

Market Research – Professional Services

Scheme Guidelines(Revised)

I. Objective of the Scheme :

To undertake the following by using professional Services from Consultants/ Agencies:-

- (i) Tourism related Surveys, Studies, Plans, Market Research etc. for making available relevant data/ information/ report/ inputs to the Ministry for policy making and planning purposes; and
- (ii) Feasibility Studies and Detailed Project Reports(DPR) etc. for specific tourism projects

II. Coverage of the Scheme: The Scheme would mainly cover the following activities:

- (i) Surveys/ Master Plans/ Studies to be undertaken by Ministry of Tourism directly as per their own requirements or for State Government/Stake Holders/ Tourism Industry.
- (ii) Project specific DPRs/ Feasibility Studies etc. for Circuit/ Destination Development for State Governments/ UT Administrations, through professional consultants to be considered under the Scheme of Product Infrastructure Development for Destination and Circuits, pertaining to the States of North East, Sikkim and J&K. Similar requests from other States would be considered on Need Basis;
- (iii) Collection, compilation, analysis and publication of statistical data;
- (iv) Meetings /Conferences etc. organized for the purpose of getting inputs from Experts, State Governments, Industry, Intellectuals, etc. for development of Tourism;
- (v) Surveys/ Studies on the tourism related topics by Universities/Research Institutes through Indian Institute of Tourism and Travel Management (IITTM) Gwalior.

- (vi) Funds will not be sanctioned for preparation of DPR/ Feasibility Report for Hotels, Tourists Resorts, etc. However, Ministry of Tourism may consider sanctioning of Surveys for determining the requirement of hotel accommodation etc. in the country.
- (vii) Engagement of experts including architects, for obtaining inputs on DPRs/Surveys/Studies. etc.

III. Selection of Consultant:

- (i) The Ministry of Tourism will maintain different subject specific Panels of “Consultants” for getting professional services for the purpose of Surveys/Studies. The Panels will be prepared through an open advertisement in the leading national dailies with the approval of Secretary, Ministry of Tourism and concurrence of Financial Adviser and their validity will be normally 2 years.
- (ii) The Ministry of Tourism will invite the proposals from the empanelled Consultants. However, wherever felt necessary, and where the estimated cost of Survey/ Study/ Report is likely to exceed Rs.25.00 lakh, the Ministry would invite Expression of Interest/ Open Tenders through advertisement in leading National dailies, with the approval of Secretary, Ministry of Tourism.
- (iii) Selection of experts for obtaining inputs on DPRs/surveys/studies etc. shall be done from Govt. organizations/PSUs/Central & State Universities/Colleges and academic institutions of repute. For this purpose, the organizations shall be selected on nomination basis with the approval of Secretary (T) on case to case basis. The individual expert(s) for specific assignments will be nominated by the selected organization(s).

IV. Financial Limit:

- (i) For preparation of DPRs/ Feasibility Studies etc. for projects under the scheme of Product/ Infrastructure Development for Destination and Circuits, a maximum assistance of Rs. 10.00 lakh will be provided.

- (ii) For the preparation of DPRs/ Feasibility Reports for projects falling under the other Schemes like LRGP, the financial limits as prescribed in the respective Scheme will be applicable.
- (iii) For Master Plan/ Concept Plan/ Statistical Survey etc. for the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to 90% of the total cost subject to a ceiling of Rs. 25.00 lakh.
- (iv) For Master Plan/ Concept Plan/ Statistical Survey etc. for an area or region not covering the entire State/ UT, the financial assistance extended to the State/ UT Govt. would be restricted to Rs. 10.00 lakh.
- (v) Payments to experts including architects shall be made as under:-
 - (a) The payment will be released to the organization or the expert nominated by the organization, as per the recommendation of the organization.
 - (b) Payment of a fee of Rs.1.00 lakh for examination of one DPR having a ceiling of CFA of Rs.5 crore and Rs.1.50 lakh for a DPR having a ceiling of CFA of Rs.8 crore, including the fee for field visits. TA/DA will be paid at the Institution's rates as per entitlement of the experts.
 - (c) An honorarium of Rs.10,000/- per day to the Senior level (Professor and above), and Rs.5,000/- per day for junior level (Asstt./Associate Professor or lower) and admissible TA/DA for specific on-site inspection of tourism projects.
 - (d) An amount of Rs.2,000/- plus local conveyance for attending meetings, irrespective of duration of the meeting. In addition, TA/DA, as admissible will be paid for out station meetings.
- (vi) The financial assistance to University/ Research Institutes in the field of tourism will be provided for conducting surveys/ studies on tourism related topics through IITTM Gwalior. Every year IITTM Gwalior in consultation with MR Division, will finalize the list of projects to be funded to the

Universities/ Research Institutes. The projects to be funded will be identified as per the guidelines formulated by IITTM Gwalior and approved by MOT. The total cost of all such recommended projects, subject to the maximum of Rs.20 lakh, will be released to IITTM Gwalior for onward release to the Universities/ Research Institutes.

V. Release of Financial Assistance:

- (i) For the projects taken up by the Ministry of Tourism, release of Consultancy Fee will be in appropriate installments. In such cases, an advance payment may also be released before start of work, on signing of work agreement and on submission of Bank Guarantee by the Consultant.
- (ii) In case of DPRs/feasibility studies/surveys, etc. taken up by the States/UTs with Central Financial Assistance (CFA), the mechanism of release of fund will be as follows:
 - (a) Where payments to consultants are made by State Governments, the total cost would be reimbursed to the State Govt. /UT. Admn. on submission of the report, its acceptance by the State Govt./UT Admn. and a specific request by the State Govt./UT Admn. along with the submission of proof that the payment has been released to the consultant by the State Govt./UT Admn.
 - (b) Advance payment shall be made to the consultant on specific recommendation of the State Government/UT. Admn. and submission of the Bank Guarantee for the advance amount by the consultant. The advance should be restricted to a maximum of 30%. The rest of the installments of payments could be 50% on submission of Interim report and 20% on submission of Final report and acceptance of the same by the State Govt./UT Admn.
- (iii) The payment of fee to the experts hired by the Ministry of Tourism, mentioned in Para-II(vi) for examination of DPRs or site inspection will be made on submission of report to Ministry of Tourism and completion of the assignment

within the prescribed time limit. However, admissible advance for TA/DA, if required, may be provided to them.

- (iv) Total cost of all the projects identified by IITTM Gwalior to be funded to Universities/ Research Institutes will be released to IITTM Gwalior in one installment after getting the request from IITTM Gwalior. In addition, admissible institutional charges for IITTM Gwalior will also be released to them for handling various activities involved in this scheme. The release of funds for subsequent year will be done after getting the utilization details of funds released in the previous years.
