

Chhattisgarh

A land full of surprises

Ongoing Initiative | Development of Hotel Chhattisgarh Johar

Development Parameters

Long tenure lease

Prime location at the centre of Raipur, capital city

Revenue generation

Asset monetization

Private investment in the tune of 300-400 cr.

Improved tourism infrastructure and services

Commercial & office space for Tourism Department

High return opportunity for private investors

Capital Investment Subsidy : up to INR 7 Crores



- ~ 5 acre site area, Land value: ~100 crore
- Airport: 9 km, Railway Station: 6.5 km
- Circle rate: INR 49,000/ sq. m (2022)

Components for development

- | | |
|------------------------|---------------|
| ▶ Hotel | ▶ Restaurant |
| ▶ Convention Centre | ▶ Club houses |
| ▶ Wedding Lawn | ▶ Service |
| ▶ Office Spaces | ▶ Apartments |
| ▶ Shops/ Bazar/ Kiosks | ▶ Others |

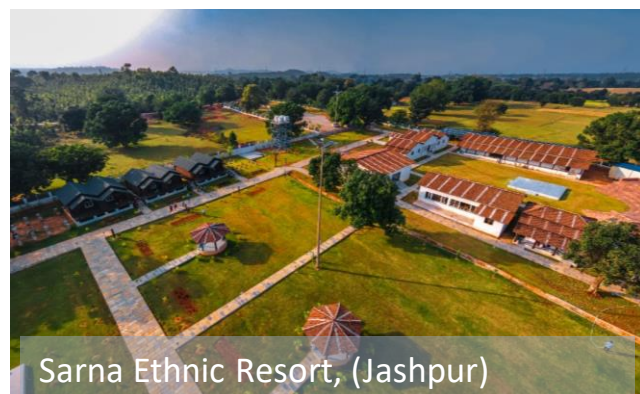


[Hotel Johar Term Sheet Link](#)

Ongoing Initiatives | Leasing of Operational Properties

Key Benefits (Promoter & Investor)	Tender for 10 properties floated
	Better O&M and quality services
	Revenue generation
	Asset monetization
	Bar license subsidy - Fee @ 4% value, INR 1 lakh
	Completely online & transparent Process
	Fast track process & quick decision making
	Attractive Base Prices
	Opportunity of O&M of existing & new assets
	Located on hilltop/ pristine areas/ tribal & forest areas/ near waterfalls

S.No.	Name of the Property	Key Features
1	Dandami Luxury Resort, Chitrakote	Beside Chitrakote waterfall
2	Dhankul Tourist Resort	Built in vernacular type highlighting tribal culture
3	Hill Maina Highway retreat, Nathiyanavagaon	Excellent location- NH 30, Identified for IOCL fuel station
4	Hotel Johar Sirpur	82 km from Raipur
5	Koinaar Highway Retreat, Kunkuri	Way side amenity on Highway
6	Johar Eco Resort, Kurdar	Located in forest on hill
7	Wayside Amenities, Maheshpur	Peaceful and tranquil location
8	Saila Resort, Mainpat	Surrounded by forests & hills
9	Sarna Ethnic Resort, Balachapur	Vernacular architecture style Identified for IOCL fuel station
10	Baiga Tourist Resort, Sarodadadar	Pristine area, on hilltop



Sarna Ethnic Resort, (Jashpur)



Dandami Luxury Resort - Chitrakote

Ongoing Initiatives | Land Leasing

Long
term
lease

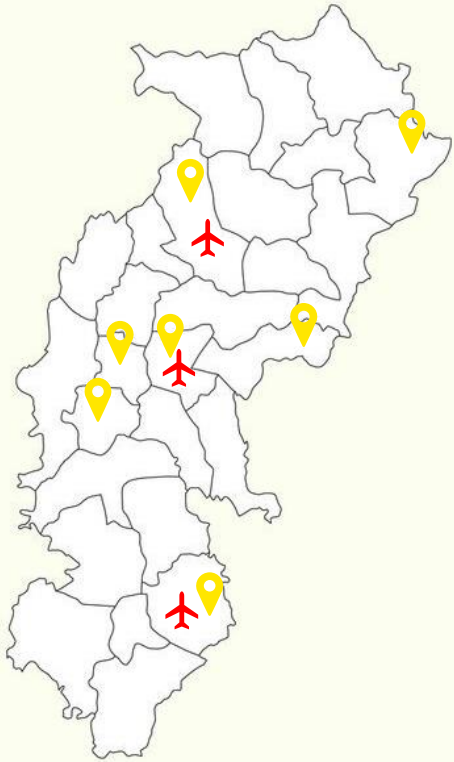
~ 150
acre &
prime
location

Online &
Transparent
Process

Revenue
Generation

Attractive
Base Price

Quick
Decision
Making



14 Land Parcels in 7 Districts

Permissible Developments

- Adventure/ Water Tourism
- Amusement/ Theme/ Water Park
- Arts & Craft Village
- Caravan/ Car Hire
- Convention centre
- Golf Course
- Ropeway
- Sound, Light & Laser Show
- Hotel/ Resort/ Motel/ Heritage Hotel/ Luxury Tent / 3* hotels & above/ Wayside Amenities
- Tourism/ Hospitality/ Aero Sports Training Institute
- Wellness Tourism

S. No.	Details of Vacant Land	Area (acre)	Km from Raipur	Km from Airport
1	Mayali, Jashpur	4.00	398 km	293 km
2	Tirtha, Bastar	16.99	289 km	38 km
3	Sirpur, Mahasamund	2.64	84 km	98 km
4	Sirpur, Mahasamund	6.64	83 km	97 km
5	Sirpur, Mahasamund	0.988	82 km	98 km
6	Saraipali, Mahasamund	2.56	177 km	163 km
7	Malhar, Bilaspur	20.00	142 km	30 km
8	Basni, Durg	16.05	40 km	57 km
9	Chandidihi, Raipur	1.30	10 km	26 km
10	Nagpura, Durg	1.334	50 km	69 km
11	Ratanpur, Bilaspur	2.00	158 km	37 km
12	Gamharia, Jashpur	2.00	424 km	136 km
13	Mana, Raipur	69.80	16 km	4 km
14	Tandula, Balod	2.00	98 km	106 km
Total		148.29		

Ongoing Initiatives | Kudargarh Ropeway

Kudargarh Devi Temple
on hill top

Receives tourists in lakhs

~ 6 lacs tourists per year

Higher footfall during Navratri

Approximate Length 520 metres

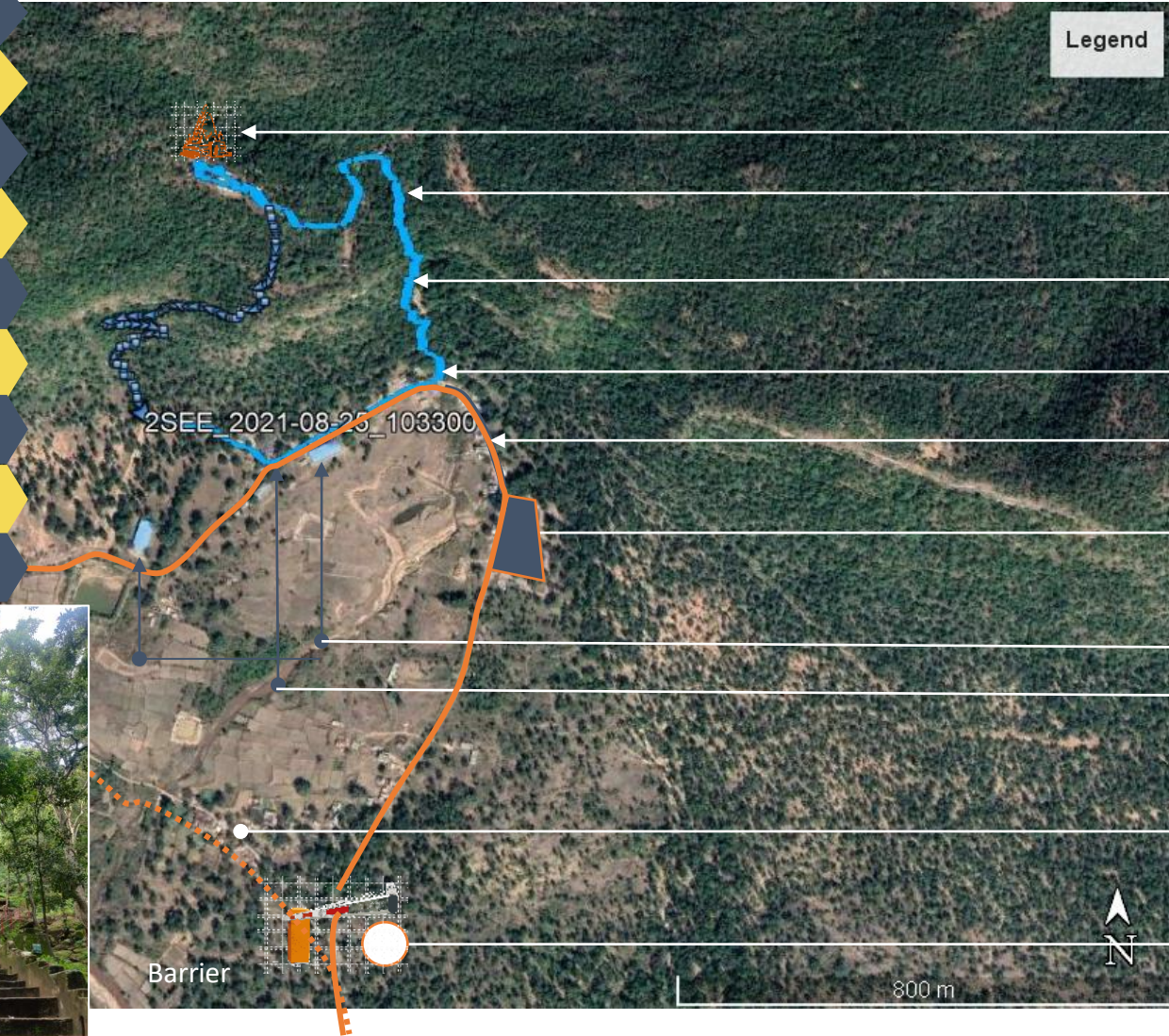
Approximate project cost: 30-40 cr

Tender for feasibility floated

Forest clearance obtained

Transparent online process

Subsidy: 40% upto INR 3 crores



Legend

• Temple

• Staircase to Temple

• Waterfall

• Entrance

• Roadside Stalls

• Mela Ground

• Shelter

• Museum

• VIP Road

• Parking Area During Navratri

• Barrier

• Staircase to Temple

• Waterfall

• Entrance

• Roadside Stalls

• Mela Ground

• Shelter

• Museum

• VIP Road

• Parking Area During Navratri



[Kudargarh Ropeway RFP Link](#)

Ongoing Initiatives | Chitrakote Ropeway

Chitrakote Waterfall,
Bastar

Widest waterfall in the country

Situated on Indravati river

3-4 lac visitors per year, can yield high ROI

Ropeway for closer look of waterfall

Approximate project cost: INR 40 - 50 cr

Tender for feasibility floated

Transparent online process

Subsidy: 40% upto INR 3 crores



Dandami
Resort

Available land
on west side

Available land
on east side

Waterfall

Indravati
River



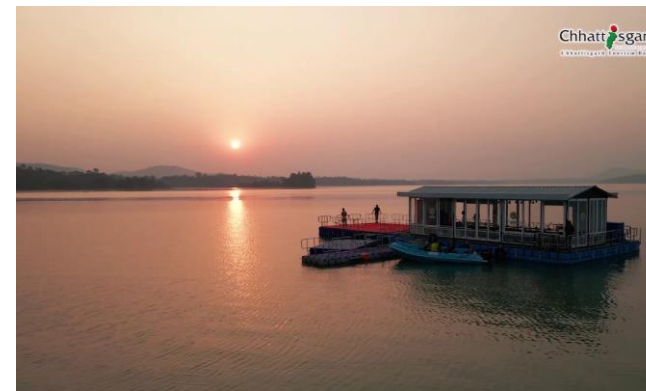
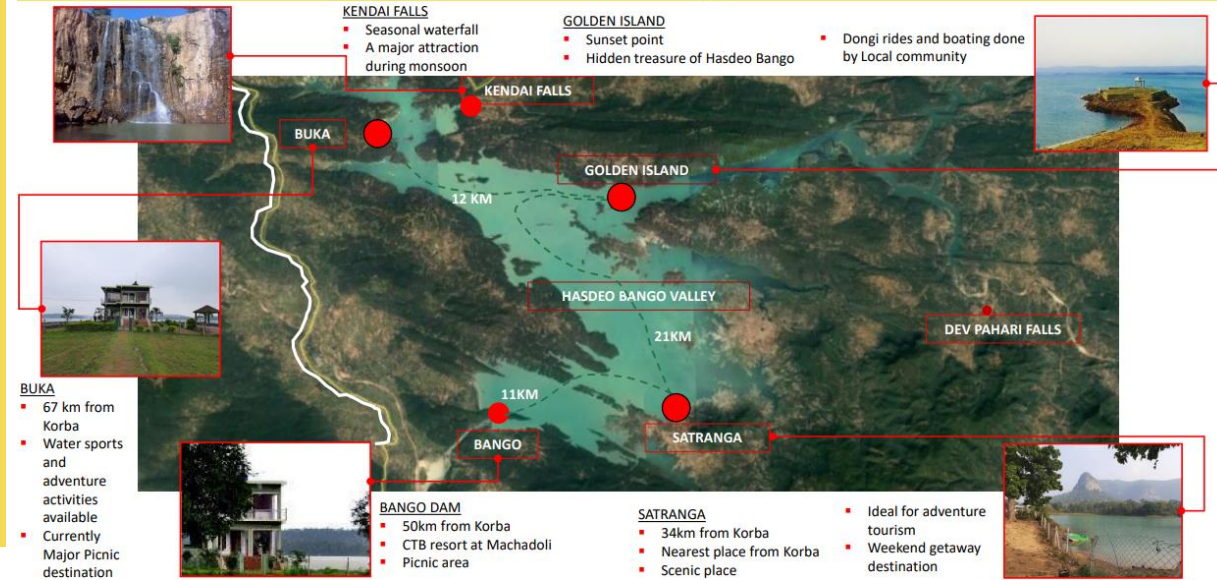
[Chitrakote Ropeway RFP Link](#)

Ongoing Initiatives | Boats and Cruise

- **Increased** tourism footfall & water sport activities
- **Asset Creation & Revenue generation**
- **Employment** to locals
- Inland **water tourism activities - Cruise Tourism**
- **Tender** floated for procuring **boats & cruise**
- **Opportunity** for private **investors & operators** on **license basis** for **9 water bodies** in the State



Proposed Cruise Tourism Development at Hasdeo Bango Reservoir



[Speed Boat Procurement RFP Link](#)

[Cruise Procurement RFP Link](#)

Recent Past Initiatives | Leasing Non-Operational Properties

Key Benefits (Promoter & Investor)

Medium tenure lease (30 years extendable by another 30 years)

16 non-operational properties owned by CTB leased out

Online and transparent process

Quick Decision Making

Projected Revenue Generation to CTB ~ 90 cr.

Lease rent

Bar license subsidy - Fee @ 4% value, INR 1 lakh

Asset monetization

Improved Management and Maintenance

Quality and competitive services

Freedom to develop property as per land use and local bye-laws

Success Story | Gangrel Case Study

Resort & Water Based
Adventure Activities
on Management Contract

90 km (2 hr) from Raipur

Short tenure license (10 years, till 2027 & 2029)

Increased Tourism Footfall ~12 lacs tourists in 2022

Asset monetization

Revenue generation ~ 50 lacs rent/year (Resort & water sports)

Training of youth and employment of Locals

Improved adventure tourism infrastructure and services

Better maintenance and O&M of tourism assets

Much sought after corporate meetings venue & wedding destination



Best Practices | Community Participation

- **Bastar-** Locals trained by **Dist. Administration**
- **Dholkal Paryatan Samuh**, an SHG by locals organizing treks and camps
- Herbal & MFP: **Empowerment of Women- 17000+** women **Self Help Group** members in value addition and processing.
- **Locals** undertaking **water-based tourism** activities in Lake formed by mining in **Surajpur:** appreciated by **Hon'ble PM**



SHGs in CG Herbsals



Commendable effort to further sustainable growth and eco-tourism.



Well done, Team @CoalIndiaHQ!

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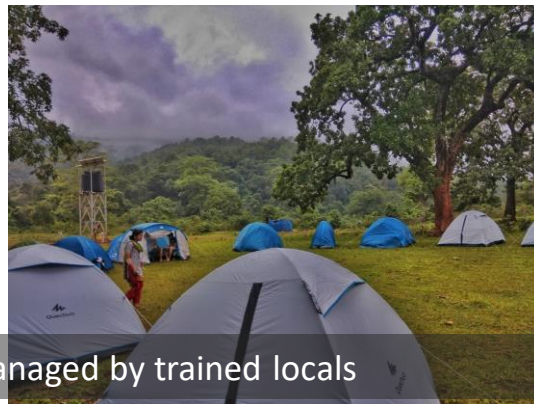


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Credits: District Administration Surajpur



Camping and trekking activities managed by trained locals



Mining Lake, Surajpur

Sustainable & Responsible Tourism | STF Camp Case

- **Tie-ups with :**
 - **Responsible Tourism Society of India**
 - **TofTigers**
- **Carrying capacity** analysis of water bodies for water based activities
- **Certification** of hospitality **units** adhering to use of **vernacular** materials, promoting **sustainable** development.
- Chhattisgarh Tourism working in tandem with **SDGs**
- **CTB Resorts** are **well-equipped** for **solar power** energy generation

STF Camp Case:

- A case of **Special Task Force (STF) Camp** to **Sustainable Tourism Facilitation (STF) Centre**
- **Employing** locals and rehabilitation of ex-insurgents
- Located beside Indravati river, experiences high footfall



Best Practices | Bhoramdeo Jungle Retreat

Personal touch

Involving Locals

Community farming

Stitching school

Baiga school

Mindful tourism practices

Interact with locals

Activities: connect to nature

Learning with each other

Positive impact

Plan to create 100 acre jungle

- Example of "Tribal and Rural Tourism" done right
- Compact homestay, 2 hours away from Raipur
- 7 unique village style traditional mud houses
- Near 11th century Bhoramdeo Temple
- Offers guests authentic immersive experience, ensuring locals & their culture respected

- Authentic homestay
- River Dining
- Tribal market
- Artisan's villages
- Folk dance and music
- Mountain Trekking
- Camping
- Cycle rides
- Jungle walk
- Bird watching
- Fishing
- Night safari
- Star gazing

Welfare activities

- hygiene camps
- Blood donation
- Composting
- solar energy
- wood-fired boilers - hot water
- Rain water harvesting



Farm Tour



Cycle Tour



River Dining Experience

Credits: Deeptie & Sunny Upadhyay, Owner
E-mail: bhoramdeobooking@gmail.com

Best Practices | Bunch of Fools

Swachhta Awareness Drive & Shramdaan

Nukkad
Natak

Behavior
Change

Treasure
Hunt

Flash
Mob

Fashion
Show

- Conduct cleanliness & awareness drive on swachta every Sunday
- Inspired by Swachha Bharat Abhiyan, **seven friends started** Bunch of fools on 2nd November 2014
- Bunch of fools family of **150+ fools** has conducted **202 awareness drive**

Shyam Nagar, Raipur



Nigam School, Near Daganiya Chowk, Raipur



Nukkad Natak



Credits: Sachin Bhowalka, Founder- Bunch of Fools
E-mail: bunchofoolsrpr@gmail.com