

GUIDELINES FOR
IMPLEMENTATION OF THE SCHEME
AND APPLICATION FORM

**PROMOTION AND
DEVELOPMENT OF
TEA TOURISM
INFRASTRUCTURE IN ASSAM**



1. Introduction:

Since the discovery of tea in 1823, tea gardens have been an integral part of Assam's landscape. There are more than 800 tea estates in Assam. Assam tea and the tea estates of Assam have enormous tourism prospects. However, potentiality of tea tourism has remained unexplored in its actual terms. Tea gardens of Assam with their lush greenery, iconic bungalows, the tanned ethnic people with their distinct rhythmic music and dance carry potentialities to attract both domestic and international tourist interests and can present a magnificent revenue opportunity to the state. Considering the enormous potentiality of tea tourism in Assam, it is proposed to develop 50 selective Tea Gardens as Tourism destinations in a Mission Mode approach.

Development of tea tourism in Assam, besides sustaining the environment and preserving the heritage and culture, will benefit the state by creating employment opportunities and boosting rural economy.

Considering the huge potentialities of tea tourism in Assam, 50 iconic Tea Gardens throughout the state will be selected based on the criteria set in this guideline to make them attractive tourism destinations.

2. Name of the Scheme:

**Promotion and Development of Tea Tourism Infrastructure
in Assam.**

3. Administrative Department:

Tourism Department, Government of Assam

4. Implementing Agency:

Assam Tourism Development Corporation Ltd., Assam (ATDC)

5. Implementation Year:

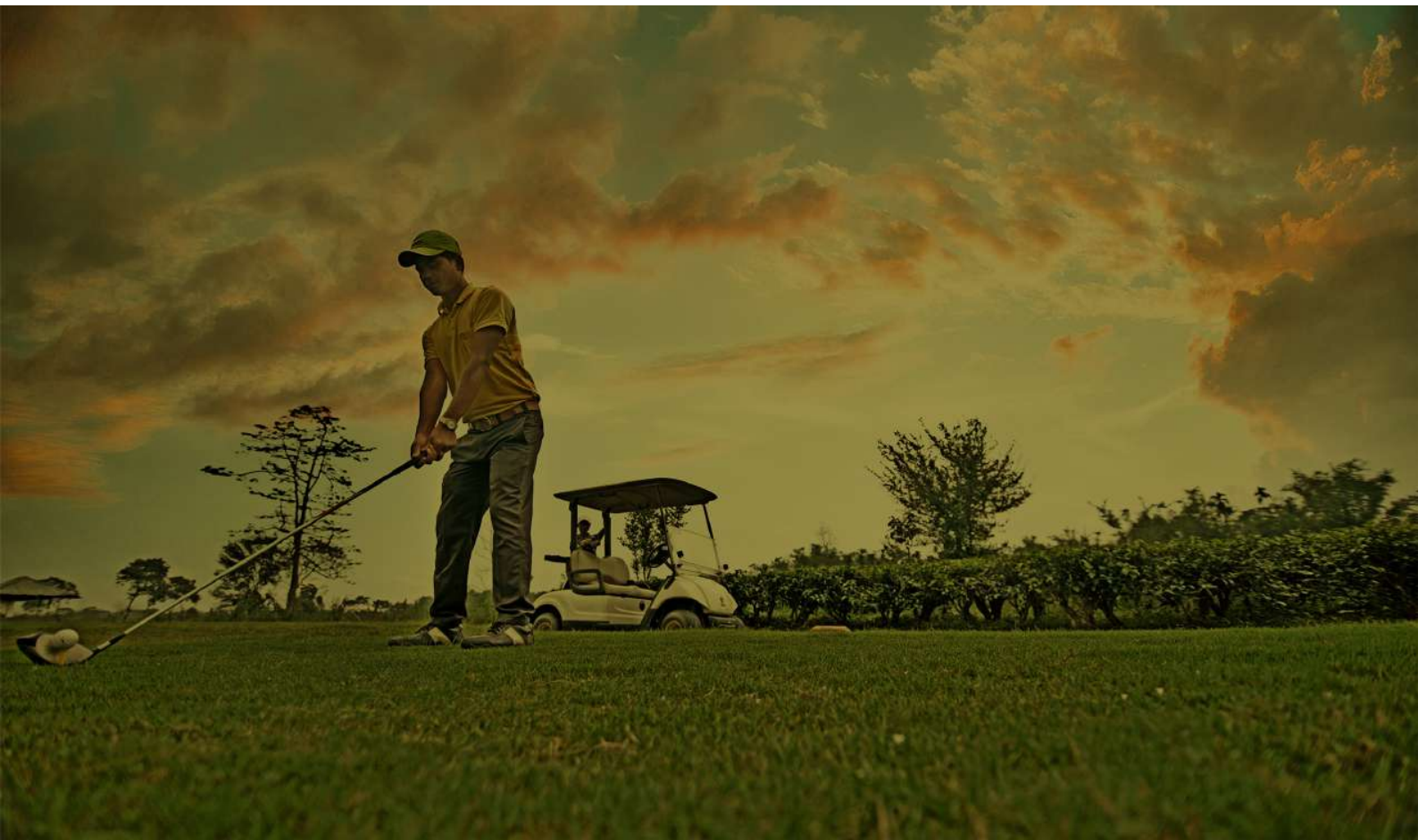
2022-23, 2023-24



6. Components of the Scheme:

All components to be undertaken under the scheme will be need based. Moreover, the probable activities under the scheme may be as follows:-

- a) Renovation of heritage bungalows.
- b) Renovation of heritage tea guest houses.
- c) Renovation of front side of tea garden depicting all modern tea tourism implications.
- d) Dining hall/cafeteria with all modern amenities.
- e) Development of swimming pool/spa as part of facility.
- f) Facilities including angling, boating and water fountain etc.
- g) Recreation facility/yoga centre.
- h) Development of golf courses.
- i) Installation of solar lights.
- j) Involvement of local youths in proposed tea tourism activities to be developed.
- k) Facilities like tea testing shall be developed.
- l) Any other facility deemed fit to be incorporated for boosting tea tourism.



7. Pattern of Assistance:

The pattern of assistance or sharing pattern under the scheme is 50:50 (Government's share: Beneficiary share). The selected Tea Gardens will be the beneficiaries under the scheme, with upper ceiling of Rs 2 crore as Govt. Share.

8. Background of the Scheme:

The term “tea tourism” will broadly include the overall experience of tourists in the midst of a tea garden or estate, with accommodation facility in iconic bungalow with modern amenities. Scope of the scheme will include trekking in the natural beauty of a lush tea garden, undertaking a tea- testing session, visiting a modern tea factory and even trying one's hand at plucking tea leaves etc.

In the budget announcement for the Financial Year 2022-23, an amount of Rs.50 crore has been earmarked for the promotion and development of Tea Tourism.

- To up-grade the existing tourist infrastructures of the Tea Garden.
- To encourage private tea companies for promoting tea tourism in the State.
- Developing modern amenities to attract tourists all over the world.
- To develop well coordination amongst the tea stakeholders including state tourist operators for a flourishing tea –tourism.
- To promote tea tourism promotional activities hugely such plucking of tea leaves, go on nature walks, trekking and rafting and even play of golf, etc.
- Focusing cultural and socio-economic scenario of Tea Tribes of Assam worldwide for tourist attraction.

9. Criteria of Selection:

While selecting the tea gardens for boosting tea tourism in the state, following selection criteria would be followed-

- i. Private Tea Garden companies' Garden owner can apply.
- ii. If the tea garden is on lease, then, lease holder can also apply subject to lease period in hand being a minimum 15 years from the date of application.
- iii. Tea Garden company/Garden owner/ lease holder must be willing to undertake tea tourism scheme.
- iv. Tea Gardens which are iconic/heritage will be preferred.
- v. The ideal size of the tea garden should be 50 hectares and above. In case of hill district, ideal size may be reduced to 25 hectares.
- vi. Tea Gardens must be free from all kinds of dispute, free from encroachment and industrial pollution.
- vii. Tea Gardens situated nearest to the reserved forest, wild life sanctuaries and National Parks as well as other existing major tourist destinations/circuits, will be preferred.
- viii. Tea gardens which have much more existing tourist infrastructures especially iconic bungalow, golf court, etc. shall be preferred.
- ix. Assistance will be given only for renovation of iconic bungalows and newly created tourism infrastructures.
- x. Each individual tea garden meeting the eligibility criteria will apply for benefit under the scheme and come up with a presentation on proposed infrastructure to be developed along with estimated cost to be presented before the Selection Committee.
- xi. A physical inspection of the short listed gardens to verify the feasibility will be conducted by Assam Tourism Development Corporation (ATDC) before final selection.
- xii. For employment purpose in tea tourism related activities dependent of Tea Garden workers will be given preference.
- xiii. Local traditions like food, attire, handicrafts will be promoted.

10. Documents to be submitted:

- i. Proper Land documents of the tea garden.
- ii. Lease agreement in case of tea garden on lease.
- iii. Copy Site plan etc. of the tea garden.
- iv. A self-contained proposal on Tea tourism clearly indicating the works to be done for making the tea garden as tea tourism spots so that all the recreational infrastructures are highlighted.
- v. Undertaking pertaining to compliance of all the norms and/or provision of the implementing Guidelines.
- vi. Balance sheets of the tea garden for last five years to be duly certified by the CA.
- vii. Financial soundness certificate.

11. General Terms and Conditions:

- Tea garden authority will have to agree to make use of existing guest houses/ bungalows with necessary renovations if required for accommodation of tea-tourists.
- The selected tea garden authority will have to be agreed to enter into an agreement with the implementing agencies i.e. ATDC Ltd. to comply with the guidelines.
- Any new civil construction related to tourism will have to be done under the technical guidance of an Expert Committee of Engineers and Architects appointed by ATDC.
- The selected tea gardens will have to agree to act as a Tea Tourism partner with Tourism Department, Govt. of Assam for promotion and branding of Tourism sector.
- No destruction of tea plantation area will be permitted.

12. Selection Procedure:

- Assam Tourism Development Corporation Ltd., will give wide publicity through open advertisement in daily newspaper, electronic media etc. as per the norms.
- The interested and eligible applicants shall apply in the prescribed format to be issued by the Managing Director, Assam Tourism Development Corporation Ltd., Guwahati and will submit the same along with all supporting documents as specified.
- The application shall be scrutinized with the following committee to be called as State Level Committee (SLC) for selection of Tea Gardens to be undertaken under the project. The SLC shall be constituted with the following members:

The SLC shall be constituted with the following members:

SL	Designation of the Officer	To be acted as
1	Senior most Secretary	Chairman
2	Any Secretary of Tourism Department	Member
3	Secretary, Industries	Member
4	Director, Tourism	Member
5	Managing Director, ATDC, Guwahati	Member Secretary

- Once scrutiny is done, a physical inspection of the sites will be carried out by ATDC.
- After scrutiny and physical inspection, the list of eligible tea gardens will be approved by the SLC for further implementation of the scheme.
- SLC will act as the Guiding Force in all aspects for effective implementation of the scheme.

13. Monitoring:

The scheme will be implemented by ATDC and monitored by SLC.

14. Fund Flow:

Funds i.e. Government's share will be released in three installments to the beneficiaries in the following manner.

A. First Installment:

First installment which is 20 % of the eligible subsidy under the scheme will be released on completion of 30% of the total estimated project work based on the progress report to be submitted by concerned Engineers of implementing agency.

B. Second Installment:

Second installment which is 40 % of the eligible subsidy under the scheme will be released on completion of 70% of the total estimated project work based on the progress report to be submitted by concerned Engineers of implementing agency.

C. Third and final Installment:

3rd and final installment i.e. 40% will be released after completion of the whole approved works and submission of final progress report, bill etc. duly certified by the concerned Engineers indicating that beneficiary tea garden has completed 100% project activities.

For release of the Third and final installment, following documents are to be submitted along with the fund release proposal:

- Submission of photographs of pre-development, during development and post development stage signed by site engineer.
- Submission of Geo-tagging records of the project (if applicable).
- Submission of 100% work completion reports.

Managing Director
Assam Tourism Development Corporation Ltd



APPLICATION FORM

for Promotion and Development of Tea Tourism Infrastructure in Assam

Assam Tourism Development Corporation Ltd.

4th Floor, Asom Paryatan Bhawan, A.K. Azad Road,
Paltan Bazar, Guwahati- Assam 781008.

Tel : 0361 263 3654

Photograph
of
the applicant

(self-attached)

Ref. No. (For office use only)

1. Details of the applicant and Tea Garden establishment:

1-1	Name of the applicant				
1-2	Father's / Husband's name				
1-3	Designation of the applicant				
	AADHAR of the applicant				
1-4	Communication Address				
1-5	Contact No's of Key personals Telephone No. (Landline)		Mobile No.		
1-6	Email:				
1-7	Management of the Garden	Individual/ Family owned		Company Owned	Lease
1-8	If the garden is on lease, lease period remaining from the date of application (With Supporting documents)				
1-9	Website				

2. Details of the Tea Garden:

2-1	Name of the Tea Garden				
2-2	Address of the Tea Garden				
2-3	Total Area of the Garden		Area Under Cultivation		
2-4	Year of Establishment (Provide documentary evidence)				
2-5	Years of continuous operation (Provide documentary evidence)				
2-6	Located in Hills or Plains				
2-7	If Bungalow is available				

2-8	Tea factory available (operational)	
2-9	Other Infrastructure (Please specify)	

3. Geographical Information

3-1	District	
3-2	Police Station	
3-3	Post Office	
3-4	Co-ordinates of the Tea Garden	Longitude Latitude
3-5	Nearest Wild life Sanctuary, National Park, Existing Major Tourist Destination/Circuit (with Distance)	
3-5	Nearest Major Town/ City (With Distance)	
3-6	Nearest Highway (Number and distance)	

4. Details of the Bungalow:

4-1	Year & Age of the Bungalow: (Provide documentary evidence)	
4-2	Type of the Bungalow	
4-3	Area of House in sq.ft.	
4-4	Area of Open space in sq.ft.	
4-5	Parking facility	
4-6	No of Rooms	
4-7	Swimming Pool	
4-8	Golf Course	
4-9	Tea tasting facility	
4-10	Cafeteria	
4-11	Other Tourist Facilities (Please specify)	

5. Details of Available Rooms

No. of Rooms	AC Rooms	Non-AC Rooms	Size of the Room (sq.ft)	Attached Bathrooms	Other facilities in room
Room-1					
Room-2					
Room-3					
Room-4					
Room-5					

6. Distance of Tea Garden in Kms. from:

	Place	Name	Distance (Km)
6-1	Airport		
6-2	Railway Station		
6-3	Central Bus Stand		
6-4	Police Station		
6-5	City / City Centre		
6-6	Other (e.g. Bank, Hospital etc.)		

7. Attractions/Places of Interest in close proximity (with min 3 photos):

ATTRACTIONS	DISTANCE	BRIEF DESCRIPTION
	K.M.	
	K.M.	
	K.M.	
	K.M.	

8. Write up on special features of your Tea Garden (200 words) : .

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9. Proposed Infrastructure to be built:

SI No.	ITEM	BRIEF DESCRIPTION	QUANTITY	AMOUNT
10-1				
10-2				
10-3				
10-4				

10. Brief about the project proposal: (500 words)

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11. Specify how the proposed project will promote ethnic culture of Assam:

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12. Specify how the proposed project will involve local youths and generate employment:

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13. Specify how the proposed project will handle waste management and use Green energy:

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14. Govt. of Assam will contribute 50% of the Project cost as capital subsidy with an upper ceiling of Rs 2 cr. How will you raise the balance 50% fund? Please specify with supporting documentary evidence.

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I hereby certify that the information above is true and accurate. In addition, I hereby agree to compensate any claims coming from the guests for dissatisfaction of the services rendered.

Signature of applicant	
Name	
Date	

Check List to submit the documents:

1. Self-attached photocopies of the following Documents and Certificates (tick \checkmark) have to be submitted with the form:

i)	Aadhar Card	ii)	Pan Card	iii)	Land document	iv)	Site photographs
v)	Tourist place photos	vi)	Passport Photos	vii)	Roadmap	viii)	Demand Draft of Rs.5000/-
ix)	Photocopy of Form	x)	Envelope	xi)	Financial documents.	xii)	Lease agreement (If applicable)
xiii)	A self-contained proposal	xiv)	Financial Soundness certificate	xv)	Balance sheet and P&L Account of the Tea Garden duly certified by the CA.		

Notes:

- **Voter, PAN & Aadhar card:** Identity documents of applicant
- **Roadmap:** A sketch or snapshot of Google Map, showing the way to the location from a nearest prominent place or from the main road.
- **Land document:** certified copy of deed/land document(patta/namjari)
- **Tourist place photos:** proximate tourist attractions/place of interest photographs
- **Site photographs:** the desired location for photographs
- **Demand Draft :** Demand Draft of Rs. 5000/- (Non-Refundable) with the Form in favour of Managing Director, Assam Tourism Development Corporation Ltd., Guwahati.
- **Passport Photos:** 1 copy self-attached photograph stick on form and two other photographs self-attached along with Form No. on backside to be pinned with form.
- **Photocopy of form:** need two sets forms (1set original + 1set photocopy).
- **Envelope:** 1 no. self-addressed envelope.

Date : _____

Place : _____

Applicant Signature

We received the duly filed-up Application Form with all the above documents, except documents mention at, and verified with the original as per the guidelines.

FOR OFFICE USE ONLY

Signature of the Designated Officer for Recommendation

All the required documents received

Total payment received _____ Receipt No.

Declaration / undertaking:

I, Shri / Smti.....

son / daughter / wife of Designation:.....

Organisation:.....

vill.....PS.....PO.....District, do

hereby declare that,

1. The particulars as given herein above are true and correct to the best of my knowledge.
2. I or anyone of the promoters or directors have not availed any financial loan / assistance for any Govt. sponsored Scheme under Tourism Department.
3. There is no criminal case pending against me or any other promoter or Director of the company in any court of law.
4. I also declare that if any particular(s)/information is found to be incorrect, it will result in cancellation of this application and/or cancellation of any financial assistance under this scheme or such other action as may be deemed fit by the State Govt. of Assam, Tourism Department/ATDC Ltd.; Tea garden authority will have to agree to make use of existing guesthouses/bungalows with necessary renovations if required for accommodation of tea-tourist.
5. If selected I/we agree to enter into an agreement with the implementing agencies i.e. ATDC Ltd. to comply the guidelines. We agree that any new civil construction related to tourism will have to be done under the technical guidance of an Expert Committee of Engineers and Architects appointed by ATDC.
6. Once selected we agree to act as a Tea Tourism partner with tourism department, Govt. of Assam for promotion and branding of Tourism sector.
7. I further declare that in the event of my selection for eligibility under the scheme and sanction of margin money assistance/subsidy to me, I shall abide by the rules and regulations and also terms and conditions which may be stipulated by the State Govt. in the Tourism Department/ATDC Ltd.

Date :

Place :

Signature :-

Name of the applicant:-

Designation:

Organisation:

N.B.: **The Application Form** duly filled- up with all relevant certificates and testimonials **must be submitted** on a date during the period **from..... To** on working days.

Office Use only

Date of Inspection _____ Inspection Status _____

Remarks _____

I recommend / not recommend this existing Tea Garden for the scheme Promotion and Development of Tea Tourism Infrastructure in Assm.

In charge Officer

Date

