

Government of India
Ministry of Tourism
(Marketing, Promotion & International Cooperation Division)

Transport Bhawan,
1, Parliament Street,
New Delhi

Dated 26/09/2025

File No **TP-7/20/2025-DP**

Subject:- Request for Proposal (RFP) for Appointment of Programme Management Unit for Marketing, Promotion & International Cooperation Division (MPIC), Ministry of Tourism, Government of India

I am directed to forward the Request for Proposal (RFP) document bearing reference no. **TP-7/20/2025-DP**, dated **26/09/2025**, regarding **Appointment of Programme Management Unit for the Marketing, Promotion & International Cooperation Division (MPIC)"** of the Ministry of Tourism.

Interested bidding agencies are advised to carefully review the RFP document, which contains detailed information about the scope of work, eligibility criteria, and bidding procedures. Important dates related to the bidding process are also provided in the RFP.

Please note that **any corrigendum, amendment, or clarification** related to this RFP will be published **only** on the following websites:

- www.tourism.gov.in
- <https://eprocure.gov.in/eprocure/app>

Bidders are advised to regularly check these websites for updates.


(Vibhava Tripathi)
विभागाधीन जनरल डायरेक्टर
उप महानिदेशक / Deputy Director General
पर्यटन मंत्रालय / Ministry of Tourism
भारत सरकार / Government of India
नई दिल्ली / New Delhi

To
All interested bidding agencies

Request for Proposal [RFP]
for
Appointment of Programme Management Unit
for
Marketing, Promotion & International Cooperation
Division (MPIC)
of
Ministry of Tourism, Government of India

RFP Reference No. **TP-7/20/2025-DP**

Date: 26-09-2025

DISCLAIMER

The information contained in this Request for Proposal document ("**RFP**") or subsequently provided to Applicant Firm, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicant Firm on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement or an offer by the Authority to the prospective Applicant Firm or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant Firm may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant Firm should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicant Firm may be on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant Firm under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any Applicant Firm upon the statements contained in this RFP.

The Authority may in its absolute discretion, but without being under any

obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select an Agency, for the Consultancy and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

The Applicant Firm shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant Firm and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant Firm in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

1. INTRODUCTION

1.1 Background

Ministry of Tourism, Government of India (hereafter mentioned as “**Authority**”) plans to appoint an **Agency** as **Programme Management Unit** (hereafter mentioned as “**Agency**”) for the Marketing, Promotion and International Cooperation Division of the Ministry of Tourism, Government of India.

1.2 Request for Proposal

The Authority invites proposals from interested firms (the “**Proposals**”) for selection of an Agency that shall assist the Authority as per the scope of work specified at **Schedule-1** (the “**TOR**”). The Authority intends to select the Agency through an open competitive bidding in accordance with the procedure set out herein.

1.3 Due diligence by agency/ies

Applicant Firms are encouraged to inform themselves fully about the assignment before submitting the Proposal and attending a Pre-bid Meeting.

1.4 Download of RFP Document

RFP document can be downloaded from the official website of the Ministry of Tourism www.tourism.gov.in and the tender portal of the Government of India www.eprocure.gov.in.

1.5 Validity of the Proposal

The Proposal shall be valid for a period of not less than 90 days from the Proposal Due Date (the “**PDD**”).

1.6 Brief description of the Selection Process

A two-stage selection process (collectively the “**Selection Process**”) has been adopted for evaluating the Proposals comprising technical and financial bids to be submitted electronically in two separate folders. In the first stage, a technical evaluation will be carried out as specified in

Clause 3.1. Based on this technical evaluation, a list of short-listed Applicant Firm shall be prepared as specified in **Clause 3.2.** In the second stage, a financial evaluation will be carried out as specified in **Clause 3.3.** Proposals will finally be ranked according to their combined technical and financial scores as specified in **Clause 3.4.**

1.7 Payment to the Agency

The Monthly Fee shall be quoted **without taxes** in INR only. All payments to the agency shall be made in INR on Quarterly basis in accordance with the provisions of this RFP.

1.8 Schedule of Selection Process

The Authority would endeavor to adhere to the following schedule:

S. No.	Event Description	Date
1.	Release of RFP	26/09/2025
2.	Last date for receiving queries/ clarifications	03/10/2025
3.	Pre-Bid Meeting	06/10/2025
4.	Authority response to queries	13/10/2025
5.	Proposal Due Date (PDD)	27/10/2025
6.	Opening of Proposals	28/10/2025
7.	Letter of Intent (LoI) after evaluation of proposals	To be declared later
8.	Validity of Applications	90 days from PDD

In case of delay on account of authority's response, the bidders are advised to keep on checking the official websites **www.tourism.gov.in / www.eprocure.gov.in** for any corrigendum, addendum or any communication in this regard.

1.9 Pre-Bid Queries

Prospective Applicant Firm may submit queries / clarification regarding the document as per **Clause 1.8 to the officer mentioned in clause 1.11.** Queries may be submitted in the below format:

S.No.	Relevant Clause in RFP	Page No of the RFP	Query

1.10 Pre-Bid Meeting

The date, time and venue of Pre-Bid Meeting shall be:

Date : 06-10-2025

Time : 15:00 Hrs.

Venue : Manthan, Conference Room,
Ministry of Tourism,
Transport Bhawan, 1 Parliament Street
New Delhi 110001

1.11 Communications

1.11.1 All communications including the submission of Proposal should be addressed to:-

Deputy Director General (MP&IC), Government of India
Ministry of Tourism
First Floor, Transport Bhawan,
1, Parliament Street, New Delhi 110001
Email: publicity-tour@gov.in

1.11.2 The Applicant Firm shall open the official website of the authority: www.tourism.gov.in or www.eprocure.gov.in to access all the posted and uploaded documents related to this RFP.

1.11.3 All communications should contain the following information, to be marked at the top in bold letters:

“Request for Proposal (RFP) for appointment of Programme Management Unit (PMU) for Marketing, Promotion and International Cooperation (MPIC) Division by Ministry of Tourism, Government of India”

2. INSTRUCTIONS TO THE APPLICANT FIRM

A. GENERAL

2.1 Scope of Proposal

2.1.1 Detailed description of the objectives, scope of services and other requirements relating to this Programme is specified in this RFP. In case an Applicant Firm possesses the requisite experience and capabilities required for undertaking the Consultancy, it may participate in the Selection Process in response to this invitation. The manner in which the Proposal is required to be submitted, evaluated and accepted is explained in this RFP.

2.1.2 Applicant Firm are advised that the selection of consultant shall be on the basis of an evaluation by the Authority through the Selection Process specified in this RFP. Applicant Firm shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that the Authority's decisions are without any right of appeal whatsoever.

2.1.3 The Applicant Firm shall submit its Proposal in the form and manner specified in this Section of the RFP. The Technical proposal shall be submitted in the form at Appendix-I and the Financial Proposal shall be submitted in the form at Appendix-II. Upon selection, the Applicant Firm shall be required to enter into an agreement with the Authority.

2.2 Conditions of Eligibility of Applicant Firm

2.2.1 Applicant Firm must read carefully the minimum conditions of eligibility (the **"Conditions of Eligibility"**) provided herein. Proposals of only those Applicant Firm who satisfy the Conditions of Eligibility will be considered for evaluation.

2.2.2 To be eligible for evaluation of its Proposal, the Applicant Firm shall fulfil the following:

- a) The Applicant Firm shall have, over the last **5 (five) years** preceding the PDD, undertaken a minimum of **1 (one) eligible assignment** in each of specified in clause 3.1.4(a) & (b)

- b) The Applicant Firm shall have **minimum average annual turnover of Rs. 200 crore** (Rupees Two Hundred crore only) from consultancy assignments during the last three financial years (2022-23, 2023-24, 2024-25) preceding the PDD. For the avoidance of doubt, professional fees hereunder refer to fees received by the bidder for providing advisory or consultancy services to its clients, as per **Form 4 of Appendix 1**.
 - c) The Applicant Firm shall have **minimum 5 years of professional experience** in providing Advisory/ Consulting/ Transaction Advisory Services to Central Government/ Regulatory Commission/ Tribunal/ Statutory Authority/ Public Sector entity, States/Union Territories in India.
- 2.2.3 The Applicant Firm shall enclose with its Proposal, certificate(s) from its Statutory Auditors stating its total revenues from professional fees during each of the past three financial years and the fee received in respect of each of the Eligible Assignments specified in the Proposal. No separate annual financial statements should be submitted. In the event that the Applicant Firm does not have a statutory auditor, it shall provide the requisite certificate(s) from the firm of Chartered Accountants that ordinarily audits the annual accounts of the Applicant Firm.
- 2.2.4 The Applicant Firm should submit a Power of Attorney as per the format at **Form - 3 of Appendix- I**; provided, however, that such Power of Attorney would not be required if the bid submission is signed by a Partner or Director (on the Board of Directors) of the Applicant Firm.
- 2.2.5 Any entity which has been barred by the Central Government, any State Government, a statutory authority or a public sector undertaking, as the case may be, from participating in any project, and the bar subsists as on the date of Proposal, would not be eligible to submit a Proposal either by itself or through its Associate.
- 2.2.6 An Applicant Firm or its Associate should have, during the last **Five** years, not been expelled from any project or agreement nor have had any agreement terminated for breach by such Applicant Firm or its Associate.
- 2.2.7 While submitting a Proposal, the Applicant Firm should attach clearly marked and referenced continuation sheets in the event that the space provided in the specified forms in the Appendices is

insufficient. Alternatively, Applicant Firm may format the specified forms as per requirement, making due provision for incorporation of the requested information.

- 2.2.8 Consortium is **NOT allowed** for this project. Sub-contracting the work to other consultants is **NOT allowed** for this project.

2.3 Conflict of Interest

- 2.3.1 An Applicant Firm shall not have a conflict of interest that may affect the Selection Process or the Consultancy (the “**Conflict of Interest**”). Any Applicant Firm found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the Authority shall forfeit and appropriate the Bid Security/ Performance Security, if available, as mutually agreed, genuine pre-estimated compensation and damages payable to the Authority for, *inter alia*, the time, cost and effort of the Authority including consideration of such Applicant Firm’s Proposal, without prejudice to any other right or remedy that may be available to the Authority hereunder or otherwise.

- 2.3.2 The Authority requires that the Consultant provides professional, objective, and impartial advice and at all times hold the Authority’s interest’s paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The Consultant shall not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of the Authority.

- 2.3.3 In the event that the Consultant, its Associates or affiliates are auditors or financial advisers to any of the bidders for the Project, they shall make a disclosure to the Authority as soon as any potential conflict comes to their notice but in no case later than 7 (seven) days from the opening of the RFP applications for the Project and any breach of this obligation of disclosure shall be construed as Conflict of Interest. The Authority shall, upon being notified by the Consultant under this Clause, decide whether it wishes to terminate this Consultancy or otherwise, and convey its decision to the Consultant within a period not exceeding 15 (fifteen) days.

2.4 Number of Proposals

No Applicant Firm shall submit more than one Application for the

Consultancy.

2.5 Cost of Proposal

The Applicant Firm shall be responsible for all of the costs associated with the preparation of their Proposals and their participation in the Selection Process including subsequent negotiation, visits to the Authority, Project sites etc. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

2.6 Acknowledgement by Applicant Firm

It shall be deemed that by submitting the Proposal, the Applicant Firm has:

- a. made a complete and careful examination of the RFP;
- b. received all relevant information requested from the Authority;
- c. accepted the risk of inadequacy, error or mistake in the information provided in the RFP or furnished by or on behalf of the Authority;
- d. satisfied itself about all matters, things and information necessary and required for submitting an informed Application and performance of all of its obligations thereunder;
- e. acknowledged that it does not have a Conflict of Interest; and
- f. agreed to be bound by the undertaking provided by it under and in terms hereof.

2.7 The Authority shall not be liable for any omission, mistake or error in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to RFP or the Selection Process, including any error or mistake therein or in any information or data given by the Authority.

2.8 Right to reject any or all Proposals

2.8.1 Notwithstanding anything contained in this RFP, the Authority reserves the right to accept or reject any Proposal and to annul the Selection Process and reject any or all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons therefor.

2.8.2 Without prejudice to the generality of Clause 2.8.1, the Authority

reserves the right to reject any Proposal if:

- (a) At any time, a material misrepresentation is made or discovered, or
- (b) The Applicant Firm does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.

Misrepresentation/ improper response by the Applicant Firm may lead to the disqualification of the Applicant Firm. If such disqualification / rejection occurs after the Proposals have been opened and the highest-ranking Applicant Firm gets disqualified / rejected, then the Authority reserves the right to consider the next best Applicant Firm, or take any other measure as may be deemed fit in the sole discretion of the Authority, including annulment of the Selection Process.

B. DOCUMENTS

2.9 Contents of the RFP

- 2.9.1 This RFP comprises the Disclaimer set forth hereinabove, the contents as listed below and will additionally include any Addendum / Amendment issued in accordance with Clause 2.11:

Request for Proposal

- i. Introduction
- ii. Instructions to Applicant Firm
- iii. Criteria for Evaluation
- iv. Fraud and corrupt practices
- v. Additional Information

Schedules

1. Terms of Reference

Appendices

Appendix – I: Technical Proposal

- Form 1 : Letter of Proposal
- Form 2 : Particulars of the Applicant Firm
- Form 3 : Power of Attorney
- Form 4 : Financial Capacity of the Applicant Firm
- Form 5 : Abstract of Eligible Assignments of the Applicant Firm
- Form 6 : Eligible Assignments of Applicant Firm

- Form 7 : Particulars of Key Personnel
- Form 8 : Curriculum Vitae (CV) of Key Personnel
- Form 9 : Proposed Approach & Methodology
- Form 10 : Bid Security Declaration

Appendix – II: Financial Proposal

- Form 1 : Covering Letter
- Form 2 : Financial Proposal

2.10 Clarifications

- 2.10.1 Applicant Firm requiring any clarification on the RFP may send their queries to the Authority in writing by e-mail before the date mentioned in the Schedule of Selection Process at Clause 1.8 with subject titled:

“Queries/Request for Additional Information concerning Request for Proposal (RFP) for appointment of Programme Management Unit (PMU) for Marketing, Promotion and International Cooperation (MPIC) Division by Ministry of Tourism, Government of India”

The queries should clearly mention the concerned clause and page number of the RFP.

- 2.10.2 The Authority reserves the right not to respond to any queries or provide any clarifications, in its sole discretion, and nothing in this Clause 2.10 shall be construed as obliging the Authority to respond to any question or to provide any clarification.

2.11 Amendment of RFP

- 2.11.1 At any time prior to the deadline for submission of Proposal, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant Firm, modify the RFP document by the issuance of Addendum/ Amendment/Corrigendum and posting it on the Official Websites i.e. www.tourism.gov.in and www.eprocure.gov.in .
- 2.11.2 All such Addendum/ Amendment/Corrigendum will be notified on the Official Website along with the revised RFP if required containing the amendments and will be binding on all Applicant Firm.

- 2.11.3 In order to afford the Applicant Firm a reasonable time for taking an amendment into account, or for any other reason, the Authority may, in its sole discretion, extend the PDD. If date extended, it will be notified on the websites.

C. PREPARATION AND SUBMISSION OF PROPOSAL

2.12 Language

The Proposal with all accompanying documents (the “**Documents**”) and all communications in relation to or concerning the Selection Process shall be in English language and strictly on the forms provided in this RFP. No supporting document or printed literature shall be submitted with the Proposal unless specifically asked for and in case any of these Documents is in another language, it must be accompanied by an accurate translation of all the relevant passages in English, in which case, for all purposes of interpretation of the Proposal, the translation in English shall prevail.

2.13 Format and signing of Proposal

- 2.13.1 The Applicant Firm shall provide all the information sought under this RFP. The Authority would evaluate only those Proposals that are received in the specified forms and complete in all respects and by due date and time.
- 2.13.2 The Proposal shall be typed or written in indelible ink and signed by the authorized signatory of the Applicant Firm who shall initial each page. All the alterations, omissions, additions, or any other amendments made to the Proposal shall be initialed by the person(s) signing the Proposal.
- 2.13.3 The Proposals must be properly signed by the authorized representative, (the “**Authorized Representative**”) as detailed below:
- (a) By the proprietor, in case of a proprietary firm; or
 - (b) By a partner, in case of a partnership firm and/or a limited liability partnership; or
 - (c) By a duly authorized person holding the Power of Attorney, in case of a Limited Company or a corporation.

A copy of the Power of Attorney certified by a notary public in the form specified in **Appendix-I (Form-3)** shall accompany the Proposal (if required).

- 2.13.4 Applicant Firm should note the PDD, as specified in Clause 1.8, for submission of Proposals. Except as specifically provided in this RFP, no supplementary material will be entertained by the Authority, and that evaluation will be carried out only on the basis of documents received by the closing time of PDD as specified in Clause 2.17.1. Applicant Firm will ordinarily not be asked to provide additional material information or documents subsequent to the date of submission. Unsolicited material if submitted will be summarily rejected.

2.14 Technical Proposal

- 2.14.1 Applicant Firm shall submit the technical proposal in the formats at Appendix-I (the “**Technical Proposal**”).
- 2.14.2 While submitting the Technical Proposal, the Applicant Firm shall, in particular, ensure that:
- a) The Bid Security is provided;
 - b) All forms are submitted in the prescribed formats and signed by the prescribed signatories;
 - c) Power of Attorney, if applicable, is executed as per Applicable Laws;
 - d) CVs of all Professional Personnel have been included;
 - e) Key Personnel would be available for the period indicated in the TOR; and
 - f) The proposal is responsive in terms of Clause 2.21.3.
- 2.14.3 Failure to comply with the requirements spelt out, shall make the Proposal liable to be rejected. The Technical Proposal shall not include any financial information relating to the Financial Proposal.
- 2.14.4 The Authority reserves the right to verify all statements, information and documents, submitted by the Applicant Firm in response to the RFP. Any such verification or the lack of such verification by the Authority to undertake such verification shall not relieve the Applicant Firm of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.

- 2.14.5 In case it is found during the evaluation or at any time before issuing Letter of Intent(LoI) or after its issuance and during the period of subsistence thereof, that one or more of the eligibility conditions have not been met by the Applicant Firm or the Applicant Firm has made material misrepresentation or has given any materially incorrect or false information, the Applicant Firm shall be disqualified forthwith if not yet appointed as the Consultant either by issue of the LoI and if the Selected Applicant Firm has already been issued the LoI, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by the Authority without the Authority being liable in any manner whatsoever to the Selected Applicant Firm or Consultant, as the case may be.

In such an event, the Authority shall forfeit and appropriate the Bid Security/ Performance Security, as the case may be, as mutually agreed pre-estimated compensation and damages payable to the Authority for, *inter alia*, time, cost and effort of the Authority, without prejudice to any other right or remedy that may be available to the Authority.

2.15 Financial Proposal

- 2.15.1 Applicant Firm shall submit the financial proposal in the formats at **Appendix-II** (the “**Financial Proposal**”) clearly indicating the total cost of the Consultancy in both figures and words, in Indian Rupees INR, and signed by the Applicant Firm’s Authorized Representative. In the event of any difference between figures and words, the amount indicated in words shall prevail. In the event of a difference between the arithmetic total and the total shown in the Financial Proposal, the lower of the two shall prevail.
- 2.15.2 While submitting the Financial Proposal, the Applicant Firm shall ensure the following:
- (i) All the costs associated with the assignment shall be included in the Financial Proposal, except the cost indicated in clause 2.15.2-ii & iii below. These shall normally cover remuneration for the personnel, surveys, equipment, printing of documents etc.
 - (ii) Air-travel & accommodation (Under Secretary Level) for the experts travelling on account of work assigned shall be arranged of Under Secretary Level & cost borne by the Ministry.

- (iii) GST at applicable rates shall be paid extra.
- (iv) All payments shall be subject to deduction of taxes at source as per Applicable Laws.
- (v) The total amount indicated in the Financial Proposal shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.

2.16 Submission of Proposal

- 2.16.1 The Applicant Firm shall submit the Proposal online with all pages numbered serially and by giving an index of submissions. In case the proposal is submitted on the document downloaded from Official Website, the Applicant Firm shall be responsible for its accuracy and correctness as per the version uploaded by the Authority and shall ensure that there are no changes caused in the content of the downloaded document. In case of any discrepancy between the downloaded or photocopied version of the RFP and the original RFP issued by the Authority, the latter shall prevail.
- 2.16.2 The proposal shall need to be submitted online on the CPP Portal itself; Manual/ Offline bids shall not be accepted under any circumstances. Also, the Bidder shall have to separately send Power of Attorney in original to the Authority as specified in the Clause **2.13.3 at**

The Deputy Director General (MP&IC), Government of India
Ministry of Tourism
First Floor, Transport Bhawan,
1, Parliament Street, New Delhi 110001

- 2.16.3 The Technical and Financial bids must be submitted online in their respective folders, one clearly marked “Technical Proposal” and the other clearly marked “Financial Proposal”. It is further provided that

The folder marked –Technical Proposal shall contain:

Technical Proposal in the prescribed format (Form-1 of Appendix-I) along with all forms of Appendix-I and supporting documents; and

The folder marked –Financial Proposal shall contain:

Financial Proposal in the prescribed format (Forms 1 & 2 of Appendix-II).

2.16.4 All pages of the original Technical Proposal and Financial Proposal must be numbered.

2.16.5 The complete Proposal must be submitted online on or before Proposal Due Date and Time specified in **Clause 1.8**. Proposals submitted by post, fax, telex, telegram, in-person, or e-mail shall not be entertained.

2.16.6 The Proposal shall be made in the Forms specified in this RFP. Any attachment to such Forms must be provided on separate sheets of paper and only information that is directly relevant should be provided. This may include photocopies of the relevant pages of printed documents. No separate documents like printed annual statements, company brochures, copy of contracts etc. will be entertained.

2.16.7 The rates quoted shall be firm throughout the period of performance of the assignment and discharge of all obligations of the Consultant under the Agreement.

2.17 Proposal Due Date (PDD)

2.17.1 Proposal should be submitted before PDD and Time specified at **Clause 1.8** in the manner and form as detailed in this RFP. The bidder is advised to retain the acknowledgement of the online submission of the bid for future reference.

2.17.2 The Authority may, in its sole discretion, extend the PDD by issuing an Addendum in accordance with Clause 2.11 uniformly for all Applicant Firm.

2.17.3 Proposals submitted after the due date will not be accepted by the CPP portal and hence will automatically be rejected. The Authority will in no case be responsible if the bid is not submitted online within the specified timelines.

2.18 Modification/ substitution of Proposals

Modifications to submission can be done by over-riding the earlier submission, prior to the PDD.

2.19 Bid Security Declaration

2.19.1 The Bidder shall furnish as part of its Proposal, a “Bid Security Declaration” as per **Form 10 - Appendix-I**. Any Bid not accompanied by the ‘Bid Security Declaration’ will be rejected by the Authority as non-responsive.

2.20 Right to Vary Quantity:

At the time of award of contract, the quantity of man power resources and services originally specified in the bidding documents may be increased/decreased **limited to 25% of the total contractual value and duration**. It shall be without any change in the service charge or other terms and conditions of the Bid and the bidding documents.

D. EVALUATION PROCESS

2.21 Evaluation of Proposals

2.21.1 The Authority shall open the Proposals at 1500 hours on the next working day after the Proposal Due Date via online bid opening. The folder of technical proposal shall be opened first. The folder of Financial Proposal shall be kept locked for opening at a later date.

2.21.3 Prior to evaluation of Proposals, the Authority will determine whether each Proposal is responsive to the requirements of the RFP. A Proposal shall be considered responsive only if:

- a. The Technical Proposal is received in the form specified at Appendix-I;
- b. It is received by the PDD including any extension thereof pursuant to Clause 2.17;
- c. it is accompanied by the Bid Security as specified in Clause 2.19.1.
- d. It is signed, sealed & marked as stipulated in Clauses 2.13 and 2.16;
- e. It is accompanied by the Power of Attorney as specified in Clause 2.2.4;

- f. It contains all the information (complete in all respects) as requested in the RFP;
- g. It does not contain any condition or qualification; and
- h. It is not non-responsive in terms hereof.

2.21.4 The Authority reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution or withdrawal shall be entertained by the Authority in respect of such Proposals.

2.21.5 The Authority shall subsequently examine and evaluate Proposals in accordance with the Selection Process specified at Clause 1.6 and the criteria set out in Section 3 of this RFP.

2.21.6 After the technical evaluation, the Authority shall prepare a list of pre-qualified Applicant Firm in terms of Clause 3.2 for opening of their Financial Proposals. A date, time and venue will be notified to all Applicant Firm for announcing the result of evaluation and opening of Financial Proposals. Before opening of the Financial Proposals, the list of pre-qualified Applicant Firm along with their Technical Scores will be read out. The opening of Financial Proposals shall be done in presence of respective representatives of Applicant Firm who choose to be present. The Authority will not entertain any query or clarification from Applicant Firm who fail to qualify at any stage of the Selection Process. The financial evaluation and final ranking of the Proposals shall be carried out in terms of Clauses 3.3 and 3.4.

2.21.7 Applicant Firm are advised that Selection shall be entirely at the discretion of the Authority. Applicant Firm shall be deemed to have understood and agreed that the Authority shall not be required to provide any explanation or justification in respect of any aspect of the Selection Process or Selection.

2.21.8 Any information contained in the Proposal shall not in any way be construed as binding on the Authority, its agents, successors or assigns, but shall be binding against the Applicant Firm if the Consultancy is subsequently awarded to it.

2.22 Confidentiality

Information relating to the examination, clarification, evaluation, and recommendation for the selection of Applicant Firm shall not be

disclosed to any person who is not officially concerned with the process or is not a retained professional adviser advising the Authority in relation to matters arising out of, or concerning the Selection Process. The Authority shall treat all information, submitted as part of the Proposal, in confidence and shall require all those who have access to such material to treat the same in confidence. The Authority may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or to enforce or assert any right or privilege of the statutory entity and/or the Authority or as may be required by law or in connection with any legal process.

Except as otherwise permitted by this Agreement, neither of the parties may disclose to third parties the contents of this Agreement or any information provided by or on behalf of the other that ought reasonably to be treated as confidential and/or proprietary. Parties may, however, disclose such confidential information to the extent that it: (a) is or becomes public other than through a breach of this Agreement, (b) is subsequently received by the receiving party from a third party who, to the receiving party's knowledge, owes no obligation of confidentiality to the disclosing party with respect to that information, (c) was known to the receiving party at the time of disclosure or is thereafter created independently, (d) is disclosed as necessary to enforce the receiving party's rights under this Agreement, or (e) must be disclosed under applicable law, legal process or professional regulations. These obligations shall be valid for a period of 3 years from the date of termination of this Agreement.

2.23 Clarifications

- 2.23.1 To facilitate evaluation of Proposals, the Authority may, at its sole discretion, seek clarifications from any Applicant Firm regarding its Proposal. Such clarification(s) shall be provided within the time specified by the Authority for this purpose. Any request for clarification(s) and all clarification(s) in response thereto shall be in writing.
- 2.23.2 If an Applicant Firm does not provide clarifications sought under Clause 2.23.1 above within the specified time, its Proposal shall be liable to be rejected. In case the Proposal is not rejected, the Authority may proceed to evaluate the Proposal by construing the particulars requiring clarification to the best of its understanding, and the

Applicant Firm shall be barred from subsequently questioning such interpretation of the Authority.

E. APPOINTMENT OF THE AGENCY

2.24 Award of Work

After selection, a Letter of Intent (the “LoI”) shall be issued, in duplicate, by the Authority to the Selected Applicant Firm and the Selected Applicant Firm shall, within 7 (seven) days of the receipt of the LoI, sign and return the duplicate copy of the LoI in acknowledgement thereof. In the event the duplicate copy of the LoI duly signed by the Selected Applicant Firm is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, appropriate the Bid Security of such Applicant Firm as mutually agreed genuine pre-estimated loss and damage suffered by the Authority on account of failure of the Selected Applicant Firm to acknowledge the LoI.

2.25 Submission of Performance Security

The selected bidder will submit a Performance Security for a sum of 3% of the total contract value in the form of Bank Guarantee (BG) as per the format given in the appendix to the Draft Contract in Vol 2 of the RFP. Failure to submit the performance guarantee will lead to action as per bid security declaration.

2.26 Commencement of Assignment

After submission of Performance Security in the form of Bank Guarantee, the selected Bidder shall execute the Agreement. The Consultant shall commence the Consultancy within seven days of the date of issuance of LoI, or such other date as may be mutually agreed. If the Consultant fails to commence the assignment as specified herein, in such an event, the Bid Security of the first ranked Applicant Firm shall be forfeited and appropriated in accordance with the provisions of **Clause 2.19.1** and the LoI may be cancelled / terminated.

2.27 Proprietary data

Subject to the provisions of Clause 2.22, all documents and other

information provided by the Authority or submitted by an Applicant Firm to the Authority shall remain or become the property of the Authority. Applicant Firm and the Consultant, as the case may be, are to treat all information as strictly confidential. The Authority will not return any Proposal, or any information related thereto. All information collected, analyzed, processed or in whatever manner provided by the Consultant to the Authority in relation to the Consultancy shall be the property of the Authority.

2.28 Penalty Clause

i) Services of all the professionals as per contract should be available for the full duration of the project stationed at the Ministry of Tourism. The agency shall provide all necessary manpower as per the agreed-upon staffing plan during the contracted period. Any changes to the manpower, including additions, replacements or removals, must be approved in writing by the Ministry of Tourism.

Failure to obtain prior approval for changes in manpower may result in penalties or termination of the contract, at the discretion of the Ministry of Tourism. Any new manpower provided by the agency shall possess qualifications and experience commensurate with the roles and responsibilities outlined in the scope of work, with due approval of Ministry of Tourism.

ii) The agency shall provide substitute promptly (not later than 10 working days of such request from the Ministry) for the team member, as and when required. Failure to comply will result in a penalty charged equal to the daily consultancy fee of the resource.

iii) The agency would have to submit Performance Guarantee for amount equivalent to 3% of the value of the contract after the contract is awarded. The same shall be liable to be forfeited in full or part in case of underperformance, delays or any other shortcoming by the agency, besides other action, including blacklisting of the agency as may be deemed fit by the Authority. The Authority reserves the right to deduct the penalty either from Performance Bank Guarantee or from pending bills submitted for the work already performed by the agency or both as per the recommendation of Consultancy Monitoring Committee.

3. CRITERIA FOR EVALUATION

3.1 Evaluation of Technical Proposals

3.1.1 In the first stage, the Technical Proposal will be evaluated on the basis of Applicant Firm's experience, its understanding of TOR, presentation of concept, proposed methodology, work plan, experience of the key personnel. Only those Applicant Firm whose Technical Proposals **score of 70 (seventy) marks** or more out of 100 shall qualify for further consideration and shall be ranked from highest to the lowest on the basis of their technical score (T_b).

3.1.3 The scoring criteria to be used for evaluation shall be as follows:

Sn.	Criteria	Max Marks
1.	Relevant Experience of the Applicant Firm	30
i.	Experience in 3.1.4 (a)	20
ii.	Experience in 3.1.4 (b)	10
2.	Relevant Experience of the Team (3.1.6)	30
3.	Proposed Approach & Methodology	40
i	Conceptual clarity	10
ii	Understanding of the context	5
iii	Approach to the Project	10
iv	Work Plan & Methodology	10
v	Technical Presentation	5
	Total	100

3.1.4 Eligible Assignments

For the purpose of evaluating the Proposals under this RFP, **consultancy assignments undertaken in the last 5 (five) years preceding the PDD**, shall be deemed as eligible assignments (the "**Eligible Assignments**"). For technical evaluation as per clause 3.1.3 (1) the experience requirement is detailed below:

- a. Experience of handling national **Programme Management Units (PMU) related assignments** of long-term nature in tourism sector for Government of India Ministries/ Departments, State Governments/ UT Administrations. The

projects should showcase experience in Programme design & monitoring.

Each eligible assignment of a minimum duration of 24 months and minimum a consultancy fee of Rs. 5.0 Cr.

*(10 marks for each project; **Total Maximum Marks 20**)*

- b. **Experience of undertaking tourism sector projects in India, including aspects pertaining to developing branding, marketing and promotion at Central or State Government level.**

*(5 mark for each project; up to a maximum of 2 eligible projects; **Total Maximum marks 10**)*

The initial projects enlisted by the Applicant Firm, up to the maximum numbers of projects specified in each 3.1.4 (a) and (b) shall be evaluated. Any additional project enlisted, shall not be considered for evaluation. Projects, if applicable, may be repeated across categories to showcase required experience.

3.1.5 Completion Certificate

Completion of assignments should be certified by completion certificates/ auditor certification of receipt of payment of the assignment/ self-attestation by the authorized signatory. For **on-going assignments minimum fee value as specified in Clause 3.1.4 (a) above should be received by the Applicant Firm. Self-certification and certified by Statutory Auditor/ Self Certification by the Authorized Signatory shall be considered.** Supporting documents to be provided (Work Order, Client Letter, and Completion Certificate etc.)

3.1.6 Consultants Team and evaluation criteria

Marks for the below mentioned profiles shall be evaluated based on submitted CV (Appendix I, Form 8) and on their participation in the technical presentation for Approach & Methodology. The key personnel mentioned in this table shall be required to give Technical Presentation on the proposed Approach and Methodology. Marking shall be undertaken based on quality of the content and innovative inputs during the Technical Presentation made by the Applicant Firm on the same.

S.No.	Key Personnel	Qualification & Experience	Marks
1	Team Leader (1) (Full Time)	Candidates with Post-Graduate Degree/ Diploma from a reputed institution within/ outside India Minimum 8 Years of professional Experience Should have experience managing large scale Programmes or Brand launch in leadership capacity Should have experience in branding and marketing in tourism and allied sector.	15
2	Programme Management Consultant (2) (Full time)	Candidates with Post Graduate Degree/ Diploma from a reputed institution within/ outside India Minimum 5 Years of professional Experience Experience in Product/destination branding , Hospitality and Tourism Marketing, Programme Design, development of toolkits and Standard Operating Procedures (SoPs), stakeholder engagement, government coordination, undertaking benchmarking studies, defining measurable Key Performance Indicators (KPIs)	10 (5 Each)
3	Research Associate (1) (Full time)	Candidates with Graduate Degree/ Diploma from a reputed institution within/ outside India Minimum 3 Years of professional Experience Experience in research and analysis related to tourism trends, global marketing practices, and tourism campaign impact assessment.	5
Total Marks			30 Marks

3.2 Short-listing of Applicant Firms

All the Applicant Firm who score minimum qualifying score as mentioned in para 3.1.1, shall be pre-qualified for financial evaluation in the second stage.

3.3 Evaluation of Financial Proposal

3.3.1 For financial evaluation, the total cost indicated in the Financial Proposal will only be considered.

3.4 Combined and Final Evaluation

3.4.1 Proposals will finally be ranked according to their combined technical (T_b) and financial (C_b) scores as follows:

$$B_b = (0.8) * T_b + (0.2) \times (C_{\min} / C_b * 100)$$

Where,

B_b = overall combined score of bidder under consideration (calculated up to two decimal points)

T_b = Technical score of the bidder under consideration

C_b = Financial bid value of the bidder under consideration

C_{\min} = Lowest financial bid value among the financial proposals under consideration

3.4.2 The Applicant Firm having the highest combined score (H_1), shall be selected.

4. FRAUD AND CORRUPT PRACTICES

- 4.1 The Applicant Firm and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the Authority shall reject a Proposal without being liable in any manner whatsoever to the Applicant Firm, if it determines that the Applicant Firm has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice (collectively the **“Prohibited Practices”**) in the Selection Process. In such an event, the Authority shall, without prejudice to its any other rights or remedies, forfeit and appropriate the Performance Security, as mutually agreed genuine pre-estimated compensation and damages payable to the Authority for, *inter alia*, time, cost and effort of the Authority, in regard to the RFP, including consideration and evaluation of such Applicant Firm’s Proposal.
- 4.2 Without prejudice to the rights of the Authority under Clause 4.1 hereinabove and the rights and remedies which the Authority may have under the LOA if an Applicant Firm or Consultant, as the case may be, is found by the Authority to have directly or indirectly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice during the Selection Process, or after the issue of the LOA, such Applicant Firm or Consultant shall not be eligible to participate in any tender or RFP issued by the Authority during a period of 2 (two) years from the date such Applicant Firm or Consultant, as the case may be, is found by the Authority to have directly or through an agent, engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as the case may be.
- 4.3 For the purposes of this Clause, the following terms shall have the meaning hereinafter respectively assigned to them:
- a. **“corrupt practice”** means (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of any person connected with the Selection Process (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Authority who is or has been associated in any manner, directly or indirectly with the Selection Process or the LOA or arising therefrom, before or after the execution thereof, at

any time prior to the expiry of one year from the date such official resigns or retires from or otherwise ceases to be in the service of the Authority, shall be deemed to constitute influencing the actions of a person connected with the Selection Process; or (ii) save as provided herein, engaging in any manner whatsoever, whether during the Selection Process or after the issue of the LOA as the case may be, any person in respect of any matter relating to the Project or the LOA who at any time has been or is a legal, financial or technical consultant/ adviser of the Authority in relation to any matter concerning the Project;

- b. **“fraudulent practice”** means a misrepresentation or omission of facts or disclosure of incomplete facts, in order to influence the Selection Process;
- c. **“Coercive practice”** means impairing or harming or threatening to impair or harm, directly or indirectly, any persons or property to influence any person’s participation or action in the Selection Process;
- d. **“undesirable practice”** means (i) establishing contact with any person connected with or employed or engaged by the Authority with the objective of canvassing, lobbying or in any manner influencing or attempting to influence the Selection Process; or (ii) having a Conflict of Interest; and
- e. **“Restrictive practice”** means forming a cartel or arriving at any understanding or arrangement among Applicant Firm with the objective of restricting or manipulating a full and fair competition in the Selection Process.

5. ADDITIONAL INFORMATION

- 5.1 The Selection Process shall be governed by, and construed in accordance with, the laws of India and the Courts at Delhi shall have exclusive jurisdiction over all disputes arising under, pursuant to and/or in connection with the Selection Process.
- 5.2 The Authority, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:
- a. Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;
 - b. Consult with any Applicant Firm in order to receive clarification or further information;
 - c. Retain any information and/or evidence submitted to the Authority by, on behalf of and/or in relation to any Applicant Firm; and/or
 - d. Independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Applicant Firm.
- 5.3 It shall be deemed that by submitting the Proposal, the Applicant Firm agrees and releases the Authority, its employees, agents and advisers, irrevocably, unconditionally, fully and finally from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations hereunder, pursuant hereto and/or in connection herewith and waives any and all rights and/ or claims it may have in this respect, whether actual or contingent, whether present or future.
- 5.4 All documents and other information supplied by the Authority or submitted by an Applicant Firm shall remain or become, as the case may be, the property of the Authority. The Authority will not return any submissions made hereunder. Applicant Firm are required to treat all such documents and information as strictly confidential.
- 5.5 The Authority reserves the right to make inquiries with any of the clients listed by the Applicant Firm in their previous experience record.
- 5.6 **FORECE MAJEURE:** Neither party will be liable in respect of failure to fulfil its obligations, if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. Force Majeure shall not include (i) any event which is caused by the negligence or

intentional action of a Party or by or of such Party's agents or employees, nor (ii) any event which a diligent Party could reasonably have been expected both to take into account at the time of being assigned the work and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder. Force Majeure shall not include insufficiency of funds or manpower or inability to make any payment required for execution of services under this Contract.

A Party affected by an event of Force Majeure shall immediately notify the other Party of such event, providing enough and satisfactory evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible.

5.7 **Termination:**

The Ministry of Tourism may terminate this Contract in whole or in part by giving the Bidder 90 days written notice indicating its intention to terminate the Contract under the following circumstances:-

- i. Where the Ministry of Tourism believes in event of default on the part of the Bidder/ Bidder's Team, which would make it proper and necessary to terminate this Contract and may include failure on the part of the Bidder to respect any of its commitments regarding any part of its obligations under its Bid, the RFP or under this Contract.
- ii. Where it comes to the Ministry of tourism's attention that the Bidder (or the Bidder's Team) is in a position of actual conflict of interest with the interests of the Ministry of Tourism, in relation to any of terms of the Bidder's Bid, the RFP or this Contract.
- iii. Where the Bidder's ability to survive as an independent corporate entity is threatened or is lost owing to any reason whatsoever, including inter-alia, the filing of any bankruptcy proceedings against the Bidder, any failure by the Bidder to pay any of its dues to its creditors, the institution of any winding up proceedings against the Bidder or the happening of any such events that are adverse to the commercial viability of the Bidder. In the event of the happening of any events of the above nature, the Ministry of Tourism shall reserve the right to take any steps as necessary, to ensure the effective transition of the project to a successor agency, and to ensure business continuity.
- iv. Termination for Insolvency: The Ministry of Tourism may at any time terminate the Contract by giving written notice to the Bidder, without compensation to the Bidder, if the Bidder becomes bankrupt or otherwise insolvent, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the Ministry of Tourism.
- v. Bidder may terminate this Agreement, or any Services, immediately upon written notice to Client, if bidder reasonably determines that

bidder can no longer provide the Services in accordance with applicable law or professional obligations.

5.8 **Arbitration:**

- i. Amicable Settlement if, due to unforeseen reasons, problems arise during the progress of the contract leading to disagreement between the Ministry of Tourism and the Consultant, both the Ministry of Tourism and the Consultant shall first try to resolve the same amicably by mutual consultation. If the parties fail to resolve the dispute by such mutual consultation within 30 (Thirty) days, then, depending on the position of the case, either Ministry of Tourism or the Consultant can give notice to the other party of its intention to commence arbitration and the applicable arbitration procedure will be as per Indian Arbitration and Conciliation Act, 1996 and subsequent amendments.
- ii. Arbitration in the case of a dispute arising between the Ministry of Tourism and the Consultant, which has not been settled amicably, any party can refer to the dispute for Arbitration under the Arbitration Act, 1996 and subsequent amendments. For appointment and composition of Arbitral Tribunal both parties can mutually agree on the number of arbitrators (which cannot be an even number) to be appointed. In case there is no agreement, a single (sole) arbitrator may be appointed. The parties can mutually agree on a procedure for appointing the arbitrator or arbitrators, or else in case of arbitration with three arbitrators, each party will appoint one arbitrator and the two appointed arbitrators will appoint the third arbitrator, who will act as a presiding arbitrator. If one party fails to appoint an arbitrator within 30 (thirty) days, or if the two appointed arbitrators fail to agree on the third arbitrator, then the court may appoint any person or institution as arbitrator.
- iii. Place of Arbitration proceedings shall be held in India at New Delhi and the language of the arbitration proceedings and that of all documents and communications between the parties shall be English.

Schedules

SCHEDULE – 1: Terms of Reference

1. SCOPE OF SERVICES

1.1. Background

The Ministry of Tourism, Government of India, is the nodal agency responsible for the formulation of national policies and Programmes for the development and promotion of tourism across the country. In fulfilling this mandate, the Ministry works in close coordination with various stakeholders including Central Ministries/agencies, State Governments/Union Territory Administrations, Industry Associations, and private sector representatives.

Over the years, the Ministry has led multiple campaigns to position India as a preferred travel destination. In 2002, the 'Incredible India' campaign was launched to promote India's tourism offerings in international markets. This was followed by 'Incredible India 2.0' in 2017, marking a shift from generic promotion to thematic, product-based marketing. In 2020, the Ministry launched the 'Dekho Apna Desh' initiative to promote domestic tourism and encourage citizens to explore their own country.

Cumulatively, the Ministry has worked towards the promotion of the Incredible India brand supported through various campaigns, websites, roadshows, digital activations, creator engagements, quizzes, and participation in travel fairs and cultural events.

In the current scenario, the communication landscape has undergone a dramatic evolution. The rise of social media, user-generated content, and experience-driven discovery has fundamentally altered how people choose and share their travel experiences. Users are no longer just consumers of content but also storytellers. This dynamic presents a strategic imperative for the Ministry to move beyond traditional broadcasting methods and instead adopt the role of curator, amplifier, and enabler, empowering authentic narratives, working with content creators and digital communities, and showcasing India through lived experiences.

This transition forms the foundation for the development of a renewed strategic framework for tourism promotion — one that aligns with the Ministry's broader goals of increasing foreign tourist arrivals, diversifying domestic tourism, enhancing India's

global brand, and contributing to the vision of a Viksit Bharat by 2047.

To support these branding and marketing initiatives, the division intends to setup a Programme Management Unit to coordinate and monitor MP&IC initiatives.

1.2. Scope of Work

The primary objective of the PMU is to support the Ministry of Tourism in the effective implementation, monitoring, and evaluation of various initiatives and activities of the division and to facilitate convergence across stakeholders - States/UTs, Indian Missions, industry, and others. The PMU will function as an extended arm of the Ministry of Tourism.

(i) Procurement Support

- Provide support in managing procurement processes, including drafting of RFPs, bid process management, production and agency onboarding for branding, marketing, and promotion-related assignments.
- Facilitate procurement and onboarding of specialized partners for joint marketing initiatives, event support, and data analytics tools as required.

(ii) Strategy and Planning Support

- Assist in reviewing strategic initiatives and developing an annual activity calendar in coordination with agency/ies on boarded in the Ministry.
- Align campaigns and activities with the Ministry's goals, stakeholder expectations, evolving consumer trends, and international benchmarks.
- Facilitate integration of State/UT perspectives, Indian Missions, and industry viewpoints into national tourism promotion plans.
- Provide strategic input for joint marketing campaigns with States/UTs, private partners, and industry associations.
- Develop thematic strategies to support major tourism-related events, festivals, and international expos, ensuring alignment with the Ministry's brand vision.
- Leverage big data analytics and social media intelligence to inform content planning, audience targeting, and sentiment mapping.

(iii) Monitoring and Coordination

- Coordinate with marketing agencies, State Governments, Indian Missions, and other stakeholders for timely execution.
- Maintain implementation trackers and oversee monthly progress monitoring.
- Organize and manage review meetings, prepare status updates, and ensure follow-ups.
- Monitor performance against predefined timelines and Key Performance Indicators(KPIs).
- Create and manage a central repository of plans, reports, campaign assets, and deliverables.
- Identify delays, quality issues, or deviations, and support timely corrective measures.
- Track the performance of joint marketing partnerships, event activations, and social media campaigns to ensure effectiveness and Impact.
- To evaluate work performed by Brand Agency against Scope of Work.

(iv) Knowledge Management

- Review creative outputs, media strategies, and campaign assets for consistency with brand identity and alignment with overall strategy.
- Document innovations, best practices, learnings, and success stories, including those from co-branded efforts and collaborative event-based promotions.
- Prepare briefs, presentations, reports, and knowledge products for internal and external dissemination.
- Generate insights from big data analysis, such as tourism trends, traveller behaviour, and content performance, to enhance future planning.
- Track and document the impact of social media activations and influencer collaborations, contributing to a robust content knowledge base.

2. ROLES & RESPONSIBILITIES

The Management Consultant shall have the following roles & responsibilities:

Sn.	Designation	Roles & Responsibilities (R&R)
1	Team Leader (1 No.)	The Team Leader will be responsible for overall leadership and management of the PMU team, acting as the single point of contact with the Ministry of Tourism. The role includes developing and overseeing annual and work plans, ensuring alignment of all activities with the Ministry's goals, evolving trends, and global best practices. The Team Leader will integrate inputs from States/UTs, Indian Missions, and industry stakeholders into planning and execution, monitor deliverables, timelines, and budgets, and take corrective measures where required. The position will also involve facilitating stakeholder consultations, review meetings, and workshops, reviewing campaign strategies and creative outputs for brand consistency, and presenting periodic reports and recommendations to the Ministry.
2	Programme Management Consultant (2 Nos.)	The Programme Management Consultants will support the preparation and updating of activity calendars and implementation plans, and coordinate with agencies, State/UT Governments, Indian Missions, and other stakeholders for execution. They will track progress against timelines and KPIs, identify delays or issues, and assist in implementing corrective actions. The role will include organising stakeholder meetings and events, maintaining a central repository of plans, reports, and campaign assets, documenting best practices and learnings, and providing support in procurement processes such as drafting RFPs and evaluating bids.
3	Research Associate (1 No.)	The Research Associate will be responsible for conducting research on tourism trends, marketing practices, and global benchmarks, as well as analysing campaign performance to

		prepare insight reports. The role includes benchmarking India's initiatives against competitor destinations, maintaining a knowledge repository of studies and case studies, and supporting the ministry in compiling data, preparing presentations, and developing dashboards. The Research Associate will also assist in stakeholder engagement activities and provide research-based inputs for planning and implementation.
--	--	---

3. ENGAGEMENT PERIOD

The Programme Management Unit shall be appointed for a period of Two (2) years that can be extended further for additional period of One (1) years on same terms and condition of the RFP.

4. AGENCY OFFICE TO BE IN DELHI/ NCR

The Agency shall have/ establish an office in Delhi/NCR, for efficient and coordinated performance of its services. All personnel shall be deployed at Ministry of Tourism during the period of the assignment.

5. PAYMENT SCHEDULE

The payment on account of manpower shall be made by the Ministry of Tourism on Quarterly basis upon submission of invoice along with detailed performance report, duly recommended by the Consultancy Monitoring Committee(CMC).

Appendices

APPENDIX-I
(See Clause 2.1.3)

TECHNICAL PROPOSAL

Form-1: Letter of Proposal
(On Applicant Firm's letter head)

(Date and Reference)

To,

The Deputy Director General (MP&IC)
Ministry of Tourism,
Government of India

Sub: Request for Proposal (RFP) for _____

Dear Ma'am,

1. With reference to your RFP Document dated, I/We, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection of Programme Management Unit for _____. The proposal is unconditional and unqualified.
2. I/We acknowledge that the Authority will be relying on the information provided in the Proposal and the documents accompanying the Proposal for selection of the Consultant, and we certify that all information provided in the Proposal and in the Appendices is true and correct, nothing has been omitted which renders such information misleading; and all documents accompanying such Proposal are true copies of their respective originals.
3. This statement is made for the express purpose of appointment as the Programme Management Unit for the aforesaid engagement.
4. I/We shall make available to the Authority any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
5. I/We acknowledge the right of the Authority to reject our application

without assigning any reason or otherwise and hereby waive our right to challenge the same on any account whatsoever.

6. I/We certify that in the last three years, we or any of our Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant Firm, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. I/We declare that:
 - a. I/We have examined and have no reservations to the RFP Documents, including any Addendum issued by the Authority;
 - b. I/We do not have any conflict of interest in accordance with Clause 2.3 of the RFP Document;
 - c. I/We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in Clause 4.3 of the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with the Authority or any other public sector enterprise or any government, Central or State; and
 - d. I/We hereby certify that we have taken steps to ensure that in conformity with the provisions of Section 4 of the RFP, no person acting for us or on our behalf will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
8. I/We understand that you may cancel the Selection Process at any time and that you are neither bound to accept any Proposal that you may receive nor to select the Consultant, without incurring any liability to the Applicant Firm in accordance with Clause 2.8 of the RFP document.
9. I/We certify that in regard to matters other than security and integrity of the country, we or any of our Associates have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Consultancy for the Project or which relates to a grave offence that

outrages the moral sense of the community.

11. I/We further certify that in regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.
12. I/We further certify that no investigation by a regulatory authority is pending either against us or against our Associates or against our CEO or any of our Directors / Managers / employees.
13. I/We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by the Authority [and/ or the Government of India] in connection with the selection of Consultant or in connection with the Selection Process itself in respect of the above mentioned Project.
14. A bid securing declaration is attached, in accordance with the RFP document.
15. I/We agree and understand that the proposal is subject to the provisions of the RFP document. In no case, shall I/we have any claim or right of whatsoever nature if the Consultancy for the Project is not awarded to me/us or our proposal is not opened or rejected.
16. I/We agree to keep this offer valid for 90 (ninety) days from the PDD specified in the RFP.
17. A Power of Attorney in favor of the authorized signatory to sign and submit this Proposal and documents is attached herewith in Form 3.
18. I/We have studied RFP and all other documents carefully. We understand that except to the extent as expressly set forth in the RFP document, we shall have no claim, right or title arising out of any documents or information provided to us by the Authority or in respect of any matter arising out of or concerning or relating to the Selection Process including the award of Consultancy.
19. The Financial Proposal is being submitted in a separate cover. This Technical Proposal read with the Financial Proposal shall constitute the Application which shall be binding on us.

20. I/We agree and undertake to abide by all the terms and conditions of the RFP Document.

In witness thereof, I/we submit this Proposal under and in accordance with the terms of the RFP Document.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

(Name and seal of the Applicant Firm)

APPENDIX-I

Form-2: Particulars of the Applicant Firm

1.1	<ul style="list-style-type: none"> • Name of Firm: • Legal status (e.g. sole proprietorship or partnership): • Country of incorporation: • Registered address: • Year of Incorporation: • Year of commencement of business: • Principal place of business: • Name, designation, address and phone numbers of authorized signatory of the Applicant Firm: • Name: • Designation: • Company: Address: • Phone No.: • Fax No. : • E-mail address:
1.2	<p>For the Applicant Firm, state the following information:</p> <ul style="list-style-type: none"> i. In case of non-Indian Firm, does the Firm have business presence in India? Yes/No .If Yes, provide the office address(es) in India. ii. Has the Applicant Firm ever failed to complete any work awarded to it by any public authority/ entity in last five years? Yes/No iii. Has the Applicant Firm been blacklisted by any Government department/Public Sector Undertaking in the last five years?

	<p>Yes/No</p> <p>iv. Has the Applicant Firm, suffered bankruptcy/insolvency in the last five years? Yes/No</p> <p>Note: If answer to any of the questions at (ii) to (v) is yes, the Applicant Firm is not eligible for this consultancy assignment.</p>
	<p>(Signature, name and designation of the authorized signatory) Company Stamp</p> <p>For and on behalf of</p>

APPENDIX-I

Form-3: Power of Attorney

Know all men by these presents, we, (name of Firm and address of the registered office) do hereby constitute, nominate, appoint and authorize Mr. / Ms..... son/daughter/wife and presently residing at, who is presently employed with/retained by us and holding the position of as our true and lawful attorney (hereinafter referred to as the “Authorized Representative”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our proposal for Selection of Programme Management Unit for Marketing, Promotion and International Cooperation Division by Ministry of Tourism, Government of India, (the “Authority”) including but not limited to signing and submission of all applications, proposals and other documents and writings, participating in pre-bid and other conferences and providing information/ responses to the Authority, representing us in all matters before the Authority, signing and execution of all contracts and undertakings consequent to acceptance of our proposal and generally dealing with the Authority in all matters in connection with or relating to or arising out of our Proposal for the said Project and/or upon letter of award thereof to us.

AND, we do hereby agree to ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Authorized Representative pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Authorized Representative in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,..... THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS..... DAY OF, 2025.

For
(Signature, name, designation and address)

Witnesses:

1.

2.

Notarized

Accepted

.....

(Signature, name, designation and address of the Attorney)

APPENDIX-I

Form-4: Financial Capacity of the Applicant Firm

(Refer Clause 2.2.2 (b))

S. No.	Financial Year	Annual Revenue (In Rs. crore)
1.		
2.		
3.		

Certificate from the Statutory Auditor*

This is to certify that..... (Name of the Applicant Firm) has received the payments shown above against the respective years on account of professional fees.

(Signature, name and designation of the authorized signatory)

Date:

Name and seal of the audit firm:

* In case the Applicant Firm does not have a statutory auditor, it shall provide the certificate from its chartered accountant that ordinarily audits the annual accounts of the Applicant Firm.

Note: Please do not attach any printed Annual Financial Statement.

APPENDIX-I

Form-5: Abstract of Eligible Assignments of the Applicant Firm

(Refer Clause 3.1)

S. No.	Name of Project	Name of Client	Estimated capital cost of Project (in Rs. lacs)	Professional Fees received by the Applicant Firm (in Rs. lacs)
(1)	(2)	(3)	(4)	(5)
Project listed for 3.1.4 (a)				
Project listed for 3.1.4 (b)				
Project listed for 3.1.4 (c)				

This is to certify that the above information is correct as per the accounts of the Applicant Firm and/ or the clients.

(Signature, name and designation of the Firms authorized signatory/ Statutory Auditor/ CA)

Date:

Note: Projects enlisted to be detailed as per Form 6.

APPENDIX-I

Form-6: Eligible Assignments of Applicant Firm (category wise a/b/c)

(Refer Clause 3.1.4)

1	Assignment name:	
2	Client Name:	
3	Location	
4	Approx. value of the contract (in current Rs. crores):	
5	Payment received by the Applicant Firm as professional fees (in Rs. crore):	
6	Duration of assignment (months):	
7	Start date (month/year): Completion date (month/year):	
8	Description of Project:	
9	Description of actual services performed:	

Note: Use separate sheet for each eligible assignment.

APPENDIX-I

Form-7: Particular of Key personnel

(Refer Clause 3.1.6)

Name of Position	Name	Educational Qualification	Years of Experience

APPENDIX-I

Form-8: Curriculum Vitae (CV) of Key Personnel

1. Proposed Position:

2. Name of Personnel:

3. Date of Birth:

4. Nationality:

5. Educational Qualifications:

Name of Course	Name of Institution / University	Year of Passing

6. Employment Record:

(Starting with present position, list every employment held in reverse order.)

Name of Organization	Designation	From	To

1. List of relevant projects on which the Personnel has worked

(Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the assigned position.)

S. No.	Project Details
	Name of assignment or project: Year: Location: Client: Main project features: Positions held:

	Activities performed:
	<i>(Use additional rows for each project)</i>

Certification:

- a. I am willing to undertake the work and I will be available for entire duration of the assignment as required.
- b. I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience.

(Signature and name of the Key Personnel)

Place.....

(Signature and name of the authorised signatory of the Applicant Firm)

Notes:

- (i) Use separate form for each Key Personnel
- (ii) Additional rows may be added as required

APPENDIX-I

Form-9: Proposed Approach and Methodology (not more than 10 pages)

The various components under the section can be divided into below components:

1. Understanding of TOR

In this sub section the Applicant Firm shall clearly state its understanding of the TOR and also highlight its important aspects. The Applicant Firm may supplement various requirements of the TOR and also make precise suggestions if it considers this would bring more clarity and assist in achieving the objectives laid down in the TOR.

2. Approach & Methodology

In this sub section you should explain your approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Section should highlight the problems being addressed and their importance, and explain the technical approach proposed to address them. Proposed methodology should be detailed and compatibility with the proposed approach should be highlighted. A list of the final documents, including reports, templates and tables to be delivered as final output, should be included here.

APPENDIX-I

Form-10: Bid Security Declaration

(On Bidder's letter head)

(Date and Reference)

To,

The Deputy Director General (MP&IC)
Ministry of Tourism,
Government of India

Subject: Bid Security Declaration

We, the undersigned, declare that:

We understand that, accordingly to your conditions, bids must be supported by a Bid-Securing Declaration.

We accept that we will be automatically suspended from being eligible for bidding in any contract with the Ministry of Tourism for the period of 3 years from the date of PDD, if we are in breach of our obligation(s) under the bid conditions, if we:

- (a). Are engaged in any of the prohibited (fraud and corrupt) practice specified in section 4 of the RFP.
- (b). Withdraw our Bid during the period of bid validity as specified in the RFP document and as extended by the Bidder from time to time.
- (c). Are found to have a conflict of interest as specified in clause 2.4.

Signed:

[(Signature, name and designation of the authorized signatory)]

APPENDIX – II: FINANCIAL PROPOSAL

Form-1: Covering Letter

(On Applicant Firm's letter head)

(Date and Reference)

To,

The Deputy Director General (MP&IC)

Ministry of Tourism,

Government of India

Sub: Request for Proposal (RFP) for _____

Dear Madam,

I/We, (Applicant Firm's name) herewith enclose the Financial Proposal for selection of my/our firm as consultant for above.

I/We agree that this offer shall remain valid for a period of 90 (ninety) days from the Proposal Due Date or such further period as may be mutually agreed upon.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

Note: The Financial Proposal is to be submitted strictly as per forms given in the RFP.

APPENDIX-II
(See Clause 2.1.3)

Form-2: FINANCIAL PROPOSAL FOR THE ASSIGNMENT

S. No.	Resource	Total Consultancy Fee per resource per month: excluding GST (in INR)
1	Team Leader	
2	Programme Management Consultant 1	
3	Programme Management Consultant 2	
4	Research Associate	
5	Total Professional Fee for period of 1 Month in Figures (in INR)	
6	Total Professional Fee for period of 24 months in Figures (in INR) (S. No. 8) X 24 (Final Quote)	

Above amount is excluding GST which shall be paid as per applicable law and would be paid extra.

(Signature, name and designation of the authorized signatory)

NOTE:

1. The **‘Total Professional Fee for period of 24 Months’** would be taken into account for evaluation of the financial bid.
2. In case of any discrepancy between the amounts in figures and in words, the **amount in words shall take as the final quoted amount.**
3. In case of any requirement for fees to be calculated per day, the amount indicated in the column of monthly fee will be divided by 30.

4. MoT reserves the **right to vary the deployment schedule** of the experts by giving appropriate notice period.
5. MoT shall provide office space and communication facilities for the consultants.

CHECKLIST FOR BID PREPARATION

Bid should have One Envelope containing Two Envelopes Duly marked “Technical Proposal” & “Financial Proposal”.

Technical Proposal should have following Forms

Appendix – I: Technical Proposal

- Form 1 : Letter of Proposal
- Form 2 : Particulars of the Applicant Firm
- Form 3 : Power of Attorney
- Form 4 : Financial Capacity of the Applicant Firm
- Form 5 : Abstract of Eligible Assignments of the Applicant Firm
- Form 6 : Eligible Assignments of Applicant Firm
- Form 7 : Particulars of Key Personnel
- Form 8 : Curriculum Vitae (CV) of Key Personnel
- Form 9 : Proposed Approach & Methodology
- Form 10 : Bid Security Declaration

Appendix – II: Financial Proposal

- Form 1 : Covering Letter
- Form 2 : Financial Proposal

Note:

- The index of the bid should clearly reflect the list of documents requested in the technical bid and financial bid.
- All pages in the bid should be numbered and indexing should reflect relevant page numbers where the requested documents are placed.