

# **REQUEST FOR EXPRESSIONS OF INTEREST**

## **JHELUM TAWI FLOOD RECOVERY PROJECT (JFTRP)**

Loan No./Credit No./ Grant No.:\_IDA-56950

**Assignment Title: Consultancy services to undertake feasibility study of establishing Kashmir Haat in Pampore, Pulwama district**

**Reference No. JFTRP/JK/IC/HD/C001/16**

1. The Government of Jammu and Kashmir through Government of India has applied for financing from the World Bank toward the cost of the Jhelum Tawi Flood Recovery Project (JFTRP).
2. Kashmir Haat, located in the heart of the Srinagar city, has played an important role in showcasing the crafts of J&K and facilitating the marketing of a large range of products. Unfortunately, the September 2014 floods damaged much of the infrastructure and material of Kashmir Haat.
3. After the 2014 floods, the state government, with the support of the World Bank has embarked on several initiatives in J&K's handloom and handicrafts sector, given the traditional importance of this sector and its significant economic potential. One such initiative is the up gradation and relocation of Kashmir Haat to Pampore in Pulwama district.
4. The Project Management Unit (PMU) of Jhelum Tawi Flood Recovery Project (JFTRP) is seeking an agency / consultancy firm to undertake a feasibility study of the proposed site for Kashmir Haat.
5. The broad tasks involved in this exercise will be as follows:
  - Establishing the feasibility for relocating the Kashmir Haat
  - Developing a sample survey and consultation
  - Creating model and detailed business plans
  - Preparing a comprehensive document and present it to the implementing agency and Government of Jammu and Kashmir.
6. PMU now invites eligible agencies/consultancy firms to indicate their interest in providing the Services. Interested consultants/firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the tasks. The shortlisting criteria are:

- Must have a proven experience in undertaking similar feasibility / viability studies.
  - Team leader and key team members must possess qualifications and experience as detailed in the Annexure 1 enclosed.
  - Familiarity and proven experience in artisan focused sectors
7. The attention of interested consultancy firms is drawn to paragraph 1.9 of the World Bank's [Guidelines: Selection and Employment of Consultants \[under IBRD Loans and IDA Credits & Grants\] by World Bank Borrowers, January 2011 modified in July 2014](#) ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. The Guidelines are available at [www.worldbank.org/procure](http://www.worldbank.org/procure)
  8. Consultants/Firms may associate with other firms in the form of a joint venture to enhance their qualifications.
  9. A consultant/Firms will be selected in accordance with the Quality and Cost Based Selection Method (QCBS) method set out in the Consultant Guidelines.
  10. Further information can be obtained at the address below during office hours from 10.00 – 17.00 hours (IST) on all working days. This notice for Expression of Interest has also been posted online on e-procurement website [www.jktenders.gov.in](http://www.jktenders.gov.in) and will be also available on UN Development Business, DG Market and National Newspapers.
  11. Expressions of Interest with all relevant information and documents must be uploaded online on e-procurement web site "[jktenders.gov.in](http://jktenders.gov.in)" by not later than 17:00 hours on 01 .03.2017. Besides the hard copy may be submitted superscripted "**Eoi for engagement of consultants to undertake feasibility study of establishing Kashmir Haat in Pampore, Pulwama District**" on top of a closed envelope to the address below by not later than 02– 03-2017 up to 17:00 hours (IST). In event this last date being declared as holiday by the State Government, due date for submission of above Eoi will be the next working day at the same appointed time.

Director Technical  
Project Management Unit, JTFRP  
38 A/B, Gandhi Nagar, Jammu  
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## Annexure 1: Team composition

The agency is expected to put in a place a competent, dedicated team to ensure that the study is of the highest quality. The guidelines for the team composition are as follows:

Team member	No. of members	Qualification, experience and responsibilities	Time
Key Experts			
Team leader/Program Manager/director	1	<p>Post graduate in Business Administration/ graduate in Architecture and planning /Engineering</p> <p>More than 15 years of experience in undertaking studies, projects and development activities in handicrafts or related sectors, particularly in designing and developing haats / fairs / marketplaces. Will be responsible for providing overall direction and guidance to the team. Will interface with government officials and other key stakeholders</p>	4 months
Senior Business Analyst	1	<p>Post Graduate in Business Administration</p> <p>More than 10 years of experience in developing business plans and undertaking feasibility studies of investment proposals. Experience in the handicrafts sector, especially vis-à-vis haats / marketplaces is preferred. Will be responsible for financial projections and cost-benefit analyses.</p>	2 months
Event/festival Specialist	1	<p>Graduate in the field of arts, humanities and social science</p> <p>More than 10 years of experience in designing / organizing</p>	1 month

		exhibitions, marketplaces, fairs, event planning etc. Will be responsible for conceptualizing the model of the Haat, including mapping components and preparing a list of possible events. Will be expected to have in depth knowledge of products, seasons, consumer trends etc.	
Research lead	1	Graduate in social science, Arts and any field of humanities  Minimum 5 years of experience in conducting surveys, stakeholder consultations, desk studies and various other means of research. Will be responsible for collecting data and corroborative evidence to project visitor footfalls	2 months
Architect Planner	1	Graduation in Architecture Minimum 3 to 5 years of experience in the related field.	1 month
<b>Support Staff</b>			
Field Researchers	As required	At least 1 year of experience in conducting field surveys	4 months