

Statement of Work

Responsible Tourism Guidebook Development with The Better India
Phase 1

March 2024



Statement of Work

Responsible Tourism Guidebook Development with The Better India:

This Statement of Work or SOW is made on the 14th March, 2024 between:

The Better India

AND

cBalance Solutions

1 DEFINITIONS

1. **"CONSULTANT"** means cBalance Solutions Pvt. Ltd. (cBalance), and includes the officers, employees, agents and sub-contractors of cBalance or any other person as cBalance may, from time to time, nominate in writing.
2. **"REALISER"** means the client and associated commercial entities to whom services are being delivered
3. **"Contract Material"** means:
 - (a) **"New Contract Material"**: Any Material created, written or otherwise brought into existence by or on behalf of cBalance, in the course of performing this scope of work and which includes newly created Intellectual Property rights or raw data (in any form whatsoever and can include but is not limited to software, documentation, information or data, whether or not in material form); and
 - (b) **"Existing Contract Material"**: any Material which exists on the date of this scope of work and which is used in conjunction with New Contract Material.
4. **"Project"** 'Responsible Tourism Guidebook Development with The Better India'
5. **"Schedule"** means a Project Schedule for this scope of work and which is specified in Annexure I
6. **"Specified Timeframes"** means the timeframe for the performance of the Services specified in Annexure I

Please note: All Annexures to this scope of work shall be deemed to form part of, and be, incorporated into this scope of work. In the event of any conflict or inconsistency between this Scope of work, the Schedules, the Proposal and any other Annexures (or any parts thereof), such conflict or inconsistencies will be mutually resolved by the Parties.

2 PROJECT OBJECTIVE

1. Develop a Responsible Tourism Guidebook addressing the following materially significant elements of the Responsible Tourism Political Economy:

Dimension	Key Actors
Ecosystem Type	Old-Growth Forests, Mountainous Regions
Distresses	Wildlife-Society Conflicts
Socio-Economic Actors	<ul style="list-style-type: none"> i. Hospitality Businesses ii. Tourism Operators <ul style="list-style-type: none"> a. safari operators b. activity tourism iii. CSO's working with indigenous communities iv. Corporate Entities engaging in 'off-site' tourism v. Individual/Family tourists

2. The Guidebook will encompass the following areas of interrogation, analysis, sense-making and articulation:

No.	Description	in Boundary?
1 Problem Definition		
1.1	Distress Phenomenon Research	No
1.2	Stakeholder Identification	Yes
1.3	Ecosystem/bioregion Identification	Yes
2 Materiality Assessment		
2.1	Distress Risk Evaluation	Yes
2.2	Stakeholder Risk Evaluation	No
2.3	Ecosystem/bioregion Risk Evaluation	Yes
3 Problem Diagnosis		
3.1	Extractive Economic Activity	No
3.2	Socio-Cultural Prejudice	No
3.3	Ecosystem Productivity Collapse	No
3.4	Economic Deregulation	Yes
4 Articulating Guiding Principles		
4.1	Research and Narrative Development: Sufficiency in Tourism	Yes
4.2	Research and Narrative Development: Systems Thinking Analysis in Tourism	No
4.3	Research and Narrative Development: Life Cycle Analysis Application in Tourism	No
4.4	Research and Narrative Development: Participatory Processes in Tourism	Yes
4.5	Research and Narrative Development: Unintended Consequences of 'Solutions' in Tourism	Yes
5 Responses/Solutions		
5.1	Existing Solutions Research & Analysis: Capacity Building	Yes
5.2	Existing Solutions Research & Analysis: Enhanced Coordination	Yes
5.3	Existing Solutions Research & Analysis: Improved Information Management	Yes
5.4	Existing Solutions Research & Analysis: Amplified Stakeholder Sensitization	Yes

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5.5	Existing Solutions Research & Analysis: Economic Incentive Schemes/Policies	Yes
5.6	Existing Solutions Research & Analysis: Effective Regulations & Rigorous Enforcement	Yes
5.7	New Solutions Design	Yes
5.8	Case Studies: Best Practices	No
5.9	Case Studies: Cautionary Tales	Yes
6 Resources		
6.1	Checklists/tools for individuals & families	Yes
6.2	Tools/frameworks for tourism operators	Yes
6.3	Tools/frameworks for hospitality providers	Yes
6.4	Tools/frameworks for policy makers	No

3 CBALANCE's OBLIGATIONS

cBalance will provide following services:

A. Macro Process Mapping & Materiality Assessment

Identifying stakeholders, conducting a materiality assessment, estimating significant socio-economic phenomenon and process that cause ecological harm and affect the climate detrimentally, and Interviewing relevant actors to document existing efforts to reduce social, climate and ecological impacts.

B. Data Collection Framework Design

Designing and deploying high caliber digital questionnaires to collect relevant field data.

C. Data Collection & Verification

Engaging with the Ecosystem Actors to collect and collate objective data as well as subjective information related to the Responsible Tourism Ecosystem in India.

D. Evaluating, Interpreting & Sense-Making

Evaluate the objective data related to problems and solutions unearthed through earlier processes, interpret subjective responses and assimilate the outcomes through sense-making collective-intelligence generating sessions amongst researchers and analysts.

E. Reporting

Articulate the assimilated efforts of the sense-making efforts through a MS Word-format (un-designed) Guidebook.

4 CLIENT's OBLIGATIONS

We expect the client to:

1. Appoint an adequately qualified team leader with sufficient executive authority who would be responsible for all activities and a single point of contact for cBalance
2. Be part of all monitoring calls that will be held to discuss progress.
3. Reply in a timely manner to all inquiries from cBalance

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4. Make payments according to the schedule specified in the Scope of Work without any delays.

5 DELIVERABLES

1. Responsible Tourism Guidebook for Old-Growth Forests & Mountainous Ecosystems to Mitigate Wildlife-Society Conflicts.

6 PROJECT AND PAYMENT TIMELINES

The Project will be executed on a fixed-price basis.

The following payments will accrue to cBalance

Sr. No.	Description	Effort (Effort-Days)	Effort Rate (INR/hour)	Effort Value (INR)
1	Problem Definition			
1.2	Stakeholder Identification	1.5	₹ 1,606	₹ 19,273
1.3	Ecosystem/bioregion Identification	1.9	₹ 1,606	₹ 24,091
Sub-Total		3.4		₹ 43,364
2	Materiality Assessment			
2.1	Distress Risk Evaluation	0.8	₹ 1,606	₹ 10,038
2.3	Ecosystem/bioregion Risk Evaluation	0.8	₹ 1,606	₹ 10,038
Sub-Total		1.6		₹ 20,076
3	Problem Diagnosis			
3.4	Economic Deregulation	4.4	₹ 1,606	₹ 56,213
Sub-Total		4.4		₹ 56,213
4	Articulating Guiding Principles			
4.1	Research and Narrative Development: Sufficiency in Tourism	1.0	₹ 1,606	₹ 13,250
4.4	Research and Narrative Development: Participatory Processes in Tourism	0.8	₹ 1,606	₹ 10,600
4.5	Research and Narrative Development: Unintended Consequences of 'Solutions' in Tourism	1.0	₹ 1,606	₹ 13,250
Sub-Total		2.9		₹ 37,100
5	Responses/Solutions			
5.1	Existing Solutions: Capacity Building	1.9	₹ 1,606	₹ 24,091
5.2	Existing Solutions: Enhanced Coordination	1.9	₹ 1,606	₹ 24,091
5.3	Existing Solutions: Improved Information Mngmnt.	1.9	₹ 1,606	₹ 24,091
5.4	Existing Solutions: Stakeholder Sensitization	1.9	₹ 1,606	₹ 24,091
5.5	Existing Solutions: Economic Incentives	3.8	₹ 1,606	₹ 48,182
5.6	Existing Solutions: Effective Regulations	3.8	₹ 1,606	₹ 48,182
5.7	New Solutions Design	9.4	₹ 1,606	₹ 120,455
5.9	Case Studies: Cautionary Tales	3.8	₹ 1,606	₹ 48,182
Sub-Total		28.1		₹ 361,366

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6	Resources			
6.1	Checklists/tools for individuals & families	2.0	₹ 1,606	₹ 25,697
6.2	Tools/frameworks for tourism operators	2.0	₹ 1,606	₹ 25,697
6.3	Tools/frameworks for hospitality providers	3.0	₹ 1,606	₹ 38,546
Sub-Total		7.0		₹ 89,940
Total		47		₹ 608,060

1. The above is exclusive of any Service Tax and other Government Taxes.
2. The above is exclusive of any associated travel and costs for fieldwork. These costs will also be charged.
3. The above excludes a data collection delay fee of 5% per week of delay in receiving data from the 'Realiser' beyond the timeline mutually agreed upon during the project kick-off call and subsequent monitoring and review calls/meetings.

PAYMENT TERMS AND CONDITIONS

Detail	Estimated Date	Amount (INR)
Advance Payment (50%)	Week of March 18 th , 2024	₹ 3,04,030
After Final Report Presentation (50%)	Week April 22 nd , 2024	₹ 3,04,030
Total		₹ 6,08,060

- All invoices will be due 7 days from the date the invoice is received by the Client

7 KEY PERSONNEL ON THE PROJECT

- Primary Consultants on behalf of cBalance –Vivek Gilani
- Secondary Consultants on behalf of cBalance –Saranya Acharya
- Key Contact on behalf of Client – Garvita Khybri

8 Agreed and Accepted

**Authorized Signatory
For The Better India**

Signature:

Name:

Title:

Date: _____

For cBalance Solutions Pvt. Ltd.

Signature:



Name: Vivek Gilani

Title: Managing Director

Date: 14th March, 2024