

**SELECTION OF DEVELOPER**

**FOR**

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

**VOLUME III – PROJECT INFORMATION MEMORANDUM**

**DECEMBER, 2018**



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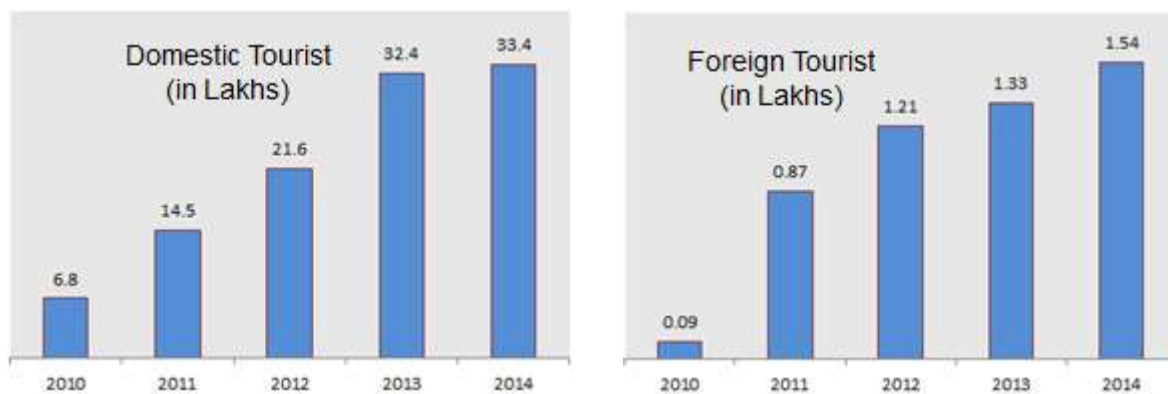
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## 1. Project Background

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 9<sup>th</sup> in domestic arrivals and ranks 16<sup>th</sup> 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, Bagodar (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. 30,00,000/- (Rs. Thirty Lakh only)**

## 2. Project Site

### 2.1. Location Analysis

Way Side Amenities, Hamsada is located on NH-18 highway. Nearest Bus Station is Mango Bus Station, Jamshedpur.



Figure 1: Property location



Figure 2: Way Side Amenities, Hamsada

The property is surrounded by major tourist attractions and social connects. Due to this, there is a footfall of tourists around the property in peak seasons. However, the property is still in non-operational mode and requires basic investments viz. television sets; surveillance cameras, provision of air conditioners, restaurant setup, purchase of beds and cots, manpower mobilisation (Cook, staffs etc.,) and other minor upgradation of infra works.

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



Figure 3: Major tourist attraction spots



Chandil Dam



Boating activities near dam



Dalma Wildlife Sanctuary



Bijli Ghati Waterfall



Dimna Lake



Tata Steel Zoological Park



Subarnarekha River

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## 2.2. Connectivity

The property is located on NH-18 highway. The following table summarizes the distance of major locations near the property:

Table 1: Distance of Major Centres

No	Destination	Distance (km)
1.	Kolkata	300
2.	Dumma	260
3.	Dumka	300
4.	Gumla	200
5.	Ranchi	126
6.	Dhanbad	126
7.	Hazaribagh	195
8.	Sonari Airport	30

## 2.3. Property Details

Way Side Amenities, Hamsada is well equipped with amenities and facilities suitable for a hotel. The property is a G+1 construction with the reception and entrance on ground floor. Dormitory and common areas on first floor with terrace. The property has open landscaped area, children's park, and parking for vehicles. The property has 12 rooms, one dormitory (capacity – 10), store room, kitchen & restaurant in the ground floor. Apart from above, there are four kiosks.

Figure 4: Property Images



Property



Kitchen



Kioks,4 nos



Circular stairway

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Approach road



Dhaba near the property



Parking Space

### 3. SWOC Analysis

Strengths	Constraints
<ul style="list-style-type: none"> <li>• Property is well connected and has good accessibility.</li> <li>• Presence of various tourist attractions at commutable distance</li> </ul>	<ul style="list-style-type: none"> <li>• Non-operational status</li> <li>• Lack of basic amenities</li> </ul>
Opportunities	Challenge
<ul style="list-style-type: none"> <li>• Nature tourism packages can be developed</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing efforts</li> <li>• Initial Investments</li> </ul>

## 4. Suggested Components

- a. Furnishing and finishing of property
- b. MICE events
- c. Children's Park
- d. Local sight seeing
- e. Open restaurant in terrace



Open Terrace Restaurant



Kiosk



Ice cream Kiosk



ATM Kiosk

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