



ANDHRA PRADESH TOURISM AUTHORITY

GOVERNMENT OF ANDHRA PRADESH

1. Andhra Pradesh Tourism Authority (APTA) is a statutory body created by Government of Andhra Pradesh for the development of Tourism and Tourism industry in Andhra Pradesh.
2. APTA is in need of active, knowledgeable persons with positive attitude wanting to contribute to tourism development on Consultancy on periodic basis for the development of Museums in Andhra Pradesh. Working persons from leading private sector organization / serving or retired staff of central government/PSUs/State governments/Autonomous bodies/ independent consultants are also welcome to apply. In-service officers of Government of Andhra Pradesh having minimum three years of service to superannuation are also encouraged to apply on deputation.
3. This position is contractual for 2 (two) years.
4. Salary is not a constraint for the right candidate.

Important information

- (a) Last date to submit the resumes till **05.00 PM on 19 Sep 2018**.
- (b) Applicants are requested to send their Resumes in WORD/ PDF format to bitc.vja@gmail.com with the subject line clearly mentioning the position applied for along with scanned copies of qualifications and experiences.
- (c) Resumes submitted without mentioning the position applying in the subject line of the mail shall be summarily rejected.
- (d) Headquarters of Andhra Pradesh Tourism Authority shall be Vijayawada.
- (e) If no suitable candidate is found, the selection committee has the right to choose candidate with other qualifications. Decision of the Selection committee is final. Applicants shall be shortlisted based on the information provided in the resume.

Consultancy Services for- Museums

Brief about the role: The incumbent shall be responsible for design and preparation of Masterplan for the upgradation of old museums and new museums depicting heritage and culture of Andhra Pradesh from a tourism perspective through Museums. Consultant shall be responsible for design, Masterplan existing and establish new Heritage Centers and Culture Museums and also advise Strategy for development and maintenance of Heritage Sites across the State of Andhra Pradesh.

Background

Andhra Pradesh Tourism proposes to engage Consultants of National and International repute to design, master plan existing and establish new Heritage Centers and Culture Museums and also advise Strategy for development and maintenance of Heritage Sites across the State of Andhra Pradesh from the point of view of Tourists and Archeologists. The following Museums need to be developed on priority basis with approximate budget mentioned:

- a) Bapu Museum at Vijayawada- approximate budget Rs. 8 – 10 crores
- b) Eluru Museum approximate budget Rs. 3 - 4 crores
- c) Ananthpuramu approximate budget Rs. 3 – 4 crores.

Existing Museums at the following places:

- i. Visakhapatnam
- ii. Kakinada
- iii. Rajahmundry
- iv. Guntur
- v. Nellore
- vi. Kadapa
- vii. Kurnool

Buildings completed and Museums to be established:

- i. Vizianagaram
- ii. Eluru
- iii. Vijayawada

Places where new buildings coming up:

- i. Ananthpuramu (under construction)
- ii. Mylavaram

Museums to be planned at the following places:

- i. Srikakulam (sites to be identified)
- ii. Prakasam (sites to be identified), etc

Scope of work

The following professional framework is envisaged for the Consultant to deliver working with the local professional staff and through them the primary stakeholders. Museums will be developed as the experiential hub that introduces visitors to the place Heritage and its places of significance. It will be the nerve centre providing an immersion to the self-guided Heritage Walk, responsible tourism, creativity and culture and pilgrimage activities.

Museums must include the collections and storytelling aggregates that bring together all forms of heritage into one seamless narrative for creativity and tourism development and Cultural Trails. It should provide a holistic immersion to the tangible and intangible, natural and cultural, movable and immovable heritage of the place as the nucleus.

Museums must strictly adhere to the Code of Ethics and Cultural Diversity Charter of the International Council of Museums and UNESCO Conventions and Charters. It will use state of the art immersions with VR/AR and educational programming complementing tactile engagement. It will be a demonstration project in AP for setting international standards in heritage tourism.

- 1) As part of the development of Museums, the consultant is required to study the comparable cultural and heritage sites and buildings of similar size elsewhere and aim for optimal experiential redesign and development of the available building and land parcel.
- 2) A preliminary Master Plan for Museums and Heritage Centers must be prepared. The Master Plan must also show the location of the building and site with reference to major land marks in the vicinity including Geo-referenced coordinates of the Heritage Town.
- 3) Museum must become a totally Green and Clean facility and the first of its kind that is carbon neutral in India.
- 4) Architectural plan shall indicate the existing building and surrounding area and its modifications to bring it up to international standards for conservation, display and public programming.
- 5) The Museum / Heritage Center site circulation and access plans shall show the transportation aspects including access, internal pathways.
- 6) The consultant shall be required to work with BITC in identifying suitable project components and corresponding exhibit, educational and creative programming spaces to ensure proper use of the building and site for priority projects. The consultant shall exercise due diligence in proposing the components and their design.
- 7) Consultations with concerned departments, as necessary.
- 8) To study Master Plan of Local planning Agencies to ensure that the development plans are synchronous and that the Museum / Heritage Center has the potential to become the Heritage Precinct.
- 9) Tentative cost for development of proposed site infrastructure.
- 10) Design and development plans proposed shall comply with all applicable laws under the State and Central governments.
- 11) Best practice in Operational Health and Safety measures shall become part of the plans wherever required.
- 12) Any other activity related to the Museum / Heritage Center.

Job Description	<p>The indicative role and responsibilities of this position would include:</p> <ul style="list-style-type: none"> ▪ Undertaking all aspects of archaeological and other heritage assessment work, including desktop research, field work (site inspections, client meetings, surveys, assisting with excavations), post field work data analysis and professional report writing tasks. ▪ Facility, Program, and Community Needs Assessment: To analyze and test the needs for proposed, new, renovated, or adaptive-reuse facilities and the program initiatives to meet those needs in and for the future of our specific market. ▪ Community Engagement Process: survey key stakeholders in your market to engage a broad group of cultural destination attendees, educators, and potential audiences for the facility. Public dialogue about existing and intended programs will bring the project and
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	<p>its funding options to life.</p> <ul style="list-style-type: none"> ▪ Capital and Operating Cost Estimates: To prepare estimates of new program costs, incremental operating expenses for new facilities, earned and contributed revenues, and endowment. ▪ Identify and shortlist the various heritage and cultural aspects of Andhra Pradesh which can be developed as part of tourism development in the State ▪ Identify requirements to operationalize the heritage and culture activities identified including on-boarding of relevant stakeholders ▪ Supervising or being part of project teams, which may include Government employees and/or external sub-consultants and experts in a range of professions. ▪ Working with senior team members in support of projects of various scope and size. ▪ Providing accurate and informed advice on heritage and culture matters. ▪ Reviewing the work of various stakeholders/ team members and provision of constructive feedback and support. ▪ Undertaking all aspects of archaeological and other heritage assessment work, including desktop research, field work (site inspections, client meetings, surveys, assisting with excavations), post field work data analysis and professional report writing tasks ▪ Identify and shortlist the various heritage and cultural aspects of Andhra Pradesh which can be developed as part of tourism development in the State ▪ Identify requirements to operationalize the heritage and culture activities identified including on-boarding of relevant stakeholders ▪ Working with senior team members in support of projects of various scope and size. ▪ Providing accurate and informed advice on heritage and culture matters.
<p>Minimum Qualifications</p>	<ul style="list-style-type: none"> ▪ Master’s degree in archaeology, art, history, museum studies or a related field is the minimum education requirement for museum Consultant and for Doctorate preference shall be given.
<p>Experience Requirements</p>	<p>Preferred candidates shall have following experience/ skill requirements:</p> <p style="text-align: center;"><u>Experience Requirements</u></p> <ul style="list-style-type: none"> ▪ The applicant should have an overall experience of at least 15-25 years in managing relationships at senior Government level and CXOs, particularly in Museum establishment and maintenance at National and International level. ▪ Experience of driving similar programs for a Government Ministry/ Department at the State, Central and International level is highly desirable. ▪ Experience. Depth of knowledge in feasibility studies of arts, cultural, and educational facilities should be unparalleled. ▪ Arts and Culture Savvy. To be sensitive to organization’s needs, the communities and audience you serve, and the economic realities you face. ▪ Thoughtfulness. To take the helm and guide through the many challenges and opportunities of the project. ▪ Community Engagement. To keep the lines of communication open between team members, client organizations, and stakeholders. ▪ Results. Broad range of experience in developing, renovating, and revitalizing arts and culture facilities, from concept to grand opening, will built a cultural legacy in the community. ▪ Besides other experience in Culture and Heritage, the candidate should have experience in establishment of Museum and its maintenance is mandatory with not less than 15 to 25 years’ experience. Only such candidates are eligible to apply.

	<u>IT and Soft Skills</u>
	<ul style="list-style-type: none"> ▪ Good Computing skills – Advanced skills in MS Office - Excel, Word, Powerpoint, ability to carry out efficient secondary research is necessary. ▪ Excellent written and communication skills in English ▪ Should have good interpersonal skills
Selection Process	<ul style="list-style-type: none"> ▪ Applicants shall be shortlisted based on the information provided in the resume ▪ Shortlisted candidates will be invited for interview/s

Contract Period: The Contract period for the Consultant will be 2 (two) years.