

BIDDING DOCUMENT

Issued on: 01 Oct 2018

For

Selection of consultants for Tourism Research in Andhra Pradesh

**Authority: *Andhra Pradesh Tourism Authority*
(APTA)**

*Vol I: Instructions to Bidders (ITB) and Bid Data Sheet
(BDS)*

SECTION I. INSTRUCTIONS TO BIDDERS (ITB)

Table of Clauses

| | |
|--|-----------|
| A. General..... | 5 |
| 1. Scope of Bid and Bidding Process | 5 |
| 2. Fraud and Corruption | 5 |
| 3. Eligible Bidders..... | 6 |
| 4. Conditions Sole and for consortium bids..... | 6 |
| 5. Cost of Bidding | 6 |
| B. The Bidding Documents..... | 7 |
| 6. Clarification of Bidding Documents and Pre-bid Meeting | 7 |
| 7. Amendment of Bidding Documents..... | 7 |
| C. Preparation of Bids | 7 |
| 8. Language of Bid | 7 |
| 9. Documents Comprising the Bid | 8 |
| 10. Bid Currencies..... | 8 |
| 11. Bid Fee | 8 |
| 13. Period of Validity of Bids | 9 |
| 14. Format and Signing of Bid..... | 9 |
| D. Submission of Bids | 9 |
| 15. Sealing and Marking of Bids..... | 9 |
| 16. Deadline for Submission of Bids | 10 |
| 17. Late Bids | 10 |
| E. Bid Opening and Evaluation | 10 |
| 18. Opening of Bids by Employer..... | 10 |
| 19. Clarification of Bids | 10 |
| 20. Preliminary Examination of Bids..... | 10 |
| 21. Scrutiny of Envelope I & II submissions | 11 |
| 22. Envelope III: Ranking of financial proposals | 11 |
| 23. Selecting the Successful Bidder | 11 |
| 24. Contacting the Employer..... | 12 |
| F. Post qualification and execution of Contract..... | 13 |
| 25. Employer’s Right to Accept Any Bid and to Reject Any or All Bids | 13 |
| 26. Issuance of Letter of Intent (LoI) | 13 |
| 27. Performance Security | 13 |
| B. The Bidding Documents..... | 16 |
| C. Preparation of Bids | 16 |
| D. Submission of Bids | 16 |
| E. Bid Opening and Evaluation | 16 |
| F. Post qualification and execution of Contract..... | 17 |

1 Invitation to bidders

Date: 01 Oct 2018

Sub: Selection of consultants for Tourism Research in Andhra Pradesh

Dear Sir,

- 1 Government of Andhra Pradesh – Andhra Pradesh Tourism Authority is inviting bids from consultants for Tourism Research in Andhra Pradesh.
- 2 In this regard, the Employer Invites Proposals from eligible and interested bidders in response to this RFP
- 3 The RFP document comprises of:

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| Volume I | Instructions to Bidders (ITB) Bid Data Sheet (BDS) |
| Volume II | Terms of Reference |
| Volume III | General Conditions of Contract (GCC) Special Conditions of Contract (SCC) |

4. The Request for Proposal (RFP) document can be downloaded from the website www.aptourism.gov.in from 01st Oct 2018 till 24th Oct 2018.

2 Instructions to Bidders

A. GENERAL

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| <p>1. Scope of Bid and Bidding Process</p> | <p>1.1 The Employer named in the BDS invites bids for the project, as briefly described in the BDS and specified in greater detail in these Bidding Documents.</p> <p>1.2 The timelines for the project shall be as mentioned in the BDS</p> |
| <p>2. Fraud and Corruption</p> | <p>2.1 It is the Employer’s policy to ensure bidders shall, observe the highest standard of ethical conduct during the execution of the scope of work¹. In pursuance of this objective, the Employer:</p> <p>(A) defines, for the purposes of this provision, the terms set forth below as follows:</p> <ul style="list-style-type: none"> (i) “corrupt practice” is the offering, giving, receiving or soliciting, either directly or indirectly, anything of value to improperly influence the actions of another party; (ii) “fraudulent practice” is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation; (iii) “collusive practice” is an arrangement between two or more parties designed to achieve an improper purpose, including the attempt to improperly influence the actions of another party; (iv) “coercive practice”² is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to improperly influence the actions of a party; (v) “obstructive practice” is <ul style="list-style-type: none"> (a) deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede the investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; <p style="text-align: center;">or</p> |

¹ In this context, any action taken by a bidder to influence the Bid process for undue advantage is improper.

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| | <p>(b) Acts intended to materially impede the exercise of the Employer’s inspection and audit rights.</p> <p>(B) shall reject a proposal for award if it determines that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for the Agreement in question;</p> <p>(C) Shall have the right to inspect their accounts and records and other documents relating to the bid submission and performance of the project.</p> |
| <p>3. Eligible Bidders</p> | <p>3.1 Bidders shall provide such evidence of their eligibility satisfactorily to the Employer, as the Employer may reasonably request.</p> <p>3.2 All bidders shall have to comply with the eligibility criteria to be declared “Eligible”. The eligibility criteria has been elaborated in the BDS.</p> <p>3.3 The decision of the Employer shall be final with respect to the determination of the eligibility of the Bidders.</p> <p>3.4 By submission of documentary evidence in its bid, the Bidder must establish to the Employer’s satisfaction that it has the financial and technical capability necessary to perform the scope of work, meets the qualification criteria specified in ITB 3.</p> |
| <p>4. Conditions Sole and for consortium bids</p> | <p>4.1 The bids may be submitted as a sole bid or as a consortium. In case of a consortium, the number of consortium members should as mentioned in the BDS.</p> <p>4.2 The consortium should identify a lead bidder and jointly meet the eligibility requirements as mentioned in the BDS.</p> <p>4.3 In case of a sole bidder, the sole bidder shall have to meet the eligibility requirements.</p> |
| <p>5. Cost of Bidding</p> | <p>5.1 The Bidder shall bear all costs associated with the preparation and submission of its bid including inspections to site etc., and the Employer will in no case be responsible or liable for those costs.</p> <p>5.2 The Bidder agrees that all bidding costs and expenses shall be non-refundable.</p> |

B. THE BIDDING DOCUMENTS

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| 6. Clarification of Bidding Documents and Pre-bid Meeting | <p>6.1 A prospective Bidder requiring any clarification on the Bidding Documents may notify the Employer in writing at the Employer’s address through one of the means indicated in the BDS. Similarly, if a Bidder believes any provision in the Bid documents is unacceptable, such an issue shall be raised at the earliest instance at least 1 day prior to the date of pre-bid meeting. Copies of the Queries and Employer’s response (without disclosing the source) will be sent to all prospective Bidders who have attended the pre-bid meeting</p> <p>6.2 As specified in the BDS, the Employer will schedule a pre-bid meeting at the time and place indicated in the BDS. The purpose of the meeting, will be to clarify issues and answer questions on any matter that may be raised by this stage, with particular attention to issues related to the Technical Requirements. Bidders may raise queries by email, which shall be mailed to the Employer not later than 1 day before the pre-bid meeting. Minutes of the meeting, including the queries raised and responses given, together with any responses prepared after the meeting, will be communicated to all the Bidders who have participated in the pre-bid meeting besides posting on the website. No queries in this regard shall be entertained thereafter.</p> |
| 7. Amendment of Bidding Documents | <p>7.1 At any time prior to the deadline for submission of bids, the Employer may, for any reason, whether on its own or in response to a clarification to a prospective Bidder, amend the Bidding Documents. The amendments so made, shall supersede the earlier clauses. The amendments, or addenda will be posted on the website.</p> <p>7.2 Amendments will be provided in the form of Addenda to the Bidding Documents, which will be posted on the official website of the Employer as specified in the BDS. Addenda shall be binding on the Bidders. Bidders are required to check the website for any addenda and it is deemed that the Addenda have been considered by the Bidder in its Bid.</p> <p>7.3 In order to afford reasonable time to the prospective Bidders for considering the Addenda in preparing their bids, the Employer may, at its discretion, extend the deadline for the submission of bids, in which case, the Employer will notify all Bidders by publishing it in the official website.</p> |

C. PREPARATION OF BIDS

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| 8. Language of Bid | <p>8.1 The bid prepared by the Bidder and all correspondence and documents related to the bid exchanged by the Bidder and the Employer shall be written in the language specified in the BDS.</p> |
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| <p>9 Documents Comprising the Bid</p> | <p>9.1 Each bid submitted by the Bidder shall comprise of:</p> <p>Envelope I: Pre-Qualifications proposal</p> <p>Envelope II: Technical Proposal</p> <p>Envelope III: Financial proposal</p> <p>The contents of each of the above envelopes have been detailed in Appendix I along with applicable forms & formats in subsequent appendices.</p> <p>9.2 The bid process is a single stage process where all the successful Bidder will be determined by the Employer by considering envelopes-I, II & III together as mentioned earlier</p> |
| <p>10. Bid Currencies</p> | <p>10.1 Prices shall be quoted in Indian Rupees only.</p> |
| <p>11. Bid Fee</p> | <p>11.1. All bids shall be accompanied by the bid fee, to be paid in a manner as specified in the BDS.</p> <p>11.2 Any bid submitted without the bid fee shall be summarily rejected.</p> |
| <p>12. Bid Security</p> | <p>12.1 The BDS specifies the amount and mode of submission of bid security to be submitted by the bidder for each project. The bidder shall submit the bid security for each project separately.</p> <p>12.2 Any bid not accompanied by the Bid Security shall be rejected by the Employer as non-responsive.</p> <p>12.3 The bid security of all bidders shall be retained by the Employer and shall be released within 15 days after signing of agreement with the successful Bidder.</p> <p>12.4 The Employer shall be entitled to appropriate the Bid Security and encash the bank guarantee towards compensation / damages on occurrence of any of the events specified in this RFP including:</p> <ul style="list-style-type: none"> • If a Bidder engages in a Corrupt Practice, or Fraudulent Practice, or Coercive Practice, or Undesirable Practice or Restrictive Practice • If a Bidder modifies or withdraws its Bid after opening; • If a Bidder withdraws its Bid during the interval between the Bid Due Date and expiration of Bid Validity period including extensions made by the by the Employer; • If any information or document furnished by the Bidder is found by the Employer to be misrepresenting, misleading, incorrect or untrue in any material respect. <p>12.5 In case the Successful Bidder, fails within the specified time limit -</p> <ul style="list-style-type: none"> • to acknowledge the Letter of Intent; • to sign the Agreement and/or; |

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| | <ul style="list-style-type: none"> To furnish the Performance Security as per the provisions of this RFP. |
| 13. Period of Validity of Bids | <p>13.1 Bids shall remain valid, for a minimum period as specified in the BDS after the expiry of deadline date for bid submission prescribed by the Employer, pursuant to ITB Clause 21.1.</p> <p>13.2 In exceptional circumstances, prior to expiry of the bid validity period, the Employer may request that the Bidders to extend the period of validity for a specified additional period. The Bidders shall do so, else their bids will become null and liable for rejection. The EMDs of such Bidders will be appropriated.</p> |
| 14. Format and Signing of Bid | <p>14.1 The Bidder shall prepare and submit an original bid</p> <p>14.2 The original bid, consisting of the documents listed in ITB Clause 9.1, shall be typed in indelible ink and shall be signed by a person or persons duly authorized to sign on behalf of the Bidder. The name and position held by each person signing the authorization must be typed or printed below the signature. All pages of the bid (RFP and all enclosures) shall be attested by the person or persons signing the bid.</p> <p>14.3 The bid shall contain no interlineations, erasures, or overwriting, except to correct errors made by the Bidder, in which case such corrections shall be attested by the person or persons signing the bid.</p> |

D. SUBMISSION OF BIDS

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| 15. Sealing and Marking of Bids | <p>15.1 The Bidder shall seal the bids. The envelopes shall then be sealed in an outer envelope.</p> <p>15.2 The inner and outer envelopes shall:</p> <ol style="list-style-type: none"> (a) be addressed to the Employer at the address given in the BDS, and (b) bear the Project name indicated in ITB 1.1 and the bid number as indicated in ITB 1.1 <p>15.3 The Outer envelopes shall also indicate the name and address of the Bidder so that the bid can be returned unopened in case it is declared "late."</p> <p>15.4 If the outer envelope is not sealed, marked and submitted as required under this RFP, the Employer will assume no responsibility for the bid's misplacement or premature opening.</p> |
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| 16. Deadline for Submission of Bids | <p>16.1 Bids must be received by the Employer at the address specified in the BDS for ITB Clause 15.2 no later than the time and date stated in the BDS.</p> <p>16.2 The Employer may, at its discretion, extend this deadline for submission of bids by amending the Bidding Documents, in which case all rights and obligations of the Employer and Bidders will thereafter be subject to the deadline as extended.</p> |
| 17. Late Bids | <p>17.1 Any bid received by the Employer after the bid submission deadline prescribed by the Employer in the BDS for ITB Clause 16.1, will be rejected and returned unopened to the Bidder.</p> |

E. BID OPENING AND EVALUATION

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| 18. Opening of Bids by Employer | <p>18.1 The Employer will open all bids, at the time, on the date and at the place specified in ITB 15.2 or as specified by the Employer at a later date. Bidders' representatives may attend the same at their discretion.</p> |
| 19. Clarification of Bids | <p>19.1 During the bid evaluation, the Employer may, at its discretion, ask the Bidder for a clarification of its bid. The request for clarification and the response shall be in writing, and no change in the price or substance of the bid shall be sought, offered, or permitted.</p> |
| 20. Preliminary Examination of Bids | <p>20.1 The Employer will examine the bids to determine whether they are complete, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed, and whether the bids are generally in order as specified in the RFP.</p> <p>20.2 The Employer may waive any minor informality, nonconformity, or irregularity in a bid that does not constitute a material deviation, provided such waiver does not prejudice or affect the relative ranking of any Bidder.</p> <p>20.3 Prior to the detailed evaluation, the Employer will determine whether each bid is of acceptable quality, is complete, and is substantially responsive to the Bidding Documents. For purposes of this determination, a substantially responsive bid is one that conforms to all the terms, conditions, and specifications of the Bidding Documents without any material deviations or exceptions Or Conditions. The Bid shall be un-conditional.</p> <p>20.4 If a bid is not substantially responsive, it will be rejected by the Employer and may not subsequently be made responsive by the Bidder by correction of the nonconformity. The Employer's determination of bid responsiveness will be based on the contents of the bid itself.</p> |

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| | 20.4 The Employer’s decision on the determination of responsiveness of a bid is final and binding on all the bidders. |
| 21. Scrutiny of Envelope I & II submissions | <p>21.1 The Employer will evaluate and compare the bids that have been submitted. The bids will be evaluated to check availability of all documents required and compliance of the bidder to various eligibility requirements specified in the ITB 3.2</p> <p>21.2 Further, as part of the evaluation process, the Employer may also request the Bidder to submit clarifications.</p> <p>21.3 The Employer reserves the right to reject any Bid without opening Envelope III Submissions i.e., Financial Proposal (Price Bid) if in its opinion, Envelope I & II submissions are not sufficiently responsive. (However, for minor deviations, the information can be reviewed and evaluated by Employer without communication with the Bidder)</p> <p>21.4 The Bidders, whose Bids are found to be eligible after the evaluation process shall be termed as “Qualified Bidders”, (the “Qualified Bidders”). Envelope III i.e. Financial Proposals of Qualified Bidders shall only be opened and evaluated in the manner as given in ITB 22</p> |
| 22. Envelope III: Ranking of financial proposals | <p>22.1 In this phase of selection, the Employer will open the Financial Proposals of the Bidders who have cleared the qualification process.</p> <p>22.2 The Financial Proposals shall be opened on the date specified by the Employer. The Financial Proposals would be opened in the presence of the representatives of all concerned Bidders, who choose to attend.</p> <p>22.3 The Bidders are required to quote the Total Cost for undertaking the scope of work defined in the RFP. The amount quoted by the bidder shall be excluding applicable taxes and Service Tax. All taxes shall be payable by the successful bidder.</p> <p>28.4 The bidders will be ranked as L1, L2, L3 etc. based on their financial quotes. The Bidder with lowest quote will be ranked L1.</p> |
| 23. Selecting the Successful Bidder | <p>23.1 The selection of the successful bidder shall be based on the criterion mentioned in the BDS.</p> <p>23.2 L1 (Lowest Cost) based selection: If the selection is based only on the cost criterion, the bidder ranked as L1 shall be declared as successful bidder. In case more than bidder is ranked as L1, the bidders ranked L1 shall submit revised financial quote in sealed covers. The sealed covers shall be opened and a new L1 shall be declared as the successful bidder. If again, there is a tie between bidders for L1, the selection of successful bidder shall be done based through lottery.</p> |

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| | <p>23.3 QCBS selection: If the selection is based on QCBS criteria, the scoring of bidders shall be done based on the criteria mentioned in the BDS. If specified in BDS, a minimum threshold of marks may be established. Financial proposals of bidders scoring equal or above the threshold shall be only be opened.</p> <p>a) The financial proposal that has the lowest quote (L1) among all the financial proposals opened shall be given one hundred (100) marks. The remaining price quotes (L2, L3, L4, etc.) will be marked in reference to L1. For Example, if L1's quote is Rs. 'X' lakhs and L2 quote is 'Y' lakhs, then L1 = 100 marks and L2 = X/Y*100 marks).</p> <p>b) This is the final stage of proposal evaluation. As per the predefined QCBS evaluation criteria in BDS, weightage will be given to technical score and to the financial score. Accordingly, weighted technical and financial scores will be combined/ summed up to arrive at the final marking. All scores and sub-scores shall calculated upto two decimal positions only. The bidder scoring highest combined score shall be declared as Successful Bidder.</p> <p>c) In case of a tie between bidders, the bidder scoring higher technical marks amongst the tied bidders shall be declared as Successful Bidder.</p> <p>23.4 QBS Selection</p> <ul style="list-style-type: none"> ▪ All bidders responding to the RFP shall be invited for a technical presentation on the approach and methodology of the scope of work. ▪ The bid committee of the Authority shall evaluate and score the technical presentations of the bidders based on the following criteria: <ul style="list-style-type: none"> (a) Understanding of the scope of work; (b) Approach and methodology proposed to conduct the event; (c) Creative and unique activities proposed. <p>The overall score would be on a scale of 100.</p> ▪ The bidder who scores maximum marks in the technical presentation shall be selected. |
| <p>24. Contacting the Employer</p> | <p>24.1 From the opening of bids to the execution of Agreement, if any Bidder intends to communicate to the Employer on any aspect related to the bid, it should do so in writing.</p> <p>24.2 If a Bidder tries to directly, or indirectly influence the Employer or otherwise interfere in the bid evaluation process and the project award decision, its bid is liable for rejection duly forfeiting all the Deposits held at that time.</p> |

F. POST QUALIFICATION AND EXECUTION OF CONTRACT

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| <p>25. Employer's Right to Accept Any Bid and to Reject Any or All Bids</p> | <p>25.1 The Employer reserves the right to accept or reject any bid or to annul the bidding process and reject all bids at any time prior to the execution of Contract, without assigning any reasons whatsoever thereof.</p> |
| <p>26. Issuance of Letter of Intent (LoI)</p> | <p>26.1 Prior to the expiration of the period of bid validity, the Employer shall notify the successful Bidder, in writing, that its bid has been accepted.</p> <p>26.2 The Employer shall notify the Successful Bidder through a Letter of Intent (the "LoI") that its Bid has been accepted.</p> <p>26.3 In case the successful bidder fails to comply with the conditions for signing of the agreement within the time specified in the LoI or as extended by the Employer, the Employer may revoke the LoI, forfeiting its deposits and award the project to the next most responsive bidder.</p> |
| <p>27. Performance Security</p> | <p>27.1 The Successful Bidder shall be required to submit Performance Security (the "Performance Security"), equal to 2% of the total consulting fee (exclusive of service tax) of the project , by way of a revolving, unconditional and irrevocable bank guarantee.</p> <p>27.2 The Performance Security in the form of a bank guarantee should be submitted to the Employer by the Successful Bidder as per timeline specified in the LoI or as specified by the Employer</p> <p>33.3 The Performance Security shall be en-cashed for defaults of the selected bidder as defined in the Agreement.</p> |

SECTION II. BID DATA SHEET (BDS)

The following specific information relating to the project and the procurement procedures that will be used shall complement, supplement, or amend the provisions in the Instructions to Bidders (ITB). Wherever there is a conflict, the provisions in the Bid Data Sheet (BDS) shall prevail over those in the ITB.

A. GENERAL

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| ITB 1.1 | Name of “Authority”: Andhra Pradesh Tourism Authority |
| ITB 1.2 | Title of RFP: Selection of consultants for Tourism Research in Andhra Pradesh |
| ITB1.3 | Bid validity: 90 days from submission |

B. ELIGIBILITY CRITERIA

B.1 General Eligibility

| # | Criteria | Document Proof |
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| a) | The bidder should be a company/ partnership/HUF established under the relevant act | Registration Certificate |
| b) | The bidder should have not been blacklisted by any Central or State Government in India | Self-Declaration by Bidder |
| c) | The bidder should submit an undertaking that the scope of work shall not be sub-contracted without prior written consent from Employer | Self-Declaration by Bidder |

B.2 Financial Eligibility

| # | Criteria | Document Proof |
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| a) | Average Professional Fee from similar Projects in last three years (2015-16, 2016-17, 2017-18): Rs 50 lakh | Financials as per Format VI AND CA/Auditor. |

B.3 Technical Eligibility

| # | Criteria | Document Proof |
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| a) | The bidder must have undertaken at least 2 projects of similar nature in India or abroad | Proof of projects to be submitted in original (as per Appendix V) with work certificate |

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| b) | Understanding of the scope of work | A document on firm's understanding of scope of work |
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C. THE BIDDING DOCUMENTS

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| a) | Any clarifications or queries of the bidders shall be sent to the following email ID: Dr. Sambasiva Raju <vssrind@gmail.com> | |
| b) | Website address is: www.aptourism.gov.in | |

D. PREPARATION OF BID

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| a) | Language of bid should be: English | |
| b) | Bid fee: 5,000 Acceptable mode(s): Demand Draft from a scheduled commercial bank Payable to: CEO, Andhra Pradesh Tourism Authority Payable at: Vijayawada | |
| c) | Bid security amount: 1,00,000 Acceptable mode(s): Bank Guarantee/ Demand Draft from a scheduled commercial bank Payable to: CEO, Andhra Pradesh Tourism Authority Payable at: Vijayawada | |
| d) | Bid shall be valid for 90 days from the date of submission of bids | |

E. SUBMISSION OF BIDS

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| a) | Bids should be submitted by hand/ post only at the following address: <i>AP Tourism Authority, 5th Floor, Stalin Towers, Autonagar, Vijayawada</i> <i>Submissions on email/ fax or any such means not specified above shall not be accepted.</i> | |
| b) | Pre-bid meeting – 15 th Oct, 18 (As per requirement) Deadline for submission for eligibility documents (Envelop I of Appendix I) : 24 th Oct, 18 | |

F. BID OPENING AND EVALUATION

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| a) | Successful Bidders shall be determined using the following criteria: QCBS Technical weightage: 70 Financial weightage: 30 |
| b) | Technical Score Criteria: Minimum marks required by the bidders to be eligible for opening of Financial proposal is 70 . Scoring to done as per the methodology mentioned in Appendix IX . |

SECTION III. APPENDICES AND SAMPLE FORMATS

| Sr. No. | Enclosure 1,2 & 3 |
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| Envelope 1 | |
| 1 | Downloaded RFP document duly signed by the bidder on each page in token acceptance of the terms and conditions |
| 2 | Covering letter in the format provided in Appendix II - Format for Covering Letter |
| 3 | General Information of the Bidder in the format provided in Appendix III – General Information |
| 4 | Bank guarantee for Bid Security of INR 1,00,000 only in the format specified in Appendix VII |
| 5 | Demand draft for Bid Fee of INR 5,000 (Five Thousand only) |
| 6 | Power of Attorney for Bid signatory in the format provided in Appendix IV – Format of Power of Attorney for Bid Signatory |
| 7 | Consortium Agreement, if bidding in a consortium – Consortium Agreement format in Appendix XII |
| 8 | Power of Attorney for Lead Bidder in Consortium in format provided in Appendix V: Format for Power of Attorney for Lead Bidder in Consortium |
| 9 | Certificate of Registration/ Incorporation establishing that the single bidder/ lead bidder in consortium are legally registered in India under relevant act (Companies Act/ Partnership Act etc.) |
| Envelope – II | |
| 10 | Technical and financial details of the Applicant in prescribed format provided in Appendix VI |
| Envelope – III | |
| 11 | Financial Proposal to be submitted as per the format provided at Appendix VIII – Format for Financial Proposal |

APPENDIX II - FORMAT FOR COVERING LETTER

(On the letterhead of the sole/ lead Bidder)

Date:

To

<<Name and address of the Employer>>

Dear Sir/ Madam:

Sub: Selection of consultants for Tourism Research in Andhra Pradesh

Being duly authorized to represent and act on behalf of.....
(hereinafter referred to as “the Bidder”), and having reviewed and fully understood all of the proposal requirements and information collected and provided to us, the undersigned hereby submits the Proposal on behalf of *(Name of the Bidder)* in response to the RFP for the abovementioned project with the details as per the requirements of the RFP, for your evaluation.

We confirm that our proposal is valid for a period of 6 months from *(insert the Bid Due Date)*.

We understand that any omission, commission, miss-statement in factual statements made by us will make our Bid invalid at any time during the course of Bidding Process and also after award of the project. The Employer reserves the right to take appropriate action accordingly. We understand that the Employer reserves the right to accept or reject any or all the Bids and reserves the right to withhold and/or cancel the Bidding Process.

We also hereby agree and undertake as under:

Notwithstanding any qualifications or conditions, whether implied or otherwise, contained in our Proposal we hereby represent and confirm that our Bid is unqualified and unconditional in all respects and we agree to the terms of the Service Agreement.

Yours faithfully,

For and on behalf of

Name of Bidder

Duly signed by the Authorized Signatory of the Bidder

(Name, Title and Address of the Authorized Signatory)

APPENDIX III – GENERAL INFORMATION

(To be provided by sole bidder/ all bidders in a consortium)

1. Bidder details
 - a. Name of the Bidder
 - b. Bidder's Constitution (Proprietorship / Partnership / Private Limited / Public Limited)
 - c. Country of incorporation
 - d. Address of corporate headquarters and its branch office(s), if any, in India
 - e. Date of incorporation and/or commencement of business
2. Details of individual (s) who will serve as the point of contact / communication within the Company:
 - a. Name:
 - b. Designation:
 - c. Company:
 - d. Address:
 - e. Telephone Number:
 - f. E-Mail Address:
 - g. Fax Number:
3. Name, Designation, Address and Phone Numbers of Authorized Signatory of the Bidder:
 - a. Name:
 - b. Designation:
 - c. Company:
 - d. Address:
 - e. Telephone Number:
 - f. E-Mail Address:
 - g. Fax Number:

.....

Signature of the Authorized Person

(Name, Designation and Address)

Appendix IV – Format of Power of Attorney for Bid Signatory

(On Stamp Paper of relevant value and duly attested by notary public, to be submitted by sole bidder/ all bidders in a consortium)

POWER OF ATTORNEY

Know all men by these presents, we _____ (name and address of the registered office) do hereby constitute, appoint and authorize Mr./Ms. _____ (name and address of residence) who is presently employed with us and holding the position of _____ as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our Bid for <<>> at <<>>, including signing and submission of all documents and providing information/ responses to <<Employer name>> in all matters before <<Employer name>>, and generally dealing with in all matters in connection with the said bid. We hereby agree to ratify all such acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all such acts, deeds and things lawfully done by our aforesaid attorney shall and shall always be deemed to have been done by us.

Executant's Signature

(Name, Title and Address)

I Accept

Attorney Signature

(Name, Title and Address of the Attorney)

Attested

Executant

Notes:

1. The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.
2. Also, where required, the executants(s) should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favour of the Person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.
3. In case the Proposal is signed by an authorized representative of the Bidder, a certified copy of the appropriate resolution / document conveying such Employer may be enclosed in lieu of the Power of Attorney.

Appendix V: Format for Technical Experience

(Separate table to be provided for each project)

| | |
|---|--|
| Name of the Assignment | |
| Name of the Client (with contact person and details) | |
| Location of the Project and the country | |
| Start date and End Date | |
| Name of the associated consultants/ Contractor, if any | |
| Number of staff and the duration of the project in man months | |
| Approximate value of services (Total Contract Value and Value of services provided by the consultant/ contractor) | |
| Names of the Senior staff involved and function performed | |
| Summary of the Project | |
| Scope of work performed | |
| Contact Person | |
| Designation | |
| Phone No | |

Appendix VI - Format for Financial Eligibility

(To be provided on letter head by sole bidder/ all bidders in a consortium)

| | |
|--|---|
| Bidder name | |
| Professional Fee from Tourism Master Planning Projects | FY 2015-16: INR FY 2016-17: INR FY 2017-18: INR |

Along with this Appendix, the Bidder should provide an Auditors/ CA Certificate for the Professional Fees quoted above

Appendix VII Bank Guarantee Format

B.G. No. Dated:

In consideration of you, <<name and address of the Employer>> , (hereinafter referred to as the "Employer", which expression shall unless it be repugnant to the subject or context thereof include its, successors and assigns) having agreed to receive the Bid of

_____ (a company registered under the Companies Act, 1956) and having its registered office at _____ (and acting on behalf of its Consortium) (hereinafter referred to as the "Bidder" which expression shall unless it be repugnant to the subject or context thereof include its/their executors, administrators, successors and assigns), for <<project>> at <<>> (hereinafter referred to as "the Project") pursuant to the RFP Document dated _____ issued in respect of the Project and other related documents including without limitation the draft Service agreement (hereinafter collectively referred to as "Bidding Documents"), we _____(Name of the Bank) having our registered office at _____ and one of its branches at _____ (hereinafter referred to as the "Bank"), at the request of the Bidder, do hereby in terms of Clauses of the RFP Document, irrevocably, unconditionally and without reservation guarantee the due and faithful fulfillment and compliance of the terms and conditions of the Bidding Documents (including the RFP Document) by the said Bidder and unconditionally and irrevocably undertake to pay forthwith to the Employer an amount of INR. (Rupees only) (hereinafter referred to as the "Guarantee") as our primary obligation without any demur, reservation, recourse, contest or protest and without reference to the Bidder if the Bidder shall fail to fulfill or comply with all or any of the terms and conditions contained in the said Bidding Documents.

1. Any such written demand made by the Employer stating that the Bidder is in

Default of the due and faithful fulfillment and compliance with the terms and conditions contained in the Bidding Documents shall be final, conclusive and binding on the Bank.

2. We, the Bank, do hereby unconditionally undertake to pay the amounts due and

payable under this Guarantee without any demur, reservation, recourse, contest or protest and without any reference to the Bidder or any other person and irrespective of whether the claim of the Employer is disputed by the Bidder or not, merely on the first demand from the Employer stating that the amount claimed is due to the Employer by reason of failure of the Bidder to fulfill and comply with the terms and conditions contained in the Bidding Documents including failure of the said Bidder to keep its Bid open during the Bid validity period as set forth in the said Bidding Documents for any reason whatsoever. Any such demand made on the Bank shall be conclusive as regards amount due and payable by the Bank under this Guarantee. However, our liability under this Guarantee shall be restricted to an amount not exceeding INR 2.00 Lakhs. (Rupees Two Lakhs only).

4. This Guarantee shall be irrevocable and remain in full force for a period of 240 (two hundred and forty) days from the Bid Due Date inclusive of a claim period of 60 (sixty) days or for such extended period as may be mutually agreed between the Employer and the Bidder, and agreed to by the Bank, and shall continue to be enforceable till all amounts under this Guarantee have been paid.

5. We, the Bank, further agree that the Employer shall be the sole judge to decide as to whether the Bidder is in default of due and faithful fulfillment and compliance with the terms and conditions contained in the Bidding Documents including, inter alia, the failure of the Bidder to keep its Bid open during the Bid validity period set forth in the said Bidding Documents, and the decision of the Employer that the Bidder is in default as aforesaid shall be final and binding on us, notwithstanding any differences between the Employer and the Bidder or any dispute pending before any Court, Tribunal, Arbitrator or any other Employer.

6. The Guarantee shall not be affected by any change in the constitution or winding up of the Bidder or the Bank or any absorption, merger or amalgamation of the Bidder or the Bank with any other person.

7. In order to give full effect to this Guarantee, the Employer shall be entitled to treat the Bank as the principal debtor. The Employer shall have the fullest liberty without affecting in any way the liability of the Bank under this Guarantee from time to time to vary any of the terms and conditions contained in the said Bidding Documents or to extend time for submission of the Bids or the Bid validity period or the period for conveying acceptance of Letter of Award by the Bidder or the period for fulfillment and compliance with all or any of the terms and conditions contained in the said Bidding Documents by the said Bidder or to postpone for any time and from time to time any of the powers exercisable by it against the said Bidder and either to enforce or forbear from enforcing any of the terms and conditions contained in the said Bidding Documents or the securities available to the Employer, and the Bank shall not be released from its liability under these presents by any exercise by the Employer of the liberty with reference to the matters aforesaid or by reason of time being given to the said Bidder or any other forbearance, act or omission on the part of the Employer or any indulgence by the Employer to the said Bidder or by any change in the constitution of the Employer or its absorption, merger or amalgamation with any other person or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of releasing the Bank from its such liability.

8. Any notice by way of request, demand or otherwise hereunder shall be sufficiently given or made if addressed to the Bank and sent by courier or by registered mail to the Bank at the address set forth herein.

9. We undertake to make the payment on receipt of your notice of claim on us addressed to _____ [name of Bank along with branch address] and delivered at our above branch which shall be deemed to have been duly authorized to receive the said notice of claim.

10. It shall not be necessary for the Employer to proceed against the said Bidder

Before proceeding against the Bank and the guarantee herein contained shall be enforceable against the Bank, notwithstanding any other security which the Employer may have obtained from the said Bidder or any other person and which shall, at the time when proceedings are taken against the Bank hereunder, be outstanding or unrealized.

11. We, the Bank, further undertake not to revoke this Guarantee during its currency except with the previous express consent of the Employer in writing.

12. The Bank declares that it has power to issue this Guarantee and discharge the obligations contemplated herein, the undersigned is duly authorized and has full power to execute this Guarantee for and on behalf of the Bank.

13. For avoidance of doubt, the Bank's liability under this Guarantee shall be restricted to INR (Rupees only). The Bank shall be liable to pay the said amount or any part thereof only if the Employer serves a written claim on the Bank on or before _____ (indicate date falling 240 days after the Bid Due Date)].

Signed and Delivered by Bank

By the hand of Mr./Ms , its and authorized
Official.

(Signature of the Authorized Signatory)

(Official Seal)

Appendix VIII – Format for Financial Proposal

(To be submitted on letter head of sole/ lead bidder)

Date:

To

<<Employer name and address>>

Dear Sir/ Madam

Ref: Selection of consultants for Tourism Research in Andhra Pradesh

- i. I/ we agree to undertake the scope work for providing participation support in << name of fair and mart>> on the stipulated terms and conditions and other particulars therein. I/ we hereby submit our unconditional financial proposal
- ii. I/We quote Rupees _____ (Rupees in words followed by Rs. in figures in brackets) plus applicable service tax towards our fee to be paid as per payment schedule specified in the RFP.
- iii. We abide by the above quote, terms and conditions of the RFP, if employer selects us as the Agency for this particular project.
- iv. We also understand that, in case any difference between the quoted amount in words and figures, the quote in words will be taken as final.
- v. We agree that this offer shall remain valid for a period of _____ days from the Proposal Due Date or such further period as may be mutually agreed upon.

For and on behalf of:

Signature:

(Authorized Representative and Signatory of the Bidding Company) Name of the Person:

Designation:

SEAL OF THE BIDDING ENTITY

Appendix IX: Technical Evaluation Criteria

| S. No. | Parameter | Evaluation Criteria | Documents to be submitted |
|--------|-----------------------|---|--|
| 1 | Bidder Experience | <p>Tourism Research related advisory services projects in India or internationally in the last 3 years with professional fee of at least INR 20 Lakh.: 5 marks per project up to maximum of 8 projects</p> <p>Total marks allotted: 40</p> | Project details (as per Appendix V) with work order & completion certificate |
| 2 | Bidder's Team | <p>Apart from minimum experience and qualification requirements, Bidder's team will be evaluated on following parameters:</p> <p>Years of Experience: 25% marks Quality and Relevance of Experience: 75% marks</p> <p>Total marks allotted: 20 Team Leader: 10 Marks (Team leader to travel to APTA office at least twice a month) Tourism Research Expert: 10 Marks (to be stationed in Vijayawada APTA office)</p> | Detailed CV of each team member as per Appendix X |
| 3 | Bidder's Presentation | <p>Qualified bidders will have to submit a technical presentation on:</p> <ul style="list-style-type: none"> ▪ Understanding of the project along with one case study of similar project ▪ Approach and Methodology ▪ Work plan & relevant contacts <p>Maximum marks for technical presentation: 10 marks</p> | - |

Appendix X: Format for Resume/ CV of team members

(To be submitted on letter head by sole/ lead bidder)

1. Proposed Position [only one candidate shall be nominated for each position]:
2. Name of Firm [Insert name of firm proposing the staff]:
3. Name of Staff [Insert full name]:
4. Date of Birth:
5. Nationality:
6. Education [Indicate college/university and other relevant specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:
7. Membership of Professional Associations:
8. Other Training [Indicate significant training since degrees under “6 – Education” were obtained]:
9. Countries of Work Experience: [List countries where staff has worked in the last ten years]:
10. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:
11. Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held, Project handled.]:
 - a. From [Year]: To [Year]:
 - b. Employer:
 - c. Positions held:

| Detailed Tasks Assigned | Works Undertaken that Best Illustrates Capability to Handle the Tasks Assigned |
|---|---|
| [List all tasks to be performed under this assignment] | [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 project] Name of assignment or project: Year: Location: Department: |

| | |
|--|--|
| | Main project features: Positions held: Activities performed: |
|--|--|

12. Staff is resident / native of:

13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged. I am willing to work on the Project and I will be available for entire duration of the Project assignment as required.

Date:

Sign:

Appendix XI: Format of Power of Attorney for Lead Bidder in Consortium

(On Stamp Paper of relevant value and duly attested by notary public. To be submitted by the lead bidder with signatures of authorized bid signatory of consortium member)

Whereas the <<Authority Name>> (AUTHORITY) has invited bids for <<>> at <<>>.

Whereas, _____ and _____ (collectively the “Consortium”) being Members of the Consortium are interested in bidding for the Project in accordance with the terms and conditions of the Request for Proposal document (RFP) and other connected documents in respect of the Project, and

Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium’s bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

I, _____ having our registered office at _____ [the name and address of the registered office] (hereinafter referred to as the “Principal”) do hereby irrevocably designate, nominate, constitute, appoint and authorize M/s _____ having its registered office at _____, being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the “Attorney”). I hereby irrevocably authorize the Attorney (with power to sub delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is awarded the Contract, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the pre-qualification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in bidders and other conferences, respond to queries, submit information/ documents, sign and execute contracts and undertakings consequent to acceptance of bid of the Consortium and generally to represent the Consortium in all its dealings with the Authority, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium’s bid for the Project and/ or upon award thereof and throughout the tenure of the agreement

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney 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 Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/ Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS ____ DAY OF ____ 20**

For <<Consortium Lead Member>> _____

(Signature)

(Name & Title)

For <<Consortium Member>> _____

(Signature)

(Name & Title)

Witnesses:

1.

2.

Notes:

- *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*

BIDDING DOCUMENT

Issued on: 01st Oct 2018

For

**Selection of consultants for Tourism
Research in Andhra Pradesh**

**Authority: *Andhra Pradesh Tourism Authority*
(*APTA*)**

Vol II: Terms of Reference (ToR) and Project Profile

Contents of RFP

| | | |
|---|--------------------------|---|
| 1 | Terms of Reference (ToR) | 3 |
| 2 | Scope of work | 5 |
| 3 | List of key personnel | 7 |

3 Terms of Reference (ToR)

1. About the project

Tourism Authority of Andhra Pradesh is taking various initiatives to promote tourism in the state and drive growth in tourist arrivals.

Government of Andhra Pradesh (GoAP) vision is to be amongst the top 3 States in India by 2022, the top State in India by 2029, and be the most preferred global destination by 2050. The government is taking steps to provide an environment conducive to economic and social growth. These steps include formulation of investment friendly policies, creating world-class infrastructure, improving governance and taking necessary steps to attract investments into the State. Promotion of tourism infrastructure and services at potential destinations is one amongst the many initiatives taken up by the GoAP.

In line with the objective to make Andhra Pradesh the premier destination for tourists in the country, Government of Andhra Pradesh has identified nine key theme areas to be developed. The theme areas are listed below:

- Religious Tourism
- Recreation Tourism
- Beach Tourism
- Buddhist Tourism
- Spiritual & Wellness Tourism
- Heritage Tourism
- Medical Tourism
- MICE Tourism
- Eco Tourism

Tourist arrival Trend

Andhra Pradesh has the distinction of being a leading tourism destination in India and is presently, the Third most visited State in terms of domestic tourist arrivals.

1.2 Andhra Pradesh- India's sunrise state

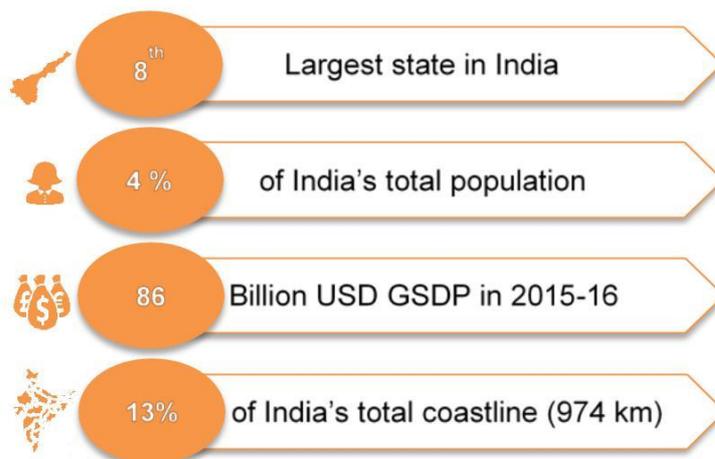
1.2.1 General Overview

The erstwhile state of Andhra Pradesh was bifurcated into two states, Telangana and residuary Andhra Pradesh on 2nd June 2014. After bifurcation, Andhra Pradesh is the 8th largest state in terms of area. The state has well-developed social, physical and industrial infrastructure and virtual connectivity. It also has good power, airport, IT and port infrastructure. Andhra Pradesh is the tenth largest state in the Country, in terms of

population. The percentage of urban population to the total population in the State is 29.47 percent in 2011 as compared to 24.13 percent in 2001.

Andhra Pradesh's geographical position and rich history gives it unique strengths which not many States in India have. These include – a long coastline of 974 kilometers, over 30 thousand temples, prime Buddhist sites spread across the State, and fertile lands drained by two mighty rivers of the country i.e. Godavari and Krishna, hills of Deccan plateau, upcoming metropolis like Vishakhapatnam and Vijayawada and an opportunity to create a world class capital right from scratch!

Given this vast potential of the State, the Government of AP wishes to facilitate investments in the State by identifying areas of opportunity for both Private and Government projects which can promote and/or support tourism in the State.



Scope of work

I. Conduction of Tourism Research for Andhra Pradesh

Note: The Research Consultants must take up the research works activities as mentioned below as per the requirements / directions of Andhra Pradesh Tourism Authority.

1. Create a model for measuring the economic impact model of travel and tourism to Andhra Pradesh to be updated on periodic basis. The economic impact model should incorporate a consistent methodology that communicates the value of the tourism industry to the Andhra Pradesh State that can be tracked over time at the state level and regional levels.
2. The Economic Impact of Travel and Tourism study should include:
 - Visitor volumes by major segment (domestic business/leisure, domestic day/overnight) from a syndicated survey provider as well as international volume estimates.
 - Direct travel spending in Andhra Pradesh with breakout of spending by visitor segment (domestic/international, business/leisure) and by spending category (lodging, recreation, food & beverage, transportation, shopping, etc.)
 - Indirect and induced impacts on business activity and Gross State Product
 - Direct, Indirect and Induced Employment Supported by Travel
 - Direct, Indirect and Induced Travel Generated Payroll Income in Andhra Pradesh
 - Contribution of Travel on tax receipts with detail by type of tax
3. Responses must include the following:
 - Describe the research methodology and model to be used.
 - Describe the type of economic impact model you propose to measure the economic impact of traveler spending in Andhra Pradesh and data sources to be included.
 - Explain why this model provides the most accurate and reliable estimates of visitors' spending and economic impact of travel and tourism at the state level.
 - Provide details on how you will include visitors spending data of Andhra Pradesh to sales tax, hotel tax, or other similar data.
 - Provide details on how regional analysis will be conducted and what data sources will be used.
 - Describe workflow processes and proposed timeline to meet project evaluation dates. Provide a schedule, timeline, and anticipated deliverables assuming project timeline of 30-45 days, commencing at receipt of contract.
 - Provide any other information you believe is relevant to this project.

4. The Research Consultants to examine the tourism industry Trends and Strategies in Andhra Pradesh through in-depth quantitative and qualitative analysis. Specifically, the research will document, analyze, and map data on industry trends and activity, with particular focus given to subsectors and issues relevant to the Region. An extensive literature review should accompany this quantitative component and may supplement any topic areas unable to be examined with available data. Using a selection process based in part on this quantitative analysis and review of pertinent literature, communities that have established, impactful tourism sectors will be explored in detail as case studies, and the findings from each of these locations will be used to develop best practices for other communities seeking to initiate, develop, and strengthen their own tourism sectors. In addition to the case studies that examine communities as a whole, individual businesses and attractions will also be explored through a separate set of case studies, and best practices will be developed with a focus on providing other enterprises with relatable lessons learned from the individual experiences of these successful businesses and attractions. After synthesizing information and findings from each of the preceding sections, guidance for AP Tourism Authority staff will be developed regarding how to best review, manage, and evaluate tourism-related projects.
5. The Research Consultants to provide In-depth understanding of the market environment (consumer) & competitive environment by the following & not limited to-
 - Media Audit- Across top 10 Tourism Brands (5 Domestic + 5 International)
 - Communication Audit
 - Impact of digital media & relevance of digital media for tourism sector.
 - Newer innovations in Tourism Marketing.
6. Aggregation and integration between various stake holders of tourism.
7. Preparation rational base for decision making process.
8. To understand technological innovations required to improve quality standards of tourism related services.
9. To monitor and understand the tourism development across all domains of tourism.
10. Understanding target tourist market and promotion and outcome of the promotional activities pursued.
11. One Team member to be stationed in Vijayawada APTA Office.
12. Team Leader to travel to APTA Office, Vijayawada at least Two (2) times a month.

List of Professionals, Timeline and deliverables

List of key professionals to be deployed

| S. No. | Designation of Key Personnel | Name | Educational Qualification | Length of Professional Experience | Present Employment | | No. of Eligible Assignments # |
|--------|------------------------------|------|---------------------------|-----------------------------------|--------------------|----------------|-------------------------------|
| | | | | | Name of Firm | Employed Since | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| 1 | | | | | | | |
| . | | | | | | | |
| 2 | | | | | | | |
| . | | | | | | | |
| 3 | | | | | | | |

Abstract of Eligible Assignments of Key Personnel

Name of Key Personnel:

Designation:

| S.No | Name of Project* | Name of Client | Estimated capital cost of project (in Rs. cr./ US\$ million) | Name of firm for which the Key Personnel Worked at. | Designation of the Key Personnel on the assignment | Date of completion of the assignment |
|------|------------------|----------------|--|---|--|--------------------------------------|
| (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| 1 | | | | | | |
| 2 | | | | | | |