

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 NAGAON 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 12: NAGAON

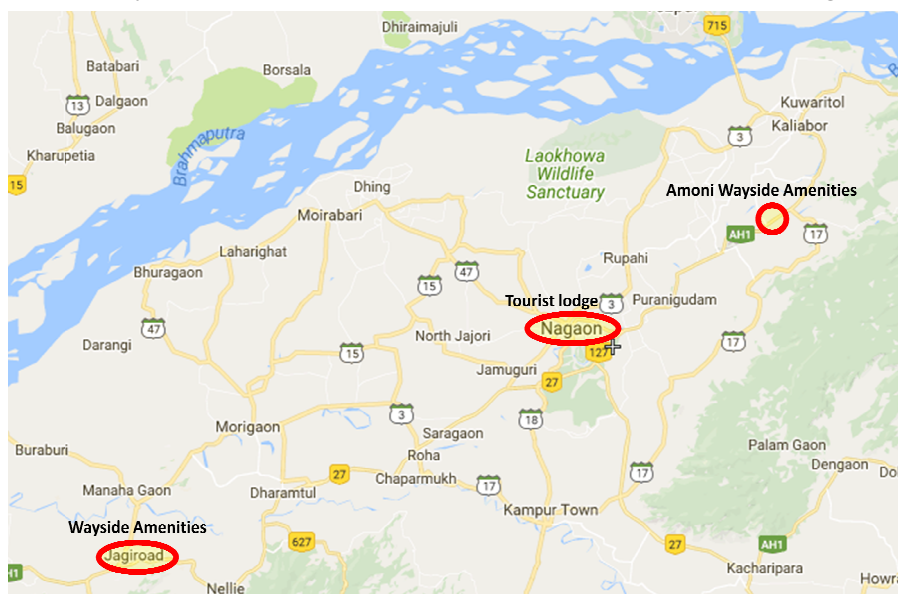
The Nagon Cluster includes three properties, spread across Nagaon, Amoni and Jagiroad adjacent to NH 37. This includes two wayside amenities and one tourist lodge ideally clubbed considering the location and commercial proposition.

SN	Name of Property	Facilities	Land (Acre)
1	Prashanti Tourist Lodge, Nagaon	Rooms (7 nos), Dormitory, Restaurant, Conference Hall	0.50
2	Jagiroad Wayside Amenities	Restaurant	0.66
3	Triptire Ekhaj, Amoni	Restaurant, Rooms (2 no.)	0.99



Project location:

The projects are located on the NH 37 on the way to Kaziranga from Guwahati. In terms of connectivity the projects are ideally located and as such have substantial potential. Nagaon tourist lodge is located near Circuit House, Nagaon and suitable both for conducted tours and to meet the demand of business travelers. The wayside amenity Triptire Ekhaj is located at NH-37, Phulaguri Amoni, on the way Kaziranga National Park, Nagaon



The properties can be developed considering the tourism potential nearby as well as its advantageous location being near to Kaziranga National Park. The important tourism destinations are:

Bordowa:

The birth place of Mahapurush Srimanta Sankardeva, the great artist, literateur, dramatist and the founder of Vaisnavism in Assam. There are two Sattras : Narowa Sattra and Salaguri Sattra. A mini Museum is located in Narowa Sattra and the birth and death anniversaries of the *Vaishnava* saints are observed there with great grandeur.



Kaziranga National Park

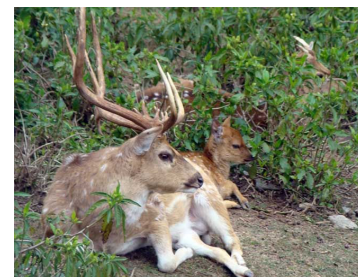
Kaziranga is known all over the world for successful conservation of Great One Horned Rhinoceros. It is also home to a number of threatened wild animals and migratory birds. The Kaziranga landscape comprises of sprawling grasslands, numerous water bodies and woodlands that provide an ideal habitat for a variety of flora and fauna.



Kaziranga is a large complex of rivers, lakes and marshes in the flood plain of the Brahmaputra river. It is an extremely important area for larger mammals and birds providing habitat for - 17 species of mammals, 23 species of birds and 10 species of reptiles all in endangered list.

Lowkhowa Wildlife Sanctuary

The wild life sanctuary is situated at Lowkhowa covering an area of 70 sq km and located at a distance of 25 km from Nagaon Town towards North. Its main attraction is the Great Indian One-horned Rhinoceros. Other attractions include the tiger, leopard, Asiatic buffalo, wild boar, civet cat, leopard cat, hog deer and various species of birds and reptiles.



Samaguri Beel:

20km from Nagaon town on the way to Kaziranga it's a tourist spot with a two and a half km of natural water body for rowing/angling. It was formed by the abandoned path of the Kolong river during the course of time. Popularly known as Pokhi Tirtha (Bird Pilgrimage), it is the perfect place to see various species of migratory birds that come from all over the world during winter.

Chapanala:

Champawati Kunda is a famous fall situated in Chapanala in Nagaon. Chapanala waterfall is a lovely place to visit for weekends and day time leisure creation. The waterfall and Tea Gardens around and birds and different species of breeds are lovely to watch.

