

Sector	Project Title
Tourism	Construction of wayside amenities

Project Description

There exists immense potential in tourism and travel sector in India in pilgrim tourism, cultural & heritage tourism, wildlife and adventure tourism, spiritual tourism, business tourism, medical tourism and other areas.



India has the world's 2nd largest road network which has length of 3.3 million km. Of the total road network, national highways constitute around 2% but they carry 40% of the total road traffic. Almost 70% of the total national highways are two lane or more. However, there is a significant shortage of organised wayside amenities on Indian highways. So far, NHAI has signed lease agreements with Reliance Industries Ltd. and Hindustan Petroleum Hindustan Petroleum Corporation Limited (HPCL) for establishing, operating and maintaining wayside amenities. Agreement with RIL is for two locations in Gujarat on Ahmedabad-Vadodara Expressway which are being operated and maintained by RIL. HPCL has been signed for eight locations in Rajasthan, Karnataka, Tamil Nadu Tamil Nadu, West Bengal Andhra Pradesh. Out of these eight locations, two wayside amenities on Jaipur Bypass Section of NH-8 in Rajasthan have been completed and become operational.



The proposed project envisages building and operating of similar way side amenities at various locations on national and state highways in Madhya Pradesh.

Project's Value Proposition

- The number of tourists arriving in India is set to increase in the near future. India has the potential to become the number one tourist destination in the world with the demand growing at 10.1% per annum. India's travel & tourism is expected to achieve annualized real growth of 8.8% in total travel & tourism demand to INR 7,027.7 billion (US\$90.4 billion) in 2014.
- Capital Investment spending on Travel & Tourism is expected at US\$ 34.7 billion in 2010 which is the 10th highest for an individual country in the world. The real GDP growth for travel and tourism economy is expected to achieve an average of 7.7% per annum over the next 10 years.
- Project advantages
 - Complete the total road sector infrastructure along with the good roads
 - Facilities to travellers
 - Additional revenue to the department and opportunity to the private sector to venture into a nearly virgin market

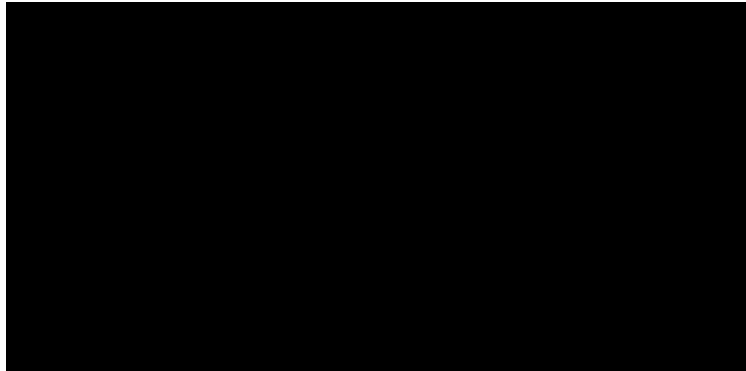
MP's value proposition

Madhya Pradesh - "Hindustan ka Dil" (Heart of India)

- MP is called the "Heart of India" considering the tourism attractiveness of the state.
- Madhya Pradesh is bordered by 5 states - Gujarat, Maharashtra, Rajasthan, Uttar Pradesh and

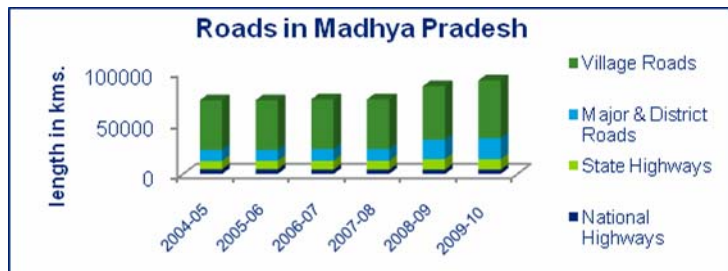
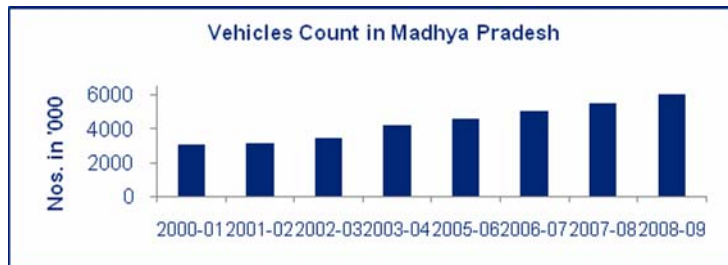
Chhattisgarh which makes it equally close to major tourist destinations from the North, South, East and West.

- Madhya Pradesh is home to extremely rich and diverse tourist attractions in Heritage, Wildlife, Pilgrimage, Leisure and Medical Tourism.
- Madhya Pradesh is home to religious / cultural heritage of Hinduism, Buddhism, Jainism and Islam
- Madhya Pradesh is endowed with natural beauty of spectacular mountain ranges, meandering rivers and miles and miles of dense forest.
- Madhya Pradesh has moderate climate, beautiful landscape, good law and order situation that add value to the attractions
- There are around nine major heritage locations in MP which are great tourist attractions
- There is more than two fold increase in the total tourist arrivals in MP in period just 4 years. Tourism sector has consistently contributed more than 16% to the NSDP of MP for the past 5 years.
- The present size of tourism industry in MP is Rs. 197.91 billion.



Road Network in Madhya Pradesh

- MP has total road length of 91968 km.
- There are in total 16 National highways of 4,670 km
- MP has 4th largest National Highways network in the country. Thus having ample scope of developing the way side amenities.
- Strategic routes of Delhi-Mumbai, Delhi-Chennai, Delhi-Bangalore, Delhi- Hyderabad pass through Madhya Pradesh
- NH connect the State to other major cities viz. Agra, Varanasi, Kanyakumari, Jaipur, Lucknow, Jhansi, Ahmedabad, Allahabad
- Convenient linkages to western ports i.e. Kandla Port, Jawahar Nehru Port Trust
- Vehicles count has risen from 30,00,000 in 2000-01 to 60,00,000 in 2008-09



Policy Initiatives

Madhya Pradesh State Tourism Development Corporation Ltd. is developing a new Tourism policy with a focus on promoting investments in tourism sector in the State. The upcoming policy will have provisions for providing excellent support / incentive to the developers / investors in Madhya Pradesh.

Project Specification

- **Project location** – These amenities are proposed to be constructed on national and state highways. One such wayside amenity will be constructed after every 50 km stretch on national highway and after every 40 km stretch on state highways. It is expected that about 270 wayside amenities can come up in Madhya Pradesh and at least 50% of the same are to be developed through private sector participation.
- **Facilities:** Each wayside amenity will have following facilities
 - Parking lots
 - Snack bar/Restaurant
 - Toilets
 - Rest Rooms for short stay
 - First aid
 - Telephone booths
 - Petrol pump/minor repair shop (optional)
 - Kiosks for sale of miscellaneous/sundry items
 - Landscaping
- **Business Model:** These facilities are proposed to be developed under PPP model. The required land for such facilities will be allotted by the state government. The private developer will be responsible for the construction, maintenance and operation of these facilities.
- **Project Cost:** The estimated investment in **each such facility is Rs. 10-20 Million**. Therefore the total project cost is **Rs. 2700 – 5400 Million**.

Project Contacts

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