

# PROPOSAL SUBMISSION GUIDE

For Consultancy Services under the Tourism Sector Modernization Program  
**Tourism for Heritage, Resilience, Inclusion and Value-driven Employment (THRVE) Project**  
**World Bank – Grant Facility for Project Preparation (GFPP)**  
Grant No.: E572-LK | Ref No.: LK-MOFAFET-535643-CS-QCBS

## Project Management Unit (PMU)

Ministry of Foreign Affairs, Foreign Employment and Tourism

**Consultancy: To develop Actionable Strategic Action Plan 2026–2030, which includes a Demand and Supply Analysis, an Investment Needs Analysis and Regulatory Framework Review for the Tourism Industry**

**Both hard and digital copies must be submitted.**

### SECTION 1: ONLINE SUBMISSION GUIDE



#### 1. Overview

All Expressions of Interest (EOIs), Technical Proposals, and Financial Proposals must be submitted **online** through the designated submission portal.

#### 2. Online Submission Portal

All firms must upload their proposals through the official PMU submission portal:

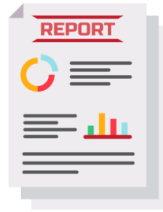
📍 **Online Submission Link:**

<https://ee.kobotoolbox.org/UufnuDQM>

#### 📱 QR Code for Proposal Submission



## SECTION 2: HARD COPY SUBMISSION GUIDE



Hard copies of the **Technical Proposal** and the **Financial Proposal** must be prepared as two separate documents. Each document must be **signed and sealed** by the authorized signatory where required, in accordance with the instructions provided in the RFP.

### 1. Envelope 1 – Technical Proposal

- Contain the complete Technical Proposal.
- Include all required forms, annexes, and supporting documents.
- Ensure all pages or required sections are **duly signed and stamped/sealed**.
- Seal the envelope securely and label it clearly as **“Technical Proposal.”**

### 2. Envelope 2 – Financial Proposal

- Contain the complete Financial Proposal.
- Ensure all required forms, schedules, and declarations are **signed and stamped/sealed**.
- Seal the envelope securely and label it clearly as **“Financial Proposal.”**

### 3. Main Envelope

- Place both sealed envelopes (Technical and Financial) inside one larger **main sealed envelope**.
- Clearly label the main envelope with the procurement reference number, assignment title, and the name and address of the bidder.
- Ensure the main envelope is properly sealed to maintain confidentiality.

### 4. Submission Method and Deadline

- The PMU must receive the hard copy submission **on or before the specified date and time**, regardless of the method of delivery.
- Acceptable delivery methods include:
  - Courier service
  - Registered post
  - Hand delivery to the designated PMU office
- Bidders are responsible for ensuring timely delivery; late submissions will not be accepted.

## 3. Required Documents for Submission

Each firm must deliver and upload the following documents in PDF format:

### A. Technical Proposal

- Cover Letter
- Firm Profile
- Registration Documents
- Evidence of Similar Assignments
- Approach & Methodology

- Work Plan
- Team Composition & CVs
- Technical & Managerial Capacity
- JV/Sub-Consultancy Documents (if applicable)
- Signed Declarations

#### **B. Financial Proposal**

- Cover Letter
- Summary of Costs
- Breakdown of Professional Fees
- Reimbursable Expenses
- Signed Financial Declarations

#### **4. File Naming Convention**

To ensure proper evaluation, files must follow this naming format:

**[FirmName][ProposalName].pdf**

Examples:

- *ABCConsulting\_HR\_TechnicalProposal.pdf*
- *ABCConsulting\_HR\_FinancialProposal.pdf*

#### **5. Important Submission Requirement**

**The Technical Proposal and Financial Proposal must be submitted as two separate documents.** They **must not** be combined into a single file or uploaded as one document. Any submission that merges the Technical and Financial Proposals into one file may be considered **non-compliant** and may be rejected during evaluation.

#### **6. Prepare Your Proposal Documents in Separate Sets**

Before beginning the online submission process, please ensure that all required documents are **prepared and organized as separate files**. Each document must be uploaded individually through the online portal. The following items should be ready in advance:

- Company profile
- Legal and registration documents
- Other relevant company documents
- CVs of proposed experts
- **Technical Proposal** (as a standalone document)
- **Financial Proposal** (as a separate standalone document)

Preparing these files beforehand will help ensure a smooth and timely online submission process.

#### **7. Submission Deadline for both Hard Copy and Online submission**

The deadline is on or before **Monday 11<sup>th</sup> May 2026 at 2.30 pm (Sri Lanka Time)**. Late submissions will be automatically rejected by the system, or the submission portal will be deactivated.

#### **8. Clarifications**

All clarification requests must be submitted **in writing** to:

✉ [thrivepmu@gmail.com](mailto:thrivepmu@gmail.com)

Deadline for clarifications: **On or before 26<sup>th</sup> April 2026**

## **9. Important Notes**

- Only shortlisted firms will be contacted.
- The Ministry reserves the right to accept or reject any application.
- Canvassing will result in disqualification.

**All the Best and Good Luck for your Submission!**

## SECTION 3: TECHNICAL PROPOSAL TEMPLATE

### 1. Cover Letter (On Firm Letterhead)

Date:

To:

Project Director  
Project Management Unit (PIU)  
Ministry of Foreign Affairs, Foreign Employment and Tourism

Subject: **Technical Proposal Submission – [Strategy Consultancy]**

We, the undersigned, submit our Technical Proposal for the above assignment in accordance with the EOI and TOR. We confirm that all information provided is accurate and that the firm is not debarred by the World Bank or any government agency.

#### **Authorized Signatory:**

Name:

Designation:

Signature:

Company Seal:

## 2. Firm Profile & Background

- Legal Name of Firm:
- Year of Establishment:
- Country of Registration:
- Ownership Structure:
- Core Areas of Specialization:
- Organizational Structure (attach chart):
- Registration Documents (attach):
- Audited Income Statements summary (last 3 years)

## 3. Relevant Experience

Provide up to 10 assignments from the last 10 years.

Project Title	Client	Country	Duration	Contract Value	Description of Services	Role of Firm

Attach completion certificates where available.

## 4. Approach, Methodology & Work Plan

### 4.1 Understanding of the Assignment

### 4.2 Proposed Methodology

### 4.3 Work Plan & Deliverables

- Gantt Chart
- Milestones
- Deliverable Schedule
- Quality Assurance Measures

## 5. Team Composition & Key Experts

### 5.1 Summary Table

Name	Position	Qualification	Years of Experience	Relevant Expertise

### 5.2 Detailed CVs (max 5 pages each)

Include:

- Education
- Professional Experience
- Relevant Assignments
- Languages

- Certifications
- References
- Signed Declaration

#### **6. Firm's Technical & Managerial Capacity**

- Permanent Staff Count
- Specialized Experts
- QA Systems
- Project Management Capacity
- Digital Tools Used

#### **7. JV / Sub-Consultancy (if applicable)**

- JV Agreement / Intent Letter
- Roles & Responsibilities
- Percentage Participation
- Lead Partner Authorization

#### **8. Declarations & Compliance**

Signed statements confirming:

- No conflict of interest
- No debarment
- Compliance with WB Anti-Corruption Guidelines
- Accuracy of information

#### **9. Additional Details**

Any additional relevant information that could not be included within the main proposal documents may be provided as a separate annex.

## SECTION 4: FINANCIAL PROPOSAL TEMPLATE

**Please note that the Financial Proposal must be submitted only as a hardcopy in a sealed envelope separately.**

**Kindly refrain from attaching here.**

### 1. Cover Letter (On Firm Letterhead)

Date:

To:

Project Director  
PMU – Ministry of Foreign Affairs, Foreign Employment and Tourism

Subject: **Financial Proposal – [Strategy Consultancy]**

We submit our Financial Proposal including all costs associated with the assignment.

#### **Authorized Signatory:**

Name:

Designation:

Signature:

Seal:

## 2. Summary of Costs

Cost Category	Amount (LKR)
Professional Fees	
Support Staff / Analysts	
Travel & Field Visits	
Workshops / Consultations	
Data Collection & Surveys	
Software / Digital Tools	
Administrative & Overheads	
Contingencies	
Taxes	
<b>Total Cost (LKR)</b>	<b>[Insert Total]</b>

## 3. Breakdown of Professional Fees

Expert	Position	Unit (Days/Months)	Rate (LKR)	Total (LKR)

## 4. Reimbursable Expenses

Provide itemized estimates for:

- Travel
- Accommodation & Per Diem
- Local Transport
- Workshops
- Printing & Communication
- Data Acquisition
- Miscellaneous

## 5. Validity of Proposal

Valid for **90 days** from submission deadline.

## 6. Authorized Signatures

Signed declaration confirming:

- All costs are inclusive
- No hiding pricing
- Compliance with WB financial rules

## 7. Budget Requirements – Important Notice

All bidders must ensure that **every cost associated with delivering the assignment is fully included in the Financial Proposal**. Your budget must cover, at minimum:

- **Professional fees** for all experts and support staff
- **Travel costs** (both **local and international**)
- **Accommodation and meals**
- **Local transport and field visits**
- **Workshops, consultations, and stakeholder meetings**
- **Data collection, surveys, printing, communication, and digital tools**

- **Any other incidental or operational expenses**

In addition, **all applicable taxes must be included**, such as:

- **VAT**
- **Government taxes, levies, or statutory charges**
- **Any other tax obligations applicable under Sri Lankan law**

Your **Financial Proposal must be fully inclusive**, with **no exclusions, no conditional pricing, and no assumptions left unstated**.

Please note that **there will be no negotiations on financial proposals**. Evaluation and scoring will be based entirely on the **submitted total cost**, and therefore your proposal must reflect your **best and final price**.

All costs must be presented **in Sri Lankan Rupees (LKR)**.