

**Expression of Interest (EOI) for shortlisting an Agency for Capacity Building for Data on Domestic and Foreign Tourist Visitors/Visits in the States/UTs**

**04/09/2019**

**Ministry of Tourism  
Government of India  
C-1, Hutments, Dara Shukoh Road,  
New Delhi 110011**

## **Contents**

- 1. Introduction**
- 2. Indicative Scope of Work**
- 3. Short-listing Criteria**
- 4. Manpower requirement**
- 5. General Instructions**

### **1. Introduction**

In order to bring uniformity in collection of Tourism Statistics by States/UTs, Ministry of Tourism has formulated a methodology along with schedule of enquiry (Annexure I) for Tourism Survey in consultation with the experts, for estimation of Domestic and Foreign Visitors (Same day & Overnight) at district level in India. This has also been shared with all States/UTs with a request to use the same for collection of Tourism Statistics.

To provide multi-fold assistance like technical assistance, capacity building, financial assistance etc. to the States/UTs, it has been decided to hire/engage an agency through open bidding process.

#### **1.1 Background**

Tourism has evolved as a strategic sector for sustainable development. It has potential to be used as a vehicle for poverty reduction, environmental conservation and cultural heritage preservation and an engine to improve the quality of life of local communities by creating alternative livelihood and employment. In order to harness the full potential of this sector, the Policy makers must have the accurate information regarding the tourism potential of a particular destination for designing marketing strategies, strengthening inter-institutional relations, evaluating the efficiency and effectiveness of a particular policy decision. Therefore, accurate tourism statistics is required to allow policy makers and investors to optimize the tourism potential of an area. Ministry of Tourism compiles data on domestic and foreign (tourist) visits in States/ UTs based on the information received from the State Governments/ UT Administrations. Such information at State/ UT level is generally collected by respective Tourism Departments on the basis of administrative records and returns. However, as all the States do not follow a uniform methodology, some subsets of visitors are not represented in the final statistics developed. In view of above, Ministry of Tourism has planned to implement uniform methodology for collection of tourism statistics across States/UTs on pan India level.

## 1.2 Purpose of EOI

Ministry of Tourism (Client) invites Expression of Interest (EOI) from reputed Agencies either registered under the Companies Act. /Society Act or Institute of National Importance or Central Universities or Institutes of Ministries as per the scope of work given at para 2.

The willing agencies should have working experience in the field of designing and conducting large scale sample surveys, processing and analysis of data using appropriate Statistical software, estimation of required parameters and quality report preparation. Technical and Financial proposals will be sought from the short-listed agencies and the work will be awarded on the basis of combined score in technical and financial proposal.

## 2. Scope of Work

### 2.1 Terms of Reference (TOR)

- i. To understand the Tourism Survey methodology of Ministry of Tourism and organize an Inception Workshop for sensitizing the officials of States/UTs on the Methodology so adopted by Ministry of Tourism which is available in the following web address (<http://tourism.gov.in/sites/default/files/Other/State%20Tourism%20Survey.pdf>).
- ii. To organize Zonal Workshops (as per definition of Indiatourism Regional Offices) of the five regions viz. North, South, East, West and North East for imparting training on the execution of State Tourism Survey using the methodology to the officials of States/UTs.
- iii. To Follow-up/support State/UTs, subject to their specific requirements, after the workshop, for adopting the methodology of Tourism Survey for collection of tourism statistics.
- iv. To prepare dashboard for submission of monthly statistics and dissemination of the same and train the States/UTs for uploading the statistics in the dashboard.
- v. To standardize the format for submission of proposal to the Ministry by States/UTs for seeking financial assistance for conducting Tourism Survey.
- vi. To Prepare a Panel of Consultancy firms who is capable for conducting the Tourism Survey through an open advertisement and a model RFP document for engaging the consultancy firm from the Panel.
- vii. Dedicated manpower to be engaged along with laptop to facilitate Ministerial assistance related to maintenance of dashboard along with providing support on data entry and related queries.
- viii. Any other incidental relating to point no. i to vii.

### 3. Short-listing Criteria

Eligibility Criteria for short-listing of Institutes are as below:

#### 3.1 Institutional Requirement

- Agency must be an
  - a. Entity/Firm/Agency registered under the Society Act/ Companies Act/ Trust
  - b. Institute of National Importance or
  - c. Central Universities
  - d. Institutes of Ministries
- Agencies shall have experience of at least five years in the field of designing and conducting large scale sample surveys, processing and analysis of data using appropriate statistical software, estimation of required parameters and quality report preparation.
- List of at least 3 related assignments completed in last ten years should be provided (as per the format given at Annexure ‘A’). Preference to those agencies having done such projects for Government will be given.
- Relevant documents in support of above criteria, in the name of agency, should be submitted by the Agency duly signed by the authorized signatory.

### 4. Manpower Requirement

“Documents demonstrating sufficient experienced manpower for handling the work / survey limited to maximum 3 pages may be submitted.”

S. No.	Position	Educational/ Professional Qualifications	Experience/ Areas of specialization
1.	Senior Technical Advisor ( <b>one</b> )	M.B.A./ Post Graduate (Economics/ Statistics) Expertise in Website Designing/IT will be preferred	At least 15 years of experience in designing and conducting large scale sample surveys, with proven knowledge of statistical/computer software
2.	Project leader/( <b>one</b> )	M.B.A./ Post Graduate (Economics/ Statistics) Expertise in Website Designing/IT will be preferred	7 – 10 years of experience in designing and conducting large scale sample surveys, report writing

3.	Statistician/Data Scientist( <b>four</b> )	Post Graduate/(Economics/Statistics)	3 – 7 years of experience in research studies, designing and conducting large scale sample surveys and at least 1 year experience in extracting and analysing of unit level survey data and proven knowledge of Statistical software
4.	Research Assistant ( <b>four</b> )	Post Graduate or equivalent	Atleast 1 year experience in research studies and report writing.
5.	Support Staff ( <b>two</b> )	Graduate	Well versed with MS Office and other secretariat work including document management.

## 5. General Instructions for submission of proposal

Interested Agencies may indicate their expertise in areas as indicated above and send their profiles (as per the format given at Annexure ‘B’ of EOI) organizational strength, etc. An authorized signatory of the agency should authenticate all pages of the proposal. **Financial details should not be submitted at this stage** as the Technical and financial proposal will be sought from the Agencies short-listed at a later stage. The complete proposal along with the covering letter of willingness for the assignment must be submitted not later than 11:00 AM on 26.09.2019 to the address given below:

Shri Fakhre Alam, Joint Director,  
Market Research Division, Ministry of Tourism,  
C-1 Hutments, Dara Shukoh Road, New Delhi-110011

The pre-bid queries may be sent via email to [tourism.mrd@nic.in](mailto:tourism.mrd@nic.in), [fakhre.alam79@gov.in](mailto:fakhre.alam79@gov.in) before the pre-bid meeting. The pre-bid meeting will be held at 11:00 AM on 16.09.2019 at 3:00 PM at room no. 22, C-1, Hutments, Dara Shukoh Road, New Delhi-110011. The Ministry may, at its discretion, extend the deadline for the submission of proposals. The same will be notified on Ministry’s website. Any proposal received after the closing time for submission of proposals shall be returned unopened. Every Agency will apply individually; consortium of agencies will not be permitted. The bid documents shall be opened at 3:00 PM on 27.09.2019. The prospective bidders may attend the opening of bid documents, if they wish.

Please note that the costs of preparing the proposal, including a visit to the Client for any clarification, are not reimbursable as a direct cost of the assignment. The applicant may note that mere meeting of the eligibility criteria or getting shortlisted does not entitle them for award of work. Duration of the assignment will be 20 months from the date of acceptance of the Inception Report.

\*\*\*\*\*

**Annexure A: Format for list of projects (separate sheet may be used for each projects)**

Assignment Name	
Name and Address of the Client	
No. of Staffs involved in the assignment	
Duration of the assignment as per work order	
Actual Start Date (Month/Year):	
Actual Completion Date (Month/Year):	
Approx. Value of Services (in Rs lakhs)	
Name of Senior Staffs (Project Director/Coordinator, Team Leader) involved and functions performed	
Narrative description of project:	
Description of actual services provided	

\*\*\*\*\*

### Annexure B: Format for Agency Profile

Name and Address of the Agency	
Type of Organization (For eg. Research, Academics, Consultancy)	
Type of Registration (Pls. refer section 3(a) of EOI)	
Date of Establishment/ Registration	
Name, Designation and Address of Head of Agency	
Staff Strength <ul style="list-style-type: none"><li>• Regular</li><li>• Contractual</li></ul>	

\*\*\*\*\*