

**KERALA ADVENTURE TOURISM PROMOTION SOCIETY  
BID DOCUMENT FOR CONSULTANCY SERVICES**

**PREPARATION OF THREE DIFFERENT COMPREHENSIVE  
MASTER PLANS FOR THE ADVENTURE TOURISM  
DEVELOPMENT OF  
KAPPIL (THIRUVANANTHAPURAM DISTRICT)  
VAGAMON (IDUKKI DISTRICT) &  
MUZHAPPILANGAD (KANNUR DISTRICT)**

**Last date of receipt of bid 3.00 PM on 27-03-2015**

**Chief Executive**

**Kerala Adventure Tourism Promotion Society  
T C 26/849 (1), University Women's Hostel Junction  
Vazhuthacaud, Thiruvananthapuram - 695 014**

**Phone : + 91-471-2329770**

**Fax : + 91-471-2337037**

**E-mail : [adventuretourismkerala.gov@gmail.com](mailto:adventuretourismkerala.gov@gmail.com)**

**Web site : [www.adventurekeralatourism.com/](http://www.adventurekeralatourism.com/) [www.keralatourism.gov.in](http://www.keralatourism.gov.in)**

**REQUEST FOR PROPOSALS**

# **(RFP)**

## **Contents**

Section. 1	Letter of Invitation (LOI)	Page. 3 - 4
Section. 2	Terms of Reference (TOR)	Page. 5 - 17
Section. 3	Information to Consultants	Page. 18 - 30
Section. 4	Technical Proposals – Standard Forms	Page. 31 - 39
Section. 5	Financial Proposals – Standard Forms	Page. 40 - 44

**SECTION. 1**  
**LETTER OF INVITATION**  
**(LOI)**

No. KATPS/011/2014

Thiruvananthapuram, Dated : 23-2-2015.

1. Kerala Adventure Tourism Promotion Society has decided to prepare Comprehensive Master plans for the Sustainable development of Adventure Tourism at three destinations namely Kappil (Thiuvananthapuram district) Vagamon (Idukki district) and Muzhappilangad (Kannur district), for which Administrative sanction was accorded by Government of Kerala vide G O (Rt) No. 9770/14/TSM dated 20-12-2014. The details are elucidated in the scope of work given elsewhere in the document.
2. The Kerala Adventure Tourism Promotion Society invites bids from the short listed Consultants who have the minimum qualifications given below for carrying out consultancy services for the study and preparation of the comprehensive Master plans for sustainable adventure tourism development of Kappil, Vagamon & Muzhappilangad, adopting the principle of QCBS selection process.
3. The minimum eligibility criteria for short listing are :
  - i. Should have minimum five years experience in Tourism consulting and Preparation of Tourism Vision and Development Plans, out of which minimum of one year should be in the field of Adventure Tourism.
  - ii. Should have worked in the role of lead consultant for the preparation of at least 3 Nos. of Major Destination development master plans with macro and micro level detailing, during the last 5 years out of which atleast one Development plan should be for Adventure Tourism.
  - iii. Should have annual turnover of minimum ` . 100.00 lakhs/year for the last 3 years.
  - iv. Should have a renowned architectural agency with office in Kerala as consortium partner or named sub consultants who are capable of conceptualization of development of similar region or destination in high standards.
  - v. Should have sufficient Consultants of various disciplines, Architects, Town Planners and Engineers, to prepare ready to implement development project reports.
  - vi. Should have a renowned architectural agency with office in Kerala as Consortium partner/ Associate consultant or named sub consultants who are capable of conceptualization of development of similar region or destination in high standards.
4. Consultants either individually or jointly (Consortium and/or Joint venture) shall submit Technical and Financial Proposals, under separate sealed covers, as per the Standard Bid Forms given in **Section 4 and 5** of the RFP document. Bidders shall make a detailed presentation of their technical capability, methodology, action plan and concept sketches of the destination, giving a broad outline of the developments proposed, before a Selection

Committee set up for this purpose by the society, if required.

5. The bid document (Request for Proposal) can be downloaded from the Society's website, **<http://www.adventurekeralatourism.com>**
6. The selection will be based on the principles of Quality and Cost Based Selection (QCBS) procedure, described in the RFP document.
7. The bid document consisting of the Technical portion and Financial portion are to be submitted in separate sealed covers, named as Cover No.1 and Cover No.2, as described below :

#### **Cover No. 1**

Technical Proposals (TP) to be submitted by the Consultants shall contain the following:

- 1 . Proforma & Details for Technical Proposal (see Section 4 of RFP)
- 2 . **Complete Bid document** including the Terms of Reference (ToR) duly signed and sealed on all pages by the Authorized Signatory of the Agency.

#### **Cover No. 2**

Financial Proposals (FP) to be submitted by the Consultants shall contain:

Proforma and details for Financial Offers (see Section 5 of RFP)

8. In case bid documents are sent by the consultants through courier or post, consultants are required to make sure that the same is delivered before the bid closing time. Bids received after the closing time and date will not be entertained.
9. The proposals in Sealed Cover I & Cover II, put together in another Cover III sealed and super scribed the name of the job, shall be submitted to the office of the undersigned on or before **3.00 PM on 23-3-2015**. The technical bid (Cover I) only will be opened at 4.00 PM on the same day. After evaluation the consultants who obtain the minimum qualification will be short listed and called for making a presentation. After detailed evaluation of the Technical bid and the presentation the final short listing will be done by the committee based on the Technical score. Agencies that achieve a minimum technical score of 60% will be finally short listed and their financial bid, opened at a specified date and time after intimating individually.

**Chief Executive**

**Kerala Adventure Tourism Promotion Society**

## SECTION. 2

### TERMS OF REFERENCE

for preparation of Three Separate

Comprehensive Master plans for the Sustainable Development of Adventure Tourism at

**Kappil (Thiruvananthapuram District) Vagamon (Idukki District) &**

**Muzhappilangad (Kannur District) Destinations**

#### 1.0 Background

Kerala is a land of Mountains, Backwaters, Beaches and Sea. There is abundant scope for adventure tourism if these natural resources are properly utilized. Government of Kerala has recognized Tourism as one of core competent sectors which can substantially contribute to the overall development of the State. Government of India and the State Government have come out with many strategies for tourism development, since tourism not only has economic development and possibilities for foreign exchange earnings, but also has a high multiplier effect directly contributing to the local economy, by creating a large number of direct and indirect job opportunities. Adventure Tourism may not be a regular activity throughout the year. But during apt seasons the volume is very high. It is observed that a very important contribution of tourism development in an area is the specific enhancement of the quality of the environs and the infrastructure in the area, which benefit not only the tourists but also the local population.

The Govt. of Kerala, Department of Tourism has formed a society to promote adventure tourism in the State. This society has decided to take up the development of three destinations namely **Kappil** in Thiruvananthapuram district, **Vagamon** in Kottayam Idukki border and **Muzhappilangad** in Kannur District. The first step is the selection of a suitable consultant for the preparation of Master plans for the development of these destinations. Expression of interest was called for and six agencies have been prequalified. As the next step RFP document is prepared and will be issued to these six prequalified agencies. Regarding the three destinations the following background informations are given.

#### A. Kappil

This destination is one of the very rare combinations of backwaters and sea on two sides of a main road. The area is located at the border of Thiruvananthapuram and Kollam Districts. On the Kollam side it is part of the Paravur Municipality and the Thiruvananthapuram side is Edava and is only 10 kms. from Varkala. The two Kayals are Paravur kayal and Edava Nadayara kayal separated by the Kappil bridge in Kollam

Varkala coastal road. On the Thiruvananthapuram side of the kayal there is a boat club and jetty and boating facilities owned by the Thiruvananthapuram DTPC.

The nearest airport is at Thiruvananthapuram and is 55 kms. from Kappil. The nearest Railway station is at Paravur and is 3.5 kms. from Kappil. Kappil is well connected by roads to all parts of Kerala. The backwater area is ideal for various water sports like Boating, Canoeing, Catamaran sailing etc.

### **B. Muzhappilangad**

Muzhappilangad is the only Drive in beach where motor car driving is possible for a stretch of 4 kms. between Kannur and Thalassery Towns. The enchanting ambience of the beautiful Muzhappilangad beach is ideal for swimming, sunbathing or to just laze around. Dharmadom Island can be seen from this beach. The sea here is very calm and shallow which is the most important feature which makes this beach a paradise for Sea Swimmers. Other adventure sports practiced here are car stunts like drifting and wheeling in bikes.

There is abundant scope for all sea based adventure activities in this beach. Further possibility of other adventure tourism activities in and around Muzhappilangad area is also worth serious consideration. Muzhappilangad beach is 15 kms, from Kannur and 8 kms, from Thalassery which the Kannur Thalassery highway runs parallel to this beach. The nearest airport is at Kozhikode and is 100 km. away.

Dharmadom Island is a small stretch of land of about 2 hectares area and is located at a distance of 100 mts. from the Muzhappilangad beach. In low tide period it is possible to walk to this island through the sea bed. Govt. have taken over some portion of land here for Tourism development. The island is also to be considered along with the beach for development of adventure tourism activities.

### **C. Vagamon**

Vagamon is a calm, pleasant hill station located at the border of Idukki and Kottayam districts.

This hill station is at an altitude of about 1050 to 1100 mts, above sea level. The lower foot hills are all beautiful pine forests and tea estates. The Vagamon town is located within three hills namely Thangal mala, Murugan mala and Kurisumala. The three hills are pilgrim centres of Islam, Hindu and Christian religions. This place is regarded as one of the better examples of religious harmony that exists in Kerala. The climate is very cold with mist and fog, a regular feature. Even the journey to Vagamon is a thrilling and unforgettable experience. The meandering high way is constructed in many places by cutting sheet rock and the edge of the road is steep (almost vertical) with rock formation, going down to about 1000 mts. The road is from Erattupetta and connects Vagamon directly.

Vagamon is a heaven for adventure tourism enthusiasts. There are the very good trekking routes that are comparable with the best in the world. Mountaineering and rock climbing facility available here are challenging ones to any expert in the field. This is Kerala's most popular and the best paragliding site. The

lake and waterfalls are best suited for boating and rock climbing through waterfalls. The stream that goes along the ravine could be developed as a trekking route which will be a challenging rugged route with rock outcrops and undulations. The steep cliffs will provide opportunity for rope climbing, Para jumping and Paragliding. There is enough scope for developing camping sites where tents can be put up and sleeping bags used for sleeping. The detailed study and evaluation of all these possibilities will bring out the glowing picture of Vagamon as the most valuable adventure tourism destination of this country. Vagamon is located at a distance of 15 kms from Kottamala, 33 km from Palai and 65 kms from Kottayam. Nearest railway station is at Kottayam and the nearest airport is Cochin International Airport.

## **2.0 Objective**

To prepare the development schemes for the optimum utilization of adventure tourism resources from the study areas to make the whole areas into high-class adventure tourism destinations with varied Adventure Tourism experiences. These destination points could be developed depending on the suitability and availability of land for various recreational activities based on adventure tourism principles.

Each of the three sites present geography of vast diversity and topographic beauty in the form of sea, backwaters, hillocks, forestlands, grasslands and water bodies. The diversity of landforms can be effectively integrated with the proposed scheme and by proper marketing they can become the backbone of the scheme.

The primary objective No. (1) is to prepare a detailed schematic proposal in which the developments required with respect to Physical, Environmental, Social, Cultural and Standard of living in the locality. This plan should be prepared by benchmarking with similar Indian or Foreign Destinations of Adventure Tourism background and should contain all data and standards in tabular format.

The primary objective No. (2) is the preparation of macro level perspective plan for adventure tourism development of Kappil, Muzhuppilangad and Vagamon locations and surrounding areas so as to guide future development in a strategic, scientific and professional manner.

The changes required in policies, rules and regulations and Governance systems have to be pointed out with specific suggestions on new rules and systems, so that maximum development in adventure tourism activities can be achieved.

The primary objective No. (3) is to prepare micro level development project reports for the Adventure Tourism creation and upgradation of facilities in a focused manner, within the framework of the long term macro level perspective giving due attention to see that carrying capacity of the destination is not exceeded. The development proposals should be in the form of detailed, project profiles with drawings estimates and specifications in a ready to implement form.

In the Development of the Destination, importance has to be given for identifying all the activities that will enhance Tourism Potential of the Destination and proposed suitable actions to be taken to achieve this. Detailed project reports for these enhancements should find a place in the Master Plan.

As per the tourism vision statement of the Govt. of Kerala special emphasis is given for conservation and preservation and enhancing of natural and cultural wealth of the country. The vision states that “To develop Kerala into an up market high quality tourist destination through optional utilization of resources with focus on conserving and preserving the heritage and environment and enhancing productivity, income, creating employment opportunities and alleviating poverty thereby making tourism the most important sector for the socio-economic development of the State”.

In this context it is imperative that new sustainable models of tourism development are formulated and implemented that will bring in the revenues even while conserving and protecting the fragile eco systems at all the 3 destinations. For the comprehensive development of the three sites and their surroundings **three different master plans** have to be prepared and guidelines for development prescribed.

## 2.1 Project area

### A. Kappil

The project area will cover Paravoor and Edava Nadayara Kayals, beach from Paravoor Thekkumbhagom up to Varkala and Arivalam beach. The boundary will be the sea and the coastal road from Kollam to Chirayinkeezhu.

### B. Muzhappilangad

The project area will cover the area from south border of Kannur town and north border of Thalassery town in between the sea and the Kannur - Thalassery road. Darmadom island is also included.

### C. Vagamon

At present the area available at Vagamon is 742 hectares of land as per details below.

Village	Railway			Area in hectares
	Block	S. No.	Sub Division	
Vagamon	1	24	10	208.50
Vagamon	4	10	1 to 3	2.49
Vagamon	4	30	3	0.46
Vagamon	4	33	2	6.00
Vagamon	4	44	1 to 11	425.75
Elappara	13	18	-	41.38
Elappara	13	73	-	77.70
<b>Total</b>				<b>762.28</b>



<b>Encroachment to be legally evicted</b>	<b>20.43</b>
<b>Net available land</b>	<b>741.85</b>
<b>Say</b>	<b>742 hectares</b>

Macro & Micro level development plans are to be made for the area give above and detailed proposals for development of adventure tourism activities and required hospitality requirements at different activity centres are to be made.

### **3.0 Scope of work**

The scope includes the study and understanding of the present status of the destination with respect to Adventure Tourism activities and formulate solutions to existing problems for the entire area as mentioned in item. 2.1 above.

- Recommended overall development concept and strategy which will be in par with international standards of adventure tourism sector.
- Recommendation on development and enhancement of infrastructure like water ways, roads, power supply, waste collection & disposal, pollution control of water bodies, transport, parking etc with tentative designs suitable for population and visitor growth in future in the entire area.
- Recommended development and enhancement of tourist facilities & services for anticipated quantity and quality levels of services required in future.
- Recommended Recreational facilities and adventure sports with the best-suited Infrastructure Designs for standards expected for future.
- Recommended conservation and enhancement of the water bodies and other tourist attractions with special attention to water quality improvement.
- Recommended signages and street furniture.
- Preparation of detailed project profile with the drawings for the identified and prioritized projects at this destination.

### **3.1 Guiding principles to be followed for preparation of Master Plan Proposal and Projects**

3.1.1 The master plan is expected to take cognizance of present status of development of the destination within the study area.

3.1.2 The master plan to be prepared shall be one :

3.1.2.1 Which has a strong and recognizable adventure tourism vision that bridges the past, present and future.

3.1.2.2 That gives a clear picture of the present scenario in the study area and gives clear development proposal for increasing the adventure tourism potential of the destination.

- 3.1.2.3 The projects in the Master Plan are conceived within a sustainable economic model, with attractive and green principle architecture taking into account the accrual of socio economic benefits in the region.
- 3.1.2.4 That maximizes the results and benefits to the local people LSGIs the Government and Private investors.
- 3.1.2.5 That is committed to the responsible tourism initiatives in construction and operation.
- 3.1.2.6 That is committed to the principle of ecology and sustainability in the design process, and ensuring pollution free environment.
- 3.1.2.7 That is made with direct relationship between the current and potential visitor market to Kerala in general and project area in particular, projected for the future.
- 3.1.2.8 That gives a special emphasis on the conservation of heritage buildings and structures.
- 3.1.2.9 That aids subsequent economists, architects, engineers and environmental planners in establishing feasibility assessments, sizing of infrastructure, architectural modeling, project cost data and environmental impact assessments in the present micro level planning and for future.
- 3.1.2.10 That illustrates as a separate chapter the bankable projects that can be taken up with private investment or as joint venture and throws light on the site's potential for adventure tourism leisure and holiday recreational uses to attract investors.

## **3.2 Collection of site data**

- 3.2.1 The main objective of this stage of the assignment is to assemble all relevant data covering a period of 20 years backwards that will be required to review the project and develop the project concept that is suitable for many years to come. The data should cover all physical and statistical matters. This will involve review of all available background information including market assessments, land characteristics, accessibility, climate, nature, available infrastructure, land details etc. related to the project area.
- 3.2.2 Site visit and collection of details of physical features including topography, soil, water courses, access, land use as of today, water supply sources, power lines etc.
- 3.2.3 Meeting with Local Self Govt. Planning Departments and Collecting details of rules and regulations with respect to Building rules, CRZ regulations, Environment assessments and Pollution Control rules.
- 3.2.4 The project evolving process is of inclusive community sensitization and consultation at the local level that helps finalization of plan with suitable adventure tourism priorities that suites the locality given special importance. This process includes consultation with LSGIs, Govt. departments, NGOs, Institutions, Hospitality, Travel-Trade Industry representatives of public and private sectors, Experts, Local people and other stakeholders etc. At the final stage consultation with peoples representatives of the area in the Parliament and Assembly may also be done.
- 3.2.5 Discussions & Confirmation with the client's representatives of the exact outputs and requirements of the project, its timetable and costs.

3.2.6 Preparation of contour map of the construction area for individual project in this selected destination to enable marking of all required layout details.

### **3.3 Present Policy, Regulations and Institutional Setup**

3.3.1 Evaluation of present, past and proposed policies, plans, organizational setup, legislation, regulations and incentives with particular reference to investment, marketing, adventure tourism product development and co-ordination of activities proposed in project area.

3.3.2 Suggest changes required to meet the needs and challenges of a considerable period in the future.

### **3.4 Assessment of Tourism Potential and evaluation of level of utilisation**

3.4.1 The tourism product proposed to be developed through this project is to be considered as a composite of many interrelated elements such as natural and manmade tourism resources that could be used for adventure tourism development and required, infrastructure and superstructure, transportation, supporting tourism facilities and amenities, human resources etc. Here each of these elements of the proposed development of Kappil, Muzhappilangad and Vagamon and related areas will be presented in the form of a detailed inventory with a critical analysis, so as to determine strengths, weaknesses, problems, opportunities and constraints that will help in proposing the additions, improvements and conservations to meet the needs in future.

3.4.2 Tourist attractions that will support adventure tourism activities.

3.4.3 Transportation and access, including highways and other roads, waterways etc.

3.4.4 Aesthetic features, such as topography and landscape, regional architectural styles, suitability for adventure tourism activities etc.

3.4.5 Infrastructural factors of the study area such as supply and distribution lines of water & electricity, civic amenities, communication, transport, approach roads, medical facilities, sewage system, water storage systems, solid waste disposal system etc.

3.4.6 Details of support services important to adventure tourism available in nearby towns and also the mandatory safeguards to ensure safety of tourists and local public.

3.4.7 Existing tourism superstructure, such as accommodation, food and beverages facilities, entertainment facilities, parks, historical and cultural attractions, other manmade tourist facilities, travel facilities, shopping, local handicrafts, cultural events, arts special events, sports and recreation facilities, tour circuits etc.

3.4.8 Government Land and other suitable land for future development.

### **3.5 Market analysis**

- 3.5.1 Collect present and past 20 years arrival details of Tourists to Kerala and this destination (project area) to project area may be found out and the projected arrivals for the future 10 to 15 years computed.
- 3.5.2 Identify the market segments in adventure tourism, and profiles as of now and 20 years back and fore cast the variations over a period of next 10 to 15 years.
- 3.5.3 Compare the situation with other destinations used for bench marking.
- 3.5.4 Clearly specify the marketing strategy to be followed over the period of next 15 years for sustainable operation of the proposed adventure tourism destination.
- 3.5.5 Suggest New facilities and Improvements required in the facilities to achieve the desired market success.

### **3.6 Formulation of Macro level tourism perspective plan**

On the basis of study and analysis of all the factors explained earlier the consultants should prepare a discussion note and concepts of the broad possible alternative adventure tourism development plans and discuss with the clients. After taking into consideration, the opinion of the clients the macro level development plan for the destination may be prepared.

- 3.6.1 This document should contain.
- 3.6.2 Identification of the key development components required in the area to enhance adventure tourism.
- 3.6.3 Development of new and existing tourism infrastructure, superstructure, tourist facilities and services for the entire project area in a phased manner for the next few years.
- 3.6.4 Map in suitable scale with all the proposals marked there in. Footprints of all the developments required with plinth area, length, breadth etc. to assess the rough costing may be included.
- 3.6.5 Rough cost project estimate for the entire destination development with a 10 to 15 years forward perspective.

### **3.7 Formulation of micro level action plans**

The macro level tourism perspective plan so prepared, essentially represents a conceptual exercise, based on the synthesis of detailed facts. However, the level of detail in a macro level perspective plan is not sufficient to guide implementation. It is necessary to prepare a detailed master plan with detailed project report for each adventure tourism destination. The terms of reference for this master plan and project reports are as given below.

#### **3.7.1 Field visit and Site Inspection**

Conduct an in depth field inspection of project area and related area included in the macro level plan to assess the principal adventure tourism development constraints and opportunities of the site, general carrying capacity or optimum level of development, and the most suited general layout locating the

buildings, adventure tourism activity centres, parks, roads etc. The main access to each development site is also to be examined as also the feasibility of developing the same for requirements of future.

### **3.7.2.1 Development Programme**

Along with the data collected at site, weigh the requirement of each type of activity in adventure tourism field and required facilities and services in this site and workout a well balanced development brief that could meet the needs and style for future.

Prepare alternative site development plans for consideration and selection by the clients as their preferred approach and concept. The availability of Government land and other open areas are the key factors to be considered in the selection of future development plan for 10 to 15 years period from now.

### **3.7.3 Site Development Plan**

Prepare detailed site development cum land use plan for Kappil, Muzhappilangad & Vagamon destinations in layout plans of appropriate large scale. Develop a comprehensive destination development scheme for each place that would meet the projected needs and style. The location of all structures that are to be put up along with access roads, pathways and open spaces like parks, playgrounds etc. are to be marked.

### **3.7.4 Land use plan**

Based on the site inspection develop the area map indicating the present land uses of the project area as indicated in 2.1. A, B & C. This land use plan should give details of all Govt. land, Private land with and without development, private land with Residential and Commercial developments and land of institutions like Schools, Colleges, Hospitals etc.

### **3.8 Detailed Project Report**

The detailed project report for the identified and prioritized projects for adventure tourism development in all the three destination has to be prepared with detailed listing of components and preparation of detailed architectural drawings suitable for execution. Estimates for Buildings may then be prepared on plinth area basis adopting CPWD rates. On approval from clients, detailed estimate for buildings and other developments has to be prepared, adopting current C P W D schedule of rates.

The costing so prepared may be used for components to be carried out in the first stage. For others suitable escalation as a percentage may be added to get the total cost of project components to be implemented in future.

The project report shall contain details for all the developments, for the whole destination along with a total abstract of cost. A 'way forward' report for implementation may also be given.

### **3.9 Financial Analysis**

Financial analysis for the projects included in the project report has to be prepared to decide on the viability of the proposals.

For the projects proposed to be taken up with private participation, more detailed financial analysis has to be prepared so as to offer the project in PPP mode.

The above are the general T O R and scope of work and has to be modified slightly as per opinion of the participants of the consultative meeting and the client department.

#### **4.0 To Act as dedicated consultants to the Kerala State Adventure Tourism Promotion Society**

The Adventure Tourism promotion society has been formed with the aim of enhancement and development of Adventure tourism in the state of Kerala. The first project is selected with Kappil, Muzhappilangad and Vagamon as destinations. The society needs the services of a consultant for identifying other projects in the state and to advise the society in selection of projects and purchase of equipments. Back ground paper work for conducting adventure tourism fares may also be required. If the bidding agency is prepared to accept this they may have to quote their retainer fee (yearly or half yearly) for this. If they have to prepare Project Reports or Master plans, it will be paid separately over and above the retainer fees.

#### **5.0 Deliverables and their Timings**

The master plan shall be a detailed proposal prepared as separate documents for Kappil, Muzhappilangad and Vagamon. The macro level and micro level development plans may be prepared as per principles and guidelines detailed in previous paras. The micro level master plan should be accompanied by detailed project report for the destination. The project report should contain details of all schemes to be implemented with scope, scale, cost, phasing, agency responsible for implementation, method of implementation etc.

The Consultants shall produce quality reports adhering to all the aspects noted in the Scope of Work. The quality of the studies and the reports are expected to be formulated at each stage with interaction with the officials of the Adventure Tourism Promotion Society. The architectural drawings should contain quality views (both bird's eye view and worm's eye view) of each development proposed. Walk through presentations in video format may be prepared for each adventure tourism activity centre.

The Consultants are expected to submit the following reports :

(i) **Inception Report:** Inception report shall be submitted **within 4 weeks** of commencement of the assignment. Inception Report shall contain the detailed methodology and statements on the general understanding of various conditions both physical and statistical, prevailing in the study area.

A brief interactive process may follow the submission of the inception report, based on which the clients shall confirm the approach of the consultants or suggest further improvements required in the approach. This communication from the clients, if not received within 15 days of submission of the inception report, it shall be presumed to be in agreement on the already laid out approach adopted by the consultants.

**(ii) Interim Report - I**

Interim report on Macro level plan shall be prepared and submitted after **2 months**. It will report on the progress of the fieldwork in respect of survey, mapping and documentation of each of the three destinations. Details of studies on carrying capacity, visitor arrival projections for '30 years beyond from today' and basics on marketing shall be included in the report at this stage. Three separate reports may be given one for each destination namely Kappil, Muzhappilangad and Vagamon.

**(iii) Interim Report - II**

Based on the macro level plan finalized, the interim report on master plan and project report for the three destinations will have to be prepared as separate document. The interim report. II shall contain all the basic details that are being included in the project report with rough concept drawings. This interim report. II shall be submitted after **3 months**.

The Interim Reports shall also include notes on whether any changes in the original work plan or Methodology or both are necessitated, duly substantiated. If no comments or suggestions are received from the clients within 15 days of the submission of the Interim Report, it would be presumed that the clients have no comments to offer and the consultants shall proceed with further work on the preparation and finalization of macro level plan and micro level plan with DPRs.

**(iv) Draft Master Plan and Documents**

Three separate Draft Final Master Plans for both Macro level and Micro level shall be submitted **at the end of 4<sup>1</sup>/<sub>2</sub> months** of the commencement of the assignment. The draft master plan shall contain the final products of the study, incorporating the comments and suggestions, if any, offered by the clients on the previous reports. Consultants are free to hold a meeting before the submission of the Draft Master Plan.

The suggestions of the clients on the Draft Master Plan shall be communicated to the consultants within 15 days of submission of the Draft Master Plan. If no comments / suggestions are received from the clients within this time it would be presumed that the clients do not differ with the recommendations in the Draft Master Plan.

**(v) Final Master Plan**

The final master plan including Detailed Project Report separate documents for the destinations (Kappil, Muzhappilangad & Vagamon) with drawings, estimates, documentation details, walk through presentation CDs in video format for all destinations etc. shall be submitted within 30 days of receipt of comments and suggestions on the draft master plan from the clients. The report should contain relevant details required for the implementation of the schemes through Executing Agencies. The final report shall incorporate the

comments and suggestions received from the clients. All maps, drawings, estimates and tables shall be neatly prepared and presented. The final report should be submitted within the total period of **6 (six) months**.

The number of copies of each of the above reports is indicated below:

- |                                                           |   |                          |
|-----------------------------------------------------------|---|--------------------------|
| i. Inception Report                                       | : | 3 copies + 1 copy in CD  |
| ii. Interim Report – I (3 separate books)                 | : | 5 copies + 1 copy in CD  |
| iii. Interim Report – II (3 separate books)               | : | 5 copies + 1 copy in CD  |
| iv. Draft Master Plan and Documents<br>(3 separate books) | : | 5 copies + 1 copy in CD  |
| v. Final Master Plan (3 separate books)                   | : | 15 copies + 1 copy in CD |

## **5.0 Services and Facilities to be provided by the Client**

- The client shall help to procure relevant survey maps of the area from the Survey of India (SOI) and from the Department of Survey and Land Records of the State Government for the Consultant's reference. The Client shall also help for collection of the map of Panchayat/Town/City (local body) area from the Local Self Government Institution (LSGI) and from the Department of Town and Country Planning of GOK.
- The client shall facilitate the collection of all relevant information and data readily available with the Department of Tourism and other Government and Quasi-Government departments/ institutions by the consultants within a reasonable time (keeping in view the time frame for the completion of the assignment).
- The client shall arrange to grant any license, permit or clearances for enabling the Consultants and their authorized representatives to gain entry/multiple entries into the project site/area and locations for carrying out the services required under this Assignment.
- The client shall arrange to review the various reports and recommendations submitted by the consultants without delay and communicate the remarks/ suggestions on such reports in writing to the consultants to enable the consultants to proceed further with the assigned tasks.

## **6.0 Necessary documents to be referred by the Consultants**

- Master Plan/Development Plan, if any, prepared by the Department of Tourism, Kerala Tourism Development Corporation and the Department of country and town planning for various locations in the study area.



- Project Reports, if any, already prepared by the Department of Tourism or Kerala Tourism Development Corporation for central assistance and also the implementation reports on the ongoing projects in the three project locations.

## **7.0 Period of Study**

It is expected that the entire work on the preparation of the master plan in all respects shall be completed within **6 (six) months** from the date of commencement of the assignment, excluding time required in furnishings comments and approval process for the various stages as mentioned above.

## SECTION. 3

### INFORMATION AND INSTRUCTIONS TO CONSULTANTS

#### 1.0 Introduction

1.1 The Kerala Adventure Tourism Promotion Society formed under the Department of Tourism (DOT), Government of Kerala (GOK) proposes to cause preparation of three separate comprehensive master plans and detailed project reports **under one consultancy contract** for the, **Sustainable development of Adventure Tourism at Kappil (Thiruvananthapuram district), Vagamon (Idukki district) and Muzhappilangad (Kannur district)**. The Society proposes to engage the services of Consultants and Architects duly selected based on the details given in this bid document.

Even though the preparation of three separate Master plans and connected documents are required the Consultancy contract will be a single one and bid document should be submitted accordingly. Separate methodology and work plan can be suggested for each destination but only one set of professional proposed for the total consultancy of preparing the three Master plans.

1.2 For this purpose the Client, namely the Kerala Adventure Tourism Promotion Society (KATPS) will select a firm short listed qualified agencies in accordance with the method of selection indicated in the Data Sheet.

1.3 The Consultants are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet (the proposal) for consulting services required for the Assignment named in the Data Sheet. The Proposal will be the basis for contract negotiations and ultimately signing of a contract with the selected firm.

1.4 The Assignment shall be carried out and completed as indicated in the Data Sheet.

1.5 The Consultants may further familiarize with local conditions and take them into account in preparing their proposal.

1.6 The Client will provide the inputs specified in the Data Sheet, assist the firm in obtaining licenses and permits needed to carry out the services, and assist in making available relevant project data and reports, as indicated in the Data Sheet.

1.7 Please note that (i) the costs of preparing the proposals and of negotiating the contract, including a visit to the project site, are not reimbursable as a direct cost of the Assignment; and (ii) The Society reserves the right to reject any or all of the proposals submitted.

1.8 Government policy requires that Consultants provide professional, objective, and impartial advice and at all times hold the Client's interest paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of the Client.

1.9 Without limitation on the generality of this rule, Consultants shall not be hired under the circumstances set forth below.

- (a) A firm, which has been engaged by the Client to provide goods or works for a project, and any of their affiliates, shall be disqualified from providing consulting services for the same project. Conversely, firms hired to provide consulting services for the preparation or implementation of a project, and any of their affiliates, shall be disqualified from subsequently providing goods or works or services related to the initial assignment (other than a continuation of the firm's earlier consulting services) for the same project.
- (b) Consultants or any of their affiliates shall not be hired for any assignment, which, by its nature, may be in conflict with another assignment of the Consultants.

1.10 It is the policy of the Govt. of Kerala that Consultants under contract observe the highest standard of ethics during the selection and execution of such contracts. In pursuance of this policy the Government of Kerala defines for the purposes of this provision, the terms set forth below as follows:

- (i) "Corrupt Practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the selection process or contract execution : and
- (ii) "Fraudulent Practice" means a misrepresentation of facts in order to influence a selection process or the execution of a contract, and includes collusive practices among Consultants (prior to or after submission of proposals) designed to establish prices at artificial, non-competitive levels and to deprive other competing firms of the benefits of free and open competition.

## **2.0 Document Comprising the Bid document (Request for Proposal)**

2.1 Consultants may request a clarification on any of the bid documents up to the number of days indicated in the Data Sheet before the submission date of the Proposal. Any request for clarification must be sent in writing by paper-mail (through Courier), facsimile, or electronic mail to the Chief Executive Officer, Kerala Adventure Tourism Promotion Society (KATPS) at the address indicated in the Data Sheet. The Chief Executive Officer, Kerala Adventure Tourism Promotion Society (KATPS) will respond by paper-mail (through Courier), facsimile, or electronic mail to such requests and will send copies of the response to all invited consultants who intend to submit proposals.

2.2 At any time before the submission of Proposals, the Kerala Adventure Tourism Promotion Society (KATPS) may, for any reason, whether at its own initiative or in response to a clarification request by an invited firm, modify the bid documents (RFP) by amendment. The amendment will be sent in writing by paper-mail (through Courier), facsimile, or electronic mail to all invited consultants and will be binding on them. The Kerala Adventure Tourism Promotion Society (KATPS) may, at its discretion, extend the deadline for the submission of Proposals.

### **3.0 Preparation of Proposal**

Consultants are requested to submit a Proposal (Para 1.3) written in English.

#### **3.1 Technical Proposal (Cover - I)**

3.1.1 In preparing the technical proposal, Consultants are expected to examine the documents comprising this bid document (Request for Proposal) in detail. Material deficiencies in providing the information requested may result in rejection of a Proposal.

3.1.2 While preparing the technical proposal, Consultants must give particular attention to the following :

- (i) If a firm or Consortium which has been pre qualified /short listed considers that it does not have all the expertise for the Assignment, it may obtain a full range of expertise by associating with more individual consultant(s) and/or other firms or entities in an expanded joint venture of sub consultancy as appropriate. Consultants may not associate with the other Consultants invited for this Assignment.
- (ii) The Consultants should take into account all the requirements of this project and work out the minimum estimated number of professional staff-weeks required for the assignment, and the Proposal should be based on the number of professional staff-weeks so estimated by the firm, substantially in accordance with the data sheets.
- (iii) It is desirable that the majority of the key professional staff proposed be permanent employees of the firm or has an extended and stable working relation with it.
- (iv) Proposed key professional staff must have at least the experience indicated in the Data Sheet, preferably working under conditions similar to those prevailing in the country of the Assignment.
- (v) Alternative professional staff shall not be proposed, and only one Curriculum Vitae (CV) may be submitted for each position.
- (vi) Reports to be issued by the consultants as part of this assignment must be in the language(s) specified in the Data Sheet.

3.1.3 The technical proposal should provide the following information using the attached Standard Forms (Section 4):

- (i) A brief description of the firm's organization and an outline of recent experience on assignments of a similar nature. For each assignment, the outline should indicate, inter alia, the profiles and names of the staff provided, duration of the assignment, contract amount, and firm's involvement.
- (ii) Any comments or suggestions on the Terms of Reference (Section 2) and on the data, services and facilities to be provided by the Client (indicated in Section 4C)
- (iii) A detailed description of the methodology (work plan) by which the firm proposes to execute the services, illustrated, as appropriate, with bar charts of activities and graphics, or with Program Evaluation Review Technique (PERT) charts (Section 4D).

- (iv) The list/composition of the proposed staff team, the tasks that would be assigned to each staff team member, and their timing (Section 4E).
- (v) CVs recently signed by the proposed professional staff or the authorized representative submitting the proposal (Section 4F). Key information should include number of years working for the firm/entity, and degree of responsibility held in various assignments during the last five (5) years.
- (vi) Estimates of the total staff effort (professional and support staff time) to be provided to carry out the Assignment, supported by bar charts showing the time proposed for each key staff team member. (Section 4G)
- (vii) Any additional information requested for in the Data Sheet.

3.1.4 The Technical Proposal shall not include any financial information.

### **3.2 Financial Proposal (Cover - II)**

3.2.1 In preparing the financial proposal, consultants are expected to take into account the requirements and conditions of the RFP document. The financial proposal should follow Standard Forms (Section 5). No additional conditions shall be included in the Financial Bid. It lists all costs associated with the assignment, including (a) remuneration for staff and (b) reimbursable such as subsistence (per diem, housing), transportation, services, out of pocket expenses and equipment, if it is a major component of the assignment.

3.2.2 The financial quote should be made for the total assignment and the charges for the three Master plans can be shown in the financial quote with the total amount indicated.

3.2.3 The financial proposal should clearly identify, as a separate amount, the local taxes, duties, fees, levies and other impositions imposed under the applicable law, on the consultants, the sub-consultants, and their personnel: unless the Data Sheet specifies otherwise.

3.2.4 Costs must be expressed, and will be paid, in the Indian currency as indicated in the Data Sheet.

3.2.5 Commissions and gratuities, if any, paid or to be paid by consultants and related to the Assignment will be listed in the Financial Proposal submission form (Section 5A).

3.2.6 The Data Sheet shows for how many days after the submission date the proposals must remain valid. During this period, you are expected to keep available the professional staff proposed for the assignment. The Kerala Adventure Tourism Promotion Society (KATPS) will make its best effort to complete negotiations within this period. If the Proposal validity period is to be extended, the same will be done on mutual consent only.

### **4.0 Submission, Receipt and Opening of Proposals**

4.1 The original Proposal (technical proposal and financial proposal) shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the firm itself. Any

such correction must be initialed by the person or persons who sign(s) the Proposals.

- 4.2 An authorized representative of the firm shall affix his/her initials on all pages of the Proposal. The representative's authorization shall be confirmed by a written letter of authorization accompanying the proposal.
- 4.3 For each Proposal, adequate number of copies shall be submitted if asked for in the Data Sheet.
- 4.4 The technical proposal shall be placed in a sealed envelope clearly marked "Technical Proposal". The financial proposal shall be placed in a sealed envelope clearly marked "Financial Proposal" and warning: "Do not open with Technical Proposal". Both envelopes shall be placed into an outer sealed envelope bearing the submission address and other information indicated in the Data Sheet and clearly marked "DO NOT OPEN, EXCEPT IN THE PRESENCE OF THE CHIEF EXECUTIVE OFFICER OR HIS AUTHORISED REPRESENTATIVE AT THE BID OPENING TIME".
- 4.5 The completed technical and financial proposal must be delivered at the submission address on or before the time and date stated in the Data Sheet. Any proposal received after the closing time for submission of proposals shall be returned unopened.
- 4.6 The technical proposal shall be opened immediately by the Department, after the closing time for submission of proposals. The financial proposal shall remain sealed until they are opened publicly by authorized official(s).

## **5.0 Proposal Evaluation**

### **5.1 General**

QCBS (Quality and Cost Based Selection) principle will be adopted for the selection process. Consultants shall not contact the Society or its officers for any matter relating to their Proposal from the time of the opening of the technical proposal to the time the contract is awarded. If a firm wishes to bring additional information to the notice of the client, it should do so in writing at the address indicated in the Data Sheet. Any effort by the firm to influence in proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the consultant's proposal.

## 5.1.1 SHORT LISTING

The technical proposal will be evaluated taking in to consideration the experience of the consultants.

- i. Should have minimum five years experience in Tourism consulting and Preparation of Tourism Vision and Development Plans, out of which minimum of one year should be in the field of Adventure Tourism Sector.
- ii. Should have worked in the role of lead consultant for the preparation of at least 3 Nos. of Major Destination development master plans with macro and micro level detailing, during the last 5 years out of which atleast one Development plan should be for Adventure Tourism.
- iii. Should have annual turnover of minimum ` . 100.00 lakhs/year for the last 3 years.
- iv. Should have a renowned architectural agency with office in Kerala as consortium partner or named sub consultants who are capable of conceptualization of development of similar region or destination in high standards.
- v. Should have sufficient Consultants of various disciplines, Architects, Town Planners and Engineers, to prepare ready to implement development project reports.
- vi. Should have a renowned architectural agency with office in Kerala as Consortium partner/ Associate consultant or named sub consultants who are capable of conceptualization of development of similar region or destination in high standards.

5.1.2 Presentation : The short listed agencies will have to make a presentation of their technical bid with special importance to the details of the three destination development projects indicated as minimum qualification for short listing, the agency's profile, understanding of the concept, and the work plan and methodology proposed for carrying out the assignment. The architectural concepts and details for the destination development to '30 years beyond from today' standards should be presented as a non site specific concept. The presentation will have to be made before the Evaluation committee who will evaluate the proposal along with the presentation and award marks based on the evaluation criteria given under Clause. 5.2. A minimum of 10 days time will be allowed for making the presentation.

5.1.3 Weightage for Technical and Financial Scores

In the final evaluation weightage will be given as **Technical 70% and Financial 30%**.

## 5.2 Evaluation of Technical Proposals

The evaluation committee appointed by the Client as a whole, and each of its members, individually, may evaluate the proposals on the basis of their responsiveness to the Terms of Reference, applying the evaluation criteria, sub criteria (not more than three per criteria) and point system specified below. Each responsive proposal will be given a technical score (St). A proposal shall be rejected at this stage if it does not respond to the important aspects of the Terms of Reference or if it fails to achieve a minimum technical score of 60.

The evaluation points for the different criteria shall be as noted below :

<b>i.</b>	<b>Competence and capability of the Consultancy organization</b>	<b>20 pts.</b>
	<b>Sub criteria</b>	
	(a) Preparation of Destination Development Master plan for Major Tourism destinations.	: 2 pts. each with max. of 10 pts.
	(b) Preparation of Major Adventure Tourism Development Master plans for destinations.	: 4 pts. each with max. of 8 pts.
	(b) - do - Major destination Development Master plans for development of Adventure Tourism activity centres	: 1 pt. each with max. of 2 pts.
<b>ii.</b>	<b>Understanding of the concept and adequacy of the proposed work plan and methodology w.r.t the TOR and quality of the presentation of the concepts of the development proposed for 30 years beyond today period.</b>	<b>50 pts</b>
<b>iii.</b>	<b>Qualification and Competency of the key professionals for the Assignment</b>	<b>30 pts</b>
	(a) Tourism Planner	: 5 pts.
	(b) General Architect	: 5 pts.
	(c) Adventure tourism Planner	: 5 pts.
	(d) Domain Expert, Infrastructure Environmental Engineer	: 4 pts.
	(e) Marketing Expert	: 4 pts.
	(f) Financial Expert	: 4 pts.
	(g) Quantity Surveyor	: 3 pts.
	<b>Total</b>	<b>30 pts</b>
	<b>Total</b>	<b>: 100 pts</b>

**Sub criteria**

Points given to evaluation of sub-criteria for qualification of staff are :

(a)	Educational Qualifications	: 35 points
(b)	Experience in similar tasks of adventure tourism planning	: 30 points
(c)	Competency of the key professional staff for the assignment	: 35 points
	<b>Total</b>	<b>: 100 points</b>



60% is the cut off level for technical proposal. The financial bids of only those agencies that score more than 60% will be opened and evaluated.

### **5.3 Opening and Evaluation of Financial Proposals**

After the evaluation of quality is completed, the Client shall notify those consultants whose proposals did not meet the minimum qualifying mark or were considered non-responsive to the 'Request for Proposal' and 'Terms of Reference', indicating that their Financial Proposals will be returned unopened after completing the selection process. The Kerala Adventure Tourism Promotion Society shall simultaneously notify the consultants who have been considered for final pre-qualification, by the Evaluation committee set up for the selection of the consultants for this project. The financial proposals of only these consultants who achieve more than 60% Technical score will be opened on a suitable day after intimation.

- i. The Financial Proposal shall be opened publicly in the presence of the Consultant's representatives who choose to attend. The name of the consultant and the proposed prices shall be read aloud and recorded when the Financial Proposals are opened. The Client shall prepare minutes of the public meeting.
- ii. The evaluation committee will determine whether the financial proposals are complete (ie., whether they have costed all items of the corresponding technical proposals); and if not, the client will cost them and add their cost to the initial price, correct any computational errors, and convert prices on various currencies to the common currency as specified in the Data Sheet. The evaluation shall exclude local taxes and impositions under the applicable law and applied to foreign and non-permanent resident Consultants (and to be paid under the contract unless the Consultant is exempted).
- iii. The retainer fee calculated for a period of one year for continued service as advisor/consultant to the society will also be added (along with taxes and duties thereon) to the total fees quoted for the preparation of the three master plans and considered for the evaluation purpose.

#### **5.3.1 Evaluation of Financial Proposal**

The financial bids will be opened and tabulated taking into account the fees only excluding taxes. However Income tax will be an inbuilt component of the fees. Of this the lowest cost will be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices. The formula for this will be as follows.

$$Sf = 100 \times \frac{Fm}{F}$$

where Sf is the Financial score. [Fm is the lowest price and F is the price of the proposal under consideration]

#### **5.3.2 Final Evaluation**

The final evaluation will be done by giving weightage for Technical and Financial proposals as 0.70 and 0.30. The technical score and financial score will be given weightage as above and added together to get the final score of the agency. The agencies will be ranked with the agency getting the maximum marks as first.

### **6.0 Negotiations**

- 6.1 Negotiations will be held at the address indicated in the Data Sheets. The aim is to reach an agreement on all points and sign a contract.
- 6.2 Negotiations will include a discussion of the technical proposal, the proposed methodology (work plan), staffing and any suggestions made by the firm to improve the Terms of Reference. The client and the firm will then work out agreed final terms of reference, staffing and bar charts indicating activities, staff, and periods in the field and in the home office, staff months, logistics, and reporting. The agreed work plan and final terms of reference will then be incorporated in the 'Description of Services', which would form part of the Contract. Special attention will be paid to optimizing the required outputs from the firm within the available budget and to clearly defining the inputs required from the client to ensure satisfactory implementation of the assignments.
- 6.3 The financial negotiations will include clarification, if any, of the firm's tax liability, if any, in our State/Country and the manner in which it will be reflected in the contract, and will reflect in the agreed technical modifications in the cost of the services. Unless there are exceptional reasons, the financial negotiations will involve neither the remuneration rates for staff (breakdown of fees) nor other proposed unit rates.
- 6.4 Having selected the firm on the basis of, among other things, an evaluation of proposed key professional staff, the Kerala Adventure Tourism Promotion Society expects to negotiate a contract on the basis of the experts named in the proposal. Before contract negotiations, the department will require assurance that the experts will be actually available. The Kerala Adventure Tourism Promotion Society will not consider substitutions during contract negotiations unless both parties agree that undue delay in the selection process makes such substitutions unavoidable or that such changes are critical to meet the objectives of the assignment. If this is not the case and if it is established that key staff was offered in the proposal without confirming their availability, the firm may be disqualified.
- 6.5 The negotiation will conclude with a review of the draft form of the contract. To complete negotiations, the department and the firm will approve and initial the agreed contract. If negotiations fail, the department will invite the firm who has been ranked second in the list based on the final score. The process will be continued till a contract is agreed upon or all the ranked bidders are negotiated.

## **7.0 Award of Contract**

- 7.1 The contract will be awarded following negotiations with the successful firm. After negotiations are successfully completed, the contract will be signed in the standard form of contract.
- 7.2 The firm is expected to commence the Assignment on the date and at the location specified in the Data Sheet.

## **8.0 Confidentiality**

- 8.1 Information relating to evaluation of proposals and recommendations concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process, until the award of contract is notified to the successful firm.



# DATA SHEET

## Information to Consultants

### Clause

### Reference

- 1.1. The Name of the Client is : Kerala Adventure Tourism Promotion Society  
1.2. The method of Selection is : Quality and Cost based Selection (QCBS)  
1.3. Technical and financial proposals are requested : Yes

The name, objective and description of the Assignment : **Preparation of three different Comprehensive Master Plans under one consultancy contract for the Sustainable Adventure Tourism Development of Kappil (Thiruvananthapuram district), Vagamon (Idukki district & Muzhappilangad (Kannur district).**

A detailed description of the assignment is given in the Terms of Reference.

- 1.3 The Assignment is phased : No  
1.4 A pre-proposal conference will be held : No  
1.5 The Society will provide the following inputs :
- Authority letter from the Society to the Consultant.
  - Any possible/available data on tourist arrivals etc. from Tourism/Town Planning/Public Works/Irrigation/Rural Development/Local Self Government/Pollution Control Board/Any other department/authority of Kerala.
- 1.6 The number of days before the submission date to request a clarification is: 10 days before the last date of submission of proposal.

The address for requesting clarification is : Chief Executive

Kerala Adventure Tourism Promotion Society

T C 26/849 (1), University Women's Hostel Junction

Vazhuthacaud, Thiruvananthapuram - 695 014

Phone : + 91-471-2329770

Fax : + 91-471-2337037

E-mail : [adventuretourismkerala.gov@gmail.com](mailto:adventuretourismkerala.gov@gmail.com)

Web-site : [www.adventurekeralatourism.com/](http://www.adventurekeralatourism.com/)

[www.keralatourism.gov.in](http://www.keralatourism.gov.in)

1.7 The language(s) to submit proposals : English

1.8 The duration of the project is scheduled to be **6 months**

1.9 (i) Whether the short- listed firm/entity may associate with other short-listed firm : No

(ii) The estimated number of professional staff months required for the assignment/may be worked out by the Consultants and proposed so in the offer document.

A set minimum of key experts/professional staff with minimum professional experience required are listed below. Please examine the TOR and add more experts if required for the proper completion of the assignment.

Sl. No.	Position*	Year of Professional Experience	Specific Experience	Estimated man month input
1.	Tourism Planner	10	Experience in Sustainable Tourism Planning, Tourism and livelihood and product development, Preparation of Master plans, Demand estimation and Projection of Tourism facilities required to be created for '30 years beyond today' period.	
2.	General Architect	10	Experience in conceiving and designing projects focusing sustainable construction and sustainable destination development including Infrastructure Development Plans, Utilities, Landscapes and area lightings, Projection of Architectural styles and trends for '30 years beyond today' period.	
3.	Adventure Tourism Planner	10	Experience in Preparation of Adventure Tourism Master plan, Field surveys, Adventure Tourism Infrastructure Creation, Space utilization proposals, Access corridors, Roads & Pathways and Adventure Tourism Equipments.	
4.	Domain Expert - Infrastructure and Environmental Engineering	7	Planning and designing of Energy efficient Water Supply, Sewerage, Solid waste collection and disposal, Rain water harvesting etc.	
5.	Marketing Expert	7	Experience in Adventure Tourism operations and Marketing both International and National.	
6.	Financial Expert	7	Experience in Financial analysis of Tourism Projects, Viability studies, Project structuring and Enhancement of Project bankability.	
7.	Quantity Surveyor	7	Expertise in Estimating cost of Buildings, Infrastructure, Conservation works etc.	

\* For each position of key professional, required level of support/junior personnel shall be deployed

- 1.9 Taxes – Consultants are requested to contact Tax Consultants for details
- 1.10 The Consultants to state local costs in Indian Rupees
- 1.11 Terms of payment :
- |                                                     |   |                       |
|-----------------------------------------------------|---|-----------------------|
| 1. On submission of Inception report                | - | 20%                   |
| 2. On submission of Interim report - I              | - | 15% (35% cumulative)  |
| 3. On submission of Interim report - II             | - | 15% (50% cumulative)  |
| 4. On submission of Draft Master Plan and Documents | - | 25% (75% cumulative)  |
| 5. On submission of Final Master Plan and Documents | - | 15% (90% cumulative)  |
| 6. On acceptance of Final Report                    | - | 10% (100% cumulative) |

The payment of **retainer fees** for acting as advisor/consultant to the society will be made quarterly after successful completion of three month's work.

- 1.12 The Proposal must remain valid for **90 days** from the date of submission
- 1.13 The Consultants must submit **one original** and **one** copy.
- 1.14 The information on the outer envelope shall be : **Preparation of Comprehensive Master Plans under one consultancy contract for the Sustainable Adventure Tourism Development of Kappil, Vagamon & Muzhappilangad.**
- 1.15 The address for submission of proposal is Chief Executive

Kerala Adventure Tourism Promotion Society

T C 26/849 (1), University Women's Hostel Junction

Vazhuthacaud, Thiruvananthapuram - 695 014

Phone : + 91-471-2329770

Fax : + 91-471-2337037

E-mail : [adventuretourismkerala.gov@gmail.com](mailto:adventuretourismkerala.gov@gmail.com)

Web-site : [www.adventurekeralatourism.com/](http://www.adventurekeralatourism.com/)

[www.keralatourism.gov.in](http://www.keralatourism.gov.in)

- 1.16 Proposals must be submitted not later than the following date and time : **3 pm on 27-03-2015.**
- 1.17 Address to bring any information to the Client : Same as in Para 1.15
- 1.18 The date, time and address of the proposal opening are:

Technical Bids - **16.00 hrs. on 27-03-2015** at the office of the Chief Executive, Kerala Adventure Tourism Promotion Society.

Financial Bids - will be informed separately

- 1.19 The financial proposals of only those consultancy firms who have scored 60% and more points in the evaluation of technical proposals will be opened and financial scores will be given as explained under financial bid evaluation. The technical and financial scores will be given weightage of **70 and 30** and added to get the final score. The agencies will be ranked according to the final scores with the agency with highest marks as first. Negotiations will be conducted as explained under “Negotiations”.
- 1.20 Negotiations will be held at the Office of the Chief Executive, Kerala Adventure Tourism Promotion Society, T C 26/849 (1), University Women’s Hostel Junction, Vazhuthacaud, Thiruvananthapuram - 695 014.
- 1.21 The Assignment is expected to commence by **May 2015**.

## **SECTION. 4**

## **TECHNICAL PROPOSAL – STANDARD FORMS**

- 4A Technical proposal submission form
- 4B Firm's References
- 4C Firm's comments and suggestions on the Terms of Reference and on data, services, and facilities to be provided by the client
- 4D Concept, Approach, Methodology and Work Plan for performing the assignment
- 4E Composition of the team and task(s) of each team member (key personnel)
- 4F Curriculum Vitae (CV) of the proposed key personnel
- 4G Time schedule for professional personnel

### **4A. Technical Proposal Submission Forms**



From :

To :

.....  
.....  
.....  
.....

Chief Executive

Kerala Adventure Tourism Promotion Society

T C 26/849 (1), University Women's Hostel Junction

Vazhuthacaud, Thiruvananthapuram - 695 014

Sir/Madam,

**Subject : Preparation of three separate Comprehensive Master Plans under one consultancy contract for the Sustainable Adventure Tourism Development of Kappil (Thiruvananthapuram district), Vagamon (Idukki district) & Muzhappilangad (Kannur district).**

We, the undersigned, offer to provide consultancy services for the above in accordance with your Request for Proposal dated 23-2-2015. We hereby submit our proposals, which include this technical proposal, and a financial proposal sealed under a separate envelope.

If negotiations are held during the period of validity of the Proposal, i.e. before 22-6-2015. we undertake to negotiate on the basis of the proposed staff. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

We understand that you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

---

Authorised Signature :

Name and Title of Signatory :

Consultants Name :

Address :

#### **4B. FIRM'S REFERENCES**

**Relevant Services carried out in the last five years**  
**which best illustrate the competence in similar tasks**

<b>Assignment Name:</b>		<b>Country:</b>
<b>Location within Country:</b>		<b>Professional Staff Provided by your Firm/Entity (profiles):</b>
<b>Name of Client:</b>		<b>No. of Staff:</b>
<b>Address:</b>		<b>No. of Staff-Months;</b> <b>Duration of Assignment:</b>
<b>Actual Date of Start (Month/Year)</b>	<b>Actual Date of Completion (Month/Year)</b>	<b>Approx. Value of Services (in `.) :</b>
<b>Name of Associated Consultants, if any:</b>		<b>No. of Man-Months of Professional Staff Provided by Associated Consultants :</b>
<b>Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved and Functions Performed:</b>		
<b>Narrative Description of Project:</b>  <b>with details of Project Cost :</b>		

**Description of Actual Services Provided by Your Staff :**

*Use additional sheets if required.*

**4C. Comments and suggestion of Consultants on the Terms of Reference  
and on data, services, and facilities to be provided by the client**

On the Terms of Reference:

1.

2.

3.

4.

5.

On the data, services and facilities to be provided by the Client

1.

2.

3.

4.

5.

- Add additional sheets if required

#### **4D. Concept, Approach, Methodology and Work Plan for performing the assignment**

## **4E. Composition of Team and Credentials**

### **1. Key Professionals**

<b>Sl.No.</b>	<b>Name</b>	<b>Position</b>	<b>Key Credentials</b>
1			
2			
3			
4			
5			
6			
7			
8			

**2. Support Staff**

<b>Sl.No.</b>	<b>Name</b>	<b>Position</b>	<b>Key Credentials</b>
1			
2			
3			
4			
5			
6			
7			
8			

**4F. Format of Curriculum Vitae (CV) for proposed Professional Staff**

(Key professionals only)

Name of Staff :

Proposed Position :

Years with the firm (if a permanent employee) :

Association with the firm :

(a) In what capacity ? :

(b) Since when ? :

(c) Whether association is for this project alone ? :

Date of Birth :

Nationality :

Key Educational Qualifications :

Degree/ Diploma, Subject of Specialization, University/ Institution/ State or Country/Year of obtaining the Degree or Diploma

Papers presented/ research carried out/ books published/ awards received / honours conferred, if any

Key Experiences gained :

[Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations. Use about half a page.]

Membership of Professional Bodies :

Employment Record :

(Starting with the present position, list in reverse order every employment held. List all positions held by the staff member since graduation, giving dates, names of employing organizations, titles of position held, and locations of assignments. For experience in the last ten years, also give types of activities performed and client reference, wherever appropriate. Use about three-quarter of a page)

Proficiency in Languages :

(For each language indicate proficiency in speaking, reading and writing as excellent, good, fair, or poor)

**Certificate :**

I, the undersigned, certify that to the best of my knowledge and belief my personal data stated above correctly describe me, my qualifications and my experience.

Signature of staff member and/or authorized representative of the firm with date :



### 4G. Time Schedule for Team Proposed

Sl. No.	Name	Position	Reports Due/Activities	1	2	3	4	5	6		Proposed man month input
1.											
2.											
3.											
4.											
5.											
6.											
7.											
8.											

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

\* Add additional sheets as required

(in separate cover)

**SECTION. 5**  
**FINANCIAL PROPOSALS**

**STANDARD FORMS**

- 5A Form for submission of Financial Proposal
- 5B Summary of Costs
- 5C Breakdown of Costs

No other document to be added in Financial bids.

### 5A. Financial Proposal Submission Forms

[Location, Date]

From :

.....  
.....

To :

Chief Executive

Kerala Adventure Tourism Promotion Society

.....

T C 26/849 (1), University Women’s Hostel Junction

.....

Vazhuthacaud, Thiruvananthapuram - 695 014

Sir/Madam,

**Subject : Preparation of three separate Comprehensive Master Plans under one consultancy contract for the Sustainable Adventure Tourism Development of Kappil (Thiruvananthapuram district), Vagamon (Idukki District) & Muzhappilangad (Kannur district).**

We, the undersigned, offer to provide the required consultancy services for the above in accordance with your Request for Proposal dated 23-2-2015 and we submit our Proposals (Technical and Financial). Our attached financial proposal for preparing three separate master plans is for the sum of ..... (Amount in words and figures). This amount is exclusive of the local taxes which we have estimated at..... (Amount in words and figures). Our financial proposal shall be binding upon us, subject to the modifications resulting from contract negotiations, up to the validity period of the Proposal, i.e., .....

The **retainer fee** for acting as dedicated advisor/consultant to the Kerala Adventure Tourism Promotion Society for one year including all taxes will be ` ..... (Amount in words and figures) for all the services mentioned under clause 4.0 of section. 2 – Terms of Reference.

We undertake that, in competing for (and if the award is made to us, executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely ‘Prevention of Corruption Act 1988’. Commission and gratuities, if any paid or to be paid by us to agents/any person relating to this proposal and contract execution, if we are awarded the contract are list below:

Name and address of agent/person	Amount	Purpose
----------------------------------	--------	---------

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorised Signature : .....

Name and Title of Signatory : .....

Consultants Name : .....

Address : .....

.....

### 5B. Summary of Costs

No.	Description	Amount
I	Remuneration & other costs for Consultants i. For Kappil destination ii. For Vagamon destination iii. For Muzhappilangad destination  Total for complete assignment	
II	Out of Pocket Expenses i. For Kappil destination ii. For Vagamon destination iii. For Muzhappilangad destination  Total for complete assignment	
	Total Cost (excluding Tax)  Taxes and Duties	
III	<b>TOTAL COSTS for Preparation of Master Plans</b> (including Tax)	
IV	Retainer Fees for a period of one year to act as dedicated advisor/consultant excluding taxes.  Taxes and Duties	
	<b>TOTAL COSTS for continued service</b> (including Tax)	

V	<b>TOTAL COSTS for Master Plan preparation and 12 months continued service as advisor/consultant</b>  (Total of III & IV)		

### 5C. Breakdown of Costs

#### I. Remuneration for Staff

No	Position of Key Professionals	Name	Rate `./mm	Proposed mm*			Total	Amount ` . in lakhs
				Kappil	Vaga- mon	Muzappi- langad		
1								
2								
3								
4								
5								
6								
7								
8								

	Sub Total							
	<b>Total</b>							

\*mm- man month

**Support Staff**

No	Position of Junior professionals	Name	Rate `./mm	Proposed mm*				Amount ` . in lakhs
				Kappil	Vaga- mon	Muzappi- langad	Total	
1								
2								
3								
4								
5								
6								
7								
8								
	Sub Total							
	<b>Total</b>							

\*mm- man month

**II Out of Pocket Expenses**

No	Details	Cost for	Total Amount in ` . lakhs
----	---------	----------	------------------------------

		<b>Kappil</b>	<b>Vagamon</b>	<b>Muzappilangad</b>	
<b>a</b>	Per Diem				
	Travel Expenses				
	Local Travel				
	Boarding Lodging				
	Others, if any				
<b>b</b>	<b>Surveys/Investigations</b>				
<b>c</b>	<b>Establishment/Equipment Costs</b>				
<b>d</b>	<b>Documentation/Report Preparation Cost</b>				
<b>c</b>	<b>Others if any</b>				
	<b>Sub total of Out of pocket expenses</b>				.....lakhs
	<b>Total of Staff remuneration and out of pocket expenses</b>				.....lakhs

Authorised Signature : .....

Name and Title of Signatory : .....

Consultants Name : .....

Address : .....

.....



