

Government of Odisha
Department of Tourism & Culture
(Tourism)

Expression of Interest for Design, Execution and Operation of
Interpretation Centre on Jain & Mahatma Gandhi theme at Khandagiri,
Bhubaneswar

Background :

The twin hills of Khandagiri and Udayagiri are located in the vicinity of the state capital Bhubaneswar and are a major tourist attraction. The National Highway No.5 passes through the close proximity of the hills. These two hills represent one of the earliest groups of Jain rock-cut architecture in India in the field of architecture, art and religion. There are total 33 rock cut caves on both the hills out of which 15 are on the Khandagiri hill that are honeycombed with excavated rock-cut caves, essentially meant for the dwelling retreats of the Jain recluses. On the basis of inscriptional evidences, these caves were first excavated by king Kharavela of Chedi dynasty and his successors who were devout Jains during the first century B.C. The Jain occupation was continued here with occasional breaks down to the present day. The Jain temple on the top of the Khandagiri hill was constructed in late 19th century is under worship even at present, preserving the continuity and tradition of the glorious past of the hill. The crest of Khandagiri on which the Jain temple stands, is 37.5 m high, 3.96 m higher than that of Udayagiri. The substance of the rock is coarse-grained sandstone of a varied texture. However, later on, these sandstones were duly exploited by the temple builders of Bhubaneswar during medieval period. Meant for the residence of Jain ascetics noted for their self mortification, the caves provide a little amenities. Most of the caves consist of row of cells open either directly to the verandah or to the open space in front. These are essentially dormitories, an reference substantiated by a sloping rise of the floor to serve the purpose of a pillow. The doorways of the cells have pilasters on their side with crowing animal figures and arches over them are decorated with flowers, creepers and animal motifs. The sculptural and decorative art of the caves include panels/friezes depicting popular legends, historical episodes, religious observance, floral and geometrical patterns are noteworthy. The artistic embellishment in the early

caves of Udaygiri-Khandagiri appears to have displayed a decided advance on the work of Bharut and Sanchi of Madhyadesa. The Ranigumpha and Swagapuri-Manchapuri caves are double storied and the largest size. Ranigumpha or the queen's place is the architectural marvel of the entire complex. Though, architecturally the Hatigumpha is insignificant but its historical importance lies to the famous inscription of king Kharavela engraved on its brow. The 17 lines inscription records the expedition of king Kharavela including victory of Magadha and retrieval of Jain cult image taken away by the Nanda king long before. The dereliction of 24 Trithankaras along with Sansanadevis in the Barabhuji cave, Suray Gajalakshmi and Jain symbols in the Ananta Gumpha of Khandagiri in relief are notable achievements of early medieval India art. Besides remains of an apsidal structure was unearthed in 1958 atop the Udayagiri is the first earliest structure of its kind in eastern India.

The site is presently managed by the Archeological Survey of India, which has a holistic development plan underway including setting up a light and sound show

Khandagiri Interpretation Centre :

The Department of Tourism of the Government of Odisha has set up an interpretation Centre in the immediate neighborhood of the Khandagiri and Udayagiri caves. An architectural design for the said building was done keeping in view the heritage character of the immediate vicinity. The constructed area comprises of an architectural shell of 180 sq.mts. and an additional uncovered pergola space of about 90 sq.mts. Detail structure & infrastructure available with plan is given at **Annexure-A**. The Centre is strategically located on an expanse of prime land of about three acres that could be comprehensively developed and utilized to supplement the Interpretation Centre. The location is already in the visitor movement path from Khandagiri to Nandankanan and is likely to grow further in prominence with the implementation of the Master Plan for the area.

The site currently holds the architectural shell of an Interpretation Centre building constructed 4 years ago along with parking, amphitheatre, circulation path, toilets and three entry/exit points.

The Department of Tourism, Government of Odisha now proposes to select through this competitive bidding, an agency of repute to design, execute, operate manage and transfer the facility. The period of the proposed concession will be 30 years.

The focus of the Interpretation Centre would be to attract large number of visitors, create multiple activities around the theme of Jainism, life of Gandhi & Ahimsa that would actively engage the audience and integrate educational / interactive programmes, with special focus on children.

Objective:

The Tourism Department, Government of Odisha would like to invite potential bidders to design, further develop and operate this Interpretation Centre at Khandagiri.

Based on the current understanding, the following possibilities emerge to develop this site. A USP built around Jainism, Gandhiji, Ahimsa and associated history, culture and heritage needs to be integrated within the theme of the complex. The Interpretation Centre should be structured around the following broad based thematic categories:

- Central projection and the undercurrent of the broad themes should revolve around the fundamental principle of ahimsa, that forms the cornerstone of the ethics and doctrine of Jainism & Gandhiji.
- Evolution and contribution of Jainism to the culture of India and of the world.
- Life of Gandhiji with special focus on his stay in Odisha.
- Projection of the rich cultural legacy of Odisha for integration of cultural activities that can be linked with the site.

Given the prime location and large size, the site would allow the bidder the possibility of developing multiple programmes linked with the above theme along with the development of a platform for projection of the rich cultural legacy of Odisha (including craft's zone and artisan's village with live engagement of craftsmen and artisans, plays/enactments, 3 D experiential sound and light show, educational resource packs for students, library and wifi zone for research activities, children's activity areas, utilize the vast expanse of the grounds for projection of various themes/activities, development of a large cafeteria showcasing Jain cuisine, public conveniences etc.) and thus operate a viable financial venture.

Scope of Work:

The competent firm is expected to forward a detailed proposal for development and operation of the interpretation center. The proposal should include proposed components, designs, interpretation themes, type of materials and cost for construction of any other components being envisaged, modalities of operation and management of the project as well as proposed revenue sharing model with the Department of Tourism, Government of Odisha.

The investor is expected to highlight how this project will operate in safe and environmentally friendly manner, embracing the spirit of Jainism, Gandhiji & Ahimsa.

Terms of Reference:

The prospective investor is expected to develop and operate the interpretation centre on the land so concessioned by the Department of Tourism, Government of Odisha to operate the Interpretation Centre:

The investor is expected to *inter-alia* take up the following:

- a) Carry out own assessment and feasibility of the project in this area and develop a business plan to be shared with the Department of Tourism, Government of Odisha.
- b) Source for and provide funding for the project as and where required.
- c) Identify and develop the necessary infrastructure to facilitate the project as will be deemed necessary and agreed with the Department of Tourism, Government of Odisha.
- d) Develop and operate the interpretation centre, in the most eco friendly manner and view of minimizing impact to the environment, while adapting use of materials and facilities that reflect sensitivity of the theme support the spirit surrounding this.
- e) Promote and market the project to domestic as well as international markets.
- f) Develop the related tourism activities/facilities i.e., observation and rest points, wash areas, restaurants, walking paths and trails, souvenir outlets and other related facilities that will enhance the visitor experience.
- g) Carry out periodic maintenance and repairs as and when required.
- h) Ensure visitor safety at all times. Have an emergency response plan.

- i) Pay the concession fees and other fees as agreed in the contract from time to time.
- j) Carrying out capacity building of staff and other partner key staff wherever required.

The investor shall comply with relevant laws of in the country and those of the Government of Odisha and local institutions governing the area and envisaged activity, and any rules, regulations, policies, guidelines and instructions promulgated under such laws, whether they are in effect currently or become effective after execution of this Agreement. These regulations and policies include, but are not limited to Government of Odisha's Public Health, Labour and Safety requirements, regulations, guidelines and instructions promulgated and associated with protected area, visitor safety and health, regulations, guidelines and instructions promulgated and associated with Tourism.

Short listing of Eols :

Agencies of repute are invited to submit Expression of Interest (Eol) to further develop and operate the Interpretation Centre based on which the Department of Tourism will prepare a shortlist of qualified parties to invite for detailed proposals. A Request for Proposal will be sent to the qualified parties which will include the draft Lease Development Agreement, terms and conditions of the Lease, detailed plans and other information. A pre-bid meeting will also be held with the qualified bidders.

Intending bidders may carry out a site visit before submitting the Eol which can be set up by contacting the office of the Deputy Director, Tourism. The short listing of bidders, through the Eol will be based on the following demonstrable attributes:

- Levels of expertise and experience in development and operation of Museums/Interpretation Centers around the world/in India with high standard of delivery.
- Orientation to religious and/or cultural sensitivities is an added advantage
- Financial capabilities and ability to mobilize fund to implement the project.
- Established credentials of project delivery and visitor management skills.

Selection Methodology :

(i) Short listing at EOI stage

At the Eoi stage the agency is required to submit profile of the organization, experience in related sector project delivery, operational experience & final capabilities to execute such an project. A technical committee duly constituted by Department of Tourism shall scrutinize the above capabilities & short-list the agencies.

(ii) Technical Presentation

The short-listed agencies are required to make a presentation before the technical committee of the Department of Tourism on their proposed project vision components, methodology of implementation & operation, revenue sharing model etc. Department of Tourism shall finalize the final contour of the RFP including project components, minimum development plan, implementation timeline, bid selection criteria, revenue sharing model etc. and circulate RFD & LDA amongst the short-listed bidders for submitting final bid.

(iii) Final Selection

The preferred bidder shall be selected on the basis of best financial offer.

Submission details:

Interested investors should forward their proposals, clearly marked "Expression of Interest for development and operation of Interpretation Center at Khandagiri" by **17.00 hours** on **21.11.2016** addressed to the following:



Director & Addl. Secretary to Govt.
Paryatan Bhavan, Museum Complex,
Lewis Road, Bhubaneswar – 751014.

