



Total Synergy Consulting

Creating Inclusive and Sustainable Tourism

Total Synergy Consulting

Our Firm

Total Synergy Consulting (TSCPL) was founded in 1988, we are a multidisciplinary international consulting company, focused on capturing value in individual organizations and creating enabling environments. We specialize in organizational efficiency and effectiveness, by undertaking value chain and core competency analysis, supporting governance, management and IT development and training – ensuring the right people, are in the right place, at the right time.

Our team of experts understand the necessity for a strategic perspective and examine external environments, focussing on the creation of investment and value solutions through the development of enabling policy, regulatory and legal environments and the forging of sustainable, synchronistic and supportive relationships with stakeholders; ranging from local communities to global participants.

25 Years' Experience

175 Projects

24 Countries

Our People

We have a core team of experts ranging across many disciplines, and work regularly in collaboration with over 100 national and international leading experts in several diverse fields, including tourism, health, education, policy and legal analysis, urban development, financial and social inclusion, skills development, livelihoods, and engineering.

Our Vision

Creating inclusive and sustainable growth.





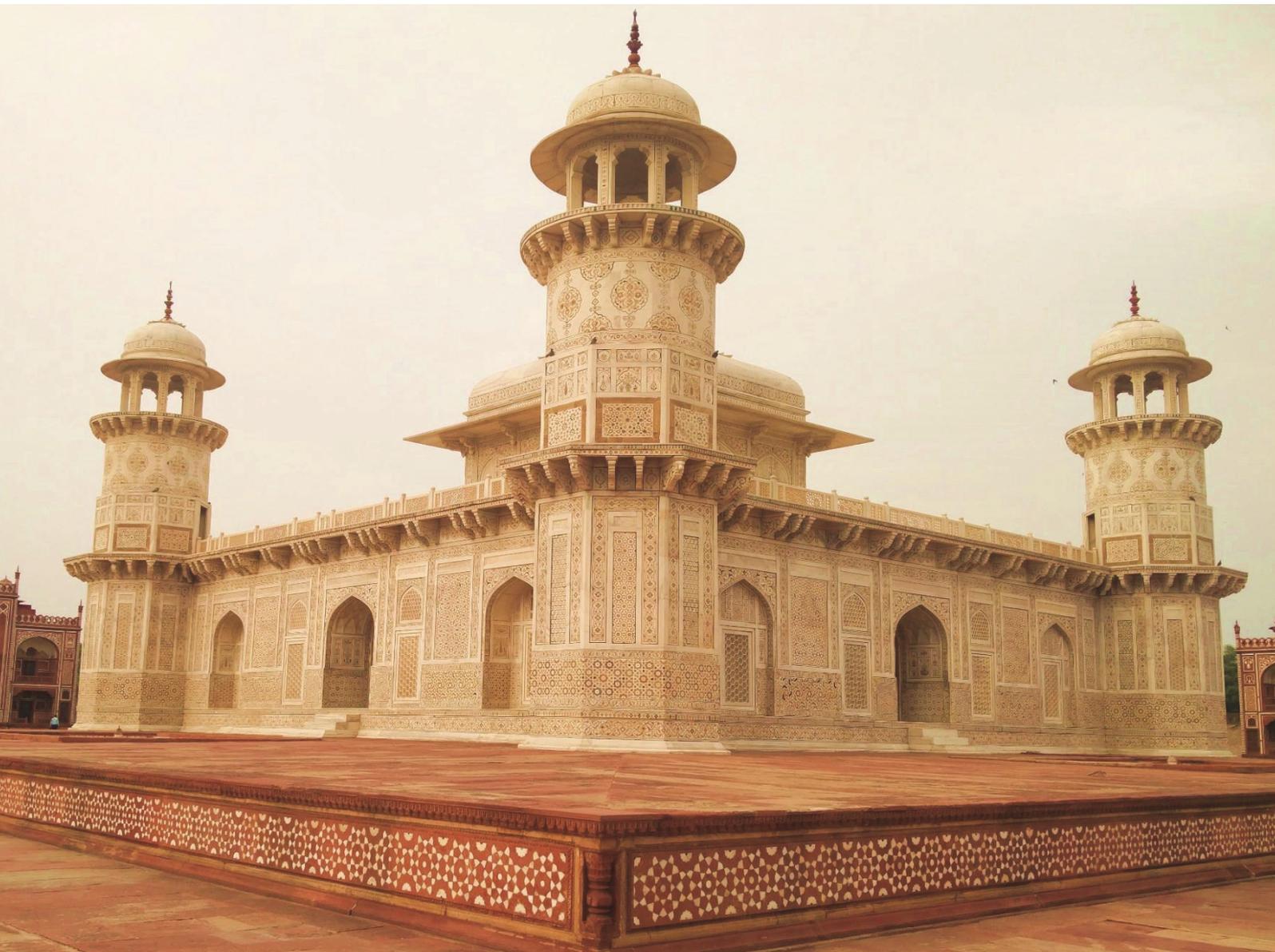
Together - Stronger

Our Themes

Environmental | Institutional | Relationships

We provide a multidisciplinary approach centred around our ability to identify and analyse issues concerning:

• Environmental	- Cultural	- Political
	- Social	- Regulatory
	- Physical	- Economic
• Institutional	- Governance	- Operational
	- Management	
• Relationships	- National	- Community
	- Local	



Our Approach

Research | Knowledge | Implementation

Our approach is based on three main pillars:

• Research	- Cultural - Social - Physical	- Political - Regulatory - Economic
• Knowledge Creation and Management	- Governance - Management	- Operational
• Implementation	- National - Local	- Community

Research

- Identifying the assessment parameters benchmarked against international best practice.	- Developing the research framework based on the parameters.
- Identifying the most suitable methodology for data collection, information gathering and desk research.	- Presenting findings and outcomes in a structured, useful manner.
- Carrying out in-depth analysis.	- Ensuring appropriate sampling and representation.



Knowledge Creation and Management

Over the years TSCPL has conducted numerous training workshops on Public Financial Management, Monitoring and Evaluation and e-Governance for over three thousand senior and middle level executives, professionals and academicians.

We developed a wide range of training and advisory services in the field of institutional development and organisational strengthening, including analysis of policy, legal and regulatory barriers. TSCPL has the consulting capabilities to support capacity building for institutional and organizational development at all levels, involving both governmental and non-governmental bodies.

TSCPL has immense experience in project management and provides support in the following areas: establishing project management units; developing work processes and organograms; providing training and capacity building in project management; strengthening project monitoring and reporting in systematic manner; detecting challenges, assessing risk factors and mitigating risks; promoting lesson learning and knowledge transfer.

Implementation

TSCPL has extensive experience in designing and implementing customized Management Information Systems (MIS) for a variety of applications, including: Monitoring & evaluation systems; Web-based database management systems; Project management information systems; Revenue billing & collection; Inventory management systems.

TSCPL provides support to a range of projects in GIS integration, linking spatial and non-spatial data that can improve coordination and outcomes of different development interventions in a country.

We also provide support services in ICT procurement management, system requirement specifications, testing, deploying and developing databases, websites, web-portals, Business Process Re-engineering including identifying and studying gaps in the processes of businesses and governments, addressing their change management needs as well as devising ways to improve them, e- tools and e-learning. This work is undertaken against our ability to undertake thorough business process reviews to capture efficiency gains as well as identifying any policy, legal and regulatory barriers in the sector under review.

Public Financial Management

TSCPL's services in Financial and Fiscal Management aim to build capacity and strengthen financial performance in the following areas:

- Streamlining of operations and efficiency improvement projects;
- Review of budgeting and expenditure systems;
- Upgrading of financial management information systems;
- Advisory services on fiscal and financial management reform;
- Advisory services on policy, legal and regulatory reform;
- Financial and Accounting Software including Tally, COTS, Oracle, SAP;
- Business Process Re-engineering and Process Improvement.

TSCPL has extensive expertise in the area of Financial Inclusion including:

- The design of national financial inclusion strategies and policies and the necessary implementation tools through a sound regulatory and legal environment;
- The design of micro - financial products and services including for credit, savings, insurance and pensions;
- Advising large and small micro finance institutions in areas such as governance, information technology, accounting and financial systems, management information systems and product, and process innovations and re-engineering.

Performance Management, Monitoring and Evaluation

We provide consulting services for the purpose of monitoring and evaluating the progress of projects from initial project and program planning to post-implementation review.

Our M&E approach mainly integrates the following:

- Defining standards against which programs are to be evaluated, including existing policy, legal and regulatory frameworks;
- Investigating the performance of the selected activities / processes to be evaluated based on these standards and framework;
- Synthesizing the results of this analysis
- Formulating recommendations on efficiency and effectiveness changes and removal of policy, regulatory or legal barriers;
- Providing advice on implementation of recommendations and program review action plans

Our approach to improved performance management involves working with organizations to translate thinking in terms of inputs and outputs into effective consideration of outcomes and impact.

Corporate Social Responsibility

We offer to our CSR clients compliant programmes that create and unlock value for companies and beneficiaries. We help our clients:

- Improve Governance of CSR Spending and Programs;
- Develop coherent, well-aligned CSR strategy and programs, policy and regulations;
- Design Well performing CSR programs;
- Build strong institutional and staff capacity;
- Ensure timely and appropriate reviews and audits;
- Manage grant systems; and
- Promote sustainability.



Tourism is one of the fastest growing industries. Tourism has the potential to change lives, to promote social and economic development worldwide, especially in developing countries, where the role of tourism's contribution to GDP can be significant.

Unlocking the benefits from tourism requires the creation of an enabling policy, legal and regulatory environment that encourages investment in the sector in a manner that ensures long term sustainability, including support from and benefit of local communities. Support from stakeholders is needed, ranging from private sector investors and operators, government, central and regional, and local communities.

Recognition of the benefits is key to gaining support. Tourism creates a wide range of employment opportunities for local communities, improves local infrastructure, contributes to poverty alleviation, and helps to preserve and revitalize cultural and historical heritage of the country.

Achievement will serve as a development tool, spurring social and economic development of local populations and requires well thought out and planned investment in improving access infrastructure, public spaces and public services used by both local communities and tourists.

TSCPL: Tourism Profile

At TSCPL, our goal is to create inclusive and sustainable growth by working with communities, government, development partners and the private sector.

We provide a broad range of services in the tourism development sector aimed at unlocking tourism potential at both regional and circuit level destinations; allowing local communities to capture the benefits associated with tourism activities, being environmentally and financially sustainable and creating an enabling investment and operational environment.

We have worked on all dimensions of tourism development, including Urban Planning and Development, Infrastructure Development, Institutional Development, Human Resource Development, Policy, Legal and Regulatory Development, Financial Management, Local Revenue Generation (for Urban Local Bodies), Local Economic Development (for urban dwellers), and Slums Upgrading and Improvement.

Our recent experience includes tourism development projects for Government of India, Government of Madhya Pradesh, Government of Rajasthan, Government of Uttar Pradesh, and Government of Bihar with the financial assistance of the World Bank.

Services Portfolio

- **Institutional Strengthening**
- **Creating Partnerships**
- **Destination Planning and Governance**
- **Local Economic Development**
- **Tourist Product Development**
- **Circuit & Route Development**



Institutional Strengthening and creating an enabling Policy, Legal and Regulatory Environment

- Developing approaches and methodologies to improve institutions
- Conducting analysis and assessment of tourism market, identifying areas for improvement, including any policy, legal and regulatory barriers, providing recommendations on tackling the challenges and assisting in developing a sustainable and integrated tourism policy that benefits all stakeholders.
- Providing project management consultancy, including day to day and/or advisory support in planning, coordinating, monitoring, reporting and quality assuring the operational, commercial, financial, regulatory and contractual matters of institutions involved in the tourism sector.
- Evaluating projects' potential for success by conducting objective assessment of existing strengths and weaknesses of the given project
- Carrying out a comprehensive assessment of technical, economic, policy, regulatory and legal, operational and schedule feasibility.
- Identification of local agencies, organizations and community groups that should be consulted and those that could be involved in tourism development of the respective areas.
- Facilitating interaction among various stakeholders, conducting wide range of events aimed at engaging different stakeholder groups, and facilitating the dialogue among them
- Organizing and conducting training workshops aimed at improvement of skills and competencies among various stakeholder at both the policy, regulatory and operational level.



Destination Planning and Governance

- Assistance in developing integrated destination development plans, engaging all stakeholders.
- Developing approaches to improve governance and coordination mechanisms in order to facilitate interaction of various stakeholders and to ensure coordinated destination management.
- Advisory and technical assistance, including organization of public-private dialogs and workshops for various stakeholders.
- Conducting comprehensive landscape analysis, and landscape mapping.



Local Economic Development through Investment Generation and Support to Local Businesses

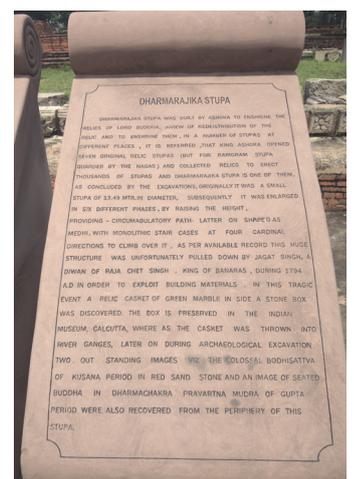
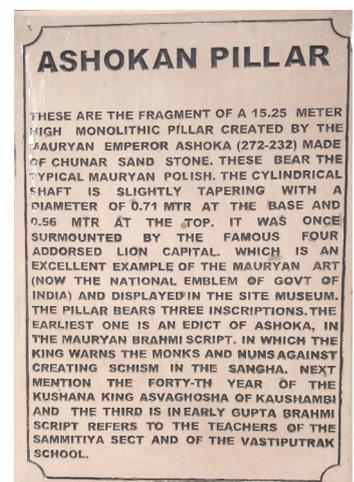
- Identifying the scope for improved economic potential of industries contributing to the tourism sector in an area
- Providing training and advisory support to local businesses, especially Small and Medium Enterprises (SMEs), with the objective to enhance and diversify their skills and improve their economic performance.
- Developing branding strategy for promotion of the goods and services of the tourism sector that are produced locally.
- Assistance in development of private investment generation plans to attract investments to the area, including the creation of an enabling policy, legal and regulatory environment.





Tourist Product Development

- Designing frameworks for 'tourist products' development with economic benefits and participation of the local communities
- Developing a comprehensive marketing strategy to promote the assets of respective areas aimed at increase in tourist expenditure reaching poor communities
- Developing mechanisms for improvement of visitor management and information systems.



Circuit & Route Development

- Carrying out comprehensive analysis, evaluation and prioritization of the routes and circuits to be developed
- Assessing the opportunities and challenges pertaining to the route including attractions, tourism infrastructure, services, local community engagement, etc.
- Developing and implementing a holistic marketing strategy for the route that encapsulates identification of the target groups, branding of the route, competitive positioning and communication strategy
- Developing route through improved engagement of various stakeholders, including local communities





-  Buddhist Circuit Development Project
-  Uttar Pradesh Pro-Poor Tourism Development Project
-  Madhya Pradesh Inclusive Tourism Development Project
-  Bihar Inclusive Tourism Development Project
-  Strategy for Sustainable and Inclusive Tourism Growth in Rajasthan
-  Strategy for Sustainable and Inclusive Tourism Growth in Mizoram
-  Strategy for Sustainable and Inclusive Tourism Growth in Madhya Pradesh
-  Swachh Iconic Places (SIP) Project

Some of TSCPL's Projects in Tourism Sector

Developing the Buddhist Circuit

TSCPL has been involved in a number of tourism development projects funded by the World Bank that cover the key Buddhist destinations. TSCPL is providing advisory support and analytical work aimed at revealing the potential of Buddhist heritage in the regions that are home to prominent and significant Buddhist assets and fostering inclusive and sustainable development in those regions. Consultancy services involve support in policy and regulatory issues, improvement of infrastructure and services, local economic development and local entrepreneurship among other areas.

In terms of geographical scope, the work on developing the following Buddhist destinations has been carried out: Lumbini, Bodhgaya, Sarnath, Kushnigar, Rajgir, Vaishali, Sravasti, Sankasia, Sanchi, Nalanda, and Kesaria

Making Iconic Places Swachh

The Government of India, under the Swachh Bharat (from Hindi: “Clean India”) Mission, has proposed a clean-up initiative focused on 100 iconic heritage, spiritual and cultural places in the country. The aim of this initiative is to make these 100 places model ‘Swachh Tourist Destinations’, that will enhance the experience for visitors from India and abroad. The selected 100 iconic places are a partial sample of India’s numerous sacred places, cultural and historical assets, and natural reserves.



TSCPL provides a range of consultancy services, including diverse assistance in studying the current status of sanitation in iconic cities, suggesting ways to harmonise the work being done under various Gol schemes and donor funded projects and developing and expediting the work on public health and sanitation in the selected cities, through a consultative process.

Madhya Pradesh Inclusive Tourism Development

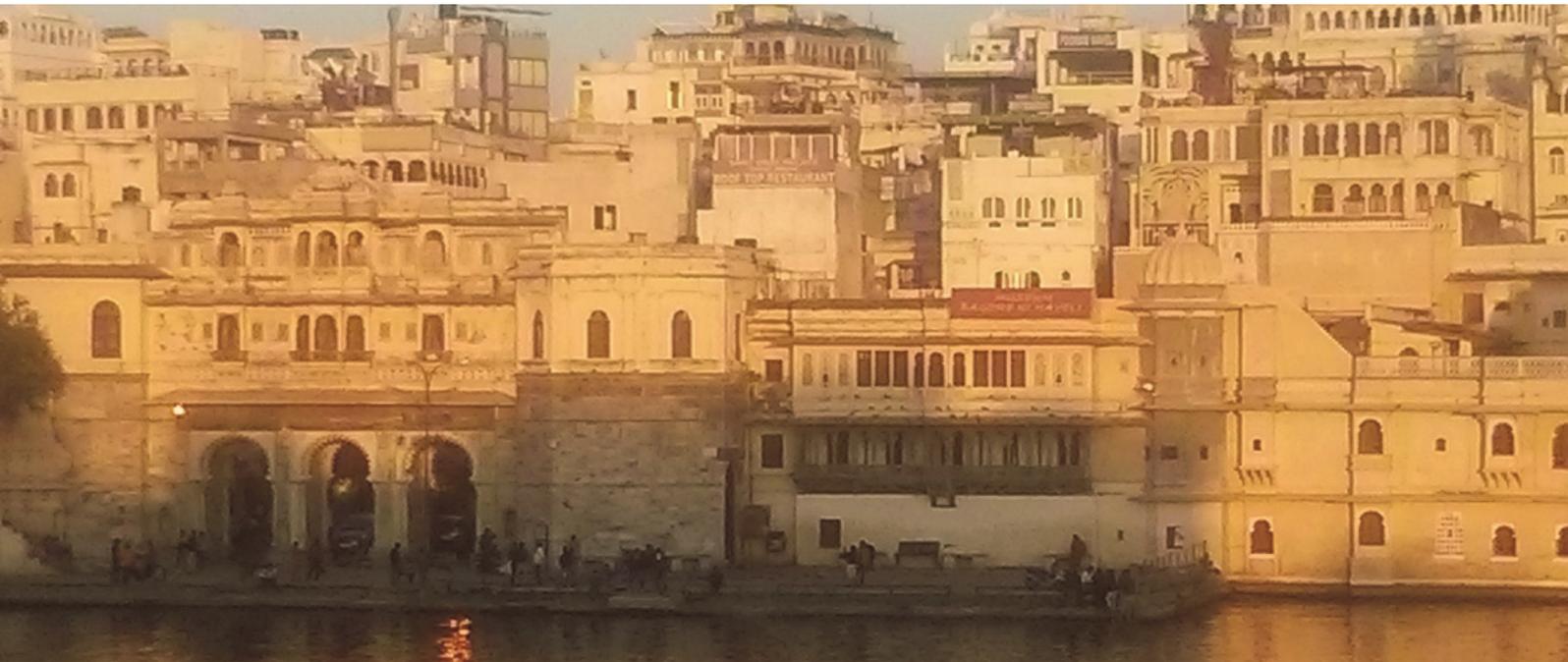
The project focuses on the two following circuits - Circuit 1: Khajuraho, Panna, Orchha and Circuit 2: Bhopal, Sanchi, Bhimbetka. The covered area is home to a wide range of cultural and historical heritage sites, including UNESCO World Heritage Sites, wildlife sanctuaries, and numerous religious and sacred places.



The consultancy under the project aims to provide the Government of Madhya Pradesh with advisory support, approaches and tools to position tourism as a key driver of inclusive development in the poor areas around the tourist attractions and to strengthen the institutional capacity of the Madhya Pradesh in a holistic and effective manner.

Sustainable and Inclusive Tourism Growth in Rajasthan

TSCPL is involved in development of World Bank Strategy for Sustainable and Inclusive Tourism Growth in Rajasthan. TSCPL provides support in research of policy, institutional and human capacity as well as major initiatives and sources of financing related to tourism development in Rajasthan.



Work involves rapid desk research and field consultations with key tourism stakeholders with a view to understand the key drivers and constraints for the tourism sector in Rajasthan and to make strategic recommendations for growth of the tourism and strengthening its role as a driver of local economic development and livelihoods generation.

Uttar Pradesh Pro-Poor Tourism Development

The Uttar Pradesh, Pro-Poor Tourism Development Project with the financial assistance from the World Bank, aims to reveal tourism potential of the state and spur inclusive growth and poverty reduction. TSCPL's work aims to contribute to enhancement of living standards, improvement of employment opportunities and protection of historical and cultural assets of the state.



The Braj region and Agra are the key target areas of the project. In particular, consultancy support is focused on revitalization of Kachhpura and Mehtab Bagh Area, Agra; revitalization of Shah Jahan Park Walkway between Taj Mahal and Agra Fort, Agra; revitalization of Banke Bihari Temple Area, Vrindavan; revitalization of twelve ancient kunds in Mathura and Vrindavan

Clientele

We have undertaken a large number of consultancy projects in the field of international development in general and tourism development in particular.

Our clientele is represented by private sector, state, national and foreign governments, as well as international organizations. We have extensive collaboration experience with various international organizations, such as the World Bank, Asian Development Bank (ADB), Department for International Development, United Nations Development Programme (UNDP), USAID, United Nations International Children's Emergency Fund (UNICEF), etc. A number of projects have also been undertaken with NGOs, academic institutions and philanthropic organisations



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