



UP PRO POOR TOURISM DEVELOPMENT PROJECT

TERMS OF REFERENCE FOR DESIGN AND SUPERVISION OF

1. RENOVATION OF STATE MUSEUM, MATHURA
2. RENOVATION OF STATE BUDDHA MUSEUM, KUSHINAGAR
3. REHABILITATION OF VIPASSANA UPVAN, KUSHINAGAR

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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 main components:

- I. **Destination Planning and Governance** aims to test new approaches and establish the institutional structures and 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** aims to 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** aims 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 design and latter supervision of the execution of the following subprojects to be financed under the Project.

- Renovation of the State Museum in Mathura
- Renovation of the State Buddha Museum in Kushinagar
- Rehabilitation of Vipassana Upvan, Kushinagar

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 the subprojects.
- 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 and drawings.

3. SUBPROJECT DETAILS

3.1 Renovation of the State Museum in Mathura

The museum, managed by the State Department of Culture, occupies an area of about 3.5 acres with a built-up area of about 2.5 acres (10117.14 sqm) in Mathura. Despite the museum outstanding collection, very few people visit it. Currently only about 30 people visit the museum daily and about 1000 people visit it monthly.

Given the good conditions of the building, this subproject does not envision major civil works. It focuses on renovating the museum into a contemporary museum with exhibition and visitor facilities of international standards to better display its unique collection and attract a larger number of visitors.

To this end within a budget of around Rs 5 Crore, the following activities are proposed:

- a) Provision of Interpretation and Tourist Information Centre, including souvenir shop and café area
- b) Upgrading of displays for permanent exhibitions
- c) Upgrading of visitor facilities
- d) Upgrading of the fire control system
- e) Provision of storage area
- f) Provision of children learning and play areas (indoor and outdoor)
- g) Minor repairs as required
- h) Preparation of a year-round menu of activities for the museum, including art exhibitions and festivals
- i) Preparation of training models for the museum staff to carry on the proposed activities and manage the Interpretation and Tourist Information Centre
- j) Preparation of a new brand for the museum, brochures

3.2 Renovation of the State Buddha Museum in Kushinagar

The museum, managed by the State Department of Culture, is located near the Mahaparinirvana Temple in Kushinagar. The temple is an ASI protected monument. The museum occupies an area of 3 acres. Like the Mathura Museum, despite its unique collection, the museum lacks appeal and is sparsely visited.

This subproject aims at renovating the museum with exhibition and visitor facilities of international standards to better display its collection and attract a larger number of visitors.

To this end within a budget of around Rs 15 Crore, the following activities are proposed.

- a) Provision of Interpretation and Tourist Information Centre, including souvenir shop and café area
- b) Modernization of galleries and auditorium
- c) Modernization of the museum's Rahul Sanskritayan library
- d) Renew of building's doors and windows
- e) Installation of fire control system, CCTV, Anti-Theft Device & Intercom system, solar lighting and other contemporary amenities
- f) Provision of storage area
- g) Provision of children learning and play areas (indoor and outdoor)
- h) Repair of boundary wall and external site development/landscaping
- i) Preparation of a year-round menu of activities for the museum, including art exhibitions and festivals

- j) Preparation of training models for the museum staff to carry on the proposed activities and manage the Interpretation and Tourist Information Centre
- k) Preparation of a new brand for the museum, brochures

3.3 Rehabilitation of Vipassana Upvan, Kushinagar

The Vipassana Upvan (Meditation Park) in Kushinagar is adjacent to the Mahaparinirvana Temple. The total area of the park is 13.17 acres. With its water bodies to lush greenery, the Meditation Park is one of the few green areas in town with resemblance of the Buddha's time. Its Sal trees, flowers and greenery make it ideal for meditation and reflection on Buddha's teachings. The park however lacks basic visitor amenities like seating, lighting, meditation areas, and consequently is rarely visited.

This subproject focuses on rehabilitating the park into a place for quietness and reflection for Buddhist devotees and other visitors to Kushinagar.

To this end within a budget of around Rs 4 Crore, the following activities are proposed:

- a) Development of a meditative route, including low impact pathways, shaded areas for meditation and other amenities, with benches, platforms, lighting, signage
- b) Development of a small Ecology Centre for learning about the park's ecology, including listing and interpretation of its trees and vegetation. The center should also house facilities such as public toilets and drinking water point
- c) Renovation of the protection wall around the park area, its approaching path and entry gate
- d) Restoration of the ponds and pump house

4. SCOPE OF WORK

The assignment will be implemented in three parts:

Part A: Preparation of Mission, Conceptual Plans and Visualizations

Part B: Preparation of DPRs & Bidding Documents

Part C: Supervision of Works

Part A: Preparation of Mission, Conceptual Plan and Visualizations

Part A entails, inter alia, the following activities:

- a) **Review of the Visual Identity for the Buddhist Circuit** developed by the World Bank and the Ministry of Tourism, Government of India. This work will inform the visual identity of the museums.
- b) **Review of 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.
- c) **Analysis of Available Objects, Artwork and Historical Information** in the Museums. Identify major artifacts and experiential opportunities. Identify the challenges and opportunities of locations for permanent exhibitions and other events. Carry out consultations with the museum's manager (Archaeological Survey of India) and visitors to the museum and destinations on their expectations from the museum renovation.
- d) **Definition of the Mission and Objectives for the Museum Renovation.** Define interpretive goals, strategies and techniques for the public experience.
- e) **Narrative Walkthrough** including a written description of what the visitor will see and do in each space in the museum. Develop and review of main messages, major themes, and narrative structures.

- f) **Space Planning, Design and Renderings of Spaces.** Description of what elements can go where, why and, operationally, what is required to maintain anything that is proposed at the museum. Prepare conceptual diagrams of visitor circulations. Both indoor and outdoor opportunities should be considered. The plan should also take into consideration any restriction and regulatory constraints for concerned authorities, such as the ASI and the State Forest Department.
- g) **Functional and Programmatic Strategy.** Consideration of non-exhibition spaces, and a determination on how to maximize the museum renovation linked to other sites in the area.
- h) **Concept and Drawings** for Informational and Interactive Panels, Object Cases, Labels and Signage
- i) **Visualizations.** Presentation renderings and interpretive sketches to provide a real sense of what it will be like to visit the Buddhist Circuit.
- j) **Media & Interactivity Planning.** A catalogue of what media components could exist, and an explanation of what low-tech options are being considered.
- k) **Implementation Strategy.** Detailing how the overall renovation process will be implemented, on-time and on-budget, including staffing requirements for management and interpretive spaces. Outline potential activities, participatory events, and outreach programming.
- l) **Development plan** for Vipassana Upvan and related Community Based Tourism activities plan.

The consultancy must identify relevant stakeholders both directly and indirectly associated with the subprojects and carry out intensive consultations with them to seek their views and suggestions on the subprojects and its individual components.

Part B: Preparation of DPR & Bidding Documents

Part B entails, inter alia, the following activities:

- a) **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.
- b) **Conduct the 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.
- c) **Prepare the respective Detailed Project Reports (DPRs)** including all technical drawings and specifications for the subprojects based on the conceptual plan and other aspects defined under Part A.
- d) **Prepare tender documents** including all necessary drawings, technical specification, Bill of Quantities, among other documents, for hiring of contractors for execution of works.
- e) **Prepare applications** along with drawings, layouts and allied documents to State Department of Tourism for obtaining necessary approvals from the concerned authorities. The same must be modified, if required, as per the requirements and to the satisfaction of the concerned authorities.

Part C: Supervision of Works

To ensure the successful and timely completion of works and activities as planned, the State Department of Tourism would like to hire the same consultancy for the supervision of the execution of the respective works during the implementation phase. Part C entails, inter alia, support to the State Department of Tourism as follows:

- a) 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 of technical documents and drawings as required during the implementation phase.
- c) Supervision of implementation of soft activities.

4. MAIN DELIVERABLES AND TIMEFRAME

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

Part A and B will be delivered through a lump sum contract to be performed within 10 months upon the contract signature.

Part C will be delivered through a time-based contract to be performed within 18 months.

The key deliverables and timeframes are as follows:

	Deliverable	Timeframe
PART A		
1	Review of visual identity of the Buddhist Circuit and feasibility reports for the subprojects	Within 10 days of contract signature
2	Analysis of existing collection and definition of the mission in the Museums and Concept plan for the Upvan	Within 3 months of contract signature
3	Design framework and safeguards screening, including Environmental Impact Assessment and Social Impact Assessment, as applicable	Within 4 months of contract signature
4	Visualizations and Implementation Strategy	Within 6 months of contract signature
PART B		
5	Draft DPRs and Environmental Social Impact Assessment Reports, including Environmental Social Management Plan and/or any such document. All data and information collected as part of the DPR and field assessments should also be submitted.	Within 8 months of contract signature
6	Final DPRs and safeguards documents	Within 10 months of contract signature
PART C		
7	Implementation supervision including regular field monitoring checklists, recording and other tasks	Continuous for 18 months

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 similar assignments. Areas of expertise required include, inter alia, Project Direction, Architecture, Planning and Content Development, Interpretive Planning, Branding, Place-making, Graphic Design, Art Direction and Landscape Architecture.

The team members should have **minimum 15 years** of relevant work experience in at least three different successfully completed museum-related 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 government agencies, cultural entities and multiple stakeholders.
- Proven experience in working on development 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.

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). The consultancy shall coordinate with all relevant government agencies to ensure compliance during the DPR preparation.

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 the design and supervision of museum and landscape related projects	50
2	Team composition, expertise and experience in working on similar assignment	40
3	Proven experience in working on development projects and having prepared social and environmental safeguard assessments and mitigation plans	10
	Total	100

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.
