



**UTTARAKHAND TOURISM DEVELOPMENT BOARD (UTDB),
PT. DEEN DAYAL UPADHYAY, PARYATAN BHAWAN,
NEAR O.N.G.C. HELIPAD, NIMBUWALA,
GARHI CANTT, DEHRADUN – 248 003
Ph. 91-135-2559898, Fax. 91-35-2559988**

No. 3426/2-6-Honorary Advisors/2021

Dated 13th December 2021

**INVITES EXPRESSION OF INTEREST (EOI) FOR EMPANELMENT OF
HONORARY ADVISORS**

Individuals and organizations are invited for submission of their interest to be empanelled as honorary advisors to UTDB for promotion of tourism activities in Uttarakhand State.

More information including Terms of Reference (TOR) is given below.

Expression of Interest (EOI) to be submitted through email to utdbplanning@gmail.com With CC to procurement.utdb@gmail.com. Clarifications may also be sought through email or contact 779 555 3455 during office hours.

EOIs received till **5:00 PM on 30.12.2021** will be considered for first round of empanelment.

Any Addendum / Corrigendum including any date extension and clarifications will be uploaded on UTDB website uttarakhandtourism.gov.in and will not be published in newspapers.

Chief Executive Officer

TERMS OF REFERENCE

1. Background:

- (i) Uttarakhand Tourism Development Board Act, 2001 was enacted “to promote Tourism activities in the State of Uttarakhand in a regulated manner”. The Act mandated setting up of a body called Uttarakhand Tourism Development Board, a corporate entity with perpetual succession and common seal with powers subject to the said Act.
- (ii) With renaming of the State in 2006, the Board was renamed as Uttarakhand Tourism Development Board. Thus, it is the highest body to advise Government on all matters relating to tourism in the State. The statutory board is chaired by the Tourism Minister, Govt. of Uttarakhand and Chief Secretary of Uttarakhand is its vice chairman. The Principal Secretary / Secretary Tourism acts as Chief Executive Officer. It also has five non-official members from the private sector and experts in tourism related matters.
- (iii) The Board also functions as a regulatory and licensing Authority.
- (iv) Mission & Vision.
 - To place Uttarakhand on the tourism map of the world as one of the leading tourist destinations.

- To develop the manifold tourism related resources of the State in an environmentally and socially responsible manner, with the active participation of the private sector and the local host communities.
- To develop tourism as a major source of employment and income / revenue generation and as a pivot of the economic and social development in the State.

2. Objective:

Many individuals of repute have expressed their desire to share their knowledge, experience and offered their services *pro bono* (free of cost) to promote tourism in the State of Uttarakhand. To avail such expertise all the honorary advisors shall be empaneled.

3. Scope of Services:

The Hony. Advisors will be requested to offer their services as per requirement of UTDB or its associates like GMVN, KMVN, TADA etc. The advisors may also on their own submit suggestions, comments, etc.

4. Empanelment Process and period:

A Committee authorized by CEO, UTDB shall examine the applications and recommend for empanelment.

Applications may be submitted subsequently also, which will be examined / recommended by the Committee periodically at its discretion.

5. Data services and facilities to be provided by UTDB:

- (i) All available data with UTDB for the relevant assignment.
- (ii) Identify a single point official to co-ordinate with the Advisors.
- (iii) Required permissions to visit the sites.
- (iv) Expenses for site visit including lodging and boarding shall be reimbursed as per entitlement for corresponding personnel of UTDB.

6. EOI shall include:

- (i) Particulars including contact details, area of expertise and CVs of experts.
- (ii) Any additional information for consideration of UTDB.