

# **SELECTION OF DEVELOPER**

**FOR**

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

**VOLUME III – PROJECT INFORMATION MEMORANDUM**

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**Jharkhand Tourism Development Corporation Limited  
5, Mahatma Gandhi Marg, Main Road, Ranchi - 834001  
Phone No: +(91) - 651 - 2331828, 2331643  
Email: [jtdcltd@gmail.com](mailto:jtdcltd@gmail.com)**



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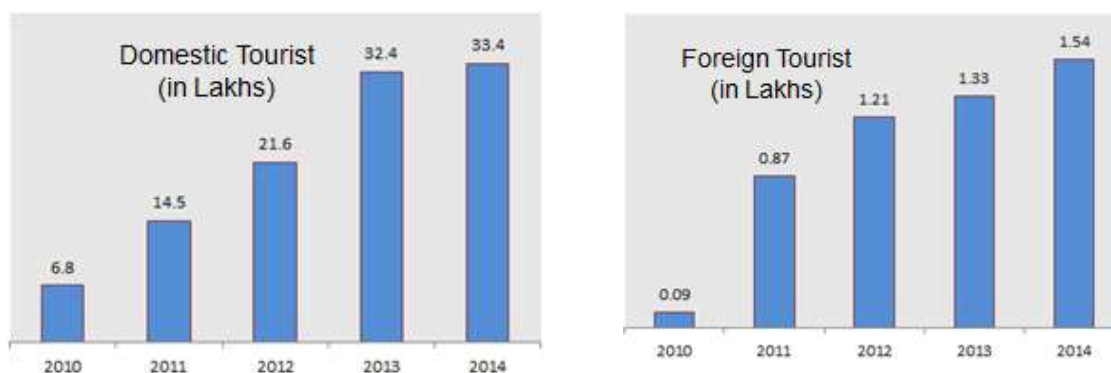
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## 1. Project Background

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, Bagodar is situated about 8 km from Harihara Dham Mandir which has biggest Shivalinga in the world, about 65 ft. in height. The subject property is located on NH-2 (Grand Trunk Road) highway. The property has easy access to major temples in the region.

*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 1: Property location



Figure 2: Way Side Amenities, Bagodar

The property is surrounded by the major temples at commutable distance. Due to this, there is a footfall of families and pilgrims during the festive seasons. However, the property requires some basic investments viz. television sets; surveillance cameras, replacement of old and repaired air conditioners and other minor upgradation of infra works.



Figure 3: Major temples and other tourist attraction spots



Harihara Dham Mandir



Sai Baba Mandir



Durga Mandir



Shri Panchamukhi Hanuman Mandir



Usri Falls



Topchanchi lake

## 2.2. Connectivity

The property is located on NH-2 (Grand Trunk Road). The following table summarizes the distance of major locations near the property:

Table 1: Distance of Major Centres

No	Destination	Distance (km)
1.	Parasnath	25
2.	Giridih	60

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No	Destination	Distance (km)
3.	Ranchi	150
4.	Patna	200
5.	Kolkata	330
6.	Birsa Munda Airport, Ranchi (nearest Airport)	150

### 2.3. Property Details

Way Side Amenities, Bagodar 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 eleven rooms, one dormitory (capacity – 10), store room, kitchen & restaurant in the ground floor. A part of the plot will be subsumed in the ongoing expansion of NH-2. Apart from above, there are four kiosks.

Figure 4: Property Images



Property



Main Building



Parking Area



Kiosks



Non-veg Restaurant



Veg – Restaurant

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### 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 temples around the property</li> <li>• No other as such property is present which may increase the tourist stay</li> </ul>	<ul style="list-style-type: none"> <li>• Property doesn't have any surveillance cameras</li> <li>• Improper working of air-conditioners</li> </ul>
Opportunities	Challenge
<ul style="list-style-type: none"> <li>• Pilgrimage packages can be developed</li> <li>• Rural tourism can be tapped</li> <li>• Nature tourism packages can be developed</li> </ul>	<ul style="list-style-type: none"> <li>• Develop activities / options beyond dam</li> <li>• Road expansion</li> </ul>

*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
- 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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