

**MEMORANDUM OF
UNDERSTANDING
(M o U)**

BETWEEN

ASSAM TOURISM DEVELOPMENT CORPORATION LTD.

AND

**TOURISM DEPARTMENT
Government of Assam**

For the Financial Year 2006-07

**Assam Tourism Development Corporation Ltd. (ATDC)
Dr. B.Barooah Road, Ulubari, Guwahati-781 006**

PREAMBLE

Assam Tourism Development Corporation Ltd. (ATDC) was incorporated on 9th June 1988 and registered under the Companies Act, 1956 vide 02-03006 of 1988-89. The Govt. of Assam has promoted and set-up the Corporation for growth and development of tourism in Assam.

The Authorized Share Capital of the Corporation is Rs. One Crore divided into One Lakh Equity Shares of Rs.1`00.00 each. At present, the Paid-up Share Capital of the Corporation is Rs.39.00 Lakh divided into 39,000 equity shares of Rs.100.00 each held by State Government in Tourism Department and Finance Department. The Memorandum & Article of Association of the Corporation prohibits invitation to the public to subscribe for shares in the Corporation and thus, it is wholly owned by the State Government.

1. MISSION

To act as catalyst and facilitator to bring about development of Assam Tourism and to promote Assam as a popular tourist destination.

2. OBJECTIVES:

- a) Acquisition, Development & Management of tourist lodges, tourist hotels, restaurants, guesthouses, entertainment projects etc. for the purpose of growth of tourism
- b) Acquisition, Operation & Maintenance of Cars, Buses, Coaches, Launches, Ropeways and other mode of transport for communication of tourists.
- c) Entertainment of tourists, Organization of tourist related activities e.g. Cultural Shows, Fairs, Festivals etc.
- d) Acquisition, Development & Management of places of tourist interest, Parks, Lakes, Avenues, Beaches, Recreational Places, Spots etc.
- e) Promotion of tourism by all desirable means and taking-up other incidental and/or ancillary works for the growth of tourism; Entering into agreements with Associations, Individuals, Companies, Bodies etc. for any purpose conducive to the growth of tourism etc.

3. COMMITMENTS in key performance Area [Targets for 2006-07]

SL No	Criteria	Project Cost (Rs. in Lakh)	Weight -age (%)	Criteria Value					
				1	2	3	4	5	
				Excellent	Very Good	Good	Fair	Poor	
A	Infrastructure Development								
	Major on-going projects with sanctioned cost over Rs.50 Lakh each carried over from previous years								
	1	Camping site at Kohora	142.00	5	100%	75%	70%	60%	50%
	2	Development of Heritage & Eco-Tourism Project at Majuli	382.25	7	100%	75%	65%	60%	50%
	3	Luxury River Cruise Project at Brahmaputra	200.00	2	75%	70%	60%	50%	30%
	4	Integrated Tourism Complex at Agartuli, Kaziranga	158.00	2	75%	70%	60%	50%	30%
	5	Development around Kamakhya	151.27	3	90%	75%	70%	60%	50%
	6	Expansion of existing tourist Facilities at Pobitora	89.68	2	90%	75%	70%	60%	50%
	7	Landscape development at Koliabhomora bridge	303.57	5	90%	75%	70%	60%	50%
	8	Development of tourist arrival & Reception Center	355.27	3	75%	70%	60%	50%	30%
	9	Development of Tourist Recreational Center at Ramnagar Anwa	87.00	1.5	75%	70%	60%	50%	30%
	10	Construction of Tourist lodge at Karimganj	85.00	1.5	75%	70%	60%	50%	30%
	11	Guest room accommodation at Barpeta Road	157.00	2	75%	70%	60%	50%	30%
	12	Wayside Amenities & Tourist Guest House at Nalbari	107.00	2	75%	70%	60%	50%	30%
13	Integrated Development of Dhubri – Goalpara – Silchar - Karimganj Circuit (7 units)	432.28	3	75%	70%	60%	50%	30%	
	Minor projects with sanctioned cost of less than Rs.50 Lakh								
14	Centrally assisted projects	879.11 (29 Nos.)	1	70%	65%	55%	35%	20%	

SL No	Criteria	Units	Weight -age (%)	Criteria Value				
				1	2	3	4	5
				Excellent	Very Good	Good	Fair	Poor
B	Financial Targets							
1	Income from lodges	Rs. in Lakh	10	95	85	80	75	70
2	Income from lease rental	Rs. in Lakh	10	28	25	23	20	18
3	Others including interest	Rs. in Lakh	5	137	130	127	120	110
4	Net surplus	Rs. in Lakh	5	50	35	20	10	5
5	Operation of projects with private parties	Nos.	10	48	42	35	30	25

C	Dynamic efficiency							
1	Finalization of arrear accounts	Nos. of years	15	4	3	2	1	0
2	Training of employees, publicity etc.	Nos.	5	15	10	7	5	3

Actual for last five years

1. Infrastructure development (Rs. in Lakh)

Year	Nos. of Projects/Units	Sanctioned Cost	Fund released	Total fund used during the year
2001-02	7	540.00	131.74	208.90
2002-03	7	871.08	760.58	258.50
2003-04	5	368.06	355.73	345.70
2004-05	5	866.15	669.36	400.42
2005-06	28	1563.23	1230.42	535.02

2. Financial Performance (Rs. in Lakh)

Srl	Particulars	2001-02	2002-03	2003-04	2004-05	2005-06 (Prov)
1	Income from Tourist Lodges					
a	Guwahati	9.72	15.40	15.51	16.08	15.14
b	Tezpur	1.85	2.86	2.15	2.67	2.82
c	Silchar	0.66	0.91	1.33	0.83	1.92
d	Jorhat	1.63	2.11	1.89	2.65	4.24
e	Aranya + Restaurant	27.70	18.29 + 4.34	27.78	34.91	40.71
f	Bhalukpong	0.00	0.00	1.01	4.30	6.57
g	Prashanti Cottage	0.00	0.00	0.00	2.47	4.63
h	Jaroni Tented Accomodation	0.00	0.00	0.00	0.24	0.00
2	Other Income					
a	Rent from Projects/ Units	10.01	15.39	22.04	23.59	22.54
b	From Jolporee cruise vessel	3.75	2.63	2.48	0.30	2.12
c	From boating	2.40	2.31	2.71	2.07	2.05
d	From Conducted tours	2.13	3.79	3.76	1.44	1.39
e	Other misc. income + PCO	2.12	4.34 + 0.59	0.95	3.64	0.99
3	Interest on bank deposit	24.74	54.02	76.43	69.99	112.62
	T O T A L	80.31	126.98	158.04	162.48	217.74
4	Deficit(-)/Surplus(+)	(-) 10.16	(+) 7.07	(+) 21.57	(+) 8.41	(-) 15.20
5	Finalization of arrear accounts (Nos. of year)	1	2	1	1	2
6	Employees trained	0	0	35	47	2
7	Projects managed in association with private parties	15	29	31	36	39

4. DELEGATION OF POWER

Delegation required for achievement of targets of the existing delegations to the Board / Managing Director are enough.

5. ASSISTANCE FROM THE GOVERNMENT: Assistance required for achievement of targets to the Corporation

The State Govt may consider

- releasing fund for State Plan Schemes for Rs.32.00 Lakh & State Share for Centrally Sponsored Schemes of Rs. 200.00 Lakh as provided in the Budget for 2006-07 within 31.01.2007.
- allocation of more funds for publicity & marketing directly to the Corporation, say Rs.30.00 Lakh may be considered.

- (iii) release of additional paid-up Share Capital Rs.21.00 Lakh to the Corporation may be considered.
- (iv) special emphasis on development of the roads leading to the major Tourist Spots like Pobitora, Orang, Manas etc.
- (v) introduction of State Tourism Policy with a clear cut scheme/policy for providing fiscal incentives to the stakeholders of tourism sector for overall growth of tourism in the State.
- (vi) allotment of land in selected tourist spots for infrastructure development.

6. FREQUENCY OF MONITORING & INFORMATION FLOW

- (i) Monthly / Quarterly / Half-yearly review at Management Level.
- (ii) Evaluation of MOU performance at the end of the year as prescribed in the guideline by the Govt. of Assam.

Sd/ 27.2.2007
Managing Director
Assam Tourism Development Corporation Ltd.

Sd/ 27.2.2007
Commissioner & Secretary
Tourism Department,
Government of Assam