

MODEL DETAIL PROJECT REPORT

ESTABLISHMENT OF TOURISM RELATED TRANSPORTATION SERVICES

UNDER UTTAR POORVA TRANSFORMATIVE INDUSTRIALIZATION SCHEME (UNNATI), 2024



उद्योग संवर्धन और आंतरिक व्यापार विभाग

**DEPARTMENT FOR
PROMOTION OF INDUSTRY AND
INTERNAL TRADE**

DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
MINISTRY OF COMMERCE & INDUSTRY
GOVERNMENT OF INDIA



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#GTBharat
SHAPING A VIBRANT INDIA

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SPECIMEN

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1. Introduction

The North Eastern States of India, comprising of eight states, are endowed with breathtaking natural beauty, diverse culture, and rich heritage. River tourism has immense potential in this region, with several mighty rivers flowing through it. This DPR proposes the development of river tourism in the North Eastern States, with a focus on sustainable and responsible tourism practices.

a. About the project

The proposed project aims to develop and promote river tourism in the North Eastern States of India. The project will focus on creating infrastructure, providing training and capacity building, and promoting the region as a tourist destination.

The proposed business venture entails a total investment of about Rs. XX.XX million. This includes a capital investment of Rs. XX.XX million and a sum of Rs. X.XX million as initial working capital. The project is financed through X% debt and X% equity. The Net Present Value (NPV) of the project is around Rs. XX.XX million with an Internal Rate of Return (IRR) of X% and a payback period of X.XX years. Higher returns on investment and a steady growth of business are expected if the entrepreneur has some prior experience / education in the related field of business. The project will generate direct employment opportunity for XX persons. The legal business status of this project is proposed as 'Sole Proprietorship/Partnership/LLP/Pvt. Ltd.'.

b. Global Scenario

The global river tourism market is growing rapidly, driven by increasing demand for experiential travel and sustainable tourism practices. The market is expected to grow at a CAGR of 10% from 2023 to 2032.

c. Indian Scenario

India's river tourism market is also growing rapidly, driven by increasing demand for domestic tourism and government initiatives to promote river tourism. The market is expected to grow at a CAGR of 15% from 2023 to 2032.

d. State Profile

The North Eastern States of India have immense potential for river tourism, with several mighty rivers flowing through the region. The states have a rich cultural heritage and diverse natural beauty, making them an attractive destination for tourists.

e. Sector Overview

The river tourism sector in India is still in its nascent stages, but it has immense potential for growth. The sector requires investment in infrastructure, training and capacity building, and promotion and marketing.

2. Investor's Background

Details of all Investors in below format

Name	To be filled by the applicant
DOB	To be filled by the applicant
PAN	To be filled by the applicant
Address	To be filled by the applicant
Academic Qualification	To be filled by the applicant
Experience in business	To be filled by the applicant
Functional Responsibility in Unit	To be filled by the applicant

Name of associate concern (if any)	To be filled by the applicant
Nature of association (if any)	To be filled by the applicant
Net Worth	To be filled by the applicant

3. Company Profile

Name of the Unit	To be filled by the applicant
Constitution	To be filled by the applicant
PAN	To be filled by the applicant
Registered Office address	To be filled by the applicant
Activity	To be filled by the applicant
Loan details	To be filled by the applicant
Director	To be filled by the applicant
Unit Registration	To be filled by the applicant
Unit Location	To be filled by the applicant
Category of Project (Manufacturing/Service)	To be filled by the applicant
Zone	To be filled by the applicant
District	To be filled by the applicant
State	To be filled by the applicant

4. Details of services and its marketing potential

Our product will be a unique river tourism experience, offering a range of activities such as:

- ✓ River cruises
- ✓ Fishing
- ✓ Cultural performances and workshops

We will target both domestic and international tourists, with a focus on the high-end market. Our marketing strategy will include:

- ✓ Social media marketing
- ✓ Online advertising
- ✓ Partnerships with travel agencies and tour operators
- ✓ Participation in travel trade shows and exhibitions



India's river tourism market has significant potential, with the country's rivers offering a variety of experiences and playing a key role in the economy and culture:

Growing market

The river cruise market in India is expected to grow at a 6.30% CAGR through 2034. The cruise industry is also projected to grow, with:

- Revenue reaching US\$105.20 million by 2024
- Market volume reaching US\$134.60 million by 2028
- Cruise passenger traffic increasing from 0.4 Mn to 4 Mn by 2032
- Economic potential increasing from \$110 Mn to \$5.5 Bn

5. Details of Required Consumables with quantity

Supplier	Raw material	Quantity	Year	Cost
To be filled by the applicant	Boats and Vessels	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant
	Safety equipment	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant
	Life jackets	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant
	First aid kits	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant
	Navigation equipment	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant
	Fuel	To be filled by the applicant	To be filled by the applicant	To be filled by the applicant

6. Proposed location and Site Plan

Sl. No.	Particulars	Details
1	Land Area	To be filled by applicant
2	Status of Legal title & Possession	To be filled by applicant
3	if leased, Period of lease	To be filled by applicant
4	Coordinates of location	To be filled by applicant
5	Details of CLU	To be filled by applicant
6	Connectivity to roads	
	i) State Highway (in Km.)	To be filled by applicant
	ii) National Highway (in Km.)	



Sl. No.	Particulars	Details
7	Availability of Water	To be filled by applicant
8	Availability of Power	To be filled by applicant

a. Electrical Power

Electricity (10 KW power required for 300 Days with 1 Shift i.e. Effective Hr. 12 hr. Present rate- Rs. 7.00/Unit)

i. Construction Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

ii. Steady Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

iii. Peak Phase

KW	Quarter of the Year
To be filled by the applicant	To be filled by the applicant

b. Water Requirement

i. Construction Phase

Quantity	Quarter of the Year
In Liter	To be filled by the applicant

ii. Steady Phase

Quantity	Quarter of the Year
In Liter	To be filled by the applicant

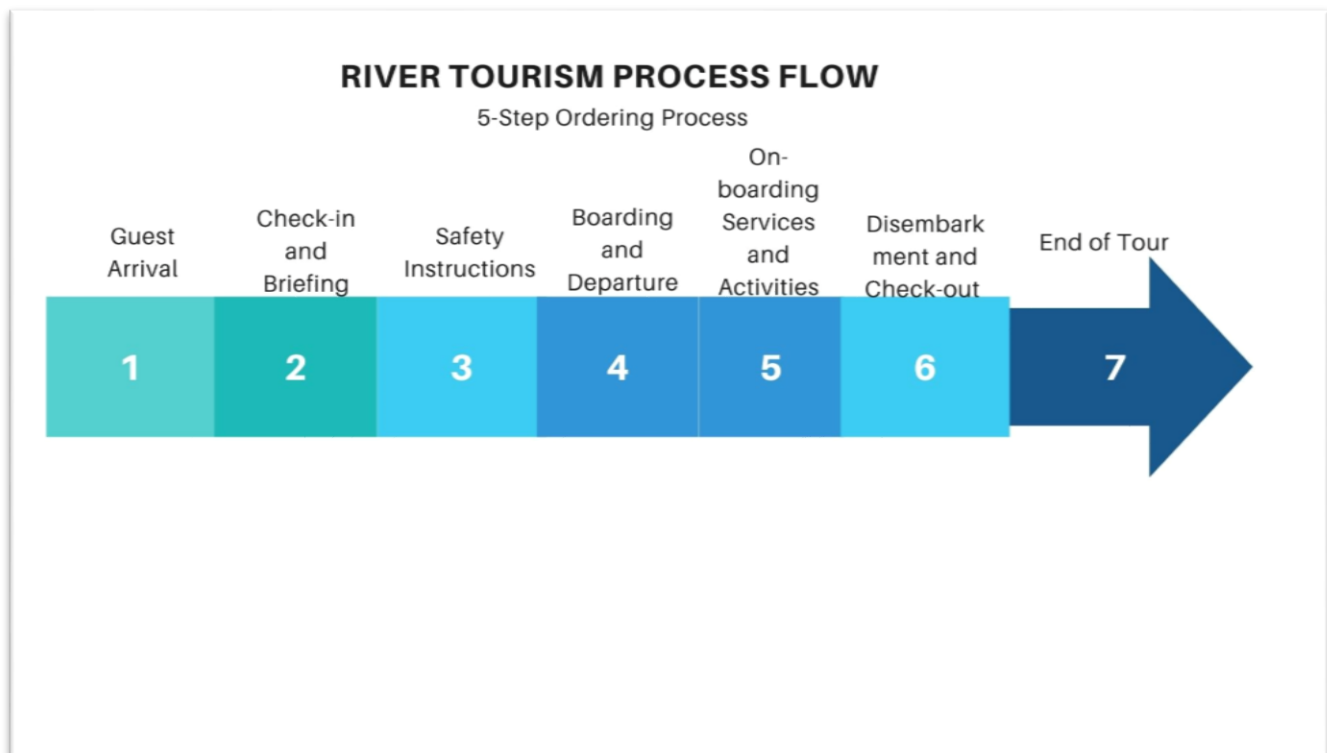
iii. Peak Phase

Quantity	Quarter of the Year
In Liter	To be filled by the applicant

c. Transportation System

- d. Local Infrastructure
- e. Raw material procurement

7. Product Process Flow



8. Cost of the Project

Particulars	Amount (Rs. In Lacs)
Land and Site Development	Rented
Civil Construction	Rented
Plant & Machinery	19.40
Electrical Installation	2.00
Preliminary and Preoperative Expenses	2.00
Miscellaneous Fixed Assets	6.00
Margin for Working Capital (@30%)	17.00
Contingency Fund	5.00
Total	51.40/-



a. Land details

The assumed required area for setting up the Unit is approx. 1000 Sq. Ft. The rate for lease Land is- Rs. 20/Sq. ft.

So, the Cost of Land- Rs.1000 x 10 = Rs. 10000/-

b. Building and civil works details

Rented at a cost of 10 Rs. per square feet, i.e. Rs.1000 x 10 = Rs. 10000/-

c. Plant and machinery details

Sl. No.	Particulars	Qty	Rate (Rs.) Lakh	Amount (Rs.) Lakh
1	Boats & Rafts	10	1.5	15.00
2	Life Jackets	60	0.20	1.20
3	Helmets	60	0.10	0.60
4	Rope	200 Meter	0.002	0.40
5	Paddles	60	0.20	1.20
6	Walkie-Talkie	10	0.10	1.00
	Total			19.40/-

d. Pre-operative expenses details

Approx- Rs. 2.00 Lakh

e. Working Capital details

I) Operation Cost: - (Annual)

Sl. No.	Particulars	Total (Rs.) Lakh
1	Office rent	2.40
2	Stationaries	10.00
3	Others	10.00
	GRAND TOTAL	22.40/-



ii) Utilities (Per Annum)

Sl. No.	Item	Total (Rs.) Lakh
1	Electricity (10 KWH running 300 Days with 1 Shift i.e. Effective Hr. 12 hr. Total unit consumption - 43200. Present rate- Rs 7/Unit	3.02
2	Water & Misc	-
GRAND TOTAL		3.02/-

iii) Salary & Wages (Per Annum)

Sl. No.	Designation	No.	Wages/Month (Rs.)	Total/Annum (Rs.)
1	Accountant cum Manager	1	30000	360000
2	Boat operator	10	15000	1800000
3	MIS executive	1	15000	180000
4	Office Boy	1	10000	120000
5	Security Guard	2	10000	240000
6	Accountants	1	15000	180000
7	Receptionist	1	15000	180000
GRAND TOTAL				30.60/- Lakhs

Note: Every year increment @ 5% has been considered towards financial calculation.

iv) Selling & General Administration (Annum)



v) Advertisement & General Stores

Sl. No.	Items	Cost (Rs.)
1	Advertisement per Annum	1,00,000/-
2	General Stores & Inventory	1,85,500/-
Total		2,85,500/-

WORKING CAPITAL= I+II+III+V= 22.40+3.02+30.60+2.86/- = Rs. 58.88/- Lakhs

9. Proposed Means of Finance

Particulars	Amount (Rs. In Lacs)
Promoter's Capital	25.00
Unsecured Loans	
Term Loan form Bank/ Financial Institution	26.40
Total	51.40/-

a. Working Capital limit: Rs. 17.00/- Lakh

10. Implementation Schedule with time chart

Activities	Starting Month	Ending Month
Arrangement of land	To be filled by applicant	To be filled by applicant
Single window clearance	To be filled by applicant	To be filled by applicant
Land development	To be filled by applicant	To be filled by applicant
Building and Civil Works	To be filled by applicant	To be filled by applicant
Order and delivery of P&M	To be filled by applicant	To be filled by applicant
Power arrangement	To be filled by applicant	To be filled by applicant
Manpower arrangement	To be filled by applicant	To be filled by applicant
Procurement of raw materials	To be filled by applicant	To be filled by applicant
Trial Operation	To be filled by applicant	To be filled by applicant
Commercial Operation	To be filled by applicant	To be filled by applicant

11. Projected Financial Analysis

a. Installed Production Capacity			Quantity	Unit	Rate	Amount (Rs.) Lakh
River cruising			60000	Tickets	500	300
Fishing			15000	Tickets	500	75
Cultural events			200	Nos.	25000	50
Production Capacity Per Annum			75200	Tickets		425
b. SCHEDULE OF PRODUCTION AND SALES						
CONSUMABLES REQUIRED						
Item	Quantity		Unit		Rate	Amount (Rs.) Lakh
Office Rent	12		Months		20000	2.4
Stationaries	-		-		-	10.00
Others	-		-		-	10.00
						22.40
c. Cost of operation/Annum						
Parameters		1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Capacity Utilization		60%	65%	70%	75%	80%
		75200	75200	75200	75200	75200
River Cruising		36000	39000	42000	45000	48000
Fishing		9000	9750	10500	11250	12000
Cultural events		120	130	140	150	160
Production (In Tickets) as per Capacity Utilized		45120	48880	52640	56400	60160
d. BREAK UP PRODUCTION AS PER UTILIZED CAPACITY						
ITEMS		1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Capacity Utilization		60%	65%	70%	75%	80%
River Cruising		36000	39000	42000	45000	48000
Fishing		9000	9750	10500	11250	12000
Cultural events		120	130	140	150	160

TOTAL PRODUCTION		45120	48880	52640	56400	60160
Sales Details						
Items		1st Year	2nd Year	3rd Year	4th Year	5th Year
River cruising		180	195	210	225	240
Fishing		45	48.75	52.5	56.25	60
Cultural events		30	32.5	35	37.5	40
NET Sales Price		255	276.25	297.5	318.75	340
GST RATE @18%		45.9	49.725	53.55	57.375	61.2
GROSS Sales Price		300.9	325.975	351.05	376.125	401.2
e. COST OF PRODUCTION						
Items		1st Year	2nd year	3rd Year	4th Year	5th Year
		60%	65%	70%	75%	80%
Operation Cost		13.44	14.56	15.68	16.8	17.92
Power & Fuel		1.812	1.963	2.114	2.265	2.416
Direct Labor & Wages		18.36	19.89	21.42	22.95	24.48
Advertisement & Gen. Stores		1.716	1.859	2.002	2.145	2.288
Repairs & Maintenance		0.05	0.05	0.05	0.06	0.06
Other Manufacturing Exp.		-	-	-	-	-
COST OF PRODUCTION		35.37	38.32	41.27	44.22	47.17

f. PROJECTED PROFITABILITY STATEMENT						
		1st Year	2nd year	3rd Year	4th Year	5th Year
Capacity Utilized		60%	65%	70%	75%	80%
A. Sales						

Gross Sales		300.9	325.975	351.05	376.125	401.2
Less: GST		45.9	49.725	53.55	57.375	61.2
NET SALES		255	276.25	297.5	318.75	340
B. Cost of Production						
Operation cost		13.44	14.56	15.68	16.8	17.92
Power & Fuel		1.812	1.963	2.114	2.265	2.416
Direct Labor & Wages		18.36	19.89	21.42	22.95	24.48
Advertisement & General Stores		1.716	1.859	2.002	2.145	2.288
Repairs & Maintenance		0.05	0.05	0.05	0.06	0.06
Other Manufacturing Exp.		0	0	0	0	0
Total Cost of Production (C)		35.37	38.32	41.27	44.22	47.17
g. Gross Profit (A-C)		265.53	287.65	309.78	331.91	354.03
Interest Expenses						
Interest Expenses (Term Loan) @7.65% /Annum for 5 yr.		1.86	1.51	5.25	0.71	0.26
Interest Expenses (WC Loan) @11% /Annum		1.03	1.08	1.14	1.19	1.25
Others						
Profit before Taxation		262.63	285.06	303.39	330.01	352.53
Provision for Taxation		68.28	74.12	78.88	85.80	91.66
Profit After Taxation		194.35	210.95	224.51	244.21	260.87

h. DEBT SERVICE COVERAGE RATIO (COMPANY AS A WHOLE)						
		1st Year	2nd year	3rd Year	4th Year	5th Year
Profit After Tax		194.35	210.95	224.51	244.21	260.87
Add: - Interest Expenses (Term		1.86	1.51	5.25	0.71	0.26

Loan) @7.65% /Annum for 7yrs						
Interest Expenses (WC Loan) @11% /Annum for 7 yrs		1.03	1.08	1.14	1.19	1.25
Depreciation		2.91	2.47	2.10	1.79	1.52
Total (A)		188.54	205.89	216.02	240.52	257.84
Interest Expenses (Term Loan) @7.65% /Annum for 7yrs		1.86	1.51	5.25	0.71	0.26
Interest Expenses (WC Loan) @11% /Annum for 7 yrs		1.03	1.08	1.14	1.19	1.25
Depreciation		2.91	2.47	2.10	1.79	1.52
Total (A)		188.54	205.89	216.02	240.52	257.84
Interest Expenses (Term Loan) @7.65% /Annum for 7yrs		1.86	1.51	5.25	0.71	0.26
Interest Expenses (WC Loan) @11% /Annum for 7 yrs.		1.03	1.08	1.14	1.19	1.25
Term Loan Repayment		4.51	4.86	5.25	5.67	6.11
Total Debt Payment (B)		7.40	7.45	11.63	5.67	6.11
DSCR (A/B)		24.87	26.98	18.12	41.45	41.17
Cash Inflow		184.04	201.02	210.78	234.86	251.73
i. BREAK EVEN ANALYSIS		1st year	2nd year	3rd Year	4th Year	5th Year
A. Net Sales		255	276.25	297.5	318.75	340
B. Variable Expenses						
Raw Materials Consumed		13.44	14.56	15.68	16.8	17.92
Power & Fuel		1.812	1.963	2.114	2.265	2.416
Consumable Stores		1.716	1.859	2.002	2.145	2.288
Repairs & Maintenance		0.05	0.05	0.05	0.06	0.06



		17.01	18.43	19.85	21.27	22.69
C. Contribution (A-B)		237.99	257.82	277.65	297.48	317.31
D. Fixed Expenses						
Direct Labor & Wages		18.36	19.89	21.42	22.95	24.48
Selling, General & Administration		0	0	0	0	0
		18.36	19.89	21.42	22.95	24.48
Breakeven Sales at Operating Capacity		0.93	0.93	0.93	0.93	0.93

j. Projected Balance Sheet					
	1st Year	2nd Year	3rd Year	4th Year	5th Year
Liabilities					
Capital	25.00	25.00	25.00	25.00	25.00
Revenue Reserves	19.43	21.09	22.45	24.42	26.09
Net Worth	44.43	46.09	47.45	49.42	51.09
Term Loan	1.86	1.51	5.25	0.71	0.26
Working Capital Limit	1.03	1.08	1.14	1.19	1.25
Current Liabilities					
Creditors	199.37	214.49	235.12	244.40	259.19
Liability for expenses	35.37	38.32	41.27	44.22	1026.44
Total	282.07	301.50	330.23	339.94	1338.22
Assets					
Fixed Assets					
Gross block	19.40	16.49	14.02	11.91	10.13
Depreciation	2.91	2.47	2.10	1.79	1.52
Net Fixed Assets	22.31	18.96	16.12	13.70	11.65
Non-Current asset/investments					
Current assets					
Inventory		0	0	0	0
Debtors	80.34	87.81	106.8	100.78	1085.68
Security Deposits					
Loans and Advances	4.51	4.86	5.25	5.67	6.11
Cash & Bank Balance	174.91	189.85	202.06	219.79	234.78
Total	282.07	301.49	330.23	339.93	1338.22

k. CALCULATION OF PAYBACK PERIOD					
Investment	51.40/-	Lakhs			
Cash In Flow	184.04	Lakhs			
(PAT-Depreciation-Interest)	188.54	Lakhs			
PAY BACK PERIOD	5	Years			

12. Projected Employment Details

Type of Employment	Number of Employees	Projected Cost
Skilled Manpower	12	23.40
Semi-skilled Manpower	1	1.80
Unskilled Manpower	4	5.40
TOTAL		30.60/-

13. Requirement of Statutory clearances

Item	Status
Partnership Deed	
Lease deed registration	
PAN	
GST Registration	
UDYAM	
Trade License	
NOC form local authority	