

**MINISTRY OF RAILWAYS  
RAIL LAND DEVELOPMENT AUTHORITY (RLDA)**

**Project Information Memorandum  
Multifunctional Complex  
At  
Madarihat**

**Railway Land Development Authority  
Ministry of Railways**  
Near Safdarjung Railway Station, Moti Bagh-1, New Delhi – 110021

## **1. Disclaimer**

This Project Information Memorandum (the "PIM") is issued by Rail Land Development Authority (RLDA) in pursuant to the Request for Proposal vide RFP Notice No. \_\_\_\_\_ to provide interested parties hereof a brief overview of plot of land (the "Site") and related information about the prospects for development of multifunctional complex at the Site on long term lease.

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## **2. Project Information**

### **2.1 Introduction:**

Multi-functional Complexes (MFC) are commercial complexes which are to be constructed in station premises for providing rail users facilities like shopping, food stalls and restaurants, book stalls, PCO/STD/ISD/Fax booths, medicine & variety stores, budget hotels, underground parking etc. Accordingly, development of Multi-functional Complexes is being taken up in different parts of the country at various railway stations. As part of this initiative of Railways, various sites have been identified. Rail Land Development Authority (RLDA) a statutory authority under the Ministry of Railways offers development of MFC on a Railway Land at these identified sites. The nature of the offer is lease on an “as is where is basis” for a period of 45 years lease.

RLDA has adopted a single stage two packet system i.e. submission of eligible proposal and financial proposal for selection of the bidder for award of the Project. This Project Information Memorandum (PIM) is issued by Rail Land Development Authority (RLDA) in pursuant to the Request for Proposal (RFP) to provide interested parties hereof a brief overview of plot of land (“Site”) and related information about the prospects for development of these multifunctional complexes.

### **2.2 Salient Features**

All the sites that are on offer have an excellent opportunity for a successful commercial real estate development owing to the following factors:

- The sites are located near the Railway station.
- City Centric locations
- Easy accessibility to Railway Station, Bus stand and in the city area
- Good visibility from station approach road
- Opportunity to create a landmark in the city
- Land form and topography suitable for the construction
- A vibrant commercial catchment area
- High footfall areas.

## 2.3 Executive Summary

Location	The site is located near Madarihat Railway Station building.
Land Area proposed	600 Sq.Mt
Built up area	960 Sq.Mt (Based on FAR of 1.6)
Current status of site	Vacant land
Site Surroundings	North- Road. East- Circulating Area. West- Vacant Railway land. South- Station Building.
Site accessibility	Approachable from station approach road
Topographical Features	Leveled land having a rectangular shape.

## 2.4 Process Chart:

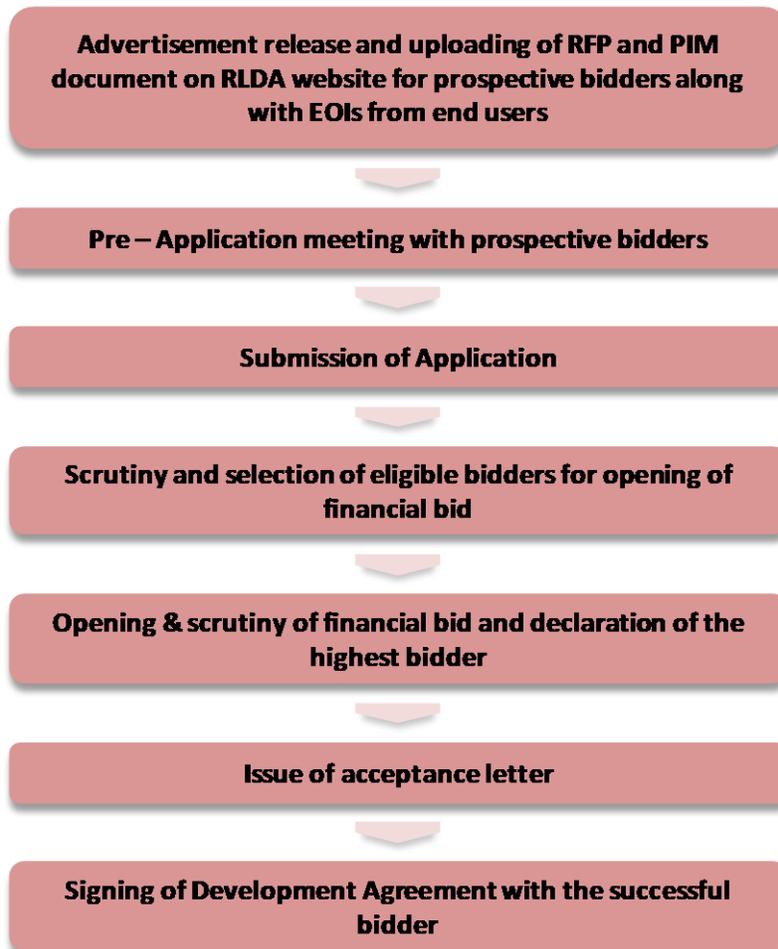


Fig 1: Process Chart

## **2.5 Guidelines for Expression of Interest (EOI):**

M/s Jones Lang LaSalle has been appointed as Marketing Advisor by RLDA for these MFCs and separate EOI may be sought by them as supplement information to the prospective bidder.

Objective: The Objective of the EOI is to increase the base for the participation in the MFC projects by end users like retailers, hoteliers, banks, pharmacies, bookstores, who operate either individually or as large corporate entities, who may or may not be interested in development of the project. The EOI is not a valid bid in the development process, but instead serves as an offer for leasing of the eventual premises.

Expressions of interest are invited from end users like large chain retailers, hoteliers, and small individual entrepreneurs interested in leasing the premises on a short term basis (min of 9 years) as an indicative rental for developers who might be interested in leasing the land and developing the project.

Expressions of interest are also invited from large developers who have executed projects in multiple cities, who may have a standard set of tenants. Since the process followed is an open tender, retailers and hoteliers who are interested in development are advised to send in expressions of interest, as the EOI would provide indicative rentals to the final winner of the bidding process.

- The EOIs may be annexed to the amended tender document to enable greater transparency for bidders.
- Retailers and Hoteliers interested in leasing space may send in expressions of interest, as this will provide an indicative rental for final leasing from the winner of the final bid.
- EOI must be stamped and signed by the authorized signatory of the company.
- EOI will not be the final contract between the winner of the bid and the end user, which will be subject to negotiations etc. as in the case of any private commercial deal.
- EOI from developers will not be considered as a valid bid for the project, since the valid bid will be only considered as per the normal rules of tendering by RLDA.
- EOI must be submitted within 15 days of the posting of this RFP for the MFCs on the website.

### 3. Madarihat - A City Profile

#### 3.1 Introduction

Madarihat is a small village located in the Alipurduar subdivision of Jalpaiguri district, West Bengal, India. This village is situated on the outskirts of Jaldapara Wildlife Sanctuary which is famous for Indian rhinoceros. This is one of the main tourist spot in North Bengal surrounded by tea gardens, forests, hill and small rivers and also having a great diversity in the population. Madarihat is also world famous for the local wooden furniture.



#### 3.2 Location and Connectivity

The local train station, Madarihat, is connected by the newly converted broad gauge Siliguri-Alipurduar train line. The train line leads through the forests and tea gardens of North Bengal. This train line is also connected to the major cities of India like Delhi, Kolkata, Ranchi and Patna. However, the important stations are Birpara, Hasimara both of which are 20 km away and New Alipurduar (50 km away), New Cooch Behar (80 km) and New Jalpaiguri (140 km). Bagdogra Airport is the nearest airport.(140 km) It is located on the NH 31 (Siliguri-Hasimara) and is connected with Siliguri and other places in North Bengal. North Bengal State Transport Corporation buses, Bhutan Government buses, minibuses are available from Siliguri to Alipurduar via Madarihat. Private cars can be hired at Siliguri.

Location of Madarihat on Railway Network

Cities	Distance (kms)
Alipurduar	40
New Mal	80
Siliguri	123
Darjeeling	169
Guwahati	340

### 3.3 Demography

Apart from the Alipurduar municipality, the subdivision contains nine census towns and rural areas of 66 gram panchayats under six community development blocks: Madarihat–Birpara, Alipurduar–I, Alipurduar–II, Falakata, Kalchini and Kumargram. The nine census towns are: Paschim Jitpur, Chechakhata, Alipurduar Railway Junction, Bholar Dabri, Sobhaganj, Falakata, Jaygaon and Uttar Latabari and Uttar Kamakhyaguri.

<b>Total population:</b>	1,85,499
<b>Male:</b>	94,315
<b>Female:</b>	91,184
<b>Females (/1000 males)</b>	886

As per 2001 census, Madarihat-Birpara block had a total population of 185,499, out of which 94,315 were males and 91,184 were females. Madarihat-Birpara block registered a population growth of 21.88 per cent during the 1991-2001 decade. Decadal growth for the district was 21.52 per cent. Decadal growth in West Bengal was 17.84 per cent.

### 3.4 Rail Passenger Information

Madarihat is an important Railway Junction in the Eastern Railways. It is part of the Kolkata Suburban Railway system. It is connected to Bandel on the Howrah-Bardhaman main line. Details of passengers and trains to the station are given below:

<b>Average no. of passengers dealt per day</b>	<b>250</b>
<b>No. of passenger trains per day</b>	<b>6</b>

**Table: Passenger information  
On Madarihat Railway Station**

### 3.5 Retail Scenario

Madarihat is a small village and does not have organized retail or any dedicated market place. Only shops catering to daily needs do exist but are scattered. Since Madarihat has a wild life sanctuary it does attract nature loving tourists but in small numbers. In terms of hospitality there is just couple of lodges and no hotels etc exist.



### 3.6 Snapshots of Retail in Madarihat



## 4. Site Information

### 4.1 Location

The site is located in front of the Madarihat station building.



Google Image showing the site location



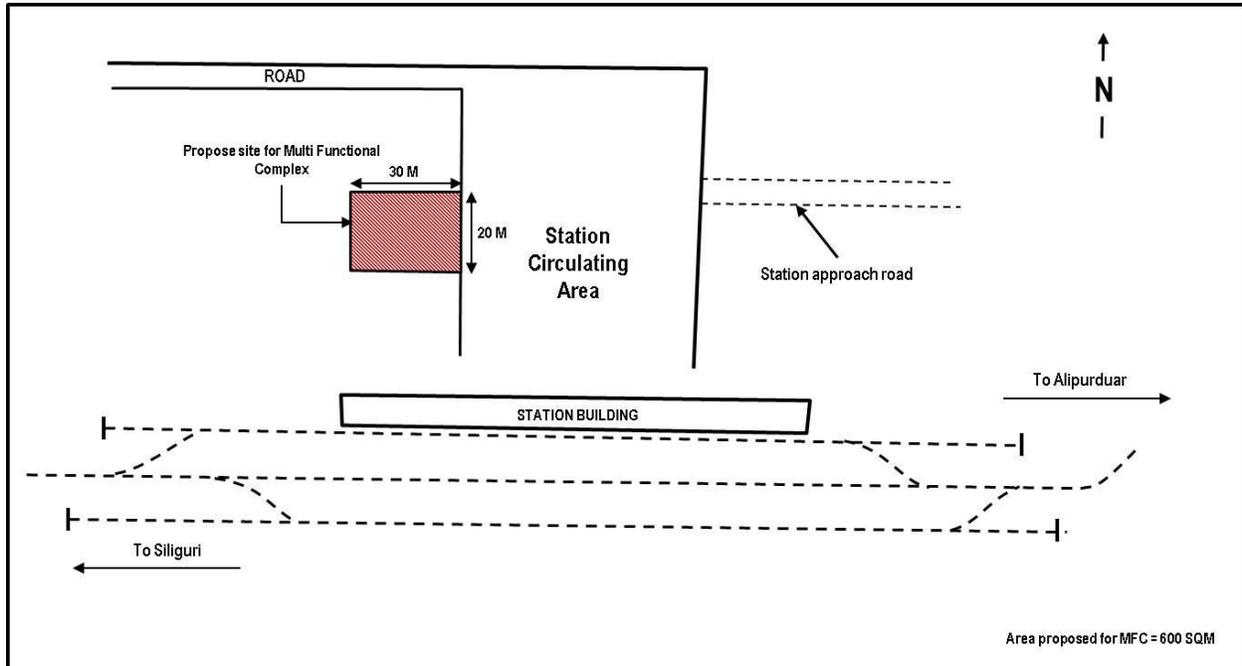
**Google Image showing the site location**



**Google Image showing the site location**

## 4.2 Layout

The layout for the proposed site is shown in figure below:



### 4.3 Site Photographs



Photo 1: Madarihat Station Entrance



Photo 2: Madarihat Railway Station



Photo 3: Approach Road



Photo 4:Site



Photo 5:Site

#### 4.4 Plot Details

The area of subject land plot is approximately 600 sq m.

Parameter	In sft	In sqm
Site Area Utilized	6458.4	600
Maximum Built up Area	10,333.44	900

#### 4.5 Suggested Product Mix

HOTEL	RETAIL	RETAIL AMENITIES
<ul style="list-style-type: none"><li>• Rooms (AC/ Non AC)</li><li>• Dormitory</li></ul>	<ul style="list-style-type: none"><li>• Food Plaza</li></ul>	<ul style="list-style-type: none"><li>• ATM</li><li>• Clinic</li><li>• Internet</li><li>• Café</li><li>• ISD/PCO</li><li>• Variety Store</li><li>• Pharmacy/Book Stalls</li><li>• Prepaid Taxi Car</li><li>• Cloak Rooms</li><li>• Tourist Information Booth</li></ul>

Madarihat is a very low traffic area in terms of footfalls. The local population or the captive catchment is non-attractive and is of no substance to a development like MFC. Hence we do not recommend Multi-Functional Complex. However, one can still think of development in terms of setting up a lodge/hotel rooms etc because of handful tourists that come there.