



UP PRO POOR TOURISM DEVELOPMENT PROJECT

TERMS OF REFERENCE FOR DESIGN AND SUPERVISION OF NEW SUBPROJECTS IN BRAJ:

1. Development of Centre for Living Traditions (Nand Mahal), Vrindavan
2. Construction of Integrated Flower Management Centre, Vrindavan
3. Development of Artisan Centre for Krishna Poshak, Gauranagar, Vrindavan
4. Development of Jait Model Artisanal Village, Vrindavan

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1. BACKGROUND

The state of Uttar Pradesh (UP) 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. Paradoxically, Uttar Pradesh remains India's third most lagging state, with a 37.7 percent poverty rate. 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 (the Project) aims to support the state Government to address this paradox by contributing to unlock the potential of the state unique heritage through pro-poor tourism development in asset-rich but persistently poor areas in the state. It is a priority for the state 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 entrepreneurs, and (ii) improvements in multipurpose access infrastructure, public spaces and basic services utilized by both local communities and visitors. Ultimately, the Project is expected to help the state Government to achieve this goal by re-structuring the tourism sector in an inclusive manner.

The Project has four components:

- I. **Destination Planning and Governance** is testing new approaches and institutional structures, policies and coordination mechanisms for bringing together the public and private sectors and local communities for effective destination-level tourism planning and governance.
- II. **Tourist Products Development and Management** supports the enhancement of the tourist experience while simultaneously contributing to improving local living conditions and livelihood opportunities by transforming existing tourist "attractions" into tourist "products" that incorporate local communities both physically and economically.
- III. **Support to Local Economic Development** to improve the linkages of those involved in the productive and creative economies with the tourism value chain in the Project target areas by providing advisory, technical assistance and financing for business development, production and marketing within the tourism value chain.
- IV. **Project Management** provides technical, advisory and financial support for the adequate implementation, management and coordination of the Project.

2. CONSULTANCY OBJECTIVES

The main objective of this consultancy is to assist the State Department of Tourism in the preparation and the implementation supervision of a package of new subprojects to be financed under the Project in Braj.

The assignment includes, inter alia, three broader tasks:

- i. Preparing the overall concept, detailed drawings, tender documents and good for construction drawings as well as management plans for each subproject.
- ii. Carrying out safeguards assessments and preparing related safeguards reports (i.e., Environmental & Social Management Plan) as per the state and central Governments and the World Bank guidelines.
- iii. Supervising the implementation of the subprojects as per the approved conceptual plans, drawings and tender documents.

3. SUBPROJECTS DETAILS

The new proposed subprojects to be financed under the Project in the Braj region are:

- 3.1 Development of Centre for Living Traditions (Nand Mahal), Vrindavan
- 3.2 Construction of Integrated Flower Management Centre at Ratan Chhattri, Vrindavan
- 3.3 Development of Artisan Centre for Krishna Poshak, Gauranagar, Vrindavan
- 3.4 Development of Jait Model Artisanal Village, Vrindavan

3.1 Development of Centre for Living Traditions (Nand Mahal), Vrindavan

This subproject is proposed at the Yatri Niwas and Tourist Complex (Nand Mahal) building located near Mauza Rajpur Bangur, Vrindavan on Mathura-Vrindavan Road. The land belongs to the State Department of Tourism and has 3 acres (about 12140 sqm).

The subproject aims to provide the creative industries of the Braj region with the necessary spaces and tools in a contemporary facility for artisans to develop, exhibit and trade their art. It is ultimately expected to enhance their income while creating new job opportunities mainly for women and the youth. The center is also expected to become a new attraction in Vrindavan, for both domestic and international tourists seeking to learn about and experience the authentic art of Braj.

To this end, within a budget of around Rs. 21.00 Crores, the following activities are proposed:

- a) Preparation of a business plan for the Center and provision of business development support to artisans and artists.
- b) Development of the Nand Mahal complex into a Center for Living Traditions, including areas for incubation of businesses, display of products, lectures, classes, performances, children activities, landscaping and alike, as defined in the business plan.

3.2 Integrated Flower Market and Management Centre at Ratan Chhattri, Vrindavan

This subproject is located at Ratan Chhattri near Kalideh Ghat in Vrindavan. The main sources of livelihood of the residents of this area are flower growing and garland making.

This subproject aims at improving the livelihoods and working conditions of the local floriculture farmers and artisans by developing a center that will allow the residents to better produce fresh flowers while adding value to their income by managing the flowers waste and creating other products, such as agar batti, dhoopbatti. The center is also envisioned as an attraction, where the creative industries existing in Ratan Chhattri area and the Jahangir Village can be showcased to visitors.

To this end, within a budget of around Rs. 12.00 Crore, the following activities are proposed:

- a) Preparation of a business plan for the Centre linked to the Center for Living Tradition and provision of business development support to artisans and farmers.
- b) Construction of the Centre, including areas for waste flower recycling and production, on government land.
- c) Rehabilitation of streets and roads leading to flowers growers' farms and nearby farmers residence (i.e., paving, drainage, culverts, lighting), on government land.
- d) Installation of solar pumps in the flowers' farms with shelter home and basic facilities for flower growers, and associate training to users.

- e) Construction of about 114 household toilets and public toilets in Banke Bihari temple area in selected 22 streets leading to the temple.

3.3 Development of Artisan Centre for Krishna Poshak in Gauranagar, Vrindavan

The proposed artisan center for Krishna Poshak at Gauranagar is located near to Rang Ji temple on the Mathura-Vrindavan road. The main sources of livelihood of the residents of this area are rosary making and Krishna-Radha Poshak making, which are costumes for temple gods and goddesses' idols. The area features as one of the biggest Krishna-Radha Poshak production hubs in the Mathura district.

The main objective of this subproject is to increase the income of selected rosary and Krishna Poshak artisans in the area by providing them with improved work conditions and enhancing their skill and value addition in products. Another important objective of this subproject is to increase female participation in the industry.

To this end, within a budget of around Rs. 16.60 Crore, the following activities are proposed:

- a) Preparation of a business plan for the resource center linked to the Center for Living Tradition and provision of business development support to artisans and producers.
- b) Rehabilitation of streets and roads leading to proposed resource center (i.e., paving, drainage, lighting).
- c) Construction of public toilets nearby the center, on government land.

3.4 Development of Jait Model Artisanal Village, Vrindavan

The Jait village is located 13Km from Mathura and is famous for its Tulsi Mala, a rosary made from holy basil beads.

The main objective of this subproject is to generate job opportunities while improving the income of the Tulsi Mala artisans in the area.

To this end, within a budget of around Rs. 20.60 Crore, the following activities are proposed:

- a) Preparation of a business plan for the center linked to the Center for Living Tradition and provision of business development support to artisans.
- b) Development of Tulsi Resource Centre and outlet for artisans adjacent to NH-2 Mathura on government land and rehabilitation of streets and roads (i.e., paving, drainage, culverts, lighting) leading to it.
- c) Construction of storage area of Tulsi Plant for Tulsi Crop Growers on government Land
- d) Installation of solar pumps with shelter home and basic facilities for conservation of Tulsi fields and sampling.

4. CONSULTANCY SCOPE OF WORK

The assignment will be implemented in two parts:

Part A: Preparation of Conceptual Approach, Business Plans, DPRs & Bidding Documents

Part B: Supervision of Works

Part A: Preparation of Conceptual Approach, Business Plans, DPRs & Bidding Documents

Phase 1 entails, inter alia, the following activities:

- a) Review the pre-feasibility studies carried out by the State Department of Tourism and confirm feasibility based upon consultations with key stakeholders and ease of implementation as per the World Bank's social and environmental safeguards requirements as well as approvals and clearances required from government agencies.
- b) Prepare a business plan for each center and related business. The plan should be built in a network manner so then the centers activities are interlinked and complementary to each other. This should also help the management and financial sustainability of each center.
- c) Based on the feasibility study review and the approved business plan, prepare a conceptual plan and development approach for each subproject using green and multi-purpose infrastructure and emphasizing public spaces and basic services to be utilized by both local communities and visitors. The plan should also take into consideration any restriction and regulatory constraints for concerned authorities, such as the ASI and the State Forest Department.
- d) Screen and identify potential cultural heritage, environmental and social impacts associated with the subprojects as per the state and Central Governments as well as the World Bank guidelines and prepare all necessary safeguards documents.
- e) Identify relevant stakeholders both directly and indirectly associated with each subproject and carry out intensive consultations with them to seek their views and suggestions on the various subprojects and their individual components.
- f) Prepare schematic drawings for the State Department of Tourism and the World Bank review, and based on their approval, prepare the respective Detailed Project Reports (DPRs) including all technical drawings and specifications, for each subproject.
- g) Upon preparation of satisfactory schematic drawings, conduct the necessary Environmental and Social Impact Assessment and prepare Environmental and Social Management Plan or any other relevant instrument, as required, as per the government and the World Bank policies.
- h) Prepare tender documents including all necessary drawings, technical specification, Bill of Quantities, among other documents, for hiring of contractors for execution of works.
- i) Prepare application along with requisite designs, drawings, layouts and allied documents to State Department of Tourism for obtaining necessary approvals from the concerned authorities (e.g. ASI, PCB etc.). The same must be modified, if required, as per the requirements and to the satisfaction of the concerned authorities.
- j) Prepare conceptual plan/Business Plan for each selected Creative Industries regarding capacity building, branding & promotion etc.

Part B: Supervision of Works

To ensure the conceptual plan and drawings are implemented as planned, the State Department of Tourism would like to hire the same consultancy firm for the supervision of the execution of the respective works during the implementation phase. The ultimate objective is to ensure successful and timely completion of works and activities as planned. Phase 2 entails, inter alia, the following activities:

- a) Support the State Department of Tourism and Implementing Entity (Mathura-Vrindavan Development Authority) in monitoring and quality assuring the execution of works through verification of quantity, recording of measurement, certifications of measurement and the bills of the contractor, among other tasks in compliance with safeguards documents.
- b) Review technical documents and drawings as required during the implementation phase.

5. MAIN DELIVERABLES AND TIMEFRAME

Deliverables will also be completed in two parts, as follows:

Part A: Preparation of Conceptual Approach, DPR & Bidding Documents will be delivered through a lump sum contract to be performed within six months upon the contract signature.

Part B: Supervision of Works will be delivered through a time-based contract to be performed within 18 months upon the closing of Part A.

The key deliverables and timeframes for the four subprojects are as follows:

	Deliverable	Timeframe
PART A		
1	Final feasibility Reports for the four subprojects	Within 15 days of contract signature
2	Draft conceptual approach and business plan and schematic drawings for each subproject.	Within 2 months of contract signature
3	Safeguards screening of each subproject, including Environmental Impact Assessment and Social Impact Assessment, as applicable	Within 3 months of contract signature
4	Final conceptual approach and business plan and draft DPR (soft and civil works components) and Environmental Social Impact Assessment Report , including Social Environmental Management Plan and/or any such document. All data and information collected as part of the DPR and field assessments should also be submitted for each subproject.	Within 4 months of contract signature
5	Final DPR (soft and civil works components) and safeguards documents for each subproject.	Within 6 months of contract signature
PART B		
6	Implementation supervision including regular field monitoring checklists, recording and other tasks for each subproject	Continuous for 18 months upon completion of Part A

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

6. CONSULTANCY QUALIFICATIONS

The consultancy firm must assemble a multi-disciplinary team with proven experience in implementing similar assignments in India. Areas of expertise required include, inter alia, architecture, urban revitalization, environmental management, social development, inclusive tourism development, cultural heritage management, creative industries and local economic development.

The team members should have **minimum 10 years** of relevant work experience in at least three different successfully completed projects.

Other qualifications include:

- Proven experience in coordinating and delivering high quality products while maintaining a tight work schedule is critical.
- Excellent communication skills and proven capacity to engage with relevant urban development, infrastructure, tourism and culture related government and expert agencies in India.

- Proven experience in working on creative industries and culturally sensitive business development at community level in India or the region.
- Proven experience in working with central, state and/or local governments in India.
- Proven experience in working on externally aided projects (e.g. World Bank/Asian Development Bank) and having prepared social and environmental safeguard assessment reports and mitigation plans as per the policies of such agencies is an added advantage.
- Excellent fluency in spoken and written English and Hindi.

The consultancy firm may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their expertise and qualifications.

7. COMPLIANCE WITH REGULATORY REQUIREMENTS

The assignment must be conducted in accordance with all applicable environmental, social and cultural heritage laws, regulations, and any other requirements of the Government of India and the Government of Uttar Pradesh. The consultancy shall coordinate with all relevant government agencies to ensure compliance during the DPR preparation. On Resettlement & Rehabilitation (R&R) issues, the assignment must consider the provisions of the National LA and R&R Act 2013.

It must also address the cultural resources, environmental and social requirements of the World Bank as outlined in the safeguard policies triggered by the Project and proposed subprojects.

The criteria for shortlisting eligible consultancy firms at the EOI stage is as follows:

	Description	Maximum Marks
1	Proven 10 years of experience in in the design and supervision of inclusive development projects in India (5 marks per project or per year)	30
2	Proven experience in working on creative industries and/or culturally sensitive business development at community level (5 marks per project)	50
3	Proven experience in working with central, state and/or local governments in India (5 marks per project or per year)	10
4	Proven experience in working on externally aided projects and having prepared social and environmental safeguard assessments and mitigation plans (4 marks per project)	10
	Total	100

8. CONFIDENTIALITY AND INTELLECTUAL PROPERTY RIGHTS

All information, data and documents provided to the consultancy firm by the client or developed by the consultancy firm during the implementation of this assignment shall be treated as confidential and not be published nor disclosed to any third party without the prior written approval of the client.

All information, data, reports, images and any associated document produced during the consultancy period belong to the World Bank and the State Department of Tourism, Government of Uttar Pradesh.