

# Terms of Reference for 'Pre-feasibility study to set up proposed Marine Research, Conservation and Information Center [Marine Oceanarium]'

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## Background

### 1. Integrated Coastal Zone Management (ICZM) Project:

The World Bank is assisting GoI in building national capacity for implementation of the new integrated management approach for India's coastal zones, and piloting the integrated coastal zone management approach in states of Gujarat, Orissa and West Bengal. Development of economic infrastructure in the coastal zone, along with protection of ecological and cultural landscapes and traditional rights is crucial to India's growth and development. Balanced, sustainable and rapid economic growth is also the fulcrum for poverty reduction. The project, and the reforms it supports, will play a vital role in reducing the vulnerability of coastal populations to current variability and disasters, both of which are expected to increase due to climate change effects.

At the state level in the state of Gujarat, the project is supporting capacity building and pilot investments which are designed to demonstrate integrated management of ecological, economic and social concerns in the Gulf of Kutch. One of the pilot investments, all located in the Gulf of Kutch, to complement the ICZM plan and capacity building sub-components, includes investments for conservation and protection of coastal resources and establishment of a marine resource information and conservation Centre ( MRCI) envisaged **to be developed as an Oceanarium for research, education, information , entertainment and leisure purposes.**

### 2. State Government Agencies:

**Gujarat Ecology Commission (GEC)** is the state government agency established for the purpose of enhancing environmental safeguards in the state and facilitating development of sustainable technologies and has been designated as the State Project Management Unit (SPMU) for implementation of the ICZM project in the state of Gujarat. The Commission is headed by a Member-Secretary, who is assisted by a team of officers, deputed by the government. The Member Secretary is an all India service officer with a super-time scale. He is the Chief Executive of the Commission. GECs main role is to design and implement environmentally sustainable projects and programs independently and in collaboration with development institutions. GEC is also a platform for providing information and other inputs, which are needed to develop policies for ecological conservation and sustainable development.

**Tourism Corporation of Gujarat Limited (TCGL):** TCGL is the state owned tourism promotion agency also engaged conservation of Gujarat's heritage and natural habitat locations and developed of tourism infrastructure in the state. TCGL is the Project Implementation Unit (PIU)/Project Execution Agency for some of the ICZM project investments and would be the Executing Authority for the proposed MRCI (Oceanarium) project.

### **Objectives of the assignment**

1. To support the Gujarat SPMU in the process of identification of suitable location to establish the proposed MRCI facility
2. To identify the suitable land portion on selected location for proposed MRCI

### **3. Scope of the assignment**

#### **Proposed MRCI (Oceanarium) Project:**

The MRCI facility is envisaged as a *Fifth Generation Walk-Through Oceanarium with a 360° View* and housing a wider range of marine species including those naturally occurring in the coastal waters of Gujarat. The Oceanarium is expected to develop a landmark identity for the coastal city of Gujarat which is known presently more as a religious tourist destination. The Oceanarium is expected to fulfill the needs of marine research and conservation, serve as education and information center for marine biodiversity and attract tourists for entertainment and leisure activities. The MRCI facility is also expected provide for add-on features like dolphin shows, restaurants, theatres for education and information programs, and gift shops.

**Location (Dwarka/Somnath):** After evaluation of various options in the Gulf of Kutch it was decided to set up the MRCI in the coastal city of Dwarka which is a prominent tourist destination and attracts a large number of tourists. Adequate coastal land is available or can be acquired by the Project Implementation Agency for development of the MRCI. Dwarka is well connected through roads and transportation facilities to major cities in Gujarat like Rajkot, Ahmedabad, and Jamnagar.

**Location (Somnath):** A thought is also being given to set up the MRCI at the coastal town of Somnath which is a prominent pilgrimage destination and attracts a large number of tourists. Somnath also comes within tourist circle of Saasan GIR, Diu and hence there is possibility of more footfalls for proposed MRCI facility. Adequate coastal land is available or can be acquired by the Project Implementation Agency for development of the MRCI. Somnath is well connected through roads and transportation facilities to major cities in Gujarat like Rajkot, Ahmedabad, and Surat..

#### **Public Private Partnership (PPP) Model of MRCI Development:**

The MRCI (Oceanarium) is being proposed to be developed as a Tourism infrastructure on Public Private Partnership (PPP) model. Gujarat Infrastructure Development Board (GIDB) is apex institution in the state for development of PPPs in Infrastructure and provides the guidelines for development of PPPs. A long term concession for 20 to 30 years as required would be granted to the investor/developer/operator of the facility as commercial enterprise by generating revenues from oceanarium related shows, restaurants, shops etc. Adequate coastal land that may be required based on the technical feasibility studies and designs with access to the waterfront would be made available for building the MRCI.

**Viability Gap Funding:** The private sector developer/operator is expected to design, build, finance and operate the Oceanarium facility as commercial enterprise, and any

shortfall in the developer's own financial arrangements could be made up through viability gap fund, which will be funded by the World Bank and the State Government.

***International Competitive Bidding:*** The private sector developer and operator for the MRCI would be selected by following a process of International Competitive Bidding as per the guidelines of Gujarat Infrastructure Development Board (GIDB) within the overall frame work of the World Bank's Procurement Guidelines.

### **Status of Project Development:**

***Prefeasibility Study:*** A location identification study, market survey, options analysis and financial feasibility study was carried out for development for MRCI in 2009 for Dwarka. The entire work has been captured in the Prefeasibility Report and the same is available for downloading from our web site. Some preliminary design and technical feasibility work is in progress. Further study for Somanath and Shivarajpur is also under progress.

***Land Availability:*** The exact location and area along the coast at Somnath need to be mapped and assessed for suitability of setting up the oceanarium with access to the sea. GEC/TCGL would facilitate the process of acquisition of land, and assist in the process of obtaining regulatory approvals required for setting up the Oceanarium.

### **Scope of Study**

1. The consultant shall carry out economic and technical feasibility of the proposed facility which will include various activities listed below.
2. The consultant shall carry out the research on the similar facilities developed in other parts of world and the country.
3. Based on the above research consultant shall proposed the size and structure of the facility to be developed in Gujarat.
4. The consultant shall carry out the economic feasibility considering early break-even point.
5. The economic feasibility may be worked out considering revenue streams generated from the increased footfalls, sale of tickets, and add on features, and the expenditure flows on account of capital cost and operating costs for management of MRCI [based on the experience of similar facilities in the world].
6. The concession period shall be fixed based on the economic feasibility and as per the existing norms of GIDB, GoG.
6. The availability of Government land for the establishment of Oceanarium - approximately 4 to 5 ha.

7. The consultant shall identify developers who may be interested in investing in this project
8. Consultant shall make an inventory of various statutory clearances required to be obtained for the establishment of facilities.
9. The quality of sea water available in the vicinity which will be used for the operation of the Ocenarium will be considered by the Consultant.
10. The consultant shall study and advise on the number/types of species to be hosted and requirement of water to be stored in various tanks of the proposed ocenarium based on secondary research.
11. The consultant shall organise for the Client an Early bidders' conference to be attended by probable investors [not more than 10] at a suitable place, say Mumbai or Ahemedabad.
12. The Consultant shall advise on the schedule of various critical activities leading to construction and operation of the facility.

### Deliverables & time schedule

Sr.No	Deliverables	Time Frame
1.	Inception Report: This includes mobilisation of team, understanding on the scope of works, Plan of action, preliminary outline of plan	Within ten days from the signing of agreement
2.	Draft Feasibility Report	Within one and half month from the signing of the agreement
3.	Final Feasibility Report	Within Two months from the signing of the Contract
4.	Early Bidders Conference organized and Completion	Within Three Months from the signing of agreement

### Key Staff/Professionals Required

The consultant shall provide constant support to GEC to accomplish the objectives of this study. The Consultant will engage a Team of Key experts listed below.

### Proposed Team

	Positions	Qualification and Experience	No	Man/ Month
1	<b>Sr. Team Leader (Nodal Person):</b>	Master's or higher degree in Planning with Min. 20 years of post-qualification experience in management of multi-disciplinary projects related to Regional and Environmental planning.	1	2
2	Development Economist	Master or Higher degree with more than 5 years of post-qualification experience in the relevant field	1	2
3	Environmental specialist	Master's in Environmental Planning and Environmental engineering with more than 5 years of post-qualification experience in relevant sectors	1	3

4	Tourism Development Specialist	Master's or higher degree in related subject with more than 5 years of post-qualification experience in relevant sectors	1	3
5	Marine Biologist	PhD/Post graduate in Marine Biology with more than 5 years of post-qualification experience in relevant sectors	1	3

**Review Committee**

A review Committee will be constituted for finalisation and approval of deliverables. This will consist of the Project Director, ICZMP; Additional Project Director, ICZMP, Sr. Manager Projects and one or more members of the Advisory Committee, Director (Environment), F&E Department and may include any other member of the Government of Gujarat.

**Client Obligations:**

The client will provide the available information as listed below  
 Secondary data [available with client],  
 Pre-feasibility Study report carried out by KPMG in 2010 for similar facility  
 Facilitate discussion and meeting with various stakeholders

**Client's Counterpart Personnel**

Client will assign the following Professional and support counterpart personnel to the Consultant's team:

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