

Market Research – Professional Services

Scheme Guidelines: 2017 -18 to 2019 – 20

I. Objective of the Scheme :

To undertake the following research activities:

- (i) Undertaking Tourism related Surveys, Studies, Plans, Market Research/ feasibility studies/ publications / etc. for making available relevant data/ information/ report/ inputs to the Ministry for policy making and planning purposes;
- (ii) Providing Central Financial Assistance (CFA) to States / UTs for undertaking Master Plans/ Concept Plans / feasibility studies and conducting statistical surveys and studies related to tourism;
- (iii) Providing support to reputed Institutes / Central Universities for conducting Workshops/ Seminars/ etc. and bringing out research journals in the field of tourism; and
- (iv) Conducting Capacity building and skill enhancement workshops for the research officials of the Ministry, State Governments/ UT Administrations and Institutes of the Ministry.

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

- (i) Surveys/ Master Plans/ Studies/ feasibility studies/ etc. to be undertaken by Ministry of Tourism directly as per their own requirements or for State Government/Stake Holders/ Tourism Industry.
- (ii) Collection, compilation, analysis and publication of statistical data;
- (iii) Central Financial Assistance to States / UTs for undertaking Master Plans/ Concept Plans / feasibility studies and conducting statistical surveys and studies, to be executed through their Tourism Development Corporations/ any other State / UT agency, for collection of key indicators on tourism like Domestic and foreign tourist visits, requirement of manpower, hotel accommodation, etc. in the States/UTs.

- (iv) Support for Meetings /Conferences/ Seminars / Workshops/ etc. organized for the purpose of getting inputs from Experts, State Governments, Industry, Intellectuals, etc. for development of Tourism; to be provided to reputed Institutes / Central Universities.
- (v) Surveys/ Studies on the tourism related topics by Universities/Research Institutes through Indian Institute of Tourism and Travel Management (IITTM) Gwalior.
- (vi) Support to research journals of the Institutes of the Ministry and Central Universities for wider dissemination of information on tourism research.
- (vii) Conduction of skill enhancement Workshops in the emerging areas of research for the capacity building of officers of Ministry , Institutes of the Ministry and States / UTs to develop a comprehensive tool of forecasts / insights in the field of tourism.
- (viii) Capacity building workshops for officials of States and UTs for the Baseline surveys/ Studies recommended by the Ministry of Tourism.
- (ix) Engagement of experts, for obtaining inputs on Surveys/Studies. etc.
- (x) Preparation of DPR for monuments/destination under Swachh Bharat Mission of MOT.

III. Eligibility Conditions:

- (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 3 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 `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) CFA to the executing agency would be approved subject to the conditions that they follow GFR and strictly monitor the project including field work.

- (iv) Support to tourism research journals is restricted to the journals of the Institutes of Ministry of Tourism and central universities. An Institute would be eligible for assistance for only one journal per financial year. Support is restricted to a journal which is ISSN identified. The journal should have an officer of MR division of the Ministry of Tourism in its editorial board. In the form of deliverables the supported journal should carry a logo of 'Incredible India'.
- (v) Reputed Institutes / Central Universities would be provided funds for organizing Meetings / conferences / Seminars / workshops for getting inputs for development of Tourism. The Institutes would be selected by the Ministry of Tourism on the basis of their proposals, with the approval of Secretary (T). While selecting institutes, institutes of national importance or those affiliated to Central Ministries would be preferred. An Institute / Central university would be eligible for assistance for only one event per financial year. The minimum number of participants to the event is restricted to at least 30. Detailed proposals in this respect should be submitted at least 5 months prior to scheduled date of conference / seminar / etc. to enable timely sanction. In the form of deliverables the supported event should display a logo of 'Incredible India'.
- (vi) For skill enhancement in emerging areas of research training capacity building workshops for the research officials of Ministry of Tourism, Institutes of the Ministry and States / UTs will be organized in reputed research institutes/ organisations. Institute / Organisation will be selected by the Ministry depending upon its area of expertise. For instance an Institute having an expertise in Forecast Analysis may be approached for organizing training workshops on Tourism Forecast, an Institute with an experience of regional satellite accounts may be approached for workshop on accounting.
- (vii) For capacity building in recommended baseline surveys, workshops for the research officials of the States / UTs will be organised at institutes/ organisations selected by the Ministry.
- (viii) Selection of experts for obtaining inputs on 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 (exclusive of taxes):

- (i) In case of CFA to the States/UTs for undertaking Master Plans/ Concept Plans / feasibility studies and conducting statistical surveys and studies through professional consultants, the upper limit of financial assistance is restricted to Rs.25.00 lakh for Surveys / Studies / Master Plans / Concept Plans covering half or more than half of the geographical area of a State / UT and to `10 lakhs for Surveys / Studies / Master Plans / Concept Plans covering less than half of the geographical area of a State / UT.
- (ii) Financial Assistance to each Institutes / Universities for organizing meetings / conferences / seminars / workshops for getting inputs for development of Tourism would be restricted to the following amounts depending upon duration of the event:
 - a. One day - Rs. 5.00 lakhs
 - b. Two days – Rs.7.50 lakhs
 - c. Three days – Rs. 10.00 lakhs
- (iii) The support to tourism journals would be restricted to the following amounts depending upon the number of editions/ volumes published in an year:-
 - a. Annual Journal – Rs.2.00 lakh
 - b. Bi -annual journal – Rs.3.00 lakh
 - c. Quarterly journal – Rs.4.00 lakh
- (iv) For the Preparation of DPRs for monuments/ destination under Swachh Bharat Mission of MoT/ a maximum assistance of Rs.5.01 lakh will be provided.
- (v) Payments to experts hired by the Ministry of Tourism 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. An honorarium of Rs.10,000/- per day and admissible TA / DA as per entitlement of Group 'A' Gazetted officer above Rs.8700/- Grade Pay will be payable to the advisory level of experts engaged by the Ministry of Tourism. An honorarium of Rs.5000/- per day and admissible TA / DA as per entitlement of Group 'A' Gazetted officer of Rs.8700/- Grade Pay will be payable to the senior level of experts engaged by the Ministry of Tourism. An honorarium of Rs.4000/- per day and admissible TA / DA as per entitlement of Group 'A' Gazetted officer of Rs.7600/- Grade Pay will be payable to the middle level of experts engaged by the

Ministry of Tourism. An honorarium of Rs.3000/- per day and admissible TA / DA as per entitlement of Group 'A' Gazetted officer of Rs.6600/- Grade Pay will be payable to the junior level of experts engaged by the Ministry of Tourism.

- (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 M R 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.20.00 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) Payments would be made to the executing agency of the States / UTs in following 2 installments:
- a) 30% in advance. The executing agency of the State / UT should ensure adequate safeguards in the form of bank guarantee before releasing advance to a private entity responsible for undertaking the assignment.
- b) 70% as second and final instalment upon request of the State / UT along with submission of the final report duly accepted by them and Utilisation Certificate of the advance instalment."
- (iii) Release of funds to the Institute / University for conducting Seminars / Conferences / etc.):

40% of the funds would be released in advance to the Institute / University for conducting Seminars / Conferences / etc.). The remaining funds would be released after the conference upon submission of bills.

The release of funds for conference/ workshops /training for subsequent year will be done after getting the utilization details of funds released in the previous years.

- (iv) For publishing tourism research journal, proportionate funds would be released to the Institute / University after the publishing of each edition of the journal, subject to the submission of bills in proper format.
- (v) The fees for organizing training of research officials would be released as follows:
In case of private Institutes 30 % of the fees would be released in advance subject to furnishing of a Bank Guarantee of equivalent amount plus interest at the rate of 10% valid till 15 days after the date of conduction of training.
In case of Institutes / Universities affiliated with State / Central Government 40% of the fees would be released in advance to the Institute / University for conducting training.
- The remaining funds would be released after the training upon submission of bills.
- (vi) The payment to the experts hired by the Ministry of Tourism will be made after receiving of the inputs subject to fulfillment of the need of the Ministry.
- (vii) 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.
