

অসম চৰকাৰ



GOVERNMENT OF ASSAM



Assam Tourism Development Corporation Limited

REQUEST FOR PROPOSAL (RFP)

Volume II: Project Information Brief

**SELECTION OF DEVELOPER FOR DEVELOPEMNT/UPGRADTION, OPERATION
AND MANAGEMENT OF MAJULI CLUSTER OF TOURISM PROPERTIES IN ASSAM**

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CLUSTERING OF TOURISM PROPERTIES OF ASSAM

1. Background

Assam is known for its bountiful wildlife, archeological sites and tea plantation. The lush green nature, heritage, wildlife and rich cultural background has vast potential for the sustainable development of tourism industry. The state offers ample opportunities for adventure loving tourists and random visitors because of its undulating tea gardens and green forests, natural scenery, rich wildlife and places of pilgrimage in and around the state. Apart from these, the state is a store house of medicinal herbs and plants, ornamental fishes, exotic plants along with serene and idyllic places

However, there seems to be a gap between the existing potential and the actual being tapped. The Government of Assam as such has declared 'Tourism as an Industry' and has brought out a Tourism Policies with package of incentives, concessions and subsidies for development of tourism infrastructure in the State. The focus is to develop tourism infrastructure so as to attract tourist to the state and make tourism one of the leading industry of the state by dint of its potential

The onus of promoting and developing tourism has been entrusted on Assam Tourism Development Corporation (ATDC) which was set up in June 1988 under the Companies Act of 1956 with the objective to boosting tourism in the state has been developing and managing infrastructures and tourist amenities across the state.

It took over most of the tourist lodges, tourist bungalows, hotels, guest houses, entertainment projects etc., all the means of transport which had been under the control of the Department of Tourism, Government of Assam, and many other functions performed by the said Department to market tourism in the state. Since then it has been making efforts in coordination with the Directorate of Tourism to promote tourism. Given the immense potential of tourism towards development of the State, Assam State Tourism Development Corporation has been exploring the possibilities to develop Tourism Infrastructure in the State and ensure professional management of the existing tourism infrastructure which are at present being managed by the Corporation or leased on short term basis.

Now as per Cabinet Decision it has been decided to seek strategic partner(s) for further Development of the existing properties through renovation/upgradation/modernization and Operation & Management of the properties with involvement of private sector participation to ensure highest standards of service to the tourists and promoting tourism in the state..

For the purpose the existing tourism properties comprising tourist lodges, hotels wayside amenities and recreational and refreshment centres have been clubbed into Clusters based on certain parameters as location, size, commercial viability so that

these can be marketed to prospective private developer for development, management and operations of the infrastructure.

ATDC now intends to request bids from eligible bidders to who are interested to take these on lease and, renovate/upgrade/modernise and operate & manage the infrastructure for specified lease terms and under norms as laid down in the lease cum development agreement to be entered into with the selected strategic partners(s)

2. A brief Introduction of the Clusters

Assam Tourism Development Corporation has over 60 properties spread across the state which are proposed to be leased out as per the Cabinet decision. The broad categories of infrastructure proposed to be leased are as follows:

- Tourist Lodges and Yatri Nivas
- Wayside Amenities
- Watch Tower and Cafeteria
- Eco Resorts
- Parks and Recreational Centres

These are bundled into seventeen (25) clusters which are being made on parameters as location, type of facilities, connectivity of the properties etc. The clusters are discussed as below:

CLUSTER 21: MAJULI

The cluster is centred around the World's second Largest River Island and seat of Vasihnavaita Culture Majuli in Assam. It is a beautiful property spread over a sprawling area of 6.94 acres. It comprises Building of 10 blocks (6 blocks on RCC staging with inter-connectivity passages).

SN	Name of Property	Facilities	Land (Acre)
1	Prashanti Eco Tourism Resort, Majuli	Reception, restaurant, auditorium, 3 community centres, 2 cluster cottages with 8 double bedded rooms, cottages for disabled with 3 double bedded rooms, dormitory with 5 bedded room.	6.94



Project Location:

The project is located at Kamalabari, Doria Gaon, Majuli, Assam. Majuli is the largest river island and famous for Vishnavite shrines. Its natural & cultural heritage attracts both domestic and international tourists. The river island Majuli is connected by ferry service from Nimatighat of Jorhat and via Jengraimukh road and adequate service is available for tourists.



The island has been the hub of Assamese neo-Vaishnavite culture, initiated around 15th century by the revered Assamese saint Srimanta Sankardeva and his disciple Madhavdeva. Many Satras or monasteries constructed by the saint still survive and represent the colourful Assamese culture. The main surviving Satras (Satra) are:

Dakhinpat Satra: Founded by Banamalidev, a supporter of Raasleela, which is now observed as one of the National Festivals of Assam.



Garamurh Satra: This "Satra" was founded by Lakshmikantadeva. During the end of autumn, the traditional Raasleela is enacted with pomp and celebrations. Ancient weapons called "Bartop" or canons are preserved here.

Auniati Satra: Founded by Niranjan Pathakdeva, the satra is famous for the "Paalnaam" and Apsara Dances and also its extensive assortment of ancient Assamese artefacts, utensils, jewellery and handicrafts.

Kamalabari Satra: The Kamalabari Satra, founded by Bedulapadma Ata, is a centre of art, cultural, literature and classical studies on the island. It has performed cultural programmes of the Satria Art all around the country and abroad.

Benegenaati Satra: It is a reliquary of antiques of cultural importance and an advance centre of performing art. Muraridev, the grandson of Sankaradeva's stepmother was the founder of the Satra. The royal raiment belongs to the Ahom king Swargadeo Godadhar Singha, is made of gold. Also preserved is the royal umbrella made in gold.

Shamaguri Satra: The satra is famous for the mask making in India.

Bird Watching

The southern part of the island is a bird lovers paradise. Between November and March is the best time to visit this place. There are 3 locations for bird watching:

