



Uttarakhand Tourism Development Board
Pt. Deen Dayal Upadhyay, Paryatan Bhawan, Near O.N.G.C. Helipad,
Nimbuwala, Garhi Cantt, Dehradun – 248 003
Phone No.: +91 135 2559898
Fax No.: +91 135 2559988
e-mail: pppcel.utdb@gmail.com

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Subject: Expression Of Interest (EoI) for Operation of Caravan across the State of Uttarakhand

UTDB strives to place Uttarakhand on the tourism map of the world as one of the leading tourist destinations, and to make Uttarakhand synonymous with tourism. UTDB intends to develop innovative and niche tourism products across the state.

In this context, Uttarakhand Tourism Development Board invites Expression Of Interest (EoI) for Operation of Caravan across the State of Uttarakhand from interested entities.

Interested parties are invited for submitting EoI for Operation & Maintenance of Caravans across the state. Interested parties may seek clarification by writing to pppcell.utdb@gmail.com. Due to prevailing Covid-19 pandemic, Pre-proposal meeting shall be held online on 16/03/2021 at 12:00 Noon. Interested parties willing to participate in Pre-Proposal meeting are requested to share their intent of joining the meeting online on email: pppcell.utdb@gmail.com mentioning “**Pre-Proposal Meeting Expression Of Interest (EoI) for Operation of Caravan across the State of Uttarakhand**” so that meeting invite can be forwarded to them.

Based on the suggestions and inputs from the interested parties an appropriate selection process as per Uttarakhand Procurement Rules, 2017 and Uttarakhand PPP Policy 2019 will be initiated.

Please submit Expression of Interest (EOI) addressed to Chief Executive Officer, UTDB through e-mail pppcell.utdb@gmail.com before 5:00 PM on 06/04/2021.

Chief Executive Officer

1 UTDB Background

Uttarakhand Tourism Development Board advises the Government on matters relating to tourism in the State. The statutory board is chaired by the Tourism Minister Govt. of Uttarakhand. The Secretary tourism acts as Chief Executive Officer. The board also functions as Regulatory and Licensing Authority.

It's objective is to develop tourism as a major source of employment, income/ revenue generation and as a pivot of the economic and social development in the State.

Mission & Vision of UTDB

- To place Uttarakhand on the tourism map of the world as one of the leading tourist destinations, and to make Uttarakhand synonymous with tourism.
- To develop the manifold tourism related resources of the State in an eco-friendly manner, with the active participation of the private sector and the local host communities.
- To develop tourism as a major source of employment and income/revenue generation and as a pivot of the economic and social development in the State.

2 Project Objective

One of the key objectives of Uttarakhand Tourism Policy 2018 is to create and develop new tourism destinations and unique tourism products offering unmatched experience catering to various tourist segments. Also, Caravan is identified as one of the eligible tourism entities under Tourism Policy.

The specially built vehicles being used for the purpose of travel, leisure and accommodation is termed as 'Caravan'. One of the essential pre-requisites for Caravan tourism is the presence of sufficient Caravan Parks in the identified circuits. A Caravan Park is a place where Caravans can stay overnight in allotted spaces providing basic or advanced amenities and facilities.

Uttarakhand has vast lands at remote locations, which are unable to provide basic amenities and facilities to tourists. There is at present a growing demand for adventure, wildlife and pilgrimage tourism. This involves visiting and staying in remote areas, forests, and riversides. There is already shortage of accommodation at tourist destinations, especially in remote areas and in certain cases at places where a permanent construction may neither be permissible nor feasible. Such locations that may be accessed through

caravans will provide an unparalleled experience to tourists with an opportunity to observe nature closely. Caravan Tourism would attract a wide range of market segment including young people, families, senior citizens and international tourists.

To boost Caravan Tourism, UTDB is in process of notifying a policy. The key focus area of policy would be:

- Promoting responsible Caravan tourism as an unique tourism product, which will encourage tours at circuits/ destinations where adequate hotel accommodations are not available
- Enunciating guidelines and benchmarks on the operational requirements of the caravans, caravan parks, safety and security measures to be undertaken, site development processes, setting up of parking bays with essential services, toilet facilities, hygiene responsible standards and environment-friendly practices
- Promoting, facilitating and incentivizing development of the sector to effectively meet the growing demand, while ensuring adherence to quality, standards and safety norms
- Financial assistance scheme to encourage participation of the local community in the tourism related activities of the Caravan Parks for places identified as per Annexure 1 in Phase I.

Through this EoI, UTDB intends to invite Caravan Operators for operation and management of Caravans in the State. UTDB shall execute an agreement with interested operators.

3 General Rules & Guidelines

1. All caravans should employ a well-trained driver and caravan assistant to travel with the guests and should extend all necessary assistance and security to the guests.
2. On demand of the guest, Caravan Operator may be able to provide a well experienced cook on payment basis to travellers along with the caravans.
3. On demand of the guest, Caravan Operator should be able to provide tourists guides with thorough knowledge on the state and the destinations.
4. Caravan Operator should be able to provide all the necessary medical assistance to the tourists upon request or demand.
5. Caravan Operator should be able to provide all necessary provisions, grocery, water, and other aids to the caravans upon request.

6. Caravan operator should design a business strategy in order to generate revenue out of the Caravan parks and submit it to UTDB along with the proposal.
7. All the caravans should comply with all standards issued by Government of Uttarakhand / Government of India for vehicle design, safety and emissions. (https://tourism.gov.in/sites/default/files/2020-01/Guideline_8.pdf)

4 Caravan Park Sites and Site Visit

Interested parties are encouraged to examine the Project sites as listed in Annexure I in greater detail, and to carry out, at their cost, such studies as may be required for submitting their respective proposal of the Project. To schedule the visit, interested parties may write to pppcell.utdb@gmail.com with tentative schedule of their visit. Interested parties may suggest preferred locations/ land parcels for caravan park at the destinations listed in Annexure I.

5 Details to be submitted

- Company profile in format attached as Annexure II
- Project Proposal/ Concept
- Similar projects executed / being executed in Uttarakhand / India / overseas.
- Similar information regarding other members of JV / Consortium, if planned
- Approach and Methodology for project execution including approximate budgetary estimate and suggestions / comments.

Annexure I: List of Destinations

S. No.		Name of Place	District
Kumaun Region			
1		Narayan Nagar	Nainital
2		Jageshwar	Almora
3		Katarmal	Almora
4		Baijnath	Bageshwar
5		Dhikuli	Nainital
6		Kausani	Bageshwar
7		Chaukori	Pithoragarh
8		Mukteshwar	Nainital
9		Dhanachuli	Nainital
10		Pithoragarh	Pithoragarh
11		Birithi	Pithoragarh
12		Almora	Almora
13		Snow View Point	Nainital
14		Ramnagar Dam Barrage	Nainital
Garhwal Region			
15	Chardham Yatra Route	Asan Bairaj	Dehradun
16		Barkot	Uttarkashi
17		Phoolchatti	Rishikesh
18		Ganga Resort	Rishikesh
19		Maneri	Uttarkashi
20		Bhairoghathi	Uttarkashi
21		Tilwara	Rudraprayag
22		Rampur	Dehradun
23		Kaleshwar	Chamoli
25		Pandukeshwar	Chamoli
26		Badrinath	Chamoli
27		George Everest	Dehradun
29		Syalsaur	Rudraprayag
30		Lansdowne	Pauri
31		Guptkashi	Rudraprayag
32		Ukhimath	Rudraprayag

Annexure II: Details of Bidder

Details of the Bidder (Company)		
A.	Name of the Bidder	
B.	Address of the Bidder	
C.	Year of Incorporation	
D.	Registration Number & Registration Authority	
E.	Legal Status (Public/Private)	
F.	Name & Designation of the Authorized person to whom all references shall be made regarding this EoI	
G.	Telephone No. (with STD Code)	
H.	E-Mail of the Contact person:	
I.	Fax No. (with STD Code)	
J.	Website	
K.	Financial Detail (Organization's turnover of last three financial years)	FY XX-XX:
		FY XX-XX:
		FY XX-XX:
L.	GSTIN Number	
M.	PAN	