in MS Office, particularly in MS Word and Excel. Experience of working in Braj region, knowledge of local languages with good communication and community mobilization skills. Candidates preferably belong to respective subproject areas (limited to respective Block or Town) and well acquainted with local geography, socio-cultural and economic setup.	Base Line Survey, Ground Assessment, Beneficiary Analysis, Community Mobilization, Awareness Generation, Information Dissemination, Group Formation and strengthening, Conducting Field level Meetings, Orientation programs. Day Today monitoring of Program activities through regular field visits. Interaction with multi-stakeholders, assessment of local resources and initiate demand based livelihood promotion. Formation of trade wise Groups and facilitate them for trainings at department and program level. Facilitate World Bank Environment and Safeguard Procedures, resolve local level grievances.
4.	Support Staff , Office	3	Graduate with 2 years experience in office support	Support to the Project Manager
5.	Accountant	1	Graduate in Accounts and financial management Graduate with 03 years experience in accounting and	Support to the Project Manager

			financial management with Govt. projects.	
6.	Data Compilation Expert	1	Graduate with 2 years experience in data analysis and compilation	Support to the Project Manager
7.	Office Assistant	1	High school with 2 years experience in office management	Support to the Project Manager

## B. Mathura

SI No	Suggestive Core Team	Suggestive Number	Qualification	Responsibility
1.	Project Manager	1	Post graduate degree in Social Sciences, with preferably 15 years of overall experience in community development. out of which preferably 05 years shall be as Team Leader in State & National level NGOs or in any Externally Aided Projects for Community development and Tourism linked livelihood promotion Programs. Good writing & communication skills with command over English and Hindi Languages. Proficient in MS Office, particularly in MS Word and Excel. Experience of working in tourism/rural development in Braj Region of Uttar Pradesh region with knowledge of Social and Environmental Safeguard will be an added advantage while shortlisting of technical proposal.	Overall direction, advice, guidance and supervision of the team for contract inputs, outputs and deliverables in terms of quality, quantity and effectiveness throughout the program. Networking and Coordination with other key personnel, Experts of SPCU/TSU/DSC PMC, client for outcomes and deliverables of the contract. Strategy for planning and execution of activities at field level. Capacity building of the team. Fulfilling Documentation and reporting requirement as per the contract.
2.	Livelihood cum Gender Specialist (1 for Banke Biharji)	1	Post graduate degree in Social Work/Social Science. Preferably 10 years of experience in Social and Women Development, Community Mobilization, Livelihood Generation and	Networking, Coordination and mobilization of multi-stakeholders, collection of baseline data of the subproject area, establish convergence with line departments, consultant

	project and 1 for Kunds project)		promotion, communication for development, IEC activities (both print and electronic media, article and story writing skills) with leading NGOs/ Govt. organization or Externally Aided Projects. Good writing and communication skills with command over English and Hindi Languages. Proficient in MS Office, particularly in MS Word and Excel. Experience of working in tourism / rural development and gender development projects will be an added advantage while shortlisting of technical proposal.	agencies to get the optimum outputs, arrange the capacity building training of identified stakeholders, livelihood promotion, assess the need for developing print and electronic medium of communication. Development of site specific IEC material in Local languages. Design IEC activities as per the field and project requirements. Develop strategy & facilitate media in a positive manner. Prepare articles, newsletters, stories, advertisements etc. Overall quality documents and reports as per GoUP and World Bank standards.
3.	Social Development and Community Mobilization Expert (4 for 10 Kunds projects and 2 for Banke Biharji Project)	2	Graduate in Social Sciences with preferably 03 years of experience working on community participation, awareness generation, institutional building, information dissemination, livelihood promotion in community based organizations. Should be well versed in data collection & analysis. Proficient in MS Office, particularly in MS Word and Excel. Experience of working in Braj region, knowledge of local languages with good communication and community mobilization skills. Candidates preferably belong to respective subproject areas (limited to respective Block or Town) and well acquainted with local geography, socio-cultural and economic setup.	Base Line Survey, Ground Assessment, Beneficiary Analysis, Community Mobilization, Awareness Generation, Information Dissemination, Group Formation and strengthening, Conducting Field level Meetings, Orientation programs. Day Today monitoring of Program activities through regular field visits. Interaction with multi-stakeholders, assessment of local resources and initiate demand based livelihood promotion. Formation of trade wise Groups and facilitate them for trainings at department and program level. Facilitate World Bank Environment and Safeguard Procedures, resolve local level grievances.
4.	Support Staff , Office		Graduate with 2 years experience in office support	Support to the Project Manager

5.	Accountant	1	Graduate in Accounts and financial management Graduate with 03 years experience in accounting and financial management with Govt. projects.	Support to the Project Manager
6.	Data Compilation Expert	1	Graduate with 2 years experience in data analysis and compilation	Support to the Project Manager
7.	Office Assistant		High school with 2 years experience in office management	Support to the Project Manager

### Criteria for shortlisting

Proposal shall be scrutinized and evaluated based on appropriate marking system. The categories for marking and their respective marks are as under.

S. No	Description	Maximum Marks
1.	Proven experience of 10 years in execution of tourism sector projects/rural development/community participation project/ Gender Equality & Women Empowerment (One related project of minimum 06 months of duration, or weightage of related project of more than 1 year shall be counted as 1 project for each completed year - 04 Marks per project/or per year)	40
2.	Proven experience of working with Indian Govt. Department/Semi Govt. (One related project of minimum 06 months of duration, or weightage of related project of more than 1 year shall be counted as 1 project for each completed year - 04 Marks per project/or per year)	20
3.	Proven relevant experience in State of Uttar Pradesh (One related project of minimum 06 months of duration, or weightage of related project of more than 1 year shall be counted as 1 project for each completed year - 02 Marks per project/or per year)	10
4.	Proven Experience of successfully completion of related projects in Agra and Braj Region (One related project of minimum 06 months of duration, or weightage of related project of more than 1 year shall be counted as 1 project for each completed year - 02 Marks per project/or per year)	10
5.	Proven experience of Externally aided project (e.g – Asian Development Bank/World Bank) (One related project of minimum 06 months of duration, or weightage of related project of more than 1 year shall be counted as 1 project for each completed year - 02 Marks per project/or per year)	10
6.	Investment Capacity Turnover up to INR 1.00 Crore - 05 Marks Turnover up to INR 2.00 Crore – 08 Marks Turnover more than INR 2.00Crores – 10 Marks	10
<b>Total Maximum Marks</b>		<b>100</b>

## **SUBMISSION OF PROPOSALS**

Interested Agencies/NGOs/Firms/Trust/Consultants should submit separate proposals for Agra and Mathura through E-Tender Portal of Government of Uttar Pradesh- <http://e-tender.up.nic.in> . Separate Tender for Agra and Mathura will be submitted as given in the e-tender portal. Agencies may download detail REoI cum ToR from departmental website- [www.uptourism.gov.in](http://www.uptourism.gov.in) and from E-tender portal of UP Government- <http://e-tender.up.nic.in> **Proposals received through GoUP E-tender portal will only be accepted.**

Information regarding registration on E-tender portal/its fee/ procedures etc. can be obtained from UP Electronic Corporation Limited (UPLC), Lucknow.

The Proposal of the Expression of Interest should be uploaded by clearly marked in the subject line as **"EOI for Enhancing Community Participation and Livelihood Promotion for an Environmentally & Culturally Sustainable and Socially Inclusive Tourism Development in ..... Region of Uttar Pradesh" under UP Pro Poor Tourism Development Project**" from **<<Bidder Name>>**".

All pages of the proposal with all attachments must be sequentially numbered and shall be initialled by the Authorized Representative of the bidder and scanned copies of the signed documents will be uploaded.

The attention of interested agency is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers "Consultants Selection Guidelines of the World Bank dated January 2011" ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. "The Guidelines are available at [www.worldbank.org/procure](http://www.worldbank.org/procure)."

Agency will be selected in accordance with the Quality and Cost based System (QCBS) method set out in the Consultant Guidelines.

### **Venue and Deadline for submission**

1. Proposals must be received through E-Tender portal of GoUP -<http://e-tender.up.nic.in> latest by and not later than **15:00 hours on 25<sup>th</sup> October, 2017**.
2. Any information in this regard may be obtained from the office as mentioned below  
**Director General, Department of Tourism, U.P Pro Poor Tourism Development Project  
Govt. Of U.P., Paryatan Bhawan, C-13 (4<sup>th</sup> Floor), Vipin Khand, Gomti Nagar,  
Lucknow-226010. E-mail [procurement.uptourism@gmail.com](mailto:procurement.uptourism@gmail.com)**
3. The bids submitted in hard copy by post, in person or by telex/telegram/ fax etc. shall not be considered. No correspondence will be entertained on this matter.

4. Department of UP Tourism shall not be responsible for any non-delivery of the documents due to software/server related problem of the e- tender portal/ slow internet service. No further correspondence on the subject will be entertained.
5. Notwithstanding anything contained in this Document, the Authority reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance rejection or cancellation.
6. Department of UP Tourism reserves the right to modify and amend any of the above-stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitments.



## Information to be submitted along with EOI

### Submission Requirements

- 1. Organizational:** Provide a brief description of the background and organization of your agency/entity. The brief description should include ownership details, date and place of incorporation of the agency, objectives of the firm etc.

Brief Data Sheet of the Agency		
Sl. No.	Particulars	To be filled up by the Agency along with supporting documents
1	Name of firm and address of registered office, Contact No. and Email ID	
2	Registration No. & Date: (Please attach Registration Certificate) /Year of incorporation	
3	By Laws and MoU (Please attach a copy)	
4	12 A/ 80G Registration No. if applicable (Please attach Registration Certificate)	
5	ITR of last three years (2016-17, 2015-16, 2014-15) (Please attach certified photocopies)	
6	Total number of years of Experience from the incorporation of the Agency (Please attach certified copies of work orders and work completion certificates)	

- 2. Financial:** Provide previous three financial years' turnover and net worth of the agency on the basis of the audited accounts of the previous three financial years as follows

#### Amount in Lakh (INR)

<i>Particulars</i>	<i>Turnover</i>	<i>Net worth</i>
Turnover 2012-13		
Turnover 2013-14		
Turnover 2014-15		
Turnover 2015-16		
Turnover 2016-17		
Note: At FY 2016-17 (Base Year) price level. Financial turnover of previous years shall be given weight age @5% per year based on rupees value to bring them to the price level of the Financial year in which bids are received.		

**3. Agency's last 10 years' experience of similar nature:**

Sl. No.	Name of Assignment	Name of the Client	Duration	Brief Details of the assignment /projects and actual services provided by your organization.	Contract Value Rs. (lakhs)
a	Proven experience of 10 years in execution of tourism sector projects/rural development/community participation project/ Gender Equality & Women Empowerment				
b	Proven experience of working with Indian Govt. Department/Semi Govt.				
c	Proven relevant experience in State of Uttar Pradesh				
d	Proven Experience of successfully completion of related projects in Agra and Braj Region				
e	Proven experience of Externally aided project (e.g – Asian Development Bank/World Bank)				
f	Investment Capacity				

Use separate sheets if space provided is not sufficient.