


O-15012/11/25-R&N
Government of India
NITI Aayog
(Research & Networking Division)

Sansad Marg, New Delhi-110001
Dated 11th July, 2025

PUBLIC NOTICE

Subject: Request/Invitation for Expression of Interest (REoI) for Research Projects -reg.

1. NITI Aayog hereby requests/invites expressions of Interest (EoI) for conducting research/study from institutions/organisations of repute (including university/deemed university) for undertaking a Research Study on **"Preparation of a plan to leverage Built Heritage as an Economic Growth Driver"** The details of the studies are placed in **Annexure I**. The detailed Research Scheme of NITI Aayog-2024 (RSNA-2024) guidelines and its amendments, if any: read with this REoI will govern the process and may be seen at NITI Aayog's website at <http://www.niti.gov.in/guidelines>.
2. All the institutions/organisations are requested to go through the Guidelines of the **Research Scheme of NITI Aayog 2024 (Guidelines/RSNA-2024)** before responding to this public notice, especially to satisfy themselves that they fulfill all the eligibility criteria for availing of a grant under the said scheme and also that they can conduct the research study project as per the Guidelines.
3. No Applicant or its Associate shall submit more than one Application for the Consultancy. An Applicant applying individually or as an Associate or as part of the consortium shall not be entitled to submit another application either individually or as a member of any consortium, as the case may be. Applicants are advised to provide sufficient details in their applications to allow for an informed and fair evaluation/review.
4. The hard copy of EoI as per the format prescribed in **Annexure- II** along with the undertaking as per **Annexure -III** must be submitted by hand or by Registered post to Sh. Sanchit Jindal, ASO (R&N) **Room No 435**, NITI Aayog, Sansad Marg, New Delhi-110001 by the interested applicants. The EoI must be sent in envelopes superscribed with the words "EoI on (name of the topic as mentioned in the corresponding Annexure)" and the same must reach the NITI Aayog within 21 days of the notified date of Public Notice i.e. before 4:00 PM of 1st August, 2025. EoI through E-mail may be sent at the address pdresearch-niti@gov.in. However, it must be supplemented with submission of the physical copy.
5. For any query in this regard, R&N Division may please be contacted over email at pdresearch-niti@gov.in.


(Jagvir Singh)

Under Secretary to GoI

Research study: Preparation of a Plan to Leverage Built Heritage as an Economic Growth Driver

1. Background

- i. Urban areas in India contribute 63% to India's GDP—a figure expected to rise to 75% by 2040. However, the planning of these areas remains predominantly spatial and regulatory, with fragmented governance models. To address this, NITI Aayog had launched the Growth Hub (G-Hub) initiative in 2023, promoting long-term, regionally integrated economic planning beyond city boundaries.
- ii. In the process of identifying new avenues of growth under the G-Hub initiative, the potential of tourism emerged as a key growth driver in cities and regions, contributing significantly to GDP and employment. Since, heritage and spiritual tourism contribute significantly to tourism in India, developing built heritage as an experience can provide an opportunity to boost the economy as well as preserve the built heritage of the country.
- iii. Built Heritage can act as a growth driver when looked beyond monuments and precincts, and our focus is on improving the cityscape rather than just the monument. Heritage structures and precincts act as an asset in attracting tourism and revenue to a city or a region.
- iv. The study focuses to develop a strategy to leverage cultural resources, making heritage sites self-sustainable by generating income and employment, while promoting community participation. The project also seeks a methodology that needs to be adopted to integrate conservation, planning, experience, and development, resulting in sustainable tourism around built heritage.

2. Terms of Reference

The focus of the study is to assess and reposition built heritage as a catalyst for economic growth by documenting and categorizing heritage assets, analyzing their socio-economic potential, in context of the conservation frameworks. *“The overall aim is to leverage the potential of Built Heritage as a self-sustaining economic growth driver”.*

The objectives of the study would be as follows:

- i. To identify and categorize built heritage based on historical and cultural significance, and leverage it as an economic driver
- ii. To study and evaluate successful, sustainable heritage models with community engagement through selected case studies
- iii. To assess heritage policies and identify stakeholders for integrated planning across conservation, tourism, and infrastructure.
- iv. Set vision and targets to take built heritage and experiential tourism forward as an economic profit centre.
- v. To develop an implementation framework and standard operating procedures for leveraging built heritage as a growth driver, along with recommending innovative financing models for its long-term sustainability.
- vi. The outcome of the study will include a vision, strategic targets, and an actionable implementation framework tailored to Indian cities. Recommendations in the framework will focus on enhancing sustainability, community engagement, and institutional coordination to enable built heritage to serve as a self-sustaining, inclusive driver of urban and regional development.

3. Duration and minimum eligibility

3.1 Duration: The duration of study will be 6 months from date of award of study

3.2 Organizational Status and Registration:

- i. Applicants must be legally registered entities, such as companies, research institutions, universities, consulting firms, NGOs or any other relevant entity, incorporated under relevant laws in India or abroad (e.g., Companies Act, 2013, or equivalent for foreign entities).
- ii. The organization should have a valid registration with appropriate authorities, such as the Registrar of Companies, and possess necessary tax registrations (e.g., GST, PAN).

3.3 Minimum Eligibility Criteria:

3.3.1 Technical Expertise and Experience

- i. Team Composition: Applicant must have a team comprising an Urban Planner and a Conservation Architect, each with a minimum of 10 years of experience.
- ii. Applicant must indicate the names and certify that the proposed team members meet the minimum eligibility criteria.
- iii. Sector-Specific Knowledge: Research experience in Heritage conservation, Architecture conservation, urban planning, and landscape planning. Applicant must provide evidence of successfully completing at least 3 similar assignments in the domain of conservation, having a value of not less than Rs. 50 lakhs each in the last 5 financial years.

3.3.2 Financial Solvency

- i. The applicant should have an average annual turnover of not less than Rs. 2 Crores in the last 3 Financial Years i.e. FY 2024-25, FY 2023-24 and FY 2022-23.
- ii. The applicant should have a minimum net worth of Rs 5 Crore. The Applicant should enclose copies of audited balance sheet for FY 2024-25, FY 2023-24 and FY 2022-23.
- iii. The Applicant should not be blacklisted by any Central Govt./State Govt./PSU/Govt. Bodies.

4. Research Design

4.1 Selection of sites:

- i. Applicants are required to identify one representational site from each of the following categories: UNESCO World Heritage Site, ASI-protected monument, State-protected site, Abandoned/Unprotected site, and Privately-owned heritage property.
- ii. In total, 5 representational sites will be selected by the applicants for the review.

4.2 Review by NITI Aayog:

The applicants qualifying the minimum eligibility criteria as mentioned above will be invited, at subsequent stage, to make a presentation highlighting the methodology and criteria used for selecting the sites and proposed approach for the study to NITI Aayog.

Format of Expression of Interest (EOI)

Respondents Ref No.:

Date:

Name-
Designation-
----- Vertical,
NITI Aayog,
Sansad Marg, New Delhi

Dear Sir/Madam,

Subject: RESPONSE TO – EOI FOR _____

We, the undersigned, offer the following information in response to the Expression of Interest sought by you vide your Notification No. _____, dated _____

1. Scope of work and organisation

- (i) The broad scope of work or service (briefly in about 100 words -Remember to tailor the content to the specific project or opportunity you're expressing interest in.)
- (ii) Type of Inputs to expected be provided by NITI Aayog on the subject
- (iii) Eligibility of the Applicant(s) for the EoI/study (Lead Applicant as applicable):

Type of organisation	Address of Organisation	Registration details	Single or Joint or collaboration (Name of all organisations)	Whether blacklisted By Govt. of India/ State Govt/any Other department

2. Required Documents:

- (i) Copy of Registration Certificate of the Institution/Organisation **OR** Articles of Association {Copy of the Constitution/MOA (Memorandum of Association) of the Institute/ Any letter issued by UGC if University}
- (ii) Registration number (Copy) in NGO-Portal “Darpan” of NITI Aayog, if applicable.
- (iii) Photo copy of PAN card of the organization.
- (iv) Other supporting documents to evaluate the applicant for minimum eligibility conditions.

3. Undertaking: As per Annexure – III [To be given separately on A4 size letter head of the Applicant/ Lead Applicant]

4. Information of PI and Organisation

Details of Applicant		
1.	Name of the Principal Investigator (PI)	
2.	Address of PI	
3.	Status of the Organisation (Public Ltd./ Pvt. Ltd./ NGO/ Society/Trust/ University/ Autonomous Body/ Deemed University)	
4.	Status as per Registration certificate/ Act	
5.	Name and Designation of the contact person:	
	Telephone No. (with STD code)	
	Mobile Number	
	Email of the Contact/ key person	
	Fax No. (with STD code)	
	Website:	
6.	Particulars of associate applicants/ JV members/ consortium members/ sub-contractors/collaborators	

- A. We have examined and have no reservations to the EoI Document, including the self-declaration or any addendum that may be issued by NITI Aayog.
- B. We are duly authorized to represent and act on behalf of all collaborating applicants, which shall include jointly and severally / JV/ consortium/ sub-contractors as applicable.
- C. Our response is valid till _____
(Minimum validity is of three months from the submission deadline)

Yours sincerely,

(Sign)

NAME OF THE ENTITY

NAME OF THE AUTHORIZED PERSON

DESIGNATION

NATURE OF AUTHORISATION- BOARD RESOLUTION/LETTER OF AUTHORITY/
MOA/OM/POA

DATE

OFFICE SEAL/STAMP

SELF-DECLARATION FORM (to be printed on the applicants letter head)

----- hereby declares to NITI Aayog that:

1. In the last three years, we, the lead applicant or any of our Associates / partners/ consortium members have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
2. We as Respondent(s) do not have any Conflict of Interest in accordance with the scope of the EOI in terms of projects or studies or assignments either ongoing or completed: having competing interests or constituting the same key personnel, during the preceding 3 (three) years as on the deadline of EoI submission.
3. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, in respect of any tender or request for proposal or convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which would cast a doubt on our ability to undertake the Consultancy for the Project.
4. In regard to matters relating to security and integrity of the country, we have not been charge-sheeted by any agency of the Government or convicted by a Court of Law for any offence committed by us or by any of our Associates.
5. We are solvent and **are not** having our management affairs administered by the Courts or IBC. We are in the position to continue being sustainable in connection to performance of the obligations for this Consultancy procurement action.
6. We shall abide by all the conditions of the REoI and the terms in respect of any matter arising out of the detailed RFP Document if to be submitted on being shortlisted or concerning or relating to the Selection Process including the award of Consultancy.

Yours sincerely,

(Sign)

NAME OF THE ENTITY

NAME OF THE AUTHORIZED PERSON

DESIGNATION

NATURE OF AUTHORISATION- BOARD RESOLUTION/LETTER OF AUTHORITY/
MOA/OM/POA

DATE

OFFICE SEAL/STAMP