



**THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
TOURISM & CULTURE DEPARTMENT**

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Expression of Interest (EoI)

For

Appointment of Management Consultants (PMU)

For

**Formulation and implementation of Tourism Investment Promotion
Policy, Event Management Planning, Investment Attraction,
Investment Grounding, Tourism Investor Summit and Tourism
Promotion Branding Strategy**

For

The Department of Tourism UT, Ladakh.

**Tourism Department of Ladakh
Commissioner/Secretary, Administration of Union Territory of
Ladakh,
UT, Secretariat, Pin code - 194101
Tel. 01982-257561, E-Mail: comsecytourismutl@gmail.com**

Expression of Interest (EOI) for PMU in Tourism Department, Ladakh
Dated: 28 January 2021

Subject: Notice inviting Expression of Interest (EOI) for Appointment of Management Consultant (PMU) for Formulation and implementation of Tourism Investment Promotion Policy, Event Management Planning, Investment Attraction, Investment Grounding, Tourism Investor Summit and Tourism Promotion Branding Strategy

For and on behalf of the Administration of UT Ladakh, the Department of Tourism UT, Ladakh invites proposals, for Expression of Interest (EOI) followed by Request for Proposal (RFP) from eligible and experienced management consulting firms for providing their services for "Formulation and implementation of Tourism Investment Promotion Policy, Event Management Planning, Investment Attraction, Investment Grounding, Tourism Investor Summit and Tourism Promotion Branding Strategy" to the UT of Ladakh."

Interested consulting firms meeting their eligibility criteria may submit the complete proposals, in prescribed format along with requisite documents/certificates including receipt of document fee of INR 10,000 (Paid in favor Commissioner/Secretary, Administration of Union Territory of Ladakh). After compiling the bid, the bidder need to upload the bid online on e-tender website www.tenders.ladakh.gov.in Proposal without the document fees will not be accepted. The detailed notice for EOI containing scope of work and details shall be available on e-procurement portal of Ladakh www.tenders.ladakh.gov.in with the schedule of critical dates as below:

1	Date of issue notice for this EOI	28 Jan 2021
2	Date of Start of downloading	28 Jan 2021
3	Last date for receipt of requests for clarifications	4 Feb 2021
4	Response to Pre-bid queries	8 Feb 2021
5	EOI submission start date	28 Jan 2021
6	EOI End date	18 Feb 2021 till 1500 hours
7	Date and time for opening of EOI	18 Feb 2021 at 1600 hours

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1. Expression of Interest(EoI) – Summary

S.No	Key Information	Details
1	Project Title	Appointment of Management Consultants (PMU) for formulation and implementation of Tourism Investment Promotion Policy, Event Management Planning, Investment Attraction, Investment Grounding, Tourism Investor Summit and Tourism Promotion Branding Strategy
2	EOI inviting Authority	Department of Tourism UT, Ladakh
3	Envisaged Project Component	<ul style="list-style-type: none">• Investment promotion and investor facilitation for Tourism sector• Preparation and implementation of Ladakh Tourism InvestmentPromotion Policy• Investment Promotion of Film Tourism• Branding and Marketing• Digital Promotion• Tourism Investor Summit• Promotion of Rural Tourism
4	Cost of EoI document	INR 10,000 Only
5	EoI Due date	18 Feb 2021
6	EoI Validity	180 days
7	Consortium/Joint Venture	No
8	Eligibility Criteria	As per clause no 4 of this documents

2. Introduction

Ladakh has been recently granted the status of Union Territory by the Government of India. Ladakh is a mountainous region and a cold desert place in the world having unbelievable and fantastic landscape which is extremely breathtaking and worth to experience.

Ladakh is surrounded by the world's highest mountain ranges, Karakoram and Great Himalayas. It is an exotic destination considered as the highest plateau lying at an altitude of 9,800 ft

Ladakh is a unique place in the Indian subcontinent by virtue of its location, topography, rich culture, history, religion and natural heritage and is one of the most popular and prime destination for the domestic and foreign tourists as well as for the scholars, intellectuals and researchers worldwide. But, still the UT's full potential needs to be tapped, as it has huge potential for development of tourism and job creations. Various themes which are unique and specific in UT Ladakh such as Culture, Heritage, Wildlife, Conservation, Eco Tourism, Home Stays, and Adventure Tourism etc. can be best used to attract tourists. Such theme-based tourist circuits will be developed in a manner that supports communities, provides employment and encourage social integration without comprising the environmental concerns and provides unique experiences to the tourists.

Tourism is one of the main livelihoods of the people of UT, Ladakh and its branding & promotion in India and abroad is need of the hour by giving more attention and focus on Brand Ladakh and its sale, so that more and more avenues for the youths can be created to get employment opportunities, besides an overall rise in the per-capita income of Ladakh.

Consequent upon the formation of Union Territory, there is renewed impetus to develop the region and tap the tourism potential of the UT, Ladakh. Keeping this in view, the Department of Tourism, Ladakh aims to promote Ladakh region as Tourist Destination by undertaking below activities;

- Investment promotion and investor facilitation for Tourism sector
- Preparation and implementation of Ladakh Tourism Investment Promotion Policy
- Investment Promotion of Film Tourism
- Branding and Marketing
- Digital Promotion
- Tourism Investor Summit
- Promotion of Rural Tourism

3. Project Objective

As part of its strategy to enhance tourism in the Ladakh, Department of Tourism UT, Ladakh wishes to engage management consultant to promote Ladakh for attracting investments, branding of Ladakh as the tourism hub and attract tourist from across the world throughout the year.

4. Minimum Eligibility Criteria

The bidder shall meet the minimum eligibility criteria. The bidder must have registration certificate, registration under Labour Laws Contract Act, valid sales tax registration certificate and valid service tax/ GST registration certificate, whichever is applicable, for this Consulting Tender. Any kind of consortium will not be permitted.

Criteria	Requirements	Documentary Evidence
Legal Entity	The bidder should be a single Business Entity. (Any kind of consortium is not allowed). For the purpose of this Invitation for EoI, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008, or any other legal entity and operating for the last 10 years in Business Consulting	Certificates of Registration/ Incorporation
Financial Capacity	The bidder should have minimum average annual turnover of INR 5 crore (Five Crore) from Indian operations in business consulting/ advisory services in previous three financial years (FY 2016-17, 2017-18 and 2018-19)	Certificate from Statutory auditor /audited financial statements for the three previous financial years.)
Bidder Experience	The Bidder should have executed at least two (02) tourism promotion projects in any State/Central/ UT Government in India in the last 5 (five) years	Work Order/ certificate from client/ agreement/ Letter of Award and Completion Certificate
Bidder Experience	The Bidder should have executed at least one (01) promotion/ branding/ investment attraction project in India in the last 5 (five) years	Work Order/ certificate from client/ agreement/ Letter of Award and Completion Certificate
Blacklisting	The Bidder should not have been blacklisted/ banned/ debarred from participation by any Government as on bid due date	Self-certification.

5. Scope of Work

The Scope of Work for the proposed engagement will primarily consist of the following:

I. Investment Promotion and Investor facilitation for Tourism sector

- a. Assist in organizing domestic/international road shows and investor outreach initiatives

- a. Assist in organizing domestic/international road shows and investor outreach initiatives to attract tourism sector investments
- b. Provide knowledge support in implementation of various tourism promotion campaigns to be implemented in coordination with other media/ PR agencies, including IT support
- c. Formulate and execute an annual Investment strategy and business plan for attracting investments from new geographies /key partner state/countries to Ladakh's limited to Tourism sector.
- d. Assist in review of investment proposals for tourism projects to be placed to Empowered Committee (EC), single window system for any incentives and clearances
- e. Coordinate with the national and international investors, diplomatic missions, Foreign Consulates, High Commissions and embassies for meetings to discuss investment opportunities
- f. Support as partner for international and national roadshows for tourism promotion for maximizing tourist footfall and attraction of investment
- g. Support in participation in Global Tourism Events such as ITB Berlin, WTM London, PATA etc
- h. Liaison with the Government of India and various state departments for complying with various requirements in getting approvals for fund/ grant disbursement for Tourism infrastructure development.
- i. Sensitization of Industry/ potential beneficiaries on the various Govt. of Ladakh's Tourism promotion & incentive schemes and its benefits through workshops and other channels.
- j. Support in all the investor aftercare activities (State investor Summit, etc) by carrying out handholding and tracking of Investments etc.,
- k. Preparation of content for promotional materials and marketing collaterals such as destination profiles, Ladakh's competitiveness profile, Investor guide, Project profiles etc.
- l. Preparation of content for road shows and investor summit
- m. Provide a database of potential investors from India and abroad and carry out a contact program to reach out to them
- n. Maintain a database of leads and investment interest registered by various investors.
- o. Identify and assess the implementation issues for the projects and organize one-to-one meeting with the investors and govt. officials to resolve the same
- p. Help assist the designing project specific MoUs/ Investment Intentions document/ Strategic Partnership documents
- q. Provide assistance in follow up with investors and in tracking progress of MOU & projects
- r. Provide tracking assistance for monitoring cases from lead generation to hand holding them to reach setting up of project.

II. Creation Tourism Promotion and Investment Attraction Policy

- a. To review and draft tourism promotion policy of the UT, benchmark it with tourism policies of other States and countries and suggest measurable steps/ changes/ targets to be taken up in the policy to develop tourism in the state on fast mode, keeping in

- view the best practices followed elsewhere.
- b. Study various successful tourism models from promotion perspective, investment attraction, creating tourism eco-system in the UT – Kashmir, Himachal Pradesh, Gujarat, Kerala, etc.
 - c. To undertake stakeholder consultation to incorporate maximum local experience in the policy.
 - d. To reach out to potential investors and engage with them to discuss the incentive framework available for the tourism units in the UT
 - e. To support in creating specific schemes to design new incentives in addition to State Tourism Policy for identified eligible unit.
 - f. Providing handholding support in implementation of Ladakh's Tourism Promotion Policy
 - g. Develop Procedures and Guidelines for overall development of tourism in the UT
 - h. Prepare SoPs, document templates and checklist for incentives disbursal
 - i. Assist the department in scrutiny and verification of the applications received for registration as per the approved parameters in the guidelines.
 - j. Assist the department in maintenance of inventory of applications (CAF) of investors for the UT.
 - k. Assist the department in checking, scrutinizing the forms for disbursement of incentives/claims as per the guidelines.
 - l. To check the physical progress along with Government of Ladakh officials of the tourism projects setup under the policy.
 - m. To prepare the various research papers/technical papers/base papers underlining the process, challenges and lessons learnt.

III. Film Tourism Promotion and support in Single Window for Film approvals

- a. Establishing processes and procedures for Single Window Cell operations
- b. Create SOPs and user guides for all the stakeholders involved
- c. Assist in development of Single Window Portal for Film approvals (by 3rd Party)
- d. Assist in identification of locations for film shooting and preparation of Location compendium with details on location, local technical assistance, details on approvals and facilities
- e. Reach out to Producers, Directors, etc. to invite them to shoot in Ladakh
- f. Branding and Promotion
 - i. Branding and marketing plan development including social media marketing plan.
 - ii. Event calendar preparation.
 - iii. International tie-ups and exchange collaborations

IV. Branding & Marketing

- a. Marketing, Positioning, Brand building and Product development
- b. Development of a media & PR plan, Outreach campaigns development and implementation in support of Media/PR partner
- c. Assisting the Media/PR agency with knowledge support

- d. Development of knowledge and marketing collaterals
- e. Pre-& Post event follow ups for tourism events including G2B meetings
- f. Monitoring and Evaluation of Social media outreach campaigns by Media/PR agency
- g. Development of case studies and success stories from the UT

V. Digital Promotion

- a. Assisting department in conceptualization, monitoring and evaluation of the departmental portal development for tourism promotion (done through 3rd party)
- b. Assist in promotion of Ladakh tourism using various digital platforms such as Twitter, Instagram, Facebook etc
- c. Development of an integrated dashboard for all tourism related activities and assets in the UT
- d. Prepare collaterals and periodically update information on digital platforms to attract tourists to the UT
- e. Prepare collaterals promotional campaigns to create excitement about various tourism circuits, events, Melas, fests, etc.

VI. Tourism Investor Summit

- a. Provide knowledge content and design & develop various marketing collaterals and materials such as UT pitch presentation, tourism sector profiles, region profiles, Ladakh competitiveness profile, investor guide for Ladakh, project profiles
- b. Arrange one-to-one meetings with leading corporate houses at both national and international level on the sidelines of each roadshow / sub event.
- c. Leverage country-based desks/trade agencies for direct focus on investors to facilitate investment; Assist the state to participate in multi-lateral forums, trade fairs and conferences; collaborate with global embassies, chambers of commerce and business councils and invite overseas participants, Trade Commissioners etc
- d. Support in conduct of Ladakh Tourism Summit

6. Preparation and Submission of EoI

6.1. Language

EoI, supporting documents/ Certificate, related correspondence and any other matter shall be made in English.

6.2. Validity

The EoI Shall remain valid for a period not less than six months from the EoI due date

6.3. Submission

The EoI shall be submitted in e-mode in the format described in Appendix-1 and 2 addressed as detailed below on or before due date:

Address for Submission:

To,

The Commissioner/Secretary, Administration of Union Territory of Ladakh,
UT, Secretariat, Pin code - 194101
Tel. 01982-257561, E-Mail: comsecytourismutl@gmail.com

6.4. Due Date

The applicant shall submit their EoI in e-mode along with essential documents on or before EoI due date 18 Feb 2021

6.5. Selection Criteria

The selection of the applicant will be made only from those who fulfill the minimum eligibility criteria (clause 4). Department of tourism will float to Request of Proposal (RFP) to the shortlisted bidders for selection to be done Quality cum Cost Basis.

6.6. Final decision-making authority

The Commissioner/Secretary, Administration of Union Territory of Ladakh reserves the right to accept or reject any/ all applicant without assigning any reasons or incurring any liability to the applicants.

Appendix 1

Proposal Covering Letter

Date:

To,

The Commissioner/Secretary, Administration of Union Territory of Ladakh,
UT, Secretariat, Pin code - 194101
Tel. 01982-257561, E-Mail: comsecytourismutl@gmail.com

Dear Sir,

We (Name of the bidder) hereby submit our proposal (Expression of Interest) with reference to tender for appointment of Management Consultants (PMU) for formulation and implementation of Tourism Investment Promotion Policy, Event Management Planning, Investment Attraction, Investment Grounding, Tourism Investor Summit and Tourism Promotion Branding Strategy and confirm that:

1. All information provided in this proposal and in the attachments is true and correct to the best of our knowledge and belief.
2. We shall make available any additional information if required to verify the correctness of the above statement.
3. Certified that the period of validity of bids is 180 days from the last date of submission of proposal, and
4. We the Bidders are not under a Declaration of Ineligibility for corrupt or fraudulent practices or blacklisted as on bid due date by any of the Government agencies.
5. Department of Tourism, Government of Ladakh may contact the following person for further information regarding this tender:
 - a. Name and full address of office, Contact No., Email ID, Company Name
6. We are submitting our proposal as per Minimum Eligibility Criteria s defined in this EoI.

Yours sincerely,

Signature

Full name of signatory

Designation

Name of the bidder (firm etc.)

Appendix 2

Minimum Eligibility Criteria

Criteria	Requirements	Documentary Evidence
Legal Entity	The bidder should be a single Business Entity. (Any kind of consortium is not allowed). For the purpose of this Invitation for EoI, a Business Entity shall mean a company registered in India under the Companies Act 1956, or a partnership firm registered under the Limited Liability Partnership Act of 2008, or any other legal entity and operating for the last 10 years in Business Consulting	Certificates of Registration/ Incorporation
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