

# Request for Proposal

for the procurement of consulting services

Conducting study of  
**Diagnosing/Mapping of Food and beverages  
on Mundum Trail**  
for  
Trail-based Tourism Development Project (TTDP)

**Contract Id No: TTDP/CS/02/2025**

Issued by:  
Project Name



**HELVETAS**  
NEPAL



16 January 2025

## TABLE OF CONTENTS

<b>Section -I:</b>	<b>Letter of Invitation .....</b>	<b>1</b>
<b>Section -II:</b>	<b>Instructions to Consultants (ITC) and Data sheet .....</b>	<b>2</b>
<b>Section -III:</b>	<b>Technical proposal form .....</b>	<b>5</b>
<b>Section -IV:</b>	<b>Financial proposal form .....</b>	<b>6</b>
<b>Section -V:</b>	<b>Term of Reference .....</b>	<b>7</b>
<b>Section -VI:</b>	<b>Conditions of contract and contract forms .....</b>	<b>7</b>



## Section -I: Letter of Invitation

Date: .....

To:

.....  
.....

Dear Sir/Madam;

1. The Trail-based Tourism Development Project (TTDP) is a joint initiative of the Governments of Switzerland and Nepal. The goal of the project is for people in Koshi Province to increase their income and contribute to the conservation of culture with innovative and sustainable tourism offers. It focuses on four main trail routes namely Mundhum, Chiyabari, Phalgunanda and Laligurans trails spanning 29 municipalities in Koshi Province. The project will directly benefit 100,000 people of disadvantaged groups (DAGs) of which 85,000 are from discriminated groups (including women) and 18,000 are poor. Communities within three hours of walking from the trails, especially women, marginalized groups, and the economically poor, will gain opportunities for employment, capacity building, and participation in community tourism initiatives. It is expected that DAGs will increase their income by engaging in trail construction work and contribute to the conservation of culture with innovative and community tourism offerings. TTDP/Helvetas Nepal is referred to as "Client" hereinafter in the Request for Proposal (RFP).
3. The Client invites proposals from eligible and qualified consultants (hereinafter referred to as "Consultant") to provide the service to the client as mentioned in the Terms of Reference (ToR) under Section-V.
4. The RFP includes the following documents:
  - Section 1 - Letter of Invitation
  - Section 2 - Instructions to Consultants and Data Sheet
  - Section 3 - Technical Proposal - Standard Forms
  - Section 4 - Financial Proposal - Standard Forms
  - Section 5 - Terms of Reference
  - Section 6 – Helvetas Anticorruption Policy
  - Section 7 - Standard Forms of Contract
5. Please inform us by writing an email that you received the letter of invitation along with a detailed RFP document successfully and are interested in submitting the proposal.

Yours sincerely,

Dr. Prabin Manandhar  
Country Director





## Section -II: Instructions to Consultants (ITC) and Datasheet

### A. Instructions to Consultants (ITC)

- 1 Applicable policy of this procurement a. Procurement policy of Helvetas Nepal and bilateral agreement between the Government of Nepal and the Government of Switzerland.
- 2 Conflict of Interest a. The Consultant is required to provide professional, objective, and impartial advice, always holding the Client's interest paramount, strictly avoiding conflicts with other assignments or its corporate interests, and acting without any consideration for future work.  
The Consultant has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its client. Failure to disclose such situations may lead to the disqualification of the Consultant or the termination of the Contract.
- 2 JV proposal a. A Joint Venture (JV) proposal may be applicable as described in the **Data Sheet**.
- 3 Eligibility of consultant a. Legal aspect
  - Registered as per the prevailing rule of the Government of Nepal
  - Not blacklisted by Helvetas Nepal and the Government of Nepal
- 4 Evaluation criteria a. Eligibility criteria: as mentioned above (3) and in **Data Sheet**  
Evaluation criteria: mentioned in the **Data Sheet**
5. Clarification on RFP a. The consultant can contact the address mentioned in the **Datasheet** for clarification on clauses of the RFP
6. Proposal evaluation method a. The consultant selection method for this assignment shall be mentioned in the **Data Sheet**.  
b. Weightage of Technical and Financial proposals shall be mentioned in **Datasheet**.
7. Preparation of proposal a. The proposals (technical and financial) should be prepared as per the **Data sheet**.  
b. The consultant must attach the legal documents as mentioned in DS (4. eligibility criteria).  
c. The proposal (Technical and financial) comprises the documents mentioned in the **Datasheet**.  
d. Validity of proposal: all the proposals are valid for the period mentioned in the **Datasheet**.
8. Submission of proposal a. The interested and eligible consultant shall send the proposal to the address mentioned in the **Datasheet**.  
b. The method (means of submission) shall be following **Datasheet**.
9. Taxes a. All applicable taxes within the territory of Nepal are the consultant's liability.  
b. TDS shall be deducted on each payment as per the prevailing rule of the Government of Nepal
10. Confidentiality a. The consultant shall not disclose the information/data and any matter belonging to the client without the approval of the client.
11. Insurance a. The consultant shall ensure the applicable insurance of manpower used in the service delivery by the prevailing rule of the Government of Nepal. In the event of failure to ensure applicable insurance, the consultant shall be liable and responsible for indemnifying all kinds of losses related to this.



## B. Data Sheet (DS)

ITC clause reference	A. General
2.	<b>JV proposal: not applicable for this contract.</b>
4.	<p><b>Eligibility Criteria:</b> mandatory legal documents required to be submitted by the consultant are as follows:</p> <ul style="list-style-type: none"> <li>• Valid firm registration</li> <li>• VAT registration certificate</li> <li>• Tax clearance certificate – 2080/81</li> <li>• * Self-declaration form that the firm and its board members are not subject to any disciplinary action by the Government of Nepal or by the court.</li> <li>• * Self-declaration form that the firm and its key experts proposed are not aware of any conflict of interest that may exist for this assignment.</li> </ul> <p><b>* The above two self-declarations should be written on the firm's letterhead and signed by the authorized signatory before attaching it to the RFP.</b></p> <p><b>Evaluation criteria:</b></p> <ul style="list-style-type: none"> <li>• Technical criteria – as outlined in ToR <ul style="list-style-type: none"> <li>i. Firm's general experience (General experience means overall experience after legal establishment as an entity)</li> <li>ii. Firm's specific experience (Specific experience means similar/relevant to the task or assignment specific.)</li> <li>iii. Consultant's work schedule</li> <li>iv. Key expert's qualification &amp; experience (general experience and specific experience)</li> </ul> </li> </ul> <p>Pass marks of Technical Proposal: The consultant must score 70% of the total marks allocated on the technical proposal.</p>
5.	<p><b>Clarifications may be requested by 29 January 2025.</b></p> <p>The contact information for requesting clarifications is email: <a href="mailto:procurement.np@helvetas.org">procurement.np@helvetas.org</a></p> <p><b>Clarification of all queries shall be published or sent by email to consultants by 31 January 2025.</b></p>
6.	<p><b>Proposal evaluation method:</b> Quality and Cost Based Selection (QCBS)</p> <p>Technical proposal: 70% and financial proposal: 30%</p>

7.	<b>Preparation of proposal:</b> Technical proposal and financial proposal sealed separately and submitted to the address mentioned in DS (8).
7 (c)	<p><b>The Proposal shall comprise the following:</b></p> <p><b>1<sup>st</sup> Envelope with the Technical Proposal:</b></p> <ul style="list-style-type: none"> <li>(1) Power of Attorney to sign the Proposal with documents mentioned in DS (4)</li> <li>(2) TPF-1</li> <li>(3) TPF-2</li> <li>(4) TPF-3</li> <li>(5) TPF-4</li> </ul> <p><b>2<sup>nd</sup> Envelope with the Financial Proposal:</b></p> <ul style="list-style-type: none"> <li>(1) FPF – 1 financial proposal form</li> </ul>
7.(d)	Proposals must remain valid for <i>45 days</i> calendar days after the proposal submission deadline.
8.	<p><b>Submission of proposal:</b></p> <p><b>Method of submission:</b> electronic submission through  <b>email: <a href="mailto:procurement.np@helvetas.org">procurement.np@helvetas.org</a></b>  in PDF format (The technical proposal and financial proposal should be in separate PDF files).</p> <p><b>Address for submission:</b> Online as mentioned above email address.</p> <p><b>Date and time for submission:</b> <b>07 February 2025; by 5PM</b></p>





### Section -III: Technical proposal form

- 1/ Firm's general experience (mentioned overall years of experience- all assignments completed till now in recent to old order) – TPF-1

SN	Description of experience	No. of years	Assignment Type	Contract Amount
1				
2				
3				
4				
5				

- 2/ Firm's specific experience (mentioned specific assignment/similar type only) – TPF 2

SN	Assignment description	No. of years	Assignment type	Contract Amount	Employer/Client Name
1					
2					
3					
4					
5					

- 3/ Academic qualification and experience of the key experts proposed by the consultant -TPF 3

SN	Name	Academic qualification	General experience (yrs)	Specific experience (no. of similar assignment/project completed)
1				
2				
3				
4				
5				

*All CVs of the proposed key experts must be attached.*

- 4/ Consultant's work plan/schedule – TPF 4

SN	Activity	Plan		Remarks
		From date	To date	
1				
2				
3				
4				
5				

## Section -IV: Financial proposal form

### 1/ Financial proposal of the consultant – FPF1

SN	Description	M. days	Rate	Amount
1	Key expert/team composition remuneration			
a				
b				
c				
d				
e				
2	Other costs			
a	Reporting....			
b				
c				
d				
3	Sub-total (excl. VAT)			
4	VAT			
5	Grand total (incl. VAT)			

A consultant can use their stationery in case of need.

*e*



## Section -V: Terms of Reference (ToR)

### Terms of Reference for Diagnosing/Mapping Trail Destination Promotional Element (Food and beverage) on Mundum Trail

#### 1. Project Objective and Component:

The Trail-based Tourism Development Project (TTDP) is a joint initiative of the Governments of Switzerland and Nepal implemented by the 29 Local Governments (LGs) in the mid-hill regions in Koshi Province with technical assistance from Helvetas Swiss Intercooperation Nepal. The Project has the overall goal of increasing the income of the people in 29 local governments spread over 8 districts namely Bhojpur, Ilam, Khotang, Panchthar, Sankhuwasabha, Sunsari, Terhathum, and Udayapur through developing culturally rich and environmentally friendly trail-based tourism destinations of global standard and quality. Designated for nearly 400 Km long four trail routes namely Mundum, Chiyabari, Phalgunanda and Laligurans, it consists of four main components (**See annex I** for the project log frame) namely (i) Construction and rehabilitation of trails according to a sustainable and national standard, (ii) Branding, packaging, and promotion of tourist destinations, (iii) Capacity building to achieve standardization and certification in hospitality and hygiene, and (iv) Policy reforms and incentives for innovative tourism development by promoting local culture history, and gastronomy; private sector investments in tourism products.

The project aims to create a positive impact at the socio-economic level by offering employment and income to local communities - especially the Disadvantaged Groups (DAGs<sup>[1]</sup>) residing within three hours of walking from the trails. The project will directly benefit 100,000 people of DAGs by mobilizing local societies in community tourism initiatives. DAGs will contribute to the conservation of culture with innovative and community tourism offerings on top of increasing their income by engaging in trail construction work. This will be achieved through the following two outcomes:

**Outcome 1:** The provincial government collaborates with the local governments and the Government of Nepal to develop culturally rich and environment-friendly trail-based tourism destinations in Koshi Province.

**Outcome 2:** Community members, micro-entrepreneurs, and small enterprises engage in culturally rich and environmentally friendly trail-based tourism.

#### 2. The Area of Intervention (Mundum Trail):

Selected as one of the 100 must-visit destinations of Nepal, Mundum Trail with an approximate length of 168 Km, covers the larger territory of the northern sub-alpine region (**See annex II** for more information on Mundum Trail working areas) in Khotang and Bhojpur districts with key tourist destinations like Hanspokhari (2,957 m), Temke Danda (3,010 m), Maiyung Danda (3,333 m), Salpapakhari (3,412 m) and Silichung Peak (4,165 m). The Kirati-Rai people are the predominant inhabitants with their unique civilization, rich culture, and lifestyle along with Limbu, Sherpa, Tamang, Gurung, Sunuwar, Yakkha, Brahmin, Chhetri and Dalits in the minority.

It is enriched with stunning natural beauty, rich biodiversity/flora and fauna, beautiful landscape (rhododendron forest, pastureland, and alpine and sub-alpine forests) and offers panoramic views of more than 45 famous peaks including 8000m above world top Mt. Everest, Kanchenjunga, Makalu, Lhotse, Lhotse Sar, and Chyou.

The trail is significant because it embodies the Mundum, the ancient oral scripture on the history, culture, traditions, and spiritual beliefs of the Kirati people, as expressed from generation to generation through folklore/legends (verbal communication) for ages. Tourists can experience authentic local culture through **indigenous cuisine**, traditional architecture, vibrant festivals, and community customs. There

<sup>[1]</sup> Disadvantaged Groups (DAGs) are those people who are both socially excluded as well as economically poor (per day income less than USD 1.25 or food sufficiency less than 6 months)



are many varieties of cuisines based on the cultural landscapes of upper and lower-mid Mundum trail regions, religion, ethnicity, festivals, environment, diverse climatic conditions, and vegetation.

These cultural elements with a special focus on authentic and delicious local food cuisine and beverage heritage coincided with the rich hospitality attributes of the people of the Mundum trail area can serve as convincing Unique Selling Propositions (USPs) and enhance this trail's appeal/ promotional brand/slogan/viability as a competitive trail-based tourism destination for the niche markets of gastronomy tourism.

However, the geographic region of Mundum (trail) lies in the shadow of the Solukhumbu area. Its cultural heritage is hidden and relatively unknown compared to the traditions of the neighbouring Sherpa society. The Mundum area remains to be discovered by both Nepali and foreign tourists. The region offers a typical mid-hill setting with vast forested areas, thriving wildlife, and small, meticulously maintained agricultural settlements. Most local people are engaged in agriculture and are open to new initiatives such as tourism.

Only 15 years ago, the area was connected to the rest of the country through the construction of the Mid-Hill Highway between Khotang and Bhojpur. With improved accessibility, the provincial and local governments have initiated several programs to uplift the area.

The Swiss Agency for Development and Cooperation (SDC) supports the government's initiative in tourism development. Trails are currently being upgraded and rehabilitated. Local entrepreneurs are encouraged to invest in homestay facilities and lodges, while residents are trained in hospitality, local food and beverage productions and offerings with authentic appeal, minimum standards, quality, and safety (hygiene and sanitation).

### **3. Consultancy Purpose (Objectives with Scope of work) and Key Responsibilities:**

The project plans to commission a study to assess and record the region's local food and beverage as rich cultural heritage.

Materials collected would be recorded as short illustrated stories, text, sketches and photographs for traditional food and beverage.

While the existing body of knowledge reveals a few such work-based publications at the national level, there is a gap at the local/regional level which has a focus on trail-based adventure tourism areas. The audiences for the outcome of this assignment are supposed to be potential visitors (domestic, and international), food production trainers, stakeholders in the local supply chain, travel trade intermediaries (Tour Operators/Trekking Agencies/Guides), restaurants/homestays/ lodges owners and operators, local food and beverage cooks/chefs, wineries/breweries, local food marketers, local/provincial/federal governments and trail tourism enthusiasts/campaigners.

The results of the assessment (designed and printed collaterals and cookbook for aesthetic local food and beverage with short stories, narratives, records, photographs, etc.) will be used to create awareness among potential visitors providing information and encouraging them to explore unique authentic culinary experiences (local food and beverage options). Those outcome materials will be used to advertise and promote the trail areas to attract and increase a record number of cuisine visitors from targeted markets by LGs, Provincial Government (PG), Federal Government (FG) and tourism promotional agencies/institutions and enhance visitors' experience by promoting local food and beverage. It will help TTDP in organizing food festivals, planning food/beverage exposure visits, designing food-focused treks, events, and experiences, organizing cooking classes, and designing farm-to-table tours/trek itineraries.

**Overall Objective:** The overall objective of this assignment is to detail mapping of the **food and beverage heritage** of the Trail-based Tourism (TbT) destination of Mundum in aid of finding, improving, improvising and exposing the flavour, texture and features of food and beverage according to the international standards while maintaining the authenticity and richness of Nepali heritage food on this trail destination. It aims at promoting and developing Mundum as a unique and competitive destination with outstanding cultural and natural heritages that can offer a world-class visitor experience.



**Specific Objectives with tasks:** The specific objectives are as follows:

- (a) **Creating a cookbook** with minimum quality, standards, safety (food hygiene and sanitation) and brief attributes of existing local food/cuisine on the Mundum trail and its zone of influence;
- (b) **Developing printed and digital collaterals** which are supportive of the promotion of food and beverage elements led to trail-based tourism destinations of Mundum Trail;
- (c) **Creating a base (as a plan/reference/guideline for TbT) document for offering capacity-building training activities** to local hosts (communities/small and micro enterprises) who can learn knowledge, skills, and attitudes to produce and present authentic dishes (food/beverage) to visitors with own cultural style;
- (d) **Highlighting needed policy reforms** to offer incentives to community members and small investors (micro-entrepreneurs, small enterprises) to conserve, promote and revive authentic local/organic food and beverage. Such policy reforms and incentives will be designed to last even after the project ends, thus providing a framework for continued tourism development in Koshi Province and Nepal.

The brief definition of this destination promotional element in the context of TbT is offered below in relation to the **scope of work** expected from this assignment.

- **Focus:** Local, organic, and culturally significant food dishes, their ingredients, and beverages with their cultural roots (history) produced and consumed within the TbT region that play important roles in Nepalese hospitality culture and offer a glimpse into the rich food cooking and brewing heritage.
- **Scope:**
  - ✓ Research and document local culinary traditions and ingredients resulting in a cookbook with photos, required ingredients, cooking procedure, explaining the importance of the food – in which occasion are they cooked, etc.
  - ✓ Identify opportunities to promote local food and beverage experiences to tourists.
  - ✓ Explore possibilities for culinary training programs for locals based on the capacity gap study on food/beverage productions/preparation.
  - ✓ Develop strategies to ensure the sustainability of local food production.

#### 4. Methodology:

This diagnostic mapping study will employ an eclectic approach, drawing upon both qualitative and quantitative data. Information will be gathered through secondary and primary sources, informed by the observatory research conducted within Mundum trail areas.

Secondary data sources will encompass a thorough review of relevant published (e.g. cookbook) and unpublished literature, reports, and data pertaining to food and beverage.

Primary data collection will involve empirical observations during site visits to local restaurants, household and community festive kitchens, and cultural/religious institutions. Furthermore, in-depth interviews will be conducted, including Key Informant Interviews (KII), Focus Group Discussions (FGD), and surveys administered to a diverse range of stakeholders. This may include local and regional culinary experts, elderly from the region, tourist hotel owners/managers, farm-stay and guest-house operators, tea house owners and managers, tea house lodge runners, individuals and communities involved in ethnic cultural homestays, local restaurant owners, cultural groups, local-level and ward-level chairpersons of LGs, representatives from the Planning and Governance (PG) authorities, leaders of community organizations and travel and tourism associations, mothers' groups, fathers' groups, trail users, and maintenance groups.

The consultant will be responsible for recommending appropriate tools and techniques for data collection, alongside methods for analyzing and interpreting the collected data. The sampling strategy must ensure a proportional representation of DAGs. A pre-test of questionnaires is highly recommended to minimize errors during data collection.



The consultant will be provided with the TTDP project document to facilitate the development of the inception report. The inception report needs to be approved by the project before more detailed work is carried out. The entire assignment will be a continuous process, with stories and photographs reviewed and approved throughout the study.

## 5. Eligibility and Expected Qualification of the Study Team:

We seek open-minded individuals with easy access to the local population and the ability to recognize cultural nuances and record stories in an engaging manner.

Candidates should be willing to travel, immerse themselves in local communities, and understand their way of life.

This assessment is not a scientific study—it requires storytelling, similar to authoring a novel.

The eligible consulting firm must demonstrate the following key competencies:

- **Hospitality/Tourism and Food and Beverage Industry Knowledge:** In-depth understanding of the hospitality and food and beverage industry in Nepal, encompassing both demand (tourist market segments and their motivations) and supply (industry development, market systems) sides
- **Trail/Tourism Destination Knowhow:** Knowledge of Nepalese trail-based tourism destinations, including adequate understanding of food and beverage as a strong pull factor for different tourist segments and the destination promotion market
- **Technical Skills:**
  - ✓ Knowledge of destination area supply linkages for gastronomy within the value chain
  - ✓ Familiarity with ethnographic research methods (scientific description of peoples and cultures).
  - ✓ Photography, Content writing and graphic designing
  - ✓ Storytelling/ journalistic writing/travelogue
- **Research Competency:**
  - ✓ Expertise in ethnography and observatory study at the community level in rural destination areas of Nepal
  - ✓ Demonstrated understanding and adherence to ethical research principles.
- **Data Handling & Analysis:**
  - ✓ Strong quantitative data entry and analysis skills.
  - ✓ Experience with data collection tools like Kobo Toolbox and statistical analysis software.
- **Reporting & Communication:** Ability to produce high-quality, clear, and concise pictorial reports in both English and Nepali.

## Team Composition & Qualifications:

The consulting firm must propose an inclusive team with clearly defined roles and responsibilities for each member. This includes:

- **Team Members:** The desired team composition consists of a **Gastronomy Tourism Expert**, a person specializing in the intersection of travel and food culture (1), a content creator/writer/narrator in English and Nepali (1) and a **Good Photographer** with the skill of graphic designing (1) with their **CVs** indicating their academic qualification and demonstrating past experiences. **Gastronomy Tourism Expert** is expected to lead the team.

## 6. Deliverables, Time Frame and Payment Schedule:

**Deliverables:** The assignment with flowing deliverables is expected to commence from the last week of February 2025 and is expected to take around 60 days spread over till the first week of September 2025, which includes desk review, preparation, field observation, data collection, data analysis and report writing.



- A cookbook with photos (digital and 4 hard copies), recipe, cooking procedure and local supply/value chain. Propose an enticing name for the book (Note: Refer to an example here ([https://drive.google.com/file/d/14Qihve2g-vMzgDkd0DdtY3JlenmKqlq5/view?usp=drive\\_link](https://drive.google.com/file/d/14Qihve2g-vMzgDkd0DdtY3JlenmKqlq5/view?usp=drive_link)))
- Explaining some important ingredients, especially originating from the area (for example cardamom)
- List the utensils needed and materials they are made of, if unique. Include story available
- Interesting narrative stories about some important dishes – about their origin, special occasions when they are prepared, etc.
- A short report on opportunities to promote local food and beverage experiences to tourists; explore possibilities for culinary training programs for locals; develop practical strategies to ensure the sustainability of local food production (**See annex III** for Integral elements with their colourful photos to be included in a cookbook)
- High-quality promotional printed and digital collaterals (useable for developing brochures/posters/flyers/catalogues/banners/social media ads) and digital tools/platforms of local food and beverages
- A brief training plan for locals/tourist food and beverage providers on culinary trainings to fulfill the capacity gaps for food/beverage productions/preparation
- Tips on needed policy reforms to offer incentives (monetary or in-kind) to community members and small investors (micro-entrepreneurs, small enterprises) to conserve, promote and revive authentic local/organic food and beverage.
- Presentation of key findings

**Time Frame and Payment Schedule:** The time frame and payment schedule are planned as follows.

SN	Major activities	Deadline (2025)	Payment schedule
1	Inception report ( <b>See annex IV</b> for its proposed format) in 10-15 pages	2 <sup>nd</sup> week of March	20%
2	Pre-testing of the questionnaire	3 <sup>rd</sup> week of March	-
3	Field mobilization for data collection, photo collection and design drawing	4 <sup>th</sup> week of March - 4 <sup>th</sup> week of April	-
4	Data compilation, interpretation and analyses	1 <sup>st</sup> week of May	
5	Submission of a draft report	2 <sup>nd</sup> week of May	20%
6	Submission of final report incorporating feedback and comments	4 <sup>th</sup> week of May	-
7	Acceptable final report consisting of data sheet, colourful photos, designs, narratives, annexes as formatted in Arial 11 font, calendar of food and beverage festivals/events in qualitative and quantitative forms as per their nature including original/extended field notes for qualitative data	1 <sup>st</sup> week of June	20%
8	Incorporation of comments/feedback on the final report and its resubmission	1 <sup>st</sup> week of August	20%
9	Submission of final reports in hardcopies (4 sets) and digital forms	1 <sup>st</sup> week of September/ conclusion of the assignment	20%

## 7. Maintaining Research/Work Ethics:

The consultancy will prioritize and uphold the highest ethical standards throughout the entire process of this observatory evaluation for sustainable tourism, environmentally sound tourism growth, and heritage settlements in the Mundum Trail. This includes data collection, analysis, and interpretation phases.

**Independence:** The evaluation will remain fully independent.

**Ethical Considerations:** The consultant will adhere to the ethical guidelines of relevant Local Governments (LGs), Provincial Governments (PGs), and local communities. This includes:



- **Informed Consent:** Participants will be fully informed about the research objectives, procedures, and potential risks/benefits before providing consent. Participation will be voluntary, and participants can withdraw at any time without penalty.
- **Privacy and Anonymity:** The privacy of all individuals involved in the research will be respected. Anonymity and confidentiality will be maintained throughout the research process. Personal identifiers will be removed from all collected data to ensure privacy.
- **Data Confidentiality:** All collected data will be treated with the utmost confidentiality.
- By adhering to these ethical principles, the consultancy will ensure that the observatory evaluation is conducted with integrity and respect for all stakeholders.

## 8. Confidentiality:

All the project-related documents, outputs, reports, information, etc. provided and produced during the assignment will be treated as the property of Helvetas Nepal and will remain confidential. The outputs of the assignment cannot be sold, distributed, or reproduced.

## 9. Selection Criteria and Weightage:

The proposals will be evaluated based on the following criteria:

### I. Technical proposal (70%)

- Understanding of the project and understanding and interpretation of the ToR (10%)
- Methodology to be used in undertaking the assignment (including sampling strategy, sample size, details of tools, observation visit, review of secondary data, time and work schedule) (10%)
- Relevant experience related to the assignment and curriculum vitae with relevant references (40%): This shall be allocated as follows:
  - ✓ Gastronomy tourism expert (40%)
  - ✓ Content-story writer/Graphic designer) (25%)
  - ✓ Photographer (25%)
- Gender and Social Inclusivity of the team (10%)

### II. Financial proposal (30%)

- Detail proposed activity-budget-schedule

## 10. Proposal Submission Guidelines and Required Documents:

Interested eligible consulting firms are requested to submit the below specific proposal along with the documents by 14<sup>th</sup> February 2025, 5:00 pm at the given address:

- A technical and financial proposal detailing the methodology size, and work schedule,
- Similar Experience of the firm,
- Team composition together with their CVs
- PAN or VAT number
- Firm registration with renewal
- Tax clearance certificate of previous fiscal year
- Two sample reports similar to this assignment

The Project Management and Implementation Support Consultant (PMISC/TTDP)

VIP Road, Biratnagar Metropolitan City – 9,

Morang, Koshi Province

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Email: [ttdp.np@helvetas.org](mailto:ttdp.np@helvetas.org)



## Annex I

### Logical Framework Matrix

Narrative Summary	Objectively verifiable indicators	Means of Verification	Assumptions and External Factors
<p><b>Goal:</b></p> <p>People in Koshi Province increase their income and contribute to the conservation of culture with innovative and sustainable tourism offers.</p>	<ul style="list-style-type: none"> <li>% households in the target area reporting increased income from tourism (IED_TRL_1) (Target: 40%)</li> <li>Volume of litter collected along trails in the target area</li> </ul>	<p>Household Survey conducted at the start, mid-term, and end of the project.</p> <p>Palika reports</p>	<p>The current health crisis of the COVID-19 pandemic subsided, and tourists, international and domestic, find it safe to travel and pursue recreational activities Tourism is established as an alternative employment and income source Poor households are motivated to acquire new skills and operate tourism-related enterprises.</p>
<p><b>Outcome 1:</b> The Province Government collaborates with the LGs and the GoN to develop culturally rich and environment-friendly trail-based tourism destinations in Koshi Province</p>	<ul style="list-style-type: none"> <li>Number of project LGs with increased tourism budget (GOV_ARL_2) (Target: 29)</li> <li>Amount in NPR of budget allocated to trail rehabilitation by LGs and PG</li> <li>Organized Steering Committee at least once a year together with the representatives of LGs and FG to discuss tourism development in project areas.</li> <li>A policy on environment-friendly and sustainable trail construction standards is available.</li> <li>At least 50% of registered homestays/lodgings in local cultural architecture</li> <li>Total number of tourists visiting trails in the target area by gender (target: 78,000 in the last year of the project phase; out of which</li> </ul>	<p>Budget information from LG and PG</p> <p>Steering Committee minutes</p> <p>MoUs between the LGs and PG</p> <p>Project data collection</p>	<p>The Provincial government supports trail-based tourism. The COVID-related restrictions are eased so domestic tourists can start travelling within the country The three spheres of government work collaboratively to develop trail-based tourism.</p>



Narrative Summary	Objectively verifiable indicators	Means of Verification	Assumptions and External Factors
	International 5%; Indian 15%; and 80% Domestic)		
Output 1.1: PG and LLs endorse regulations, policies, and standards in relation to sustainable and safe trail-based tourism and conservation of culture	<ul style="list-style-type: none"> <li>Number of policies related to community-based tourism drafted and enacted (Target: 1 by PG and 1 by each LG)</li> <li>Number of policies and incentives in the conservation and promotion of culture (local architecture, food, festivals etc.) (Target: 1 by PG and 1 by each LG)</li> <li>Number of tourist police hotlines available (Target 1)</li> <li>Waste collection and management system established in % of trails (WAT_ARL_2) (Target: in at least 75% of the trails) [reporting also on the number of people served]</li> <li>At least one Public-Private Dialogue (PPD) including the private sector conducted in each trail route.</li> </ul>	<p>Information from PG and LG</p> <p>Project reports</p>	
Output 1.2: The GoN reviews existing policies, regulations, and standards, and frameworks to support trail-based tourism	<ul style="list-style-type: none"> <li>Number of standards and guidelines related to trail-based tourism developed by the Federal Government (Target 1)</li> <li>Number of promotional activities for trails in Koshi Province launched by the FG.</li> <li>Number of trekking agencies from Kathmandu (and outside of Koshi Province) offering trekking packages in project-promoted trails (T-10)</li> </ul>	<p>TUCCs routine data</p> <p>Capacity building service providers' records</p> <p>TUCCs routine data</p>	



Narrative Summary	Objectively verifiable indicators	Means of Verification	Assumptions and External Factors
<b>Output 1.3:</b> Province government (PG) and Local Levels (LGs) implement environment-friendly trail construction works	<ul style="list-style-type: none"> <li>Trail Users and Construction Committees formed and registered with LLs (GoV_ARL_1) (Target 29)</li> <li>At least one environment-friendly construction methodologies and gender sensitization workshop for PG and each LG and communities</li> <li>Proportion of women in TUCCs (GEN_ARL_2) (target 40% among members and 50% among executive positions)</li> </ul>	<p>TUCCs routine data</p> <p>Capacity building service providers' records</p> <p>TUCCs routine data</p>	
<b>Output 1.4:</b> PG and LGs promote trail-based tourism	<ul style="list-style-type: none"> <li>Number of promotional campaigns for trail-based tourism launched, by topic and type of media (Target 20)</li> <li>Number of Strategic Visitor Flow analyses conducted by LG/PG (Target 1 for each trail in the project period)</li> </ul>	<p>Information from PG22</p> <p>Information from PG/LGs</p>	
<b>Outcome 2:</b> Community members, micro-entrepreneurs and small enterprises engage in culturally rich and environment-friendly trail-based tourism.	<ul style="list-style-type: none"> <li>Number of people employed in tourism activities along the trails (linked to (IED_ARL_2) (Target: A total of 2000 in and around project trails as a result of project trail)</li> <li>Number of local festivals revived (Target: At least one in each trail) % of lodges, homestays and restaurants participating in waste collection (Target 80%)</li> <li>% of lodges, homestays and restaurants using improved cook-stoves (Target 40%)</li> </ul>	<p>TUCCs routine data</p> <p>Household Survey conducted at start mid-term, and end of the project.</p> <p>TUCCs routine data</p>	<p>The communities are convinced that trail-based tourism will improve their livelihood</p> <p>The Private sector is interested in developing trail-based tourism offer</p> <p>Communities and private sector actors agree that environmental sustainability is a key element of trail-based tourism.</p>

Narrative Summary	Objectively verifiable indicators	Means of Verification	Assumptions and External Factors
<b>Output 2.1:</b> The local people construct and rehabilitate the trails in an environment-friendly manner	<ul style="list-style-type: none"> <li>Number of Trail Users and Construction Committee members trained, by gender and topic (Target: All)</li> <li>Number of persons employed (direct beneficiaries) for work on trail rehabilitation, by gender and disadvantaged groups (IED_ARI_2) (Target: 400,000 person days of employment.</li> <li>30% of earnings goes to women and 50 % to DAGs)</li> <li>Kms of trails rehabilitated/constructed in a labour-based approach (with minimum use of foreign materials such as cement etc). (Target all)</li> </ul>	Project records	
<b>Output 2.2:</b> Community members, micro-entrepreneurs and other private sector actors are able to offer safe and environmentally sound tourism services (with distinct cultural identity)	<ul style="list-style-type: none"> <li>Number of new or renovated lodges, homestays, and accommodations along the trails (Target: 20 in each trail)</li> <li>Number of community-run tourism ventures (Target: 5 in each trail)</li> <li>Number of incentives received by community members, and micro entrepreneurs that have accessed incentives offered by the LGs in conservation of culture. (Target: 100)</li> <li>Number of local participants trained in various aspects of tourism operations, by topic23 and gender (CCE_ARI_2) (Target: 1000; Female 25%)</li> </ul>	<p>Project records</p> <p>Project records</p> <p>Project records</p>	



## Annex II

### Mundum Trail working areas

Trail name	District	Palika name	Ward no.
Koshi Tappu-Maina Maini-Sankhamchuli-Hathuwagadhi-Amchowk Thamdanda-Tawabhanjyang-Temkedanda-Chakhewa- Dalsinge- Dhotra-Jaljale- Hanspokhari-Mayundanda- Hyakula Rawadhap-Salpapokharai-Silichung Peak	Bhojpur भोजपुर	Salpasilichho Rural Municipality	5, 6
		Shadananda Municipality	8, 9
		Bhojpur Municipality	2, 3, 4, 5, 10
		Tyamkemaikum Rural Municipality	1, 2, 3, 4, 5, 9
		Ramprasadrai Rural Municipality	1, 2, 6, 7, 8
		Hathuwagadhi Rural Municipality	2, 3, 8, 9
		Aamchowk Rural Municipality	6, 7, 8
	Khotang खोटाङ	Kepilasgadhi Rural Municipality	1, 7
		Sakela Municipality	1, 3
	Udayapur उदयपुर	Belaka Municipality	7, 8, 9
	Sunsari सुनसरी	Barhakshetra Municipality	6, 9

## Annex III

### Integral elements with their colourful photos to be included in a cookbook

1. List the utensils needed for dish/soup/appetizer/ sauces/ salads/ dessert
2. Descriptive recipe titles
3. Recipe Description: Interesting narrative stories about some important dishes – about their origin, special occasions when they are prepared, etc.
4. Separation of ingredients for major steps in a recipe
5. List of ingredients in chronological order. Explanation of story about some important ingredients, especially originating from the area (for example cardamom)
6. List of preparation methods for main dish/soup/appetizer/salads/sauces/desert and cooking time
7. Mentioning about seasoning of dishes
8. Number of servings and serving size
9. Spelling out of measurements and amounts
10. Being specific

## Annex IV

Proposed format for inception report	
Chapter	Sub-Chapters
Introduction	<ul style="list-style-type: none"> <li>• Overview with background, context and rationale of the project</li> <li>• Gaps/Problem statement</li> <li>• Summary of stakeholders to be consulted</li> <li>• Study framework</li> </ul>
Understanding of the grant objectives	A clear objective and specific measurable outcomes
Approach and methodology	<ul style="list-style-type: none"> <li>• Team composition, with their expertise, qualifications and roles</li> <li>• Geographic focus</li> <li>• Sampling strategy</li> <li>• Mapping evaluation questions</li> <li>• Data collection, processing, technical approach, analytical(diagnostic/ observation) tools</li> <li>• Potential questionnaires for KII/FGD/Survey with designated interviewees (respondents) on trail areas and other places (as and if needed)</li> <li>• Coordination and collaboration</li> <li>• Road map and approach</li> <li>• References</li> </ul>
Scope of services and deliverables	<ul style="list-style-type: none"> <li>• Expected outcomes to be achieved</li> <li>• Description of key deliverables and process of their assessments</li> <li>• Activities</li> <li>• Future Outlook</li> </ul>
Work plan and timeline	<ul style="list-style-type: none"> <li>• Detail activities and required tasks</li> <li>• Gant chart showing deadlines and milestones</li> <li>• Annexes</li> </ul>
Risk (challenges) analysis	<ul style="list-style-type: none"> <li>• Any potential risks with their mitigation strategy</li> </ul>
Monitoring and evaluation	<ul style="list-style-type: none"> <li>• Framework for tracking progress</li> <li>• Key performance indicators to measure the success of the assignment</li> </ul>

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## Section -VI: Helvetas Anticorruption Policy

### Code of Conduct for Contracted Parties

Final version February 2020

#### Scope of this Code of Conduct

HELVETAS Swiss Intercooperation (hereinafter HELVETAS) is a civil society organisation for development and humanitarian response. We strive to empower people, so they can determine the course of their lives in dignity and security, using environmental resources in a sustainable manner. Our work is guided by the following values<sup>1</sup>:

- Our engagement is based on solidarity and partnership.
- We work towards achieving human rights and upholding the principle of self-determined development.
- We are committed to social equity and strive for equal opportunities for men and women regardless of age, origin, language, religion, culture, mental and physical capacity, sexual orientation, or political convictions.
- Our collaboration with our partners is based on mutual respect for cultural values and principles
- We stand for development that balances economic viability, environmental appropriateness and social benefits.

The organisational values are the basis for the attitude, behaviour and high standards that HELVETAS requests to be respected and adhered to by its employees.

Further, we expect that all individuals and institutions with whom HELVETAS engages, respect these values and act in accordance with them, as well as with national and international laws. This applies both to professional contexts and to private matters that have an influence on the professional domain.

This Code of Conduct outlines the attitude and the behaviour that HELVETAS expects from consultants, services providers of goods and services, implementation partners, system partners and assisted organisations – in the following called **contracted parties** – that are responsible for implementing projects, project components and/or recipients of contributions, etc. in Switzerland as well as abroad.

This Code of Conduct is binding, and an integral part of all contractual agreements made between HELVETAS and its contracted parties. In signing their contract, contracted parties take on the commitment to observe the Code of Conduct, to ensure adherence by their personnel and their subcontractors, and to behave accordingly. Any action violating the Code of Conduct may entail an enquiry and the imposition of measures relating to non-compliance with contractual obligations, or of other measures.

Contracted parties are expected to ensure that their employees and any person working for them adhere to this Code of Conduct by putting in place adequate policies and regulations and through sensitisation, supervision and training of concerned persons.

<sup>1</sup> Organisational Strategy HELVETAS Swiss intercooperation



## The Components of the Code of Conduct

### **Loyalty and confidentiality and civic duty**

The actions of contracted parties in the frame of the collaboration with HELVETAS must be consistent with the goals, the values and principles of HELVETAS as expressed in its mission statement and organisational strategy. Contracted parties are expected to regularly reflect upon own actions and behaviour and those of subcontractors. Contracted parties, their employees and subcontractors commit to abide by the national laws, as citizen or resident of a specific country or as a short-term visitor.

### **Use of competences, means and assets**

Contracted parties, their employees and subcontractors contribute with their competences and capacities to the objectives of the collaboration. They commit to make use of available means and assets effectively and efficiently, according to legal stipulations, internal regulations, contractual agreements and in conformity with project goals.

### **Culturally sensitive behaviour**

Contracted parties, their employees and subcontractors are aware that even as private persons, they are subject to public interest. They must consider this in behaviour and statements. Contracted parties, their employees and subcontractors must respect local norms and conventions in contacts with authorities, partners and local people. They must respect the customs and culture of the country of cooperation in appearance and manner of dress, behaviour and communication. They must respect the customs and culture of the country, avoiding indecent or offensive behaviour, insulting or accusing statements, or spreading rumours.

### **Inter-personal relations and professional conduct**

Contracted parties, their employees and subcontractors must have respectful, fair and equitable relations with all persons irrespective of their age, origin, language, religion, culture, social position, physical ability or sexual orientation. They are aware of their privileged and often powerful status vis-à-vis other actors and must refrain from abusing any hierarchical, material, or social position in any way. They never request any service or favour from primary stakeholders or other persons of concern in return for support or protection. They never engage in any exploitative relationships – sexual, emotional, financial or employment-related – with primary stakeholders or other persons of concern. They must refrain from any form of disrespectful social interaction and abstain from anything that could be interpreted as degrading or putting others down.



<b>Protection of children and youth</b>	Contracted parties, their employees and subcontractors commit to protect the rights and integrity of children and youth and must refrain from all forms of abuse towards them in accordance with the universal Convention on the Rights of the Child. <sup>2</sup>
<b>Mobbing and sexual harassment</b>	Contracted parties, their employees and subcontractors abstain from mobbing <sup>3</sup> , sexual or sexist harassment <sup>4</sup> of colleagues, partners or any other person.
<b>Conflict of Interest and duty of disclosure</b>	Contracted parties, their employees and subcontractors are aware that professional interests can conflict with organisational or personal interests. Therefore, they must make own interests transparent and avoid any behaviour which could be perceived as biased in favour own interests.
<b>Fraud and corruption and accepting gifts or other benefits</b>	<p>Contracted parties, their employees and subcontractors are must be honest in all professional activities, avoiding and countering any kind of corruption. They abstain from abusing financial, material and intellectual assets to which they have access in relation with the HELVETAS mandate for personal gains or for third parties.</p> <p>They do not accept gifts, invitations or other favours that may afford them or third parties an unfair material or immaterial advantage, or that may compromise their integrity, freedom of action, or impartial judgement.</p> <p>Contracted parties must inform HELVETAS if confronted with corrupt practices or unethical promises by collaborators, partners organization, consultants, officials or others. The applicable reporting mechanisms are specified in chapter 3 of this Code of Conduct.</p>
<b>Safety, Security &amp; Health</b>	<p>Contracted parties undertake to safeguard the personal safety, health and integrity of their employees and refrain from putting others in a dangerous situation.</p> <p>Contracted parties, their employees and subcontractors must respect the physical and mental integrity of their colleagues and others.</p>
<b>Environmental and Social Safeguarding</b>	<p>Contracted parties, their employees and subcontractors are expected to wherever possible support a precautionary approach to environmental matters and undertake efforts to safeguard natural resources.</p> <p>Contracted parties must promote good governance principles, namely participation, inclusion, integrity, effectiveness, transparency, rule of law, and accountability.</p>

<sup>2</sup> <https://www.ohchr.org/en/professionalinterest/pages/crc.aspx>

<sup>3</sup> Mobbing means to pick on, pester or exclude a person or a group systematically at work in verbal or non-verbal attacks which affect the physical or mental health as well as the self-esteem of the person(s) concerned

<sup>4</sup> Sexual or sexist harassment is an action with sexual reference or undertones unwelcome to the person addressed. Sexual or sexist harassment can be expressed in the following ways: suggestive remarks; remarks about physical advantages or weaknesses or about sexual orientation; sexist talk and jokes in any form of verbal, written or non-verbal communication; sharing suggestive material over email or social media; ambiguous invitations; making bodily advances; making advances together with promises or threats of advantages or disadvantages at work.



Contracted parties, their employees and subcontractors must ensure that their professional actions and their motivations are understood and transparent.

#### **Public appearances and use of non-public information**

Contracted parties handle all information received in relation with the contract with the necessary discretion, never using it to the detriment of HELVETAS or beneficiaries including after termination of the contract.

Persons working for contracted parties should not provide aforesaid information to the media, policy makers and donors or the public, without an explicit assignment to do so.

In public communication they must provide explicit reference to the sources of the information/experiences.

They must refrain from making accusations, provocative statements or spreading rumours. They give due consideration to their cooperation with HELVETAS and to its interests in their communications, particularly via the internet or social media

### **Reporting mechanism of a violation of the Code of Conduct and Whistleblowing**

Any person working for a contracted party of HELVETAS who feels under pressure to act in a way that runs counter to this Code of Conduct, or who witnesses violations of the same, must inform either the management of the contracted party and/or HELVETAS. The contracted party is obliged to share the reported cases and action taken with HELVETAS.

The whistleblowing policy (e.g. whistle-blower protection) of HELVETAS applies to all employees worldwide and to persons working for contracted parties. All concerns will be treated confidentially, and every effort will be made not to reveal the identity of the whistleblower. The policy is publicly available on HELVETAS' website and the specified contacts are accessible for anyone.

### **Consequences of a violation of this Code of Conduct**

In case of breach of this Code of Conduct by contracted parties, their employees and subcontractors, HELVETAS expects them to sanction misbehaving persons similar to HELVETAS' measures. These sanctions range from requesting apologies, written warnings to dismissal of guilty persons. In serious cases or if no appropriate sanctions are taken, HELVETAS reserves the right to end the collaboration, ask for compensation of financial losses or to pursue legal action.

### **Final Remarks**

HELVETAS encourages its contracted parties to create their institutional codes of conducts and related policies and regulations, including internal reporting procedures that enable their employees and subcontractors, as well as third parties, to promote professional, respectful,



inclusive and secure working conditions; and safely report instances of wrongdoing to the management or to an independent body.

HELVETAS is committed to mutual transparency and learning on any aspect of this Code of Conduct. HELVETAS is therefore available for consultation in cases of doubt or questions relating to the Code of Conduct.

This Code of Conduct is issued in French, English and Spanish. In case of any doubts, the English version prevails.

Read and agreed

Name of the contracted party: .....

Name of signatory of contracted party:.....



Place and date .....

Signature:



## Section -VII: Conditions of contract and contract forms

### A. Conditions of Contract (CoC)

- |                              |  |
|------------------------------|--|
| 1. Applicable rule           | a. The procurement manual of Helvetas Nepal and the project bilateral agreement shall govern this procurement of service.  |
| 2. Scope of service          | a. as specified in the ToR   |
| 3. Completion of service     | a. The service should be completed by the Consultant within ..... (as per ToR) days from the date of contract commencement.<br>b. Time extension of contract: can be extended for a further period according to mutual understating based on reasonable circumstances.<br>c. Contract commencement and completion date are as per ToR.   |
| 4. Responsibility of parties | a. The consultant should act according to the instruction of the client based on the clauses of this contract.<br>b. The consultant should not disclose confidential matters belonging to the client and misuse the client's information.<br>c. Consultants should strictly follow the copyright and patent rights policy of the client.<br>d. The client regularly monitors the progress of the consultant's activity |
| 5. Payment terms             | a. Payment term is as per the milestone basis mentioned in the ToR.  |
| 6. Resolution dispute        | a. Any disputes that arise during the contract execution shall be settled on mutual understanding.   |
| 7. Insurance                 | a. The consultant shall ensure the applicable insurance of manpower used in the service delivery in accordance with prevailing rules of the Government of Nepal.   |
| 8. TDS                       | a. The applicable Tax Deduction at Source (TDS) shall be according to the prevailing rule of the Government of Nepal.  |



## B. Specimen of Contract agreement

This CONTRACT (hereinafter called the "Contract") is made the ..... day of the month of 2025 between, on the one hand, TTDP/Helvetas Nepal (hereinafter called the "Client") and, on the other hand, M/s ..... (hereinafter called the "Consultant").

### WHEREAS

- (1) the Client has requested the Consultant to develop an online web application as defined in this Contract (hereinafter called the "Services");
- (2) the Consultant, having represented to the Client that it has the required professional skills, expertise, and technical resources, has agreed to provide the Services on the terms and conditions outlined in this Contract;
- (3) The following documents attached hereto shall be deemed to form an integral part of this Contract:
  - (a) The Contract Agreement
  - (b) The Conditions of contract
  - (c) The Helvetas Anticorruption Policy
  - (d) The award letter
  - (e) Annexes:
    - Annex - A: Terms of Reference
    - Annex- B: Key Experts (team composition) and work plan
    - Annex- C: Price schedule/ financial proposal
4. The mutual rights and obligations of the Client and the Consultant shall be as outlined in the Contract, in particular:
  - (a) the Consultant shall carry out the Services following the provisions of the Contract; and
  - (b) the Client shall make payments to the Consultant as per the provisions of the Contract.
5. The duration of the contract will be primarily from ..... to ..... The mutual agreement shall lead to an extended period as per requirement.

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be signed in their respective names as of the day and year first above written.

