

Expression of Interest (EOI)

**Title of Consulting Services: Border Tourism
Promotion Strategic Plan
Method of Consulting Service
*[National]***

EOI: *NTB-EOI-082/83-01*

Office Name : *Nepal Tourism Board*

Office Address: *Virkutimandap Kathmandu*

Issued on: *30th October, 2025*

Financing Agency: Internal Resources



Abbreviations

CV	-	Curriculum Vitae
DO	-	Development Partner
EA	-	Executive Agency
EOI	-	Expression of Interest
GON	-	Government of Nepal
PAN	-	Permanent Account Number
PPA	-	Public Procurement Act
PPR	-	Public Procurement Regulation
TOR	-	Terms of Reference
VAT	-	Value Added Tax



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A. Request for Expression of Interest

Name of Employer : Nepal Tourism Board

Date: 30-10-2025

Name of Project: Boarder Tourism Promotion Strategic Plan

1. Government of Nepal (GoN) has allocated fund towards the cost of Boarder Tourism Promotion Strategic Plan and intends to apply a portion of this **fund to** eligible payments under the Contract for which this Expression of Interest is invited for **National consulting service]**.
2. The **Nepal Tourism Board** now invites Expression of Interest (EOI) from eligible consulting firms ("consultant") to provide the following consulting services: **Border Tourism Promotion Strategic Plan (Studies should conduct , Kakarvita , Belahiya& Birgunj from Nepal side and Siliguri, Gorakhpur, Patana and Lacknow from India Side]**.
3. Interested eligible consultants may obtain further information and EOI document free of cost at the address **Nepal Tourism Board , Virkutimandap Kathmandu** during office hours on or before **15-11-2025, 13:00** or visit the client's website **www.ntb.gov.np**
4. Consultants may associate with other consultants to enhance their qualifications.
5. Expressions of interest shall be delivered Nepal Tourism Board Virkutimandap , Kathmandu completely sealed single envelop before **15-11-2025, 13:00**
6. In case the last date of obtaining and submission of the EOI documents happens to be a holiday, the next working day will be deemed as the due date but the time will be the same as stipulated.
7. EOI will be assessed based on **Qualification [40%], Experience [50%], and Capacity [10%]** of consulting firm and key personnel. Based on evaluation of EOI, only shortlisted firms will be invited to submit technical and financial proposal through a request for proposal.
8. Minimum score to pass the EOI is **[65]**.



B. Instructions for submission of Expression of Interest

1. Expression of Interest may be submitted by a sole firm or a joint venture of consulting firms and the maximum number of partners in JV shall be limited to three.
2. Interested consultants must provide information indicating that they are qualified to perform the services (*descriptions, organization and employee and of the firm or company, description of assignments of similar nature completed in the last 7 years and their location, experience in similar conditions, general qualifications and the key personnel to be involved in the proposed assignment*).
3. This expression of interest is open to all eligible **consulting firm/person**¹
4. In case, the applicant is individual consultant, details of similar assignment experience, their location in the previous 4 years and audited balance sheet and bio data shall be considered for evaluation.²
5. The assignment has been scheduled for a period of **[2 months]**. Expected date of commencement of the assignment is **19-12-2025**.
6. A Consultant will be selected in accordance with the **[QCBS]** method.
7. Expression of Interest should contain following information:
 - (i) A covering letter addressed to the representative of the client on the official letter head of company duly signed by authorized signatory.
 - (ii) Applicants shall provide the following information in the respective formats given in the EOI document:
 - EOI Form: Letter of Application (Form 1)
 - EOI Form: Applicant's Information (Form 2)
 - EOI Form: Work Experience Details (Form 3(A), 3(B) & 3(C))
 - EOI Form: Capacity Details (Form 4)
 - EOI Form: Key Experts List (form 5).
8. Applicants may submit additional information with their application but shortlisting will be based on the evaluation of information requested and included in the formats provided in the EOI document.
9. The Expression of Interest (EOI) document must be duly completed and submitted **[/ by hand / by courier in sealed envelope]**³.
10. The sealed envelope shall be clearly marked as "EOI Application for Short-listing for the **[Border Tourism Promotion Strategic Plan]**". The Envelope shall also clearly indicate the **name and address of the Applicant**.⁴
11. The completed EOI document must be submitted on or before the date and address mentioned in the **"Request for Expression of Interest."** In case the submission falls on public holiday the submission can be made on the next working day. Any EOI Document received after the closing time for submission of proposals shall not be

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considered for evaluation.



C. Objective of Consultancy Services or Brief TOR

1. Introduction and Background:

Nepal is landlocked and landlinked by [China's Tibet Autonomous Region](#) to the north and India on the other three sides; Sikkim & [West Bengal](#) in the east, Bihar & Uttar Pradesh to the south and Uttarakhand to the west.

India encircles Nepal in its three bordering directions, east, west and south sharing a long border specifically with four states West Bengal, Bihar, Uttar Pradesh and Uttarakhand. The population size of these states of India bordering to Nepal shows a huge tourism potential to attract tourists of India and third world countries tourists through the Nepal India borders. Nepal Tourism Board has also been conducting tourism promotional activities such as Sales Mission and Destination Promotion Program and taking part in different tourism fairs. Despite, great potential of attracting Indian tourists, Nepal is not receiving the adequate number of tourists from India. So in regards to the same, some research-based strategies plan need to be made to attract more Indian and third world countries tourists to Nepal by India-Nepal land entry points. Hence, understanding the necessity of Border Tourism Promotion Strategic Plan, Nepal Tourism Board (NTB) Executive Committee has sanctioned budget to formulate the same in the FY 2082/83.

The ultimate aim of the program is to make strategic plan and to understand the behavior pattern of Indian and third world countries tourists travelling through Nepal's Border cities (Kakarvita, Belahiya and Birgunj) and also to understand the Tourism Stakeholders perception (tour and travel agents & tourism agencies) problems and recommendation regarding attracting more tourists from mentioned borders. Also it is to conduct meeting/workshop with the tour and travel agents of Indian cities (Siliguri, Gorakhpur, Patna and Lucknow) to understand their perception as well, regarding what is the demand of the tourists and facilitation that is required in Nepal to attract more Indian and third world countries tourists to Nepal via borders.

2. Deliverables from the contracted party:

- i. To get the questionnaire filled from the Indian and third world countries tourists (minimum 50 tourists) from each border at (Kakarvita, Belahiya & Birgunj) travelling from India to Nepal via land border.
- ii. The questionnaire should be developed by contracted party and endorsed by NTB concerned officials for the activities as mentioned in clause (i).
- iii. To conducting meeting and workshop with tourism stakeholders of Nepal to identify major problem and facilitation required by travelers travelling through mentioned cities in clause (i) with expected participants 30 (thirty) in each mentioned cities at any of the tourist standard hotel.
- iv. To identify the major touristic destination and popular travel itinerary of Nepal preferred by Indian and third world countries tourists travelling from India (Siliguri, Gorakhpur, Patna and Lucknow) to Nepal. Meeting and workshop should be conducted in mentioned Indian cities with tourism stakeholders of India with expected participants 30 (thirty) in each mentioned cities at any of the tourist standard hotel.



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- v. To identify the major problems faced by the travelers at the borders and facilitation required by the tourists travelling through the land borders.
- vi. To identify the list of travel and tour companies in Indian cities for mentioned cities in clause (iv).
- vii. Identify and list the major star hotels of the cities and periphery for the mentioned places in clause (i).
- viii. Develop marketing and promotion strategy plan to attract Indian tourists via land borders.
- ix. Develop a Border Tourism Promotion Strategic Plan with the help of primary and secondary data.
- x. Conduct workshop with NTB officials/stakeholders before submission of the final report.
- xi. Submission of a comprehensive report, including findings, analysis and plan to promote Nepal tourism through Border Tourism Promotion Strategic Plan.
- xii. Provide hard and soft copy of the final report to NTB.

3. Deliverables from NTB

- i. Support for invitation/coordination for conducting meeting/workshop with the different official's/tourism stakeholders in the cities of Nepal (Kakarvita, Belahiya/Bhairahwa and Birgunj).
- ii. Assist with the available information required from Nepal Tourism Board.
- iii. To give feedback and approve questionnaire draft made by the contracted party to be filled by different tourist/tourism stakeholders.
- iv. To participate in the meeting/workshop and disseminate information on Nepal tourism as and when required.
- v. To release the amount as per the contract to the contracted party after the work completion of Border Tourism Promotion Strategic Plan.

5. Qualification of the Consultant

The following qualification of the service provider is required:

A. For the Consulting Firm:

- i. The Consulting Firm should be registered with the government of Nepal, having all due tax clearance and further having minimum five years of work experience in research/plans/policies or consultancy related work for the government or tourism/marketing activities. The firm should also have a minimum turnover of 25,00,000 (Twenty Five Lakh only) in the fiscal year 2081/82.

B. Qualifications and experience of the experts/ professionals

A. Team Leader

- i. Should have Minimum Master's Degrees in Media/Mass Communication/Management/Economics/Tourism or any relevant field. PhD candidate will be preferred.
- ii. Should have minimum of 5 years of work experience or above in the relevant field.



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iii. Should possess good communication and leadership Skills.

B. Assistant:

- i. Should have Bachelor's degree in Tourism, Management or in any relevant field.
- ii. Proficiency in Computer skills.
- iii. Should have at least 2-3 years of work experience in the relevant field.

6. Timeline of the Project:

- i. The completion of work as mentioned in clause (2) must be submitted within 2(Two) months from the date of signing of the contract. However, the timeline for work completion can be extended at the discretion of Nepal Tourism Board upon the request and valid reasons.

7. Coordination:

The contracted party should coordinate with NTB and ensure NTB officials involvement/participation during the execution/implementation of the said program. Also the contracted party should submit questionnaire and tentative invitee list of the participants of the workshop/meeting to NTB officials before execution of the program.

8. Mode of Payment:

Payment will be furnished to the contracted party as per the rule and regulations of Nepal Tourism Board Financial and Procurement by laws 2072.



D. Evaluation of Consultant's EOI Application

Consultant's EOI application which meets the eligibility criteria will be ranked on the basis of the Ranking Criteria.

i) Eligibility & Completeness Test	Compliance
Copy of Registration of the company/firm	
VAT/PAN Registration <i>(for National consulting firm only)</i>	
Tax Clearance/Tax Return Submission/Letter of Time Extension for Tax Return Submission [2081/82 Fiscal year] (for National consulting firm only)	
In case of a natural person or firm/institution/company which is already declared blacklisted and ineligible by the GoN, any other new or existing firm/institution/company owned partially or fully by such Natural person or Owner or Board of director of blacklisted firm/institution/company; shall not be eligible consultant.	
Power of attorney	
EOI Form 1: Letter of Application	
EOI Form 2: Applicant's Information Form	
EOI Form 3: Experience (3(A) and 3(B))	
EOI Form 4: Capacity	
EOI Form 5: Qualification of Key Experts	

S. N	Evaluation Criteria	Minimum Requirement	Requirement	Marks
1	Qualification of Key Experts	Should have Minimum Master's Degrees in Media/Mass Communication/Management/Economics/Tourism or any relevant field. PhD candidate will be preferred	Should have Minimum Master's Degrees in Media/Mass Communication/Management/Economics /Tourism or any relevant field. 13 marks for minimum qualification -13 marks, - Additional for Ph.D. - 4 marks - For Tourism Studies additional - 3 marks	20
2	Experience of Key Experts	Should have minimum of 5 years of work experience or above in the relevant field	Should have minimum of 5 years of work experience - 13 marks - Each additional year 1 marks maximum 3 marks. - Tourism related experiences - 4marks	20
3	General Experience of consulting firm	minimum five years of work experience in research/plans/policies or consultancy related work for the government or tourism/marketing activities.	minimum five years of work experience in research/plans/policies or consultancy related work for the government or tourism/marketing activities. - 7 marks each additional years 1 marks maximum 3 marks	10



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4	Specific experience of consulting firm within last 5 years. In case of person, specific experience of the person within last 3 years.	Experience of preparation of strategic plan , master plan , tourism related research work	At least one master plan or tourism related research or details project evidence should be submit- 25 marks - each additional 2 marks for new work maximum 10 marks	35
5	Similar Geographical experience of consulting firm	Experiences of conducting at least one preparation of strategic plan , master plan , tourism related research work same geographical area	Experiences of conducting at least one preparation of strategic plan , master plan , tourism related research work in boarder area of Nepal and India about tourism	5
6	Financial Capacity.[Average turnover required shall not exceed 150% of cost estimate]	should have a minimum turnover of 25,00,000 (Twenty Five Lakh only) in the fiscal year 2081/82.	should have a minimum turnover of 25,00,000 (Twenty Five Lakh only) in the fiscal year 2081/82. - 7 marks and additional 1 marks for additional 10 lakh maximum 3 marks	10
Minimum score to pass the EOI is				65

If a sub criteria does not meet the stated minimum criteria, the marks allocated will be zero.



E. EOI Forms & Formats

Form 1. Letter of Application

Form 2. Applicant's information

Form 3. Experience (*General, Specific and Geographical*)

Form 4. Capacity

Form 5. Qualification of Key Experts



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1. Letter of Application

(Letterhead paper of the Applicant or partner responsible for a joint venture, including full postal address, telephone no., fax and email address)

Date:

To,

Full Name of Client: _____

Full Address of Client: _____

Telephone No.: _____

Fax No.: _____

Email Address: _____

Sir/Madam,

1. Being duly authorized to represent and act on behalf of (hereinafter "the Applicant"), and having reviewed and fully understood all the short-listing information provided, the undersigned hereby apply to be short-listed by **[Insert name of Client]** as Consultant for **[Insert brief description of Work/Services]**.
2. Attached to this letter are photocopies of original documents defining:
 - a) the Applicant's legal status;
 - b) the principal place of business;
3. **[Insert name of Client]** and its authorized representatives are hereby authorized to verify the statements, documents, and information submitted in connection with this application. This Letter of Application will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by yourselves to verify statements and information provided in this application, or with regard to the resources, experience, and competence of the Applicant.
4. **[Insert name of Client]** and its authorized representatives are authorized to contact any of the signatories to this letter for any further information.⁵
5. All further communication concerning this Application should be addressed to the following person,

[Person]

[Company]

[Address]

[Phone, Fax, Email]
6. We declare that, we have no conflict of interest in the proposed procurement proceedings

⁵ Applications by joint ventures should provide on a separate sheet, relevant information for each party to the Application.



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and we have not been punished for an offense relating to the concerned profession or business and our Company/firm has not been declared ineligible.

7. We further confirm that, if any of our experts is engaged to prepare the TOR for any ensuing assignment resulting from our work product under this assignment, our firm, JV member or sub-consultant, and the expert(s) will be disqualified from short-listing and participation in the assignment.
8. The undersigned declares that the statements made and the information provided in the duly completed application are complete, true and correct in every detail.

Signed :

Name :

For and on behalf of (name of Applicant or partner of a joint venture):



2. Applicant's Information Form

(In case of joint venture of two or more firms to be filled separately for each constituent member)

1. Name of Firm/Company:
2. Type of Constitution (*Partnership/ Pvt. Ltd/Public Ltd/ Public Sector/ NGO*)
3. Date of Registration / Commencement of Business (*Please specify*):
4. Country of Registration:
5. Registered Office/Place of Business:
6. Telephone No; Fax No; E-Mail Address
7. Name of Authorized Contact Person / Designation/ Address/Telephone:
8. Name of Authorized Local Agent /Address/Telephone:
9. Consultant's Organization:
10. Total number of staff:
11. Number of regular professional staff:

(Provide Company Profile with description of the background and organization of the Consultant and, if applicable, for each joint venture partner for this assignment.)



3. Experience

3(A). General Work Experience

(Details of assignments undertaken. Each consultant or member of a JV must fill in this form.)

S. N.	Name of assignment	Location	Value of Contract	Year Completed	Client	Description of work carried out
1.						
2.						
3.						
4.						
5.						
6.						
7.						



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3(B). Specific Experience

Details of similar assignments undertaken in the previous seven years

(In case of joint venture of two or more firms to be filled separately for each constituent member)

Assignment name:	Approx. value of the contract (in current NRs:
Country: Location within country:	Duration of assignment (months):
Name of Client:	Total No. of person-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract (in current NRs; US\$ or Euro):
Start date (month/year): Completion date (month/year):	No. of professional person-months provided by the joint venture partners or the Sub-Consultants:
Name of joint venture partner or sub-Consultants, if any:	Narrative description of Project:
Description of actual services provided in the assignment: Note: Provide highlight on similar services provided by the consultant as required by the EOI assignment.	

Firm's Name: _____



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3(C). Geographic Experience

Experience of working in similar geographic region or country

(In case of joint venture of two or more firms to be filled separately for each constituent member)

No	<i>Name of the Project</i>	<i>Location (Country/ Region)</i>	<i>Execution Year and Duration</i>
1.			
2.			
3.			
4.			
5.			
6.			
7.			



4. Capacity

4(A). Financial Capacity

(In case of joint venture of two or more firms to be filled separately for each constituent member)

Annual Turnover	
Year	Amount Currency

- Average Annual Turnover of Best of 3 Fiscal Year Of Last 7 Fiscal Years

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(Note: Supporting documents for Average Turnover should be submitted for the above.)



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4(B). Infrastructure/equipment related to the proposed assignment⁶

No	Infrastructure/equipment Required	Requirements Description
1.		
2.		
3.		
4.		
5.		



⁶ Delete this table if infrastructure/equipment for the proposed assignment is not required.

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5. Key Experts *(Include details of Key Experts only)*

(In case of joint venture of two or more firms to be filled separately for each constituent member)

SN	Name	Position	Highest Qualification	Work Experience (in year)	Specific Work Experience (in year)	Nationality
1						
2						
3						
4						
5						

(Please insert more rows as necessary)

Note: Submit all the evidence of supporting along with CV

For Submission register your EOI in Single Envelop with completely written {Expression of Interest(EOI) for consulting Service for Boarder Tourism Promotion Strategic Plan} sealed in Nepal Tourism Board, Virkutimandap , Kathmandu

