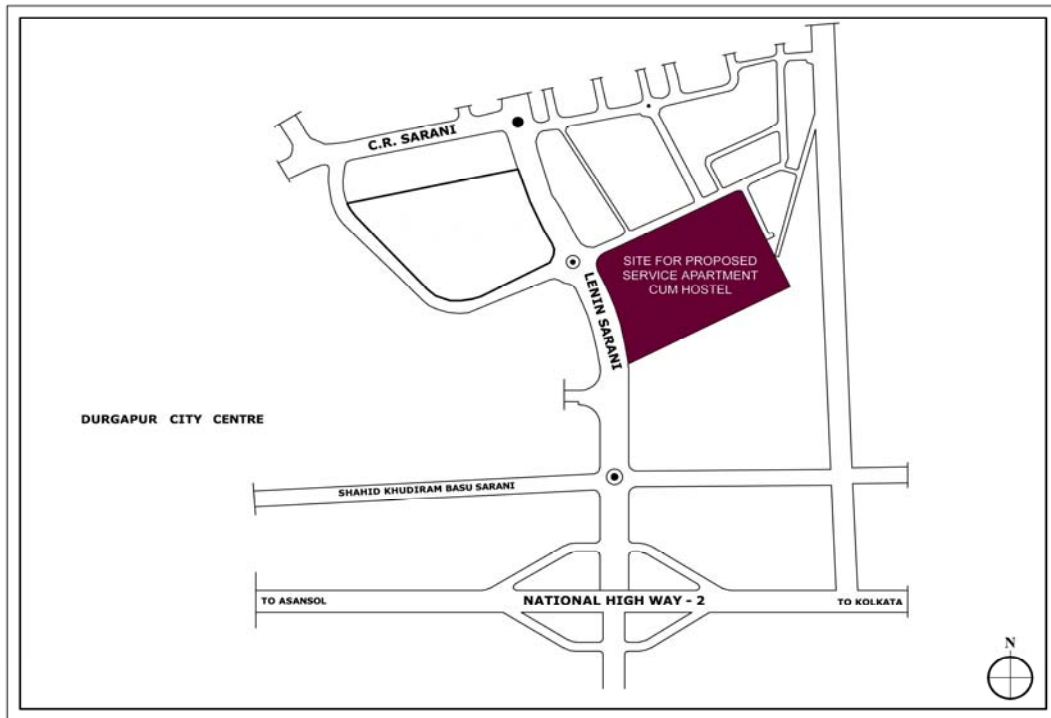


PROJECT INFORMATION MEMORANDUM

DEVELOPMENT OF HOSTEL AND SERVICE APARTMENT COMPLEX AT DURGAPUR, WEST BENGAL



ASANSOL DURGAPUR DEVELOPMENT AUTHORITY (A STATUTORY AUTHORITY OF THE GOVT. OF WEST BENGAL)

ASANSOL HIGHWAY SUBDIVISION COMPOUND, ASANSOL-4, BURDWAN
PHONE : 0341-225377, FAX: 0341-2257379

1ST ADMINISTRATIVE BUILDING, CITY CENTRE, DURGAPUR-713216, BURDWAN
PHONE: 0343-2549018 FAX: 0343-2546665

TABLE OF CONTENTS

1. Introduction

- 1.1 Scope of the document
- 1.2 Bardhaman District – Demography
- 1.3 About Durgapur
- 1.4 Asansol Durgapur Development Authority

2. Hostel & Service Apartment - A Business Opportunity

- 2.1 Rationale for Hostel
- 2.2 Rationale for Service Apartment

3. The Proposed Project

- 3.1 Location
- 3.2 Land
- 3.3 Scope of Work
 - 3.3.1 Basic Objectives
 - 3.3.2 Technical Details

4. Implementation Structure

- 4.1 Project Sponsor
- 4.2 Terms and Conditions
- 4.3 Role of the Lessee
- 4.4 Eligibility
- 4.5 Bidding Process
- 4.6 Evaluation Criteria

5. Contact Details



1. INTRODUCTION

1.1 SCOPE OF THE DOCUMENT

The Project Information Memorandum provides details of the proposed Hostel and Service Apartment complex that is planned to come up in a prime locality near Durgapur City Centre. The Asansol Durgapur Development Authority are the project sponsors and the proposed complex will be designed, developed, financed, operated and managed by the selected private entity.

1.2 BARDHAMAN DISTRICT - DEMOGRAPHY

Total population of Bardhaman district as per 2001 census was 6.89 million which is 4th highest among the districts in West Bengal (W.B.). The density of population is also extremely high in Bardhaman with 982 persons per sq.km (903 in case of WB). The decadal growth rate of the district is 13.96% (17.77 in case of WB).

1.3 ABOUT DURGAPUR

Located in the Bardhaman district of West Bengal, Durgapur is the focal point of the industrial activity of the state. The city was the dream child of the great visionary and ex Chief Minister of West Bengal, Dr. Bidhan Chandra Roy. Although history of Durgapur dates back to 15th and 16th century, the place got its name and recognition post independence. The town was designed by famous architects Mr. Joseph Allen Stein and Benjamin Polk, and thus has derived recognition as one of the most well planned cities in the country.

Durgapur is the home of Durgapur Steel Plant, one of the oldest steel plants in the country. Other than DSP, other industrial units located in the area include – Alloy Steels Plant (commissioned 1965), Durgapur Projects Ltd. (established 1961), Mining and Allied Machinery Corporation, Alstom Power Boilers, Hindustan Fertiliser Corporation, Philips Carbon Black Ltd., Adhunik Corporation Pvt. Ltd.,

Indian Oxygen Ltd., West Bengal Cement Works of Larsen and Toubro, Bharat Ophthalmic Glass Ltd, Durgapur Cement Ltd. (now Birla Cement) (established 1975), Graphite India Ltd. (established 1967), Durgapur Chemicals and many others.



Durgapur has got some inherent pull factors that have facilitated economic growth in the region.

- | | |
|--------------------------|--|
| • Strategic Location | • Quality Infrastructure |
| • Excellent Connectivity | • Dynamic Institutional Framework |
| • Skilled Workforce | • Good Social Infrastructural Facilities |

In more recent times, Durgapur and its adjoining areas have seen a phenomenal interest by the sunrise industries such as IT, as well as renewed interest in the traditional industries such as sponge iron, castings, rolling mills etc. The large number of industrial and social establishments, the increasing population and overall regional development have resulted in a demand for better and affordable social infrastructure in the areas of retail, education, healthcare, housing and hospitality services.

1.4 ASANSOL DURGAPUR DEVELOPMENT AUTHORITY

Most of the recent developments in Durgapur have been initiated and facilitated through the continuing efforts of the Asansol Durgapur Development Authority (ADDA). It has been involved in improvement of both the physical and social infrastructure in the area and has also undertaken Comprehensive Area Development Schemes for developing business and commercial facilities.

Keeping in mind the need for comprehensive, quality and affordable facility for the huge number of migrant population in the region, ADDA has initiated efforts to establish suitable Hostel Complexes for the migrant students and working executives / businessmen as well as Service Apartments primarily for the executives and their families staying in the region on both long term as well as short term basis.

2. HOSTEL AND SERVICE APARTMENTS – AN OPPORTUNITY

2.1 RATIONALE FOR A HOSTEL COMPLEX IN DURGAPUR

The project envisages development of separate hostels for students and working people. The demand for hostel accommodation in Durgapur would depend upon the increase in number of educational institutions, industries, increase in migrant population and availability of hostel facilities in the existing and upcoming educational institutions.

There is a huge influx of population from other parts to the ADDA region because of boom in mining, other industrial activities and resulting in rising number of educational institutions and other social infrastructure in the area. Presently around 15% of the population in this belt is migrant population.

The following paragraphs highlight the present and future demand of Hostel facilities in Durgapur which is an indicator for the successful operation of the proposed Hostel Complex.

Academic Hostel

The Durgapur-Asansol region is fast emerging as an educational hub. The National Institute of Technology, Institute of Advanced Technology & Management, B.C. Roy Engineering College among others are some of the renowned institutions in the region attracting students from all over the State and beyond. Apart from these, a large number of institutions offering professional courses in engineering, medical and management have come up in the region. The Asansol-Durgapur Development Authority is striving to make the region an important educational centre not only in West Bengal, but also in the entire eastern India.

In its Budget for the year 2008-09, the State government has planned to double the enrolment in technical and management institutes over next three years to cater

growth achieved by the State in industry, agriculture and allied sectors and services. Further there is a proposal to open new educational institutions for different levels of courses and introduce morning and evening sessions in the existing ones for increasing enrolment by 100% in next three years. There is also a plan to increase the outlay for Technical Education and Training Department by about 150%. The Durgapur region is expected to leverage the proposed opportunities in technical and management education to further its objectives of becoming a prime centre of excellence in higher education.

In view of the above, many new engineering, medical and management institutes are expected to be set up in Durgapur and there would also be an increase in capacity of the



existing institutions in the coming years. This would attract students from the state and rest of India to Durgapur in an increased manner resulting in a large demand for hostel rooms and other modes of accommodation for students. At present, though many of the educational institutions in the city have their own hostel facilities yet they are unable to fulfil the accommodation needs of all the students. Hence the students generally have to resort to Budget Guest Houses / Mess / Paying Guest facilities available at Durgapur for their stay. An illustrative list of Guest Houses offering such facilities in the region are given below:

- Ananya Guest House
- Shankar Lodge
- Rajasthan Guest House
- Nirmala Guest House
- Sushama Guest House
- Kanishka Lodge
- Trinayani Lodge

However, these residential accommodations are not suitable for the students due to the following reasons:

- Guest Houses / Mess / PG accommodations are unable to provide perfect hostel ambience for the students as there is no separate wing for students and the working people. Besides, rates are also higher than academic hostels.

- Lack of provision of minimum facilities required by the students viz. library, internet access, cafeteria, common room etc

Hence, the set up of a dedicated hostel complex at a prime location within Durgapur is in great demand which will not only cater to the accommodation needs of the students but also provide them with the minimum facilities required for a normal academic life.

Further setting up of new educational institutions would also increase the demand for hostel accommodation in the city which can be catered by the proposed hostel. There are students who do not prefer to stay in campus hostel to have a separate environment to study peacefully. Hence a separate hostel complex can be a good option for these students.

A further factor for increase in the demand of hostel facilities both of students as well as business executives is the large number of new IT/industrial parks being set up which is expected to generate its own demand on social infrastructure. While much of it may be met out of planned additions to the housing stock, any residual shortages both for students and single business executives would make such hostel accommodation very attractive.



Hostel for Service-holders & Businessmen

Due to increased industrial activity in and around Durgapur the number of single as well as migrant working people and business persons in the city is also on rise. Their staying period in the city is generally long and presently they either stay in rented flats or PG accommodation or guesthouses. But above facilities become unsuitable for the working class due to following inherent disadvantages:

- Rented flats are costly and in most of the cases the landlord demands some months rent in advance.
- Paying guests have to follow some restrictions as imposed by the landlord. Also option for food menu is very limited.
- Though limited numbers of Guest houses are available, working people can hardly relax there due to unmatched time schedule and lifestyle of other class of people, viz. students, staying in the same place.

2.2 . Rationale for Development of Service Apartments

Going by the economic and industrial development in and around the city during last five years and with a number of large projects in the pipeline it is evident that there will be a considerable inflow of manpower to the city. Many of these projects will also require joint ventures, foreign collaboration and foreign technology agreements. Thus a large number of engineers, technicians, architects, consultants and other business executives from India and abroad will

The proposed Hostel would meet the budget accommodation needs of working class and businesspersons mainly single and stationed in Durgapur for a reasonably long time. Working people and businesspersons coming from outside on company assignment for long duration would also prefer to stay in the executive hostel. This type of hostel would provide an informal environment, as hostels do not usually have the same level of formality as hotels.

The hostel would provide a safe and secure accommodation to its residents at an affordable price. Besides this the proposed hostel would also have many other facilities like cafeteria, laundry services, common room for games, access to medical facilities, business centre etc.

have to visit the city for rendering their services to these projects. To complete their assignments these people will have to stay in the city for some time, the period may be short or long depending upon the nature of assignment. This will increase the demand of accommodation in the city, as these people will either stay in hotels, guesthouses or other rented accommodation. An illustrative list of Hotels at Durgapur is given below:



List of Hotels at Durgapur

- Hotel Luxor Pvt Ltd.
- Hotel Kasino International
- Hotel Kohinoor
- Hotel Palace
- Peerless Inn
- Hotel Paradise
- Hotel Rajmahal
- Hotel Reliance
- Hotel Swapan
- Kohlis Hotel
- Kwality Hotel
- Prantika Hotel
- Qaisor Hotel
- Radha Hotel
- Hotel Raj
- Hotel Sarathi
- Hotel Shankar
- Riviera
- Hotel Baskopa Inn



With most of the companies putting a cap on the travelling and accommodation spending of their employees, demand for budget type of accommodation has increased considerably. While hotels such as Peerless Inn cater to the high end segment, others like Ginger provides good quality budget services but may be uneconomical for companies to bear on a long term stay of executives. Besides there

are also some premium guesthouses and rented flats offered by some high end real estate operators at City Centre catering to business visitors and other tourists. However, these accommodations are relatively expensive and hence visitors cannot afford to put up at these places when the period of stay is long. Furthermore long-staying guests can get uncomfortable cooped up in hotel rooms and long for their home.. This is where the concept of service apartments comes into the forefront. These apartments are more convenient and economical for short, medium or long stays and temporary assignments and services availed can be personalised. These would be fully furnished apartments with access to all general utilities, facilities and services available in a hotel or more and which can be customised to the needs of the occupant. Thereby the person enjoys privileges of a hotel stay in a domestic ambience at affordable rates. S(he) can indulge in cooking and other favourite home pastimes and live a homely life but away from home. There can be savings of 30 to 50% as compared to hotels. Due to substantial saving in costs and customised services as compared to hotels and guesthouses the corporates prefer hiring service apartments for their executives if the period of stay is long.



As seen from the preceding paras there will be fairly good demand for budget accommodation rendering good services in the backdrop of increased industrial activity in the city.

Serviced/studio apartments would be a totally new concept for the city. Players developing and setting up these apartments would definitely get the advantage of first

movers. The companies having their offices and factories in Durgapur can purchase/ take on long-term lease or rent apartments in these apartments for their executives coming from outside on company assignments and their families. Individuals like consultants, technicians; executives' etc. coming for long stays can get an apartment on rent and stay as long as required.

3. THE PROPOSED PROJECT

3.1 LOCATION

Site Location

The property proposed for development has coordinates of 23°31'41'' N and 87°19'15'' E. It is situated very close to City Centre area of Durgapur.



Site Accessibility

The site has got excellent connectivity due to proximity to National Highway No 2. Internal roads leading to the site are motorable. The distance of the site from other important nearby locations, and administrative buildings of the city are given below:

Sl. No.	Locations	Kms (approx)
1.	Durgapur City Centre	3
2.	ADDA Office	3
4.	Proposed Aerotropolis	13
3.	Asansol	40
4.	Bardhaman	63
5.	Bankura	12
6.	Durgapur Rail Station	4
7.	National Highway - 2	1
8.	Bus Terminus	3

Land Area

The total area of the land is more or less **9.23 acres**.

Present Condition of the site

At present there are two hostel buildings on the plot. The ordinary hostel building is two storied with about 60 rooms and also has a common hall and a garden. The executive hostel building is three storied with around 90 rooms and a garden. Both the structures are in a dilapidated condition. Demolition of the whole property / structures may be necessary to develop standard facilities for Hostels and Service Apartment.

Site Photographs



3.2 SCOPE OF WORK

3.2.1 BASIC OBJECTIVES

The proposed Hostel & Service apartment complexes are envisaged to provide the following minimum facilities -

Hostel Complexes

- Segregated hostels for academic students and working executives / businessmen.
- 24x7 of power & water supply
- Facilities to include:
 - a) Furnished Rooms / Dormitories
 - b) Restaurant cum Cafeteria
 - c) Reception
 - d) Common Room
 - e) First Aid / Medical
 - f) Library
 - g) Internet access.
 - h) Safe Deposit lockers.
 - i) Garden & Landscaping
 - j) Fire fighting equipment.
 - k) 24-hr Security

Service Apartment

- Fully Furnished Units with / without AC
- Adequate space for living, dining, bedroom, kitchen, bathroom and balcony.(studio apartment type or otherwise)
- 24x7 of power & water supply
- Facilities to include:
 - a) Geysers, Telephone facility, T.V,
 - b) Health Club
 - c) Garden
 - d) Club Room
 - e) Banquette Hall
 - f) Restaurant & Cafeteria
 - g) Car Parking area
 - h) Doctor on Call
 - i) 24 hr Security etc.
 - j) Fire Safety
 - k) Reception & Travel desk.

3.3.2 TECHNICAL DETAILS

Minimum Facilities	Hostel should have minimum of 150 rooms and Service Apartment should have at least 200 units / apartments. The project must be implemented within 24 months of date of signing the lease agreement.
Maximum permissible ground coverage	50%
Maximum permissible height (Width of front road more than 24 m)	1.5 X (width of means of access)
Maximum permissible Floor Area Ratio (Above 24.00 M.)	2.75



4. IMPLEMENTATION STRUCTURE

4.1 PROJECT SPONSOR

Asansol Durgapur Development Authority is the sponsor of the project.

4.2 TERMS

The Land will be allotted to the successful Bidder on a 99 years lease.

4.3 ROLE OF LESEE

Design, Build, Operate and Maintain the Hostel and Service Apartment Complexes.

4.4 ELIGIBILITY CRITERIA

The qualification criteria for the Bidder shall be as follows:

The Bidder shall be national or international individual, firm, company, non-profit organization (trust or society or section 25 company, as per Companies Act, 1956) or any combination of them in form of consortium who meets the following qualification

(a) Entities with experience of operating and managing Hotels / Hostels / Service Apartments / Guest Houses:

- Single Bidder or at least one member of the Consortium shall have experience of at least 3 years in operation and management of at least one Hotel / Hostel / Service Apartment / Guest house ; and
- The Single Bidder or a Lead Member of the Consortium shall meet following financial criteria
 - (i) Average turnover of at least Rs 15 crores in the last 3 financial years ending March 31, 2008.
 - (ii) Net worth of at least Rs 10 crores in the last financial year ending March 31, 2008.

(b) Entities with no prior experience of operating and managing Hotels / Hostels / Service Apartments / Guest Houses:

Net worth of at least Rs. 75 crores as on March 31, 2008, provided a clear implementation plan and engagement/ association with a competent agency is included in the proposal. Evidence of such engagement / association must be enclosed.



4.5 BIDDING PROCESS

ADDA intends to adopt a single stage two cover bidding process for selection of the successful bidder for the Project. The Qualification criteria and Technical Proposal shall be sealed in **Cover I** and the Financial Bid shall be sealed in **Cover II**.

Cover II of the submission shall only be opened for the Applicants satisfying all the following criteria taken together:

- Eligibility
- Responsiveness , and
- Technical Evaluation

Bid Schedule

Site Visit	March 20, 2009 at 11:00 Hrs
Pre- Bid Meeting	March 20, 2009 at 15:00 Hrs at ADDA Durgapur Office
Last date for receiving queries	March 25, 2009 at 15:00 Hrs at ADDA Durgapur Office or Consultant's Office
Last date of Submission	April 14, 2009 at 13:00 Hrs at ADDA Durgapur Office
Opening of Technical Proposal (Part I)	April 14, 2009 at 15:00 Hrs at ADDA Durgapur Office
Opening of Financial Bid (Part II)	April 21, 2009 at 14:00 Hrs at ADDA Durgapur Office

4.6 EVALUATION CRITERIA

The proposal of applicants satisfying the eligibility criteria and responsiveness test will be evaluated technically on the basis of the details given in the Concept Plan. The Bidders would be required to make a presentation of their Proposals to the Evaluation Committee, if required. The Evaluation Committee will carry out a detailed evaluation of the Proposals in order to determine that they are technically sound. In order to reach such a determination, the Committee will examine and compare the technical aspects of the Proposals on the basis of the information



supplied by the Bidders. The evaluation of technical proposal will be on pass/ fail basis with due justification for each case.

Financial Bid will only be opened for those Bidders adjudged as responsive and qualifying as per the decision of the Authority and will be returned un-opened for bidders not qualifying in technical evaluation. The bidder quoting the highest amount as per Financial Bid shall be declared as the selected Bidder.

5. CONTACT DETAILS

Chief Executive Officer,

Asansol Durgapur Development Authority,
1st Administrative Building,
City Centre,
Durgapur – 713216
Tel: (0343) 2549018
Fax: (0343) 2546665
Email: adda_durgapur@yahoo.com

Chief Executive Officer,

Bengal Srei Infrastructure Development Ltd.,
Trinity Plaza (5th Floor),
84/1A, Topsia Road (South),
Kolkata 700 046
Tel: +9133 3987 3917/3860
Mobile: 9830069788, 9830888419
Email: bengalsrei@srei.com

The Technical data and information provided in this document is only for providing general information and guidance to the potential bidders. ADDA or its Advisors and Consultants do not accept any responsibility or liability for its completeness and correctness, any errors, omissions, inaccuracies or errors of judgment with respect to information or data provided in this document. Prospective bidders should conduct their own investigation and analysis and check the accuracy, reliability and completeness of the information in this RFP and obtain independent advice from appropriate sources.

