

DETAILS OF PROJECT NOTE

SHORT DISCRIPTION OF THE PROPOSAL AND PROJECT:

There is a proposal for the **C/O Proposed Road for M/S Ojas Gram Tourism Site at Koti Shergata, Distt.-Shimla, H.P.**, requires **0.2569 hectares** of forest land to be diverted. The business project we plan on developing is located at Koti, Shergata, Shimla. This will certainly be one of a kind and unique in its investible offerings. Through our experience and vision we plan on transforming the land into a Resort that will offer several different activities including Yoga Sessions, Heritage Walks, Jungle Treks and several snow activities the likes of which have never been experienced

The addition of specially designed comfortable huts will further amplify the experience of snow and increase the value of this land. It will also open a new source of income apart from the amusement activities in form of lodging. The site commands an awe inspiring view of the valleys and mountains in front. This will without a shadow of doubt provide photographers an excellent opportunity.

It is appropriate to mention that the Resort will provide employment to many from the local villages, thereby improving their socio economic status. This is of prime importance to us.

To provide even more variety to our customers we plan on adding several other experiences like Yoga Sessions, Nature Walks, Heritage Walks, Apple Orchard Tours etc. Through these packages we aim to promote and showcase the heritage and village culture of our area to the outer world who have never experienced the life of people living in villages.

Through this project, we aim to bring more attention to the Tourism Industry of Shimla and the surrounding areas.

For **Ojas Gram**
Shil Bansal
Partner

INTRODUCTION

M/s. OJAS GRAM is a Partnership Firm which proposes to set up a Green field project of Eco Tourism and Meditation center. The firm proposed to create a habitat where people can enjoy without disturbing the nature. All the buildings proposed to be constructed will be made with the use of natural materials available locally and with very low use of energy. This vision is to establish a model village with organic agriculture and organic orchards. The project proposes to create various facilities such as Yoga hall, Meditation, Spa and undertake various activities such as camping, trekking, adventure trip, workshops, events and conferences. The proposed facilities are being created away from the city, so that it can fulfill the proposed business model. Now a day there is adequate demand for leisure and activity tourism where people come for refreshment away from their busy life.

PROMOTERS

The promoter of the firm are as under:

Sh. Pankaj Bansal aged 39 years had done his graduation in commerce. He had joined Bansal Associates Limited as a director in 2002 & is working in the same capacity.

Sh. Rohit Bansal aged 45 years had done his graduation in Arts. He is working as a founder director in Timeless Jewels Private Limited. (deals in manufacturing & selling of diamond jewellery) since 2001. He had started a new venture in the name of Rut Breakers (A travel co. deals in organizing unique trips) in year 2019.

Sh. Surender Kumar aged 54 years had done his graduation in Arts. He is into trading of plywoods and runs his business in the name of M/s Bhagwati Woods in YamunaNagar. He has joined the firm in September 2020 and is actively playing role in the project.

For OJAS GRAM
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Partner

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M/S. OJAS GRAM, VILLAGE MOHAL SERGATA, P.O. KOTI, TEHSIL JUNGA, DIST. SHIMLA

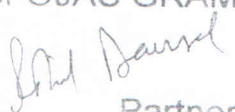
The partner of the firm Sh. Rohit Bansal will manage the plant with the assistance of Sh. **Virender Singh Chandel** who will be joining the hotel as Manager. He is having more than 20 years experience in managing various hotels in and around Shimla. Presently his main job is to do planning for competency building for new project implementation. He will lead the team of technical staff & providing technical support for maintenance to ensure smooth operation especially during the construction ramp up period. By experience he knows all the technicalities of the Project.

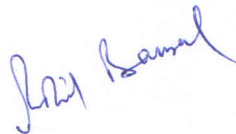
COST OF PROJECT AND MEANS OF FINANCE

The total project cost is Rs. 1203.60 Lacs which is proposed to be financed by Term Loan of Rs. 300.00 Lacs, Promoters capital of Rs. 800.00 Lacs and unsecured loan/membership fees of Rs. 103.60 Lacs.

LOCATION & LAND

The Firm has already acquired land at Village Mohal Sergata, P.O. Koti, Tehsil Junga, District Shimla (H.P.) admeasuring Total Area : 03-32-13 Hectare, for the proposed project which is sufficient to set up the proposed Resorts. The unit has got the sale deed registered with revenue authorities in its name. The firm has already obtained change in land use (CLU) for setting up the project. The project location is well-connected with metalled roads and other means of transportation are readily available. The proposed location of the project is at short distance from Solan and is also very near to the famous tourist places like Chail and Shimla and Kasuli etc. as all these places are not very far off. The site is easily approachable by car, bus, etc. The project site offers a magnificent beauty of mountains, pollution free atmosphere, river, Orchards etc. The place is best

For OJAS GRAM

Partner



sited to the people of Punjab, Haryana and UT Chandigarh .Delhi etc. .because of all places falling within a short distance from the proposed locations of the projects. Therefore people of these areas can easily visit the place and can return to their work place at their will. The other tourists places like Shimla, Chail, Kasuli, Kufri, Fagu etc. are also not very far off from the project. The place is not far way from the famous Sikh pilgrimage centre of "Baddu Sahib". The place is well known as a sikh pilgrimage and is estimated to be visited by 5 Lacs sikhs every year.

BUILDING

The firm proposes to construct four blocks A, B,C, D with A Block having 24 rooms, Block B having 4 Luxury Cottages, 4 Duplex Cottages, Restaurant, Bar, Reception and Block C having Meditation room, SPA, Yoga Room, Open Ampitheatre and Block D having Staff rooms, Dormitories, Hall , Manager Offices.

PRODUCTION FACTORS/TECHNICAL ASPECTS:

i) Availability of key raw materials (indigenous):

Raw materials for the hotel are food items and perishables, easily available in local market. In view of the above there are no obstacles to get the raw material on regular basis.

ii) **Technology:** The partner of the firm Sh. Rohit Bansal will manage the resort with the assistance of Sh. Virender Singh Chandel who will be joining as Manager. He is having more than 20 years experience. Presently his main job is to do planning for competency building for new project implementation. He will lead the team of technical staff &

For OJAS GRAM
Rohit Bansal
Partner

Rohit Bansal

providing technical support for maintenance to ensure smooth operation especially during peak season. The firm has already hired the services of two experienced professionals to look after execution and operation of the resort..

iii) Manpower: The firm will hire the experienced operational team of about 35 persons and other will be hired in due course. Since the unit is surrounded with several villages; recruitment of skilled and unskilled staff will not be a hurdle.

iv) Marketing & Selling Arrangements: The Prime Booking source will be direct booking from OJAS GRAM website. The promoters has a adequate premium client base from the existing Jewellery and Coal business network and most of the membership business will be generated through existing contacts.

Mr. Rohit Bansal has already started a new venture in the name and style of **RUT BRAKERS**, its organizing Theme Base uncommon Group Tours. This will work as a Digital marketing Arm for OJAS Gram. Present operations will help to develop the booking base and experience for OJAS Gram venture.

- Tie up with direct marketing agencies like booking.com, makemytrip.com etc.
- Tie up with YOGA NISARGA - Yoga Nisarga is an YOGA Teacher training programme promoted and organized by international Yoga Teacher Mr. Sandeep. It's a 200 hours Yoga Teacher Training Programme mainly in India, Thailand and Bali. It's a 23 days residential programme and includes Yoga Diet. Yoga Nisarga is a Yoga Alliance USA accredited school for *YOGA TEACHER TRAINING IN INDIA*. It is known for achieving the high standardized yoga teaching methods worldwide and its yoga teacher training in Goa is a complete health and wellness

For OJAS GRAM
Rohit Bansal
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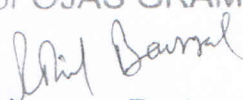
course which enlightens you with the intense yogic knowledge. Mr. Sandeep, organizer and founder of YOGA NISARGA is friend of Mr. Rohit Bansal and he principally agrees to conduct its Yoga Teacher Training Programme at Ojas Gram. Both also agrees to conduct and organize Yoga Programmes jointly at Ojas Gram.

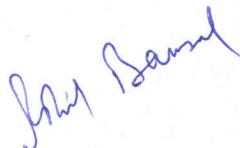
- Tieup with AVENTURE 1 ST - Adventure 1st is a outdoor camping and adventure company and orgnaising customized tours for corporate and school programmes having a extensive hotel booking network.
- The firm will have a team of experts who will tailor out their adventure trips according to customer need. They will prepare adventure trips in a very sustainable manner. They will deal in all types of adventure tourism, whether it is for single, groups, couples, corporate, School and colleges. Whether it's camping, accommodation or travelling, adventure 1st provide you with the top class facility.
- The activities of the firm involve Eco Tourism based on permaculture and sustainable way of life. .

Thus the firm has adequate arrangement to market its services.

UTILITIES

- Water:** Water requirement will be met through bore-well. The firm has made suitable arrangement for water from adjacent plot, where bore-well has been done by it.
- Transportation:** The proposed site is well connected with metalled roads.
- Power:** : Total electricity load requirement has been estimated at 125 KVA. The

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present load obtained by the firm is 9.90 KVA for construction purpose. The power load will be obtained from State Electricity Board once the operation starts.

iv) **Effluent and Garbage Disposal:** The sewerage waste is treated through Sewerage Treatment Plant. The firm will install sewerage treatment plant for treating the Liquid Sewerage Waste.

v) **Manpower:** The firm will require about 35 skilled and unskilled staff. It has already recruited the head operation and other staff will be recruited nearing start of operational activities.

For OJAS GRAM

Anil Samal

Partner

Anil Samal