



ADB Loan No. 2676-IND

Infrastructure Development Investment Program for Tourism, Himachal Pradesh (IDIPT-HP), Project 1

Consultancy Contract Award Information

Loan No.	ADB 2676-IND
Project Name	Community Based Tourism Activities including Skill Development, Training, etc. in Pragpur and Kangra Clusters at Kangra District (HP/IDIPT/CBT/03-R)
Executing Agency	Department of Tourism and Civil Aviation, Govt. of Himachal Pradesh
Nature of Contract	Consulting Services
Name of NGO / Consultant and Address	JPS Associates Private Limited (JPS) R-5 & 16, Hauz Khas Enclave, New Delhi - 110016, India
Amount of Contract	INR 67,78,440 (Rupees Sixty Seven Lakhs Seventy Eight Thousand Four Hundred Forty Only) inclusive of local indirect taxes
Date of Contract	03 August 2015
Duration	24 months

Summary of scope:

- Identification of tourism resources and sex-disaggregated data generation on existing Mahila Mandals (Local Women's Organizations)/ youth groups and other community organisations
- Value Chain Analysis of Key identified products
- Formation of Community Tourism Groups & institutions along with their registration
- Institutional Trainings of PTS/ TTS to manage the entire tourism activities of the clusters
- Participation in workshop for development of Promotional Material
- Conduction of Mass awareness activities in the villages/ towns of the cluster
- Awareness programs among school children
- Skill Trainings
 - Cultural Interpretation Guide Training
 - Home stays Trainings
 - Handicraft Production Trainings
 - Handicraft Value Addition and Packaging Training
 - Trekking and Soft Adventure Guide Training
 - Boating and Water Based Activity Training
 - Mobile Camping Residential Training
 - Mountain Biking Training
 - Solid Waste Management Training
 - Cooking Training
 - Cultural Group Training
 - Campsite Management Training
 - Bird watching Training
 - Angling / Fishing Interpretation Training
 - Ancillary Service Provider Trainings - Taxi Drivers; Restaurant and Dhaba Owners; and existing

Primary and Secondary Accommodation Providers

- Non-residential Communication and Marketing Training
- Non-residential First Aid and Rescue Training
- Training to mature women engaged informal tourism activities
- Preparation of Training Manual
- Linking trained SHGs and tourism societies to income generation entrepreneurship
- Pictorial and Text Documentation of all tourism products in the area
- Creation of Cluster Websites, its maintenance and linkage with Master Website
- Online Promotion of tourism
- Preparation of Brochures and other innovative promotion materials
- Organising tourism event
- Participation in Workshop for making certification rules of Home stays
- Certification of guides & other skilled human resources under a single brand
- Addressing Gender and Development in all aspects of the sub-project

The Project Director,
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