

SELECTION OF DEVELOPER

FOR

**DEVELOPMENT OF WAY SIDE AMENITIES, BAHARAGORA UNDER
PPP FRAMEWORK ON RENOVATE, OPERATE, MAINTAIN AND
TRANSFER (ROMT) BASIS**

VOLUME III – PROJECT INFORMATION MEMORANDUM

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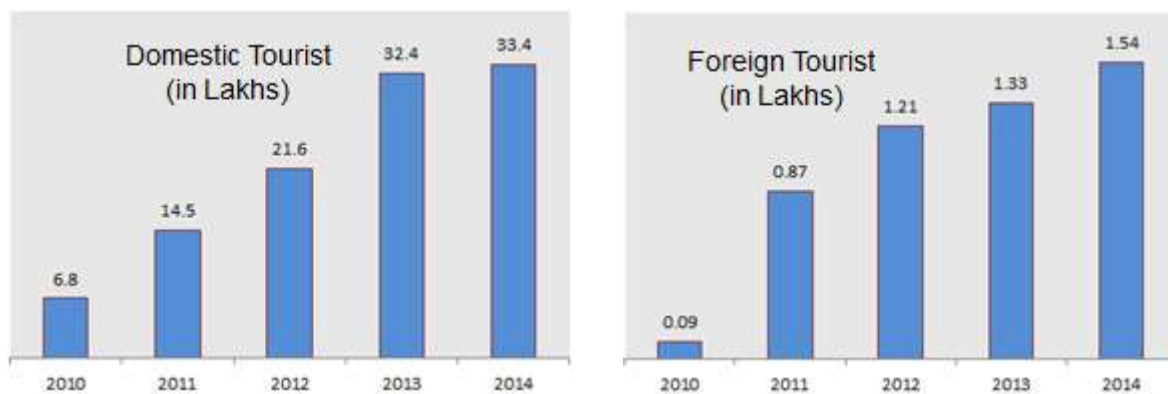
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1. Project Background

The State of Jharkhand is gifted with immense bio-diversity, moderate climate, and rich cultural and historical heritage, and numerous famous religious places of worship and ethnic aspects, to make the State the ultimate destination for tourists.

In the growing environment, the State of Jharkhand has been constantly investing in developing tourism infrastructure to facilitate, promote and attract more and more tourists and tourism related developments to set up the state on top 5 visited destinations in India. In the past few years, Jharkhand has emerged, with a high exponential rise as one of the most visited tourist destinations in India.

Presently, the state of Jharkhand stands on rank 9th in domestic arrivals and ranks 16th in the number of international tourist visitors.



Source: Momentum Jharkhand, Global Investor Summit Report, 2017

The Jharkhand Tourism Development Corporation Limited (the “**Authority**” or “**JTDC**”) is the nodal agency under the Department of Tourism, Government of Jharkhand with a mandate to develop tourism infrastructure in the state of Jharkhand. JTDC is operating various hotels and tourist complexes in the State of Jharkhand for providing accommodation to the tourists.

As part of this endeavour, the Authority with a view to enhance the hospitality infrastructure, tourists’ experience and attract more footfalls into the region intends to entrust the management of Way Side Amenities, Baharagora (the “**Project Site**”) to competent entity who would undertake the renovation, operation and maintenance of the Project Site on Public Private Partnership (PPP) (“**PPP**”) under Renovate, Operate, Maintain and Transfer (ROMT) basis. The project is expected to attract investments and act as catalyst for socio-economic development and improve tourism in the region. **The Estimated Investment for the project is Rs. 50,00,000/- (Rs. Fifty Lakh only)**

2. Project Site

2.1. Location Analysis

Way Side Amenities, Bahargora is located in East Singhbhum district near Jawahar Navodaya Vidyalaya. The subject property is located on NH-6 (Mumbai-Kolkata) highway.



Figure 1: Property location



Figure 2: Way Side Amenities, Baharagora

The property is surrounded by some temples and limited tourist spots. The tourists can reach the West Bengal within 40 mins of travel from the property. However, the property requires some basic investments and viz. television sets; surveillance cameras, installation of air conditioners, restaurant setup, purchase of beds and cots, manpower mobilisation (Cook, staffs etc.,) and other minor upgradation of infra works

Figure 3: Some tourist attraction spots



Jhargram Raj palace



Junglemahal Zoo



Chorchita Yogashramam



Jhilli Pakhiralay

2.2. Connectivity

The property is located on NH-6 (Mumbai-Kolkata Road). The following table summarizes the distance of major locations near the property:

Table 1: Distance of Major Centres

No	Destination	Distance (km)
1.	Kolkata	180
2.	Jamshedpur	102
3.	Rourkela, Odisha	300
4.	Dhanbad	213
5.	Ranchi	220
6.	Sonari Airport	100

Note: The information provided in PIM is indicative, and prospective applicants are required to undertake due diligence regarding the subject property on their own.

2.3. Property Details

Way Side Amenities, Baharagora is a newly constructed building which can suitably developed as a hotel. The property is still in Non-operational mode, It is a G+1 construction with the reception and entrance on ground floor. There are eight rooms with common restroom on first floor with terrace. The property has open landscaped area and parking for vehicles. The whole property has 16 rooms, party hall/ conference hall store room, kitchen & restaurant and in the ground floor. Apart from above, there are four kiosks.

Figure 4: Property Images



Main entrance



Main Building block



Parking Area



Kiosks-4nos



Kitchen space



Conference hall/ party hall

Note: The information provided in PIM is indicative, and prospective applicants are required to undertake due diligence regarding the subject property on their own.



Reception area



Room space

3. SWOC Analysis

Strengths	Constraints
<ul style="list-style-type: none"> • If renovated to the capacity, can cater substantial no of tourists • Presence of conference hall/ party hall • Presence of vast green space which can be developed Mini Golf 	<ul style="list-style-type: none"> • Non-operationalization of the property • Distance from the major social spots • Lack of basic infra amenities
Opportunities	Challenge
<ul style="list-style-type: none"> • Pilgrimage packages can be developed • Wildlife tourism can be tapped • Nature tourism packages can be developed 	<ul style="list-style-type: none"> • Marketing efforts needs to be made • Presence of multiple hotels and lodges near the property

Note: The information provided in PIM is indicative, and prospective applicants are required to undertake due diligence regarding the subject property on their own.

4. Suggested Components

- a. Furnishing and finishing of property (Garden landscaping)
- b. MICE events
- c. Children's Park
- d. Local sight seeing
- e. Open restaurant in terrace
- f. Mini Golf play area



Open Terrace Restaurant



Kiosk



Green landscaping



ATM Kiosk



Children's park



Mini Golf play area

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