

ASSAM TOURISM DEVELOPMENT CORPORATION LTD.

No. ATDC/2526/2016/23/

Dated :- 25.11.2016

**EOI FOR PREPARATION OF MASTER PLAN & MARKETING
STRATEGY FOR MAJULI & KAMAKHYA**

ATDC Ltd. invites EoI from interested firms / organizations having requisite experience for Preparation of Master Plan & Marketing Strategy for Majuli & Kamakhya to make both the Destinations of International standard. The details of eligibility criteria and terms of reference may be downloaded from <http://assamtourisonline.com>. The last date of submission of proposals is 21.12.2016 upto 2.00 P.M.

-Sd-

Managing Director,
Assam Tourism Dev. Corpn. Ltd.

REQUEST FOR EXPRESSIONS OF INTEREST
(Consulting Services – Firms Selection)

Name of Project: Preparation of Master Plan and Promotion for Kamakhya Temple and Majuli Island as Tourist Destination of International Standard

Assam Tourism Development Corporation Ltd (ATDC), a Government of Assam Undertaking is mandated to promote and develop tourism in the State of Assam. In this endeavor, ATDC proposes to select a consultant for preparation of Master Plan and Marketing Strategy for making the Kamakhya Temple & Majuli Island as tourist destination of international standard.

The advisory services (“the Services”) shall include (i) Drawing a Tourism Master Plan, (ii) Media Services, (iii) Public Relations Management, (iv) Event Management & v) Creative’s so as to create a strong brand identity and increase in average spending and average duration of stay of Tourists at these locations.

The draft Terms of Reference (TOR) for this assignment can be found at www.assamtourisonline.com.

ATDC now invites eligible firms (“Advisors”) to indicate their interest in providing the Services. Interested bidders should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short listing criteria are:

- Provided services for Preparation of Tourism Master Plans including Promotion and Marketing for at least **1 Tourism Dept/ Tourism development agency** of centre/state/province **as retainer agency. or**
- Appointed on at least **2 occasions for tourism promotion/PR activities/ Media Services** to either **Private Tourist stakeholders** such as Tour Operators, Travel agencies, or to **Tourism Dept/ Tourism Development agencies/resorts** with min contract value of **Rs. 50 lakhs or**
- Organized **3 large International/ National level events/campaigns of min. contract value of Rs. 50 lakhs**
Experience pertaining to last 5 years preceding Bid Due Date would be considered
&
- **Avg. Annual turn-over of Rs. 5 cr** from *PR/ Marketing/ Media/ EventManagement/ Designing Creatives* in the past 3 years.

The list of documents to be submitted along with EOI are:

1. Details of Work Experience/Assignments undertaken as required in the ToR to support the short listing criteria accompanied by completion or acceptance certificate(s)
2. Self- certified details of personnel with domain expertise and experience
3. Certificate from the statutory auditors/ Chartered accountant certifying the turnover from consultancy business during the last three financial years.

Bidders may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. An Advisor will be selected in accordance with the QCBS method.

Further information can be obtained at the address below during office hours.

Expressions of interest must be submitted by **21.12.2016**.

The Managing Director,
Assam Tourism Development Corporation Ltd.,
Asom Paryatan Bhawan (4th Floor),
A.K. Azad Road, Rebari,
Guwahati- 781008 (Assam).
E-mail : atdcltd@gmail.com
atdcec@gmail.com

TERMS OF REFERENCE

Terms of Reference for the Project “Preparation of Master Plan & Promotion of Kamakhya Temple & Majuli Island as Tourism Destination of International Standard

Assam Tourism Development Corporation (ATDC), a unit of Tourism and Development Department, Government of Assam is mandated to promote and develop tourism in the State of Assam.

Despite having tremendous potential for attracting tourist from India and abroad, North-Eastern States combined together receives less than 1% of the total tourist arrivals in India. Presently it is visited by local tourist from different parts of Assam only. Lack of any tourist campaign is one of the major hurdle in non realization and marketing of Kamakhya Temple’s tourist potential.

In this endeavor, ATDC proposes to select a Tourism Promotion and Marketing Advisor for making the Kamakhya Temple & Majuli Island as tourist destination of international standard.

Kamakhya Temple: Kamakhya Temple is located on Nilachal Hills in western part of Guwahati on adjoining banks of Brahmaputra river. Maa Kamakhya Temple is a Hindu temple dedicated to the mother goddess Kamakhya and considered most sacred and oldest of the 51 Shakti Peethas on earth. There is a complex consisting of several temples around Maa Kamakhya Temple. Apart from this, there are also the temples of 10 *Mahavidyas* in and around temple. Several Festivals are celebrated inside Kamakhya Temple which attracts lakhs of Visitors. Prominent among them are Ambubachi Mela, Durga Puja and Manasha Puja.

Majuli Island: The largest inhabited river island is situated among the uppermost reaches of river Brahmaputra which is one of the largest rivers in the country. It is a part of dynamic river system of Brahmaputra basin. The Majuli Island extends for a length of about 80 km, 10-15 km north-south direction with a total area of about 875 sq km and at an elevation of 85 – 90 m above the mean sea- level. As per the Census 2011, the population of Majuli is 1,67,504. Majuli has been the abode of Assamese Vaishnavite culture. ‘*Sattras*’ are the unique features of Vaishnavism in Assam. The Assamese ‘*Sattras*’ can be compared with monasteries, which were established to propagate new Vaishnavism, and they became centers for education and dissemination of all kinds of art of harmonious living. The first Sattras was founded in Majuli in 15th Century by Srimanta Sankardeva. Not much is known about Majuli Island’s rich cultural and natural heritage, it lacks recognition at national level even though it is under consideration to be declared as “World Heritage Site” by UNESCO

Objective of the Project

- Making these tourist places as prominent tourist destination of the country.
- Creating a strong brand identity
- Increase in average spending and average duration of stay of Tourists
- Comprehensive information on destinations

Scope of Work:

Providing Professional Advisory Services for Tourism Promotion Activities so as to attract maximum tourists.

Scope of Services include:

- Preparation of Master Plan including vision document & Integrated Action Plan for short and long period.
- Media Services
- Public Relations Management
- Event Management
- Creative's

With this broad framework, the advisor is expected to take-up following detailed tasks/activities under each head of scope

Master Plan

Formulate a long-term development framework for tourism (10-20 years) with emphasis on policy and strategy, planning, institutional strengthening, legislation and regulation, product development and diversification, marketing and promotion, tourism infrastructure and superstructure, economic impact of tourism and tourism investment, human resource development, and socio-cultural and environmental impacts of tourism. It includes a short term (three-year) action plan for priority actions to be undertaken to kick-start sustainable tourism development.

Media Services:

- Media Strategy & Panning
 - Preparing Media Strategy: Vision Document
 - Media Planning : Analyzing target audience, keeping abreast of media developments
 - Selection of appropriate media according to the target segment, market and the budget allocated, desired reach and spread
 - Budget Plan for each Media Type
- Media Scheduling
 - Scheduling the pattern of advertisement (timings, days, duration, season)
 - Advertisement time and pattern to match with favorable selling periods.
 - Scheduling advertisements according to budget allocation for various types of Media
- Purchase of Media Slots/Space
 - Negotiating and purchasing Media slots/ space for advertisements

Public Relation Management

- Plan, prepare and execute PR activities.
- Tie-ups with prominent Tourist Associations, Tour- Operators
- Conducting “Familiarization Trips” through opinion formers
- Organizing interviews with various Tourist stakeholders

- Organizing Webinars for various Tourist stakeholders
- Arranging visit to stalls, festivals, shows by prominent dignitaries and media
- Getting these destination in Maximum Holiday Packages
- Search Engine Optimization
- Creation & Regular updation of Social Media. Analysis of feedback received on Social Media
- Media Coverage, Tracking & Analysis
- Analyzing feedback received from and responding to any received from Tourists/ Investors/Operators/Organizers

Event Management

- Identification of National / International events, trade-shows, exhibitions and participation plan
- Selection, Negotiation, Finalization of venue, hotel, transportation for officials
- Planning, Organizing and conducting Tourist Festivals, events as per the target audience
- Submit “Event Response Report”. Also to provide an account of usage/ disposal/ reuse/ leftovers of all materials & gadgets.
- Press coverage for event.
- Arranging Videography, photography for the event.
- Clearing site and handling it back to authorities.
- Provide an account of usage/ disposal/ reuse/ leftovers of all materials & gadgets.

Creative’s

- Formulating and implementing a Creative Strategy.
- Designing and production of Creatives for the print, radio, online, outdoor and other media
- Preparation and maintaining an inventory of images and creatives
- Developing mobile/ internet apps providing information on Tourist Places, accommodation, restaurants, local transport etc
- Adaptation / Replication / Translation of Creatives
- Internet/Website management: Designing, maintaining and updating
- Designing of various promotional materials such as maps, brochures, literature, leaflets, carrybags, calendars, diaries.
- Supervision of printing material by printing agencies empanelled with DoT

Other Services

- Co-ordination & supervision of the work of vendors

Approach and Instructions to be Undertaken:- As a part of the assignment, the advisor is required to undertake the following

- **Stakeholder Consultations:** The advisory firm is required to conduct stakeholder consultations at various stages of the project based on requirement. This would be with concerned departments/organization and other stakeholders as may be required. Detailed Feedback from the Stakeholders needs to be captured in the Final Report.

- **Research-and-Information oriented sources:** The consultant to examine and adopt the best practices and latest technologies being used in other parts of the country.

Deliverables

S.No.	Report/Plan	Timeline
1	Master Plan/Vision Report	Within 30 days from the signing of the Contract
2	Event Response Report	End of every event (exhibition, road show, trade show etc.)
3	Monthly Progress Report	End of every month, giving details of all the activities undertaken during the month.
4	Assessment Report Including Self Assessment	At the end of the Assignment (____)

Team Composition

Details of Key Professionals required (Indicative)

Qualification & Experience – Key Experts

S.No.	Experts	Educational Qualification	Essential Experience	Job Responsibilities
1	Media Expert - Team Leader	Graduate in Media Communications/ Journalism/ MBA/ Mass Communication/ Internet Marketing or equivalent.	Min 15 years in Media Planning, Scheduling and related activities	Media Planning & Scheduling, Purchase of Media- Liaisoning with Media Owners and getting best deals for the Client
2	Event Management Expert	MBA or Graduate with Special Courses/PG Diploma in Event Management/ Hospitality Management or equivalent.	Min 10 years in Event Management.	Planning, Organizing and Conducting various events. Coordinating with Creatives Team and Vendors.
3	Creatives Expert	Graduate in Digital Arts & Designs/ Fine Arts / Cinematography or equivalent.	Min 10 years in Creatives Designing.	Designing various Creatives for various media.

4	IT Expert	Should be a graduate in Computer Science & Applications or equivalent.	Should have an experience of minimum 10 years in the field of Software & Applications development including Apps.	Designing various Mobile Apps, Website Design and Management.
5	PR Expert	MBA with specialization in Marketing or graduate in Mass Communication/ Journalism/ PR & Advertising or equivalent.	Min 10 years in PR related activities.	Lead, co-ordinate and supervise the PR team

Support Staff

Appropriate sized teams supporting each expert