



UP PRO POOR TOURISM DEVELOPMENT PROJECT

TERMS OF REFERENCE FOR DESIGN AND DEVELOPMENT OF A SOUND AND LIGHT SHOW AT AGRA FORT, AGRA

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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** will test new approaches and establish the institutional structures, policies and coordination mechanisms necessary 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** will enhance 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** will 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** will provide the necessary 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 design and development of an educational and tourist-attracting sound and light show at the Agra Fort in Agra.

Agra Fort is a protected national monument managed by the Archeological Survey of India (ASI). The Department of Tourism, GoUP has been operating a Sound and Light Show at it since April 2011. The show has not been performed since April 2019 due to its outdated content which draws very little interest from the public and precarious conditions of the equipment due to the lack of a proper self-sustaining operational model. The show was initially prepared as a promotional activity and ticketed very low at Rs70 for domestic tourists and Rs200 for foreign visitors, leading to lack of funds for its modernization and maintenance.

To address it, the State Department of Tourism, with ASI permission, is seeking expert support for the design and development of the show in a more stimulating manner, adding a new attraction to the city and new ways to experience the Agra Fort that brings the world of historical Agra to life.

To this end, within an overall budget of around Rs. 10.00 Crore, the following activities are proposed:

1. Assessment of the existing show, its content and production, and of the site
2. Content development
3. Composition, sound and light design

4. Implementation Supervision
5. Installation of hardware/equipment
6. Commissioning as a complete project

3. SCOPE OF WORK

The assignment will be implemented in two parts:

Part A. Content Development

A1. Assessment of the existing show and site

- Assess the existing show, its content, production and voice-over, to identify opportunities and gaps.
- Assess the site to identify the most suitable and compelling areas for the display of the show. Multiple areas, for multiple performances, may be proposed.

A2. Content development

- Research and design of an educational and tourist-attractive content for the show. The design should showcase not only the fort itself, but the Mughal's and Agra's rich history. It should be presented in a compelling manner so then it becomes an attraction in itself.
- The content should be developed in a tourist friendly manner, accessible to visitors of different ages and backgrounds. The content should be peer-reviewed to ensure its accuracy.
- Content will be prepared in Hindi and English.

A3. Composition, sound and light design

- Upon the review and approval of the proposed content, compose the sound and light effects.
- Specification of system, equipment and materials, using high-efficiency bulbs and alike to ensure a financially lean and low carbon show.

Part B. Implementation Supervision till commissioning

Upon the satisfactory completion of Part A tasks, the consultants will program the show and test it for two months so then any improvements may be done during the period.

The consultants will also prepare ease to read guidelines for its operation and maintenance.

The consultants will also advice the State Department of Tourism and ASI on suitable firms for the latter maintenance and operation of the show.

4. MAIN DELIVERABLES AND TIMEFRAME

This is a lump sum contract to be performed within 12 months upon the contract signature.

The key deliverables and timeframes are as follows:

	Deliverable	Timeframe
1	Assessment of the existing show and site	Within 1 month of contract signature
2	Conceptualization and Content development (detailed in A2 & A3 above)	Within 3 months of contract signature
3	Draft Design & BOQ, Specifications, Scope of Work	Within 4 months of contract signature
4	Final Design & BOQ, Specifications, Scope of Work, Tender document	Within 5 months of contract signature
5	Implementation Supervision	Within 12 months of contract signature

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

5. CONSULTANCY QUALIFICATIONS

The consultancy firm must assemble a multi-disciplinary team with proven experience in implementing in similar assignments in protected monuments or tourist/historical/religious places. Experience in protected monuments will be preferable. Areas of expertise required include, inter alia, dramaturgy and text, video projection and lighting design, composition and sound design, lighting and sound programming.

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

Other qualifications include:

- Proven experience in coordinating and delivering high quality deliverables while maintaining a tight work schedule is critical.
- Excellent communication skills and proven capacity to engage with relevant government agencies.

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

	Description	Maximum Marks
1	Minimum 5 years experience in the design and supervision of Sound and Light shows or in similar works, preferably in national monuments or tourist/ historical/ religious places	40
2	Team composition, expertise and experience (with CVs)	60

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

6. 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 (GoI) and the Government of Uttar Pradesh (GoUP).

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

7. 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.