



UNION TERRITORY OF JAMMU AND KASHMIR
Patnitop Development Authority
(Department of Tourism)
Kud, District Udhampur (J&K)



Expression of Interest
For
Participation in
Stakeholders Consultation Conference
for
Operationalization of
Yoga and Wellness Center with associated
infrastructure (International Yoga Center) created
under Swadesh Darshan, PMDP-01
Situated at
Mantalai, District Udhampur UT of Jammu and Kashmir

December 2023

Chief Executive Officer,
Patnitop Development Authority,
Kud

EXPRESSION OF INTEREST

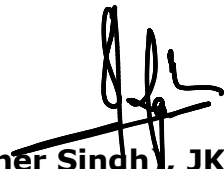
Government of UT of Jammu & Kashmir has initiated the process to Operationalize the **Yoga and Wellness Center with associated infrastructure (International Yoga Center)** created under Swadesh Darshan, PMDP-01 situated at Mantalai, District Udhampur, UT of Jammu and Kashmir to provide world class facilities in the field of yoga & wellness to the tourists and others across the globe through efficient management of the Assets for which RFD is under preparation. In order to prepare a comprehensive document for Operationalization of the assets, it is decided to organize **Stakeholders Consultation Conference** and to seek **suggestions/inputs** from the stakeholders well versed and experienced in the field of yoga & wellness and have successfully handled/handling/running such kind of massive infrastructure/assets. Accordingly, expression of interest in the form of consent to participate in the **Stakeholders Consultation Conference** is/are invited from the stakeholders associated with the field of yoga and wellness. Stakeholder can also give suggestions/inputs on given platforms. The schedule of the same is as under:

S. No.	Particulars	Date
1.	Uploading of Stakeholder Consultation Conference Invitation Document	12-12-2023
2.	Downloading of Stakeholders consultation conference	12-12-2023 to 17-12-2023
3.	Last date for Submission of stakeholder consultation conference	17-12-2023 by 2:00 PM
4.	Last date for submission of query if any	16-12-2023 by 2:00 PM
5	Date of submission Suggestions/Inputs	12-12-2023 to 17-12-2023 by 2:00 PM
	Date of submission of Consent for participation in the Stakeholders Conference	12-12-2023 to 17-12-2023 by 3:00 PM
5.	Emailed for submission of EOI/Consents/Suggestions/Inputs	patnitopdevelopmentauthority@gmail.com pdakudofficial@gmail.com
6.	Date of Conference through virtual mode	18-12-2023 at 11:00 AM virtual mode

The complete details of the project scope, vision, infrastructure created/available at the site, Photographs of infrastructure created and Map are available with the document which can be downloaded from following Websites:

www.patnitop.nic.in / www.jammutourism.gov.in / www.udhampur.nic.in / www.jktdc.co.in

No. PDA/ADM-346/1954
Dated: 12.12.2023


Sher Singh, JKAS
Chief Executive Officer
P.D.A. Kud

1. Purpose:

The purpose of organizing Stakeholder Consultation Conference and seeking suggestions/inputs from stakeholders is to facilitate and help in preparation of a comprehensive document for Operationalization of the assets. Following will be the points of concentration:

- a. To take stock of the overall assets created/available at the site.
- b. Objectives of the establishment and creation of the project.
- c. Scope and Vision for providing services of highest order to the tourists and customers.
- d. Scope of further expansion in the relevant field of Yoga & Wellness
- e. Identification of key challenges, opportunities, gaps and emerging issues linked with tourism industry
- f. Sharing of established and emerging good practices and lessons learnt
- g. Identification of resources requirements, their availability and capacity building
- h. Recommendations if any for Operationalization of Yoga & Wellness Centre at Mantalai

2. Scope and Vision

- a. Maintaining and promoting the different Indian Yoga traditions.
- b. To provide extensive research facilities for carrying out fundamental and clinical research in the discipline of Yoga and its applications keeping in view the socio-economic needs of all sections of the society.
- c. To hold Conferences, Seminars, Workshops, Camps and Public meetings to propagate information and knowledge of Yoga, its various techniques and practice in various parts of India as well as abroad.
- d. To conduct workshops, seminars around the world through its lifetime members.
- e. Accreditation and affiliation of Yoga Institutions including Prescribing of basic requirements for affiliation of Yoga Institutions.
- f. To bring certain amount of self-discipline in the operations of the Yoga Institutions
- g. To conduct experiments and research on emerging trends in Yoga
- h. To develop techniques and approaches based on the Ancient Yoga Texts and Granthas of Yoga to meet the challenges of the modern era.
- i. To prescribe different courses for imparting Yoga education, training, therapy and research.
- j. Certification of Yoga Professionals and Yoga Schools.
- k. Certification of Yoga Professionals and Yoga Schools.
- l. Development and establishment of institution of the level and status of full-fledge Ayush Hospital
- m. Development and further up-gradation of institution to the level and status of College/University.

3. Brief about the project.

Name : International Yoga Centre
Location : Mantalai, Tehsil Chenani, District Udhampur, U of Jammu & Kashmir.
Project Cost: Rs. 89.92 Cr (PMDP Part).
Date : December 2023

The infrastructure has been developed as theme-based tourist destination on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergising efforts to focus on needs and concerns of all stakeholders to enrich tourist experience, Health & Wellness Tourism and enhance employment opportunities. The project has been completed at a Cost of Rs.

Strengths:

- a. Marvelous natural scenery - unique combination of water, vegetation, climate and altitude.
- b. Rich Art & Culture, Heritage monuments and ruins, handicrafts, shawls.
- c. Unique bio-diversity - Flora, fauna, lakes, mountains, pilgrimage, places, springs, horticulture,
- d. Locals are hospitable, hospitality in their blood and experienced due to past tourism booms
- e. Various kinds of tourism available to be exploited
- f. High Awareness of Jammu & Kashmir as Tourist's Paradise.
- g. Seasonal diversity - Many tourism opportunities available
- h. Strong and diverse pilgrimage attractions.
- i. Diversity of temperate and dry fruits.
- j. Maximum recreational opportunities within a small area.
- k. Special emphasis on Tourism and directly supervised by the Chief Minister.

Opportunities

- a. Can cater to almost all Tourist tastes - high Returns from Tourism Industry
- b. Development of Circuits - Pilgrimage Circuits under Prasad Scheme.
- c. Higher spending of people on recreation, entertainment
- d. Government's role as Care taker and facilitator
- e. Customer oriented and friendly - Professional approach
- f. Tourism a major economic sector.
- g. Many potential destinations yet unexplored.
- h. Local people enthusiastic for tourism development.
- i. Ephemeral landscape - Potential for new types of tourism like ecotourism.
- j. Normalcy - leading to large domestic market

4. **IMPACT AND OUTCOME**

The Project has been conceived with an objective to address the infrastructure and management deficiencies, and foster community participation in nature and culture-based tourism by supporting integrated development of priority destinations in high-potential circuits of regional importance.

The Project will promote sustainable and inclusive growth in Jammu & Kashmir through tourism infrastructure development that will tap the economic potential

of contiguous and complementary tourism assets of Jammu & Kashmir. The impact will be reflected as an increase in the contribution of tourism to the region's economy and employment opportunities, including local livelihoods. The Project outcome will be several key tourism circuits of regional importance of nature and culture-based destinations with:

- a. Conservation and protection of valuable natural and cultural environment
- b. Environmental management, solid waste management, pollution control, health and cleanliness
- c. Created Basic Infrastructure and improvements for surroundings
- a. Created a sustainable and energy efficient built environment
- b. Created new Tourism destination to decongest existing destinations
- c. Product uniqueness and enhancement, creating or enforcing a "Sense of Place" Plan ensuring community participation
- d. Enhanced Tourist Access & Connectivity
- e. Better quality environment, basic wayside amenities, safety and visitor services
- f. Improved natural and cultural heritage and capacities for tourist management
- g. Greater community engagement in facilities management and tourism benefits
- h. Eco-tourism and adventure sports
- i. Solid Waste Management

The project proposal has been formulated in an effort to render requisite tourism promotion at one of the highest tourism potential areas by providing appropriate wayside amenities, solid waste management, additional accommodation, proper illumination and beautification. The proposal is one of the topmost priority programs of the Tourism Department, Government of J&K and Govt. of Union of India for the promotion of tourism facilities rendering multiple options for the tourists visiting Jammu & Kashmir. The implementation of this programme would certainly help in bringing distinct promotion of tourism in the region and will render immense benefits to a large section of people associated with tourism and pilgrimage including the local communities. The proposal has been also reviewed in all technical angles and is complete.

Brief about the area and tourism:

The UT of Jammu and Kashmir is situated in northern India. It is located mostly in the Himalayan Mountains, and shares a border with the states of Himachal Pradesh and Punjab to the south. Jammu and Kashmir has an international border with China in the north and east, and the Line of Control separates it from the Pakistani-controlled territories of Azad Kashmir and Gilgit-Baltistan in the west and northwest respectively. The state has special autonomy under Article 370 of the Indian constitution. Jammu and Kashmir consists of three regions: Jammu, the Kashmir Valley and Ladakh. Srinagar is the summer capital, and Jammu is the winter capital. The Kashmir valley is famous for its beautiful mountainous landscape, and Jammu's numerous shrines attract tens of thousands of Hindu pilgrims every year. Ladakh, also known as "Little Tibet", is renowned for its remote mountain beauty and Buddhist culture. It is the only state in India with a Muslim-majority population.

Jammu is one of the three administrative divisions within Jammu and Kashmir. It consists of the districts of Doda, Kathua, Jammu, Udhampur, Rajouri,

Ramban, Reasi, Samba, Kishtwar and Poonch. Most of the land is hilly or mountainous, including the PirPanjal range which separates it from the Kashmir Valley and part of the Great Himalayas in the eastern districts of Doda and Kishtwar. Its principal river is the Chenab. Jammu city is the largest city in Jammu and the winter capital of Jammu and Kashmir. It is also known as "City of Temples" as it has many temples and shrines. Home to some of India's most popular Hindu shrines, such as Vaishno Devi, Jammu is a major pilgrimage centre for Hindus. The majority of Jammu's population practices Hinduism, while Islam and Sikhism enjoy a strong cultural heritage in the region. Due to relatively better infrastructure, Jammu has emerged as the main economic centre of the state. Udhampur is a district in Jammu division. Udhampur town is the headquarters of this district. Katra , the base for the climb to Vaishno Devi cave, an important shrine for the Hindus, is in the district. Patnitop and SudhMahadev are also tourist places. Major attractions in Udhampur city include Gole Market, Devika Ghats, Jakhani Park, Ramnagar chowk (Pandav mandir and Kachalu), Salain Talab, and the Main Bazar. The major languages spoken in the district are Dogri, Hindi, Urdu, and Gojri. The most famous among the historical places and monuments are the Babore Temples, Kiramchi (Krimchi) Temples, Sheesh Mahal of Ramnagar, Ramnagar Fort, ShankariDevtaa Mandir in Pancheri, shrines of Chountra Devi and Pingla Devi. Tourist spots include Patnitop, Sanasar, and Latti.

Mantalai is a Village in Chenani Tehsil in Udhampur District of Jammu & Kashmir. It is located in the tranquil lesser Himalayas, surrounded by graceful Sal forests, overlooking the hillocks and the plains, below. It is the spiritual pathway to the ultimate, discovered through the union of body, mind and soul. It will not be just a retreat that will leave tourists breathless with the enchantment of its surroundings, but assists in redefining lifestyles to include the well-known traditional Indian wellness regimes of Yoga combined with best of International Wellness Experiences. The Mantalai International Yoga Centre will be developed at the Aparna Ashram, was taken over by the Patnitop Development Authority in December 2009 and is maintained since then. The resort will be renovated, rebuilt and refurbished to cater to the high-end tourists and foreign tourists who will be encouraged to learn, practice, promote and experience Yoga.

Mantalai is located 22 KM towards East from District head quarters Udhampur. It is 145 KM from State capital, Srinagar. Mantalai is surrounded by Assar and Marmat Tehsil towards East, Udhampur Tehsil towards west and Ghordi Tehsil towards South. Udhampur, Jammu , Kathua , Anantnag are the nearby Cities to Mantalai. This Place is in the border of the Udhampur District and Doda District. Dogri is the Local Language here.

5. TOURIST SITES NEAR AND AROUND MANTALAI:

PATNITOP - Patnitop is a beautiful hill resort situated in the Udhampur District of Jammu and Kashmir. The place was originally known as 'Patan Da Talab', translated as 'the pond of the princess'. According to a legend, the pond was used by a princess for her daily baths. The plateau is located at an altitude of 2024 m. The dense deodar forests, rolling hills, breathtaking views, and tranquil atmosphere make Patnitop ideal as a picnic spot. There are also three freshwater springs located in the area that are a source of pristine and chilled waters. The springs are believed to hold medicinal properties and can be visited

if time permits. During the winter season, tourists make a beeline to Patnitop to participate in a number of outdoor activities, such as skiing and trekking.

SANSAR - The presence of plains and hilly terrain make Sanasar an ideal place for skiing, paragliding, skiing, camping, hot air ballooning, horse riding, trekking, abseiling and rock climbing. All the adventure – based activities in Sanasar are organized by Jammu & Kashmir Government authorities. Tourists interested in trekking can rent necessary equipment from the shops that have been established by the Tourism Department. Trekking gears are provided to the travelers against a security deposit.

MANSAR LAKE – It is a sacred site that is popular among tourists as the legacy of Manasa Sarovar or 'the personification of purity'. This beautiful lake measures more than a mile in length and half-a-mile in width and is surrounded by lush green forests. A shrine dedicated to the Hindu Snake God, Sheshnag, sits on the banks of the river. According to local belief, newlywed couples should seek the blessings of Sheshnag by doing three 'parikrama' or revolutions around the lake as it brings them good luck.

VAISHNO DEVI TEMPLE, one of the sacred Hindu shrines in India, is situated at an elevation of 1700 metre on top of the Trikuta Hills, Katra. Jammu is located at a distance of around 46 km from the town of Katra. The temple consists of a cave shrine dedicated to the Hindu Mother Goddess, Vaishno Devi. The cave measures approximately 30 m in length and 1.5 m in height. According to popular folklore, the cave was used by the Mother Goddess to hide from a demon that she eventually killed. The main attractions of the shrine are the idols depicting the 3 forms of Vaishno Devi, namely Mahakali; the Hindu goddess of time and death, Mahasaraswati; the Hindu goddess of knowledge, and Mahalakshmi, the Hindu goddess of wealth and fortune. The Shri MataVaishno Devi Shrine Board has been assigned the responsibility of maintaining this temple.

6. How to Reach and Distances

Jammu & Kashmir is linked with the rest of the country by Air, Rail and Road Transport.

By Air »

Jammu Airport (also known as **Satwari Airport**) is a civil airport in Jammu. Jammu airport is ranked the 27th busiest airport in India, with a total passenger traffic of 845,555. It is about 120 kms from Mantalai.

By Train »

Rail connectivity with the rest of the country is until Udhampur. One may opt to travel through Udhampur, which is about 51 km from Mantalai and has trains connecting to selected cities across North India.

By Road »

Road networks across the state are well maintained. Road from Mantalai connects NH1A at Chenani which is about 22.2 km. Important Road Distances from Mantalai:

City	Distance (Kms)
Jammu Airport	120
Srinagar Airport	232

Udhampur	55
Patnitop	44
Delhi	675
Chandigarh	417

7. Infrastructure Created:

1	Yoga Centre with associated infrastructure, equipment and counselling rooms
	<i>Associated Infrastructure</i>
a	Landscaping and Beautification
b	Lightening and Illumination
c	Solid Waste Management
d	Signage
2	Wellness Spa and Ayurveda Complex with separate area for Traditional Indian Spa Therapies with library and archiving centre
	<i>Associated Infrastructure</i>
a	Development of internal pathway
b	Landscaping and Beautification
c	Lightening and Illumination
d	Solid Waste Management
e	Signage
3	Tourist Facilitation Centre with sitting area, toilets, Lobby, Gathering Space, Exhibition Space.
	<i>Associated Infrastructure</i>
a	Lightening and Illumination
b	Solid Waste Management
c	Signage
4	Dining Centre/ Cafeteria with kitchen and washrooms
5	Eco log huts with solariums on south west side integrated into the cottage design- One Bedroom – 14 no.s
6	Eco log huts with solariums on south west side integrated into the cottage design- Two Bedroom-6 nos
7	Eco park with Herb Garden with Poly Houses
8	Meditation Enclave in apple orchard
	<i>Associated Infrastructure</i>
a	Development of internal pathways
b	Landscaping and Beautification
c	Solar Lighting

9	Heliport with security fencing, ambulance shed, fire tender shed, wind vane, helicopter shelter
a	Helipad
b	Security Fencing
c	Ambulance Shed
d	Fire Tender Shed
e	Helicopter Shelter
10	Open Air Amphitheatre with green rooms and tensile roofing
11	Landscaping, Beautification and Improvement of Premises including walking & jogging track, mood lighting, children activity zone and CCTV cameras.
a	Landscaping, beautification and improvement of premises
b	Walking and Jogging track
c	Mood Lighting
d	Children Activity Zone
e	CCTV Cameras
12	Parking Area with gender based toilets
a	Parking
b	Gender Based Toilet
c	Illumination of Parking
13	Security Fencing with security check posts and guard rooms
a	Security Fencing
b	Security Check Post
c	Guard Rooms
14	Rainwater harvesting and associated water bodies, fountains, Gazebos/ Rain Shelters
a	Rain Water Harvesting tank
b	Rain water channel
c	Gazebos
d	Rain Shelter
e	Under Water Illumination
15	Sewage Treatment Plant
16	Water purification plant for solid & organic Waste Management with associated infrastructure and equipment
17	Internal approach roads and ramps
18	Maintenance Equipment Area and equipment
19	Solar Power- 100 KW

20	Lighting inclusive of solar lighting, mood lighting, lighting of helipad and other services
21	Green transportation within the property (Battery operated carts)- 5 Nos.
22	Informational/ Directional/ Ecological Do's and Don'ts Signage
23	Electric Control Room

8. Already Existing Infrastructure (Old in dilapidated condition):

S. No.	Name of the Component	No s.	No. of Rooms
1	Hotel Building (Aparana Ashram)	1	
	i. Rooms	1	17
	ii. Hall	1	1
	iii. Lecture Hall	1	1
	iv. Control Room	1	1
	v. Kitchen & Store	1	1
2	Under Construction Hotel Building (Incomplete)	1	26
3	Residence Building of Late Sh. Dharendra Bramchari	1	4
4	Hospital Building with Laboratory	1	3
5	Telephone exchange & room	1	1
6	Swimming Pool	1	
7	Cow Shed	1	1
8	Security Room near gate	1	1
9	Cold Storage	1	1
10	Hanger	1	1
11	Zoo having 5 Deer's looked after by Wildlife Deptt.	1	1
12	Samadhi of Late Sh. Dharendra Bramchari	1	1
13	Signal Tower	1	1

9. Land available at the site : 407 Kanal – 4 Marla

10. Eligibility Criteria:

Interested Stakeholders should meet the following eligibility criteria to participate in this EOI:

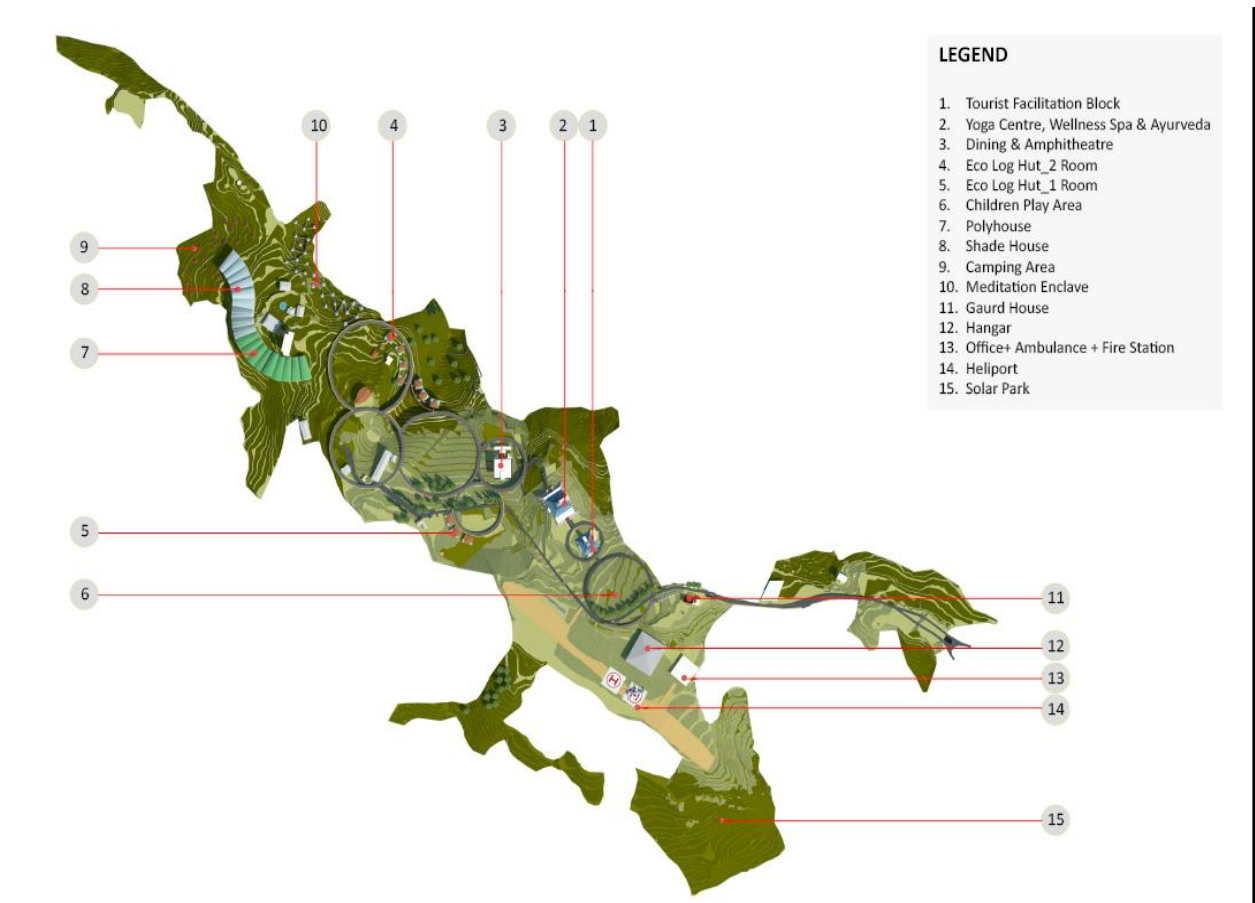
- The participant must have prior experience in managing, maintaining and running similar kind of assets, projects and facilities.
- Proof of experience in the field is mandatory for participation.

11. Format for submission of Details of Stakeholder Consultant:

Name of the Organization	
Postal Address	

Phone No (Mobile)	
Phone No (Land Line)	
Website, if any	
Email ID	

MAP OF THE LOCATION:



PHOTOGRAPHS OF THE LOCATION/INFRASTRUCTURE CREATED:





A handwritten signature in black ink, appearing to read 'Sher Singh'.

**Sher Singh, JKAS,
Chief Executive Officer,
Patnitop Development Authority
Kud, District Udhampur, UT (J&K)
Pin-182142
Email ID:
patnitopdevelopmentauthority@gmail.com
pdakudofficial@gmail.com**