



Government of Maharashtra
Department of Cultural Affairs

Directorate of Archaeology and Museums

Fort George, St. George Hospital Complex, Near Chhatrapati Shivaji Maharaj Terminus, Mumbai 400 001
Telephone No: 022-22623380/22623446 Email Id : asthapna.doam@gmail.com

Outward No./Establishment/2026/692

Date : 15.04.2026

Advertisement

The World Bank-assisted project “Maharashtra Strengthening Institutional Capabilities in Districts for Enabling Growth Project (MahaSTRIDE)” is approved by the State Cabinet. The project is aimed at the objective of conserving and promoting Maharashtra’s rich cultural heritage such as forts, temples, caves, petroglyphs, paintings, architecture, and performing arts and to boost tourism, a Project Implementation Unit (PIU) is proposed to be established under the Directorate of Archaeology and Museums, Department of Cultural Affairs.

For the PIU, following posts have been sanctioned on a purely contractual and temporary basis.

Position Details			
Sr. No.	Post Name	Maximum Consolidated Salary (Per Month)	No. of Posts
1	Project Manager-cum-Monitoring & Institutional Specialist	Rs. 2,00,000/-	1
2	Conservation Architect	Rs. 1,50,000/-	1
3	Culture & Heritage Expert	Rs. 1,50,000/-	1
4	Tourism (Cultural) Marketing & Promotion Expert	Rs. 1,50,000/-	1
5	Public Private Partnership (PPP) Expert	Rs. 1,50,000/-	1
Total			5

Application Details: -

Applications are invited from eligible candidates for the above-mentioned posts. The Terms of Reference (TOR) for each post are attached with this document. Applicants are advised to carefully review the TOR before applying.

Applications should be submitted through the designated link for the following posts:

1. Project Manager-cum-Monitoring & Institutional Specialist:-
<https://forms.gle/XrjFNxLAXkajKcUU7>
2. Conservation Architect :- <https://forms.gle/MFYMsge5iXNHs3sF9>
3. Culture & Heritage Expert :- <https://forms.gle/gkvbeeDsq5Bh2M9g8>
4. Tourism (Cultural) Marketing & Promotion Expert:-
<https://forms.gle/Bm6wdMYBmTVoNTij9>
5. Public Private Partnership (PPP) Expert:- <https://forms.gle/ireTskrUz6ybKAFv8>

Selection Procedure

1. Scrutiny of applications
2. Preparation of shortlist based on prescribed qualifications and experience
3. Interview before the Selection Committee
4. Final merit list based on interview performance
5. Issue of engagement offer to selected candidates

General Conditions

1. All posts are purely contractual and temporary.
2. Initial contract period: 11 months (extendable based on performance and project requirements).
3. No TA/DA will be provided for attending the interview.
4. The Directorate reserves the right to cancel or modify the recruitment process at any stage.
5. Only shortlisted candidates will be called for the interview.
6. Directorate reserves the right to reject any application without assigning any reason.

Official Websites

This advertisement is also available on the following websites:

- <https://www.mahaarchaeology.in/>
- <https://maharashtra.gov.in/>

Last Date for Application: - 26 April 2026



(Dr. Tejas Garge)
Director

Directorate of Archaeology and Museums
Maharashtra State, Mumbai

Terms of Reference (ToR) - Project Manager-cum-Monitoring & Institutional Specialist

Date: 15.04.2026

The Government of Maharashtra, through Maharashtra Institute for Transformation (MITRA), is implementing the Maharashtra Strengthening Institutional Capabilities in Districts for Enabling Growth (MahaSTRIDE) initiative, financial and technical support from the World Bank Group vide Government Resolution no. WBK-2024/Pra.Kra.13/Kaa.1417 dated 14th March 2024.

The State Steering Committee of the Planning Department, Government of Maharashtra, in its meeting held on 6th August 2025, had declared that the Department of Cultural Affairs, Government of Maharashtra, shall be an Implementing Agency for achieving Disbursement Linked Indicators (DLI) related to operationalization of Destination Management Organizations in Pune, Chhatrapati Sambhajnagar and Nashik districts. The Department of Cultural Affairs, Government of Maharashtra, has designated the Directorate of Archaeology and Museums as the nodal agency which shall be supported by a Project Implementation Unit (PIU) for achievement of the objectives of the MahaSTRIDE operation.

The Directorate of Archaeology & Museums, Department of Cultural Affairs, Government of Maharashtra, in consultation with the Selection Committee, is seeking to appoint a specialist as a Service Provider for the position of Project Manager-cum-Monitoring & Institutional Specialist.

The details of the requirement are as below:

Name of Post	Project Manager-cum-Monitoring & Institutional Specialist
Position Summary	The Project Manager-cum-Monitoring & Institutional Specialist will serve as the Team Lead for the Project Implementation Unit (PIU) under the Department of Cultural Affairs for the World Bank-supported MahaSTRIDE Operation. The Specialist will be responsible for strategic planning, project execution, progress monitoring, inter-departmental coordination, risk management, and delivery of results under the Disbursement Linked Indicator (DLI) 3 which comprises of Destination Management Organization (DMO) formation, preparation of Destination Management Plans, building tourism statistics systems, capacity building of tourism and culture stakeholders, and preparation of heritage site management plans for the heritage monuments of the State. The Specialist will ensure that all activities of the PIU are implemented efficiently, with high quality, and within stipulated timelines.
Salary (INR)	Maximum consolidated salary Rs. 2,00,000/- per month
Engagement Period	11 months; extendable upto two terms of 11 months each
Educational Qualification	Essential: <ul style="list-style-type: none">• Postgraduate degree in Business Administration, Economics, Public Policy, Public Administration, tourism governance or related discipline. Additional (Preferred): <ul style="list-style-type: none">• Training / certification in project management, monitoring systems, or public-sector program management.

	<ul style="list-style-type: none"> Urban planning / heritage conservation degrees / certification programs.
Age	Candidates should not be more than 60 years of age.
Experience	<ul style="list-style-type: none"> Overall, 10 years of experience, including minimum 5 years in project management in tourism and culture sector with State / Central Government. Experience as PMU / PMC / PIU Team Lead / Project Manager for at least two tourism and / or culture sector projects with Government / multilateral agencies. Experience in designing and implementing monitoring & evaluation frameworks, digital dashboards and Management Information Systems platforms. Experience in setting up institutions related to managing or operating heritage sites, tourist destinations, etc. <p>Preferable</p> <ul style="list-style-type: none"> Experience in World Bank / Asian Development Bank / International funding agency projects, institutional strengthening, or tourism sector reforms.
Competencies (Backed by relevant reference documents if any)	<ul style="list-style-type: none"> Strong leadership, project planning, and stakeholder coordination skills. Proven ability to manage multi-disciplinary expert teams. Strong analytical skills and familiarity with Monitoring & Evaluation (M&E) frameworks. Excellent communication, negotiation, and presentation skills. Ability to deliver results in complex institutional environments. Strong understanding of tourism and cultural systems, heritage-linked development, and institutional governance.

Job Description:

The Project Manager shall report to the Chief Project Director (Director, DoAM) and Project Director (Deputy Director, DoAM) of the PIU. Responsibilities include, but are not limited to:

- A. Leadership & Coordination
 - Lead and manage the team of experts: Conservation Architects, Culture & Heritage Expert, Tourism (Culture) and Marketing Expert, PPP Expert, Skill and Capacity Building Specialist and Data Science Specialist.
 - Serve as the central point for coordination with Directorate of Tourism, MITRA, World Bank teams, DMOs, district administrations, and other departments.
 - Ensure timely mobilization/demobilization of specialists and oversee work allocation.
- B. Implementation of DLI-3 - Strengthened Policy & Institutional Framework
 - Oversee operationalization of DMOs in Pune, Chhatrapati Sambhajnagar, and Nashik.
 - Ensure preparation, review, quality control, and timely submission of:
 - Skill Gap Assessments
 - Baseline foreign tourist arrival data
 - Destination Management Plans (DMPs)
 - Quarterly and annual progress reports

- Ensure alignment of district-level DMO activities with State-level plans.
- C. Monitoring & Evaluation
 - Establish a robust monitoring and evaluation system for all PIU tasks.
 - Develop performance indicators, evaluation criteria, and reporting formats.
 - Guide creation and validation of digital Monitoring & Evaluation tools and dashboards.
 - Conduct periodic impact assessments against DLI-3 targets.
- D. Heritage Conservation & DMP Integration
 - Ensure that Heritage Site Management Plans (HSMPs) prepared by Conservation Architects are fully integrated into DMPs.
 - Monitor progress of HSMPs for identified forts, temples, stepwells and monuments / heritage sites.
 - Support adaptive reuse planning and integration of heritage sites into tourism development frameworks.
- E. Visitor Data Systems
 - Oversee validation of visitor statistics through implementation of IT based systems and coordination with the Department of Tourism.
 - Ensure integrity of baseline data and periodic reporting for foreign tourist footfall.
- F. Risk Management & Issue Resolution
 - Identify implementation risks, delays, and systemic challenges.
 - Develop mitigation strategies and escalate issues as required.
 - Ensure adherence to timelines for deliverables under the MahaSTRIDE operation.
- G. Documentation & Reporting
 - Prepare monthly, quarterly, and annual progress reports.
 - Ensure compliance with reporting requirements of MITRA, PMU MahaSTRIDE, and the World Bank Group.
 - Maintain audit-ready documentation for all PIU activities.
- H. Undertake tasks of the Directorate of Archaeology and Museums that may arise under the MahaSTRIDE program to ensure timely completion of project outcomes.

Mode of Application

Applicants must submit their applications via the following link :-

<https://forms.gle/XrjFNxLAXkajKcUU7>

Last Date for receipt of applications: 26.04.2026

**Sd/-
(Dr. Tejas Garge)
Director
Directorate of Archaeology & Museums
Government of Maharashtra**

Terms of Reference (ToR) - Conservation Architect

Date: 15.04.2026

The Government of Maharashtra, through Maharashtra Institute for Transformation (MITRA), is implementing the Maharashtra Strengthening Institutional Capabilities in Districts for Enabling Growth (MahaSTRIDE) initiative, financial and technical support from the World Bank Group vide Government Resolution no. WBK-2024/Pra.Kra.13/Kaa.1417 dated 14th March 2024.

The State Steering Committee of the Planning Department, Government of Maharashtra, in its meeting held on 6th August 2025, had declared that the Department of Cultural Affairs, Government of Maharashtra, shall be an Implementing Agency for achieving Disbursement Linked Indicators (DLI) related to operationalization of Destination Management Organizations in Pune, Chhatrapati Sambhajnagar and Nashik districts. The Department of Cultural Affairs, Government of Maharashtra, has designated the Directorate of Archaeology and Museums as the nodal agency which shall be supported by a Project Implementation Unit (PIU) for achievement of the objectives of the MahaSTRIDE operation.

The Directorate of Archaeology & Museums, Department of Cultural Affairs, Government of Maharashtra, in consultation with the Selection Committee, is seeking to appoint 2 (two) specialists as Service Providers for the positions of Conservation Architects.

The details of the requirement are as below:

Name of Post	Conservation Architect
Position Summary	The Conservation Architects will lead and oversee the development of Heritage Site Management Plans (HSMPs) for priority heritage structures, including forts, temples, stepwells, museums, archaeological sites, and culturally significant precincts across Maharashtra. The Conservation Architect shall: <ul style="list-style-type: none">• Plan the preparation of the Heritage Site Management Plans• Provide technical leadership and guidance• Review and approve all deliverables• Ensure that conservation planning meets prescribed standards• Guarantee quality, authenticity, and compliance across all conservation planning work
Salary (INR)	Maximum consolidated salary Rs. 1,50,000/- per month
Engagement Period	11 months; extendable upto 2 terms of 11 months each
Educational Qualification	Essential: <ul style="list-style-type: none">• Bachelor's or Master's degree in Architecture, Conservation Architecture, Heritage Conservation or related disciplines.
Age	Candidates should not be more than 60 years of age.
Experience	Essential: <ul style="list-style-type: none">▪ Minimum 10 years' experience in heritage conservation project leadership, heritage planning, restoration oversight, or built heritage management.

	<ul style="list-style-type: none"> ▪ Experience managing external consultants, reviewing deliverables, evaluating design and conservation proposals, and ensuring planning compliance. ▪ Experience coordinating multidisciplinary teams: architects, engineers, conservation specialists, artisans, contractors, and agencies. ▪ Proven experience in reviewing and guiding architectural documentation, conservation proposals, adaptive reuse concepts, and site improvement designs. ▪ Demonstrated ability to manage multiple heritage sites concurrently with strong planning and monitoring skills. <p><u>Preferable</u></p> <ul style="list-style-type: none"> ▪ Experience handling heritage projects in Maharashtra. ▪ Experience working with empaneled conservation agencies or supervising multiple contracted agencies. ▪ Experience with statutory heritage norms and World Bank / multilateral projects.
<p>Competencies (Backed by relevant reference documents if any)</p>	<ul style="list-style-type: none"> ▪ In-depth knowledge of conservation methodologies, traditional materials, deterioration patterns, restoration techniques, and architectural heritage norms. ▪ Strong leadership, delegation, and project coordination skills. ▪ Excellent review, evaluation, and quality-control capabilities. ▪ Excellent written documentation, reporting, communication, and stakeholder management skills. ▪ Ability to handle complex heritage projects, solve on-ground technical issues, and maintain standards of authenticity and integrity.

Job Description:

The Conservation Architects will report to the Project Manager. Responsibilities include, but are not limited to:

- Provide overall technical leadership and strategic oversight for the preparation of Heritage Site Management Plans for forts, temples, stepwells, museums, and other heritage sites, ensuring that all planning work undertaken by empaneled or external agencies is well-structured, accurate, and aligned with the Directorate of Archaeology and Museums conservation standards and the objectives of the MahaSTRIDE operation.
- Plan and manage the annual and quarterly conservation agenda by identifying priority sites, allocating assignments to competent agencies, defining detailed scope of work and deliverable expectations, and ensuring adherence to timelines throughout the planning cycle.
- Review and approve all technical submissions—including architectural documentation, condition assessments, conservation strategies, visitor amenity improvements, infrastructure evaluations, and phased implementation plans—ensuring that outputs are comprehensive, technically robust, contextually sensitive, and feasible for execution.
- Coordinate with local authorities, heritage committees, temple or fort management bodies, community representatives, and other stakeholders to ensure that conservation planning is institutionally compliant, culturally informed, and operationally viable across diverse site conditions.

- Conduct on-site inspections to validate agency findings, verify documentation accuracy, resolve technical gaps, and ensure that recommended interventions reflect actual on-ground conditions and heritage priorities.
- Integrate conservation recommendations into Destination Management Plans (DMPs) by closely collaborating with the members of the PIU so that heritage conservation priorities support tourism development, visitor experience enhancement, and adaptive reuse opportunities.
- Maintain comprehensive documentation, prepare periodic progress reports, oversee performance monitoring of all agencies involved, and ensure that all planning-related outputs are audit-compliant and meet the reporting standards of Directorate of Archaeology and Museums, MITRA, PMU MahaSTRIDE, and the World Bank.
- Undertake tasks of the Directorate of Archaeology and Museums that may arise under the MahaSTRIDE program to ensure timely completion of project outcomes.

Mode of Application

Applicants must submit their applications via the following link :-

<https://forms.gle/MFYMsge5iXNHs3sF9>

Last Date for receipt of applications: 26.04.2026

**Sd/-
(Dr. Tejas Garge)
Director
Directorate of Archaeology & Museums
Government of Maharashtra**

Terms of Reference (ToR) - Culture & Heritage Expert

Date: 15.04.2026

The Government of Maharashtra, through Maharashtra Institute for Transformation (MITRA), is implementing the Maharashtra Strengthening Institutional Capabilities in Districts for Enabling Growth (MahaSTRIDE) initiative, financial and technical support from the World Bank Group vide Government Resolution no. WBK-2024/Pra.Kra.13/Kaa.1417 dated 14th March 2024.

The State Steering Committee of the Planning Department, Government of Maharashtra, in its meeting held on 6th August 2025, had declared that the Department of Cultural Affairs, Government of Maharashtra, shall be an Implementing Agency for achieving Disbursement Linked Indicators (DLI) related to operationalization of Destination Management Organizations in Pune, Chhatrapati Sambhajnagar and Nashik districts. The Department of Cultural Affairs, Government of Maharashtra, has designated the Directorate of Archaeology and Museums as the nodal agency which shall be supported by a Project Implementation Unit (PIU) for achievement of the objectives of the MahaSTRIDE operation.

The Directorate of Archaeology & Museums, Department of Cultural Affairs, Government of Maharashtra, in consultation with the Selection Committee, is seeking to appoint a specialist as a Service Provider for the position of Culture & Heritage Expert.

The details of the requirement are as below:

Name of Post	Culture & Heritage Expert
Position Summary	The Culture & Heritage Expert will be responsible for identifying, documenting, interpreting, and strengthening both tangible and intangible cultural resources across the selected districts under the MahaSTRIDE Operation. The expert will work closely with the PIU to ensure that cultural heritage values are appropriately integrated into the Destination Management Plans (DMPs), Heritage Site Management Plans (HSMs), and related tourism development initiatives.
Salary (INR)	Maximum consolidated salary Rs. 1,50,000/- per month
Engagement Period	11 months; extendable upto 2 terms of 11 months each
Educational Qualification	Essential: <ul style="list-style-type: none">• Master's degree in Heritage Management, Archaeology, Ancient Indian History, Anthropology, Cultural Studies, or related discipline. Preferred: <ul style="list-style-type: none">• Master's in Cultural Resource Management, or Tourism Studies

	<ul style="list-style-type: none"> • Training in digital heritage documentation and interpretation tools
Age	Candidates should not be more than 60 years of age.
Experience	<ul style="list-style-type: none"> ▪ Minimum 5 years of experience in cultural heritage documentation, heritage interpretation, or heritage management projects with Government, NGOs, academic institutions, or cultural organizations. ▪ Experience in preparing or reviewing cultural inventories, heritage documentation reports, or thematic studies. ▪ Knowledge of tangible & intangible heritage, community practices, rituals, traditional knowledge systems, and cultural narratives. <p><u>Preferable</u></p> <ul style="list-style-type: none"> ▪ Experience working with cultural heritage in Maharashtra, including temples, historic settlements, tribal communities, performing arts, crafts, or traditional livelihoods. ▪ Experience integrating culture into tourism planning, interpretation, or product design. ▪ Experience coordinating with Government departments or municipal / heritage bodies. ▪ Experience working with consultants / agencies engaged in cultural research or heritage documentation. ▪ Experience with statutory cultural norms and multilateral projects.
Competencies (Backed by relevant reference documents if any)	<ul style="list-style-type: none"> ▪ Strong understanding of culture and heritage documentation methodologies and interpretation frameworks. ▪ Excellent stakeholder engagement, including community groups, cultural organizations, and practitioners. ▪ Strong analytical and research skills with ability to extract cultural themes from field work and historical sources. ▪ Excellent communication skills for developing narratives, briefs, and interpretive content.

Job Description:

The Culture & Heritage Expert will report to the Project Manager. Responsibilities include, but are not limited to:

- Lead the identification, documentation, and interpretation of tangible and intangible cultural heritage—such as monuments, rituals, festivals, crafts, performing arts, oral histories, and traditional knowledge systems—ensuring that all cultural information collected from fieldwork, research, and community engagement is accurate, comprehensive, and relevant to destination-level planning under MahaSTRIDE.
- Coordinate, guide, and quality-assure the work of agencies, researchers, DMOs, and cultural stakeholders by reviewing cultural inventories, thematic studies, and documentation outputs to ensure that they are well-structured, analytically sound, culturally authentic, and suitable for integration into broader tourism and heritage development frameworks.
- Develop coherent cultural narratives, themes, and interpretive frameworks that can inform visitor experience planning, signage and interpretation design, museum or exhibition content, and promotional messaging, ensuring that all cultural storytelling remains sensitive to local identities and aligned with the heritage significance of each site or community.
- Work closely with the PIU to embed cultural insights into Destination Management Plans (DMPs), ensuring that conservation, tourism promotion, skilling interventions, and investment opportunities are grounded in cultural value and local context.
- Facilitate structured community consultations with local residents, knowledge-bearers, cultural practitioners, temple or fort management bodies, tribal groups, and other custodians to ensure that planning processes incorporate local perspectives, respect cultural sensitivities, and support inclusive participation in tourism development.
- Identify opportunities for cultural tourism experience development—such as heritage walks, storytelling trails, craft and culinary experiences, performing arts showcases, and festival-based tourism—and provide strategic inputs to DMOs and the Tourism Marketing Expert for product development and destination positioning.
- Prepare cultural briefing notes, thematic reports, documentation sets, and progress updates while ensuring that all cultural research and community inputs are well-documented, organized, and aligned with the reporting requirements of Directorate of Archaeology and Museums, MITRA, PMU MahaSTRIDE, and the World Bank.
- Undertake tasks of the Directorate of Archaeology and Museums that may arise under the MahaSTRIDE program to ensure timely completion of project outcomes.

Mode of Application

Applicants must submit their applications via the following link: -

<https://forms.gle/gkvbeeDsq5Bh2M9g8>

Last Date for receipt of applications: 26.04.2026

**Sd/-
(Dr. Tejas Garge)
Director
Directorate of Archaeology & Museums
Government of Maharashtra**

Terms of Reference (ToR) - Tourism (Cultural) Marketing & Promotion Expert

Date: 15.04.2026

The Government of Maharashtra, through Maharashtra Institute for Transformation (MITRA), is implementing the Maharashtra Strengthening Institutional Capabilities in Districts for Enabling Growth (MahaSTRIDE) initiative, financial and technical support from the World Bank Group vide Government Resolution no. WBK-2024/Pra.Kra.13/Kaa.1417 dated 14th March 2024.

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The Directorate of Archaeology & Museums, Department of Cultural Affairs, Government of Maharashtra, in consultation with the Selection Committee, is seeking to appoint a specialist as a Service Provider for the position of Tourism (Cultural) Marketing & Promotion Expert.

The details of the requirement are as below:

Name of Post	Tourism (Cultural) Marketing & Promotion Expert
Position Summary	<p>The Tourism (Cultural) Marketing & Promotion Expert will lead branding, destination promotion, cultural marketing, and investor engagement activities for the three MahaSTRIDE destinations (Pune, Chhatrapati Sambhajnagar & Nashik). The expert will support the Directorate of Archaeology & Museums and DMOs in developing culturally grounded promotional strategies aimed at enhancing domestic and foreign tourist arrivals.</p> <p>The role requires strong tourism marketing experience, understanding of cultural destinations, content development & marketing, social media intelligence, stakeholder coordination, and the ability to guide DMOs and agencies to design and execute high-impact promotional initiatives.</p>
Salary (INR)	Maximum consolidated salary Rs. 1,50,000/- per month
Engagement Period	11 months; extendable upto 2 terms of 11 months each
Educational Qualification	Essential:

	<ul style="list-style-type: none"> ▪ Master’s degree in Tourism Management, Hospitality Management, Business Administration, Marketing, or equivalent.
Age	Candidates should not be more than 60 years of age.
Experience	<ul style="list-style-type: none"> ▪ Minimum 5 years of experience in tourism development, marketing, branding, or cultural tourism promotion with Government, tourism boards, industry bodies, or multilateral programs. ▪ Experience in designing and implementing tourism marketing strategies, promotional campaigns, product development, or digital / social media outreach. ▪ Experience working with public-sector agencies, private sector tourism stakeholders, or marketing agencies. ▪ Experience conceptualizing tourism experiences, circuits, events, or promotional plans. <p><u>Preferable</u></p> <ul style="list-style-type: none"> ▪ Experience in tourism investment promotion, Ease of Doing Business (EoDB), or stakeholder / investor outreach. ▪ Experience in heritage or culture-based tourism destinations. ▪ Experience in digital marketing analytics, social media and creative promotion partnerships, and tourism investment outreach Experience working in Maharashtra's tourism ecosystem.
Competencies (Backed by relevant reference documents if any)	<ul style="list-style-type: none"> ▪ Strong understanding of tourism marketing, destination positioning, branding, and stakeholder engagement. ▪ Strong communication skills, including content creation oversight, messaging, and narrative framing. ▪ Data analytics for marketing performance, cultural sensitivity in branding, and ability to manage multi-agency campaigns ▪ Analytical capabilities to interpret tourism data, social media insights, and perception studies. ▪ Strong ability to guide DMOs and manage agency outputs. ▪ Excellent interpersonal skills for working with industry stakeholders, investors, and Government officials.

Job Description:

The Tourism (Cultural) Marketing & Promotion Expert will report to the Project Manager.

Responsibilities include, but are not limited to:

- Lead the development of destination branding, cultural positioning, and integrated marketing strategies for the three MahaSTRIDE destinations by guiding DMOs, creative agencies, and tourism stakeholders to produce culturally rooted and market-responsive promotional content that enhances both domestic and international visibility.
- Plan, coordinate, and oversee tourism marketing initiatives—including digital campaigns, social media strategies, print and multimedia outreach, PR activities, and event-based promotions—ensuring that all materials are consistent with destination identities, aligned with cultural narratives, and designed to strengthen tourist engagement and perception.
- Support the design and refinement of cultural tourism products such as heritage trails, experiential itineraries, storytelling formats, festivals, craft and culinary circuits, and performance-based experiences, ensuring that these offerings reflect local heritage and contribute meaningfully to destination competitiveness.
- Work closely with the PIU to integrate marketing insights, visitor expectations, and tourism demand considerations into Destination Management Plans (DMPs), enabling holistic planning that links conservation, culture, infrastructure, and experience development.
- Engage actively with industry stakeholders—including tour operators, travel media, hospitality partners, cultural organizations, and investor groups—to build partnerships, gather market intelligence, and support tourism product development, promotional collaborations, and investment outreach.
- Provide strategic guidance and quality oversight to marketing agencies and DMOs by reviewing creative outputs, campaign plans, promotional materials, and research deliverables, ensuring that all marketing activities remain data-driven, culturally sensitive, fiscally sound, and aligned with State-level tourism priorities.
- Prepare tourism marketing briefs, communication notes, analytical reports, and performance summaries while tracking engagement metrics, monitoring campaign effectiveness, and ensuring that all promotional and outreach activities meet the reporting standards of Directorate of Archaeology and Museums, MITRA, PMU MahaSTRIDE, and the World Bank.
- Undertake tasks of the Directorate of Archaeology and Museums that may arise under the MahaSTRIDE program to ensure timely completion of project outcomes.

Mode of Application

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<https://forms.gle/Bm6wdMYBmTVoNTi9>

Last Date for receipt of applications: 26.04.2026

**Sd/-
(Dr. Tejas Garge)
Director
Directorate of Archaeology & Museums
Government of Maharashtra**

Terms of Reference (ToR) - Public Private Partnership (PPP) Expert

Date: 15.04.2026

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The Directorate of Archaeology & Museums, Department of Cultural Affairs, Government of Maharashtra, in consultation with the Selection Committee, is seeking to appoint a specialist as a Service Provider for the position of Public Private Partnership (PPP) Expert.

The details of the requirement are as below:

Name of Post	Public Private Partnership (PPP) Expert
Position Summary	<p>The PPP Expert will lead all PPP-related activities for heritage, cultural tourism, adaptive reuse, and tourism infrastructure projects under the MahaSTRIDE Operation. The expert will be responsible for PPP structuring, transaction advisory, financial feasibility assessment, procurement support, and coordination with legal / technical experts for tourism and heritage-linked PPP interventions.</p> <p>The expert will guide the Directorate of Archaeology & Museums, the DMOs, and relevant agencies in identifying suitable PPP opportunities, preparing PPP models, developing bid documents, ensuring compliance with Government policies, and supporting transparent and efficient procurement for tourism investments. Key KPI would be to build investor confidence and transaction closure.</p>
Salary (INR)	Maximum consolidated salary Rs. 1,50,000/- per month
Engagement Period	11 months; extendable upto 2 terms of 11 months each
Educational Qualification	<p>Essential:</p> <ul style="list-style-type: none">▪ MBA / PGDM OR Postgraduate degree with specialization in Finance, Infrastructure, or Public Policy or equivalent. <p>Preferred:</p> <ul style="list-style-type: none">▪ Certifications in PPP frameworks or transaction advisory
Age	Candidates should not be more than 60 years of age.

<p>Experience</p>	<ul style="list-style-type: none"> ▪ Minimum 5 years of experience working on PPP projects or transaction advisory assignments with Government departments, PSUs, multilateral projects, or urban bodies. ▪ Experience in PPP structuring, financial modelling and viability assessment, risk analysis frameworks, or bid process management. ▪ Experience preparing or reviewing RFPs, RFQs, concession agreements, or PPP model documents. ▪ Experience with heritage-linked adaptive reuse projects, tourism facility development, or urban regeneration projects. ▪ Experience in supporting investment promotion, industry outreach, or investor facilitation. <p><u>Preferable</u></p> <ul style="list-style-type: none"> ▪ Experience working with State Archaeology Departments, Tourism Departments, Municipal Corporations, or heritage boards. ▪ Experience conceptualizing PPP opportunities for tourism products, cultural assets, and visitor infrastructure. ▪ Experience with multilateral projects.
<p>Competencies (Backed by relevant reference documents if any)</p>	<ul style="list-style-type: none"> ▪ Strong understanding of PPP frameworks, financial modelling, risk assessment, and transaction structuring. ▪ Excellent analytical and problem-solving skills. ▪ Strong written and verbal communication skills for preparing proposals, notes, and bid documents. ▪ Ability to manage multiple stakeholders including consultants, financial / legal experts, bidders, and Government departments. ▪ Strong organizational and documentation skills.

Job Description:

The Public Private Partnership (PPP) Expert will report to the Project Manager. Responsibilities include, but are not limited to:

- Lead the identification, structuring, and advancement of Public Private Partnership (PPP) opportunities for heritage, cultural tourism, adaptive reuse, and visitor-infrastructure projects, ensuring that each proposed intervention is financially viable, institutionally compliant, market-responsive, and aligned with the strategic objectives of the MahaSTRIDE operation and the Directorate of Archaeology & Museums.
- Coordinate end-to-end PPP transaction processes by preparing and reviewing concept notes, feasibility assessments, risk allocation frameworks, financial models, and draft bid documents—including RFQs, RFPs, and concession agreements—while ensuring that all documents reflect sector best practices, legal requirements, and State Government guidelines.
- Provide technical and procedural leadership for procurement activities linked to PPP transactions by conducting pre-bid meetings, addressing bidder queries, guiding evaluation processes, preparing evaluation reports, and ensuring that the overall bid cycle is transparent, timely, and compliant with applicable procurement norms.

- Work closely with the PIU to ensure that PPP opportunities are well-integrated into Destination Management Plans (DMPs), reflect heritage sensitivities, and support improved visitor experiences, sustainable site management, and long-term operational efficiency.
- Engage with private investors, operators, industry associations, and financial institutions to build interest in heritage and tourism-linked PPP projects, facilitate market sounding exercises, organize investor outreach events, and communicate the State's tourism potential, available incentives, and investment-friendly policies to prospective partners.
- Support the Directorate in contract negotiation, approval processes, and establishment of contract management frameworks by coordinating with legal, financial, and technical divisions, monitoring concessionaire performance, identifying risks or deviations, and recommending corrective actions to ensure successful long-term PPP implementation.
- Maintain complete documentation and audit-compliant records of all PPP activities, prepare progress updates, transaction summaries, and briefing notes, and contribute to the reporting requirements of Directorate of Archaeology and Museums, MITRA, PMU MahaSTRIDE, and the World Bank.
- Undertake tasks of the Directorate of Archaeology and Museums that may arise under the MahaSTRIDE program to ensure timely completion of project outcomes.

Mode of Application

Applicants must submit their applications via the following link :-

<https://forms.gle/ireTskrUz6ybKAFv8>

Last Date for receipt of applications: 26.04.2026

**Sd/-
(Dr. Tejas Garge)
Director
Directorate of Archaeology & Museums
Government of Maharashtra**