Draft PIB note for re-development of Integrated Exhibition-cum-Convention Centre (IECC) Project of Pragati Maidan, New Delhi is attached and comments are invited from the citizen of India at ishita.tripathy@nic.in and moc_tp@nic.in.

(A.K. Sinha)
Under Secretary to the Govt. of Inda
Tel. No.23062044

Encl. : Draft PIB Note.
1. PROJECT IDENTIFICATION

1.1. Title of project:

- Developing Integrated Exhibition-cum-Convention Centre Complex Phase -I of Re-development of Pragati Maidan at New Delhi (India).

1.2. Name of the Sponsoring Agency (Ministry/ Departments/ Autonomous Bodies/ Central PSUs)


1.3. Proposed duration of the Project

- The project is expected to take 36 Months from the later of date of selection of one or more project executors including necessary statutory approvals. The Project Executor(s) is / are likely to be selected by January, 2017. The project is expected to be completed during FY 2019-20.

1.4. Total cost of the project over the proposed duration

- Total capital cost of the project is estimated to be Rs. 2,254 Crore.

1.5. Nature of scheme: Central Sector/ Centrally Sponsored/Additional Central Assistance.

- Central Sector (through DoC).

2. PROPOSAL CATEGORY

2.1. Please indicate which category the project belongs to:

a) Continuing scheme from past Plan periods and included in current Plan period : NA
b) New Plan Scheme included in the current Plan period : NA
c) New Plan Scheme not included in the current Plan period : YES
2.2. If the project pertains to category 2.1(a), please summarize the benefits already accrued and expenditure already incurred.

Not applicable
2.2(a) Also for proposals belonging to category 2.1 (a) an evaluation report by an independent agency with comments of FA/IFD thereon may be provided along with following details as Annexure to EFC/PIB memo:

<table>
<thead>
<tr>
<th>Commencement of Scheme &amp; Year of Evaluation</th>
<th>Name of Evaluating Agency</th>
<th>Details of Independent Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Methodology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sample Size</td>
</tr>
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<td></td>
<td></td>
<td>Data Source</td>
</tr>
<tr>
<td></td>
<td></td>
<td>% of Coverage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Parameters Of Evaluation</td>
</tr>
</tbody>
</table>

- Not applicable for this project.

2.2(b) If there are changes proposed in the proposal belonging to category 2.1(a), please provide existing provisions and proposed changes against each component in tabular form along with financial implications due to the proposed changes:

<table>
<thead>
<tr>
<th>Existing components</th>
<th>New/Revised Component</th>
<th>Changes proposed in Existing Components</th>
<th>Reasons for changes in existing components and addition of new components</th>
<th>Financial Implication in the last Plan</th>
<th>Financial implication of addition/change to proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component 1</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Component 2</td>
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<tr>
<td>Component 3 and so on</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- Not applicable for this project.

2.3. If the project pertains to category 2.1(C) please indicate whether in-principle approval of Planning Commission has been obtained.
In-principle approval not required. The proposal has been discussed with PMO. The Project presentation was made by the Secretary, MOC to the Hon’ble Prime Minister on 21st December, 2015.

2.4. Please indicate in case of new Centrally Sponsored Scheme or Major change in ongoing CSS, whether States/UTs have been consulted and their consent obtained to implement the scheme with proposed sharing of funds.

- Not applicable

3. JUSTIFICATION FOR THE PROJECT

3.1. The justification for taking up new proposal may be provided in terms of:

i. Demand and supply analysis to identify gaps.

ii. Conformity with the Plan Priorities and National Objectives.

iii. Problems to be addressed at local/ regional/ national levels, as the case may be, through scheme/project.

3.1.1. The Indian Trade Promotion Organization (ITPO), the trade promotion agency of the Ministry of Commerce and Industry, Government of India owns and manages the Pragati Maidan exhibition complex, which is the largest exhibition centre in India, both in terms of exhibition space (65,054 sq m) and the number of events held (92 events in CY 2011). The majority of events held at the centre are business to business (B2B) trade fairs. However, Pragati Maidan also hosts some of India’s largest consumer fairs like IITF, Auto Expo, and World Book Fair etc.

3.1.2. Need for Re-Development of the Exhibition Centre

The total area of Pragati Maidan complex is 123.51 acres (inclusive of area occupied by National Science Centre (14,382 sq m) Crafts Museum (7,802 sq m). Over the years, the facility has consistently enjoyed an average occupancy of over 30% (ratio of space sold days to total available space days) – fairly high as compared to international standards which are generally in the range from 11% to 21%.

Despite its good performance, there are several internal and external factors which have necessitated the redevelopment of Pragati Maidan:

a). Inability to host international level large exhibitions to the size of 1, 00,000 sq. mtrs.
Currently, several international large exhibitions do not come to India due to capacity constraints. Building a larger capacity would help bringing such external participation to Indian exhibition space.

b). Low exhibition area density

Pragati Maidan is also constrained by the presence of non-utilizable spaces in the form of pavilions owned by the State Governments and Departments/ Ministries of the Central Government.

c). 33% of existing exhibition space non usable during most of the year.

The facility comprises of exhibition space in 17 halls, totalling an area of 65,054 sq. mtrs. It must be noted that this full capacity is only utilised during selected few events like IITF, Auto Expo, World Book Fair, etc. The reason for this being:

i. The present exhibition facility and infrastructure is quite old and dilapidated (built between 1957-1990).

ii. Only 67% of the total exhibition area is air-conditioned and usable across the year, while rest (21,413 sq. mtr.) is mostly non usable due to climate control reasons.

d). High utilisation in peak season.

Pragati Maidan runs at near full capacity for the major part of the peak season. It should be noted that this occupancy is seen only in air-conditioned halls of the campus. Other non-air-conditioned halls witnessed a low occupancy for most of the year.

e). Presence of few regular, large events lead to capacity short fall.

The peak season is characterised by the presence of a few large sized, regular events, which highlights the fact that Pragati Maidan runs out of capacity during such periods. For example, in most parts of November, the utilisation is 100% due to India International Trade Fair and in December, events like LED Expo, India Telecom, PAPERX and ACE-TECH occupied 70% of the facility. The facility is unable to cater to many third party, smaller sized events during the peak season due to lack of capacity.

f). Declining market share.

While still being the largest exhibition centre in India today, Pragati Maidan has seen its market share decline, both in terms of events and space sold. Among the top 14 exhibition centres in the country, share of Pragati Maidan in the exhibition
space sold has declined from 55% in 2000 to 34% in 2011. In terms of space sold
days, the figure has dropped from 47% to 35% in 2005 and 2011.

While this drop in market share can be attributed partially to the addition of new
facilities in other Indian cities, the most important reason has been the inability of
Pragati Maidan to accommodate additional events. With the exhibition space sold
expected to grow to 16.5 mn sq m by 2030, capacity expansion is necessary to enable
Pragati Maidan to maintain and even increase its market share.

3.1.3. Need for a Convention Centre

Apart from the need to re-develop the exhibition spaces, the need for a world class
high quality convention centre with large capacity, situated in the heart of Delhi has
been voiced at the highest level.

National Capital Region (NCR) is the largest conventions market in India. It hosts 55
international Business to Business, 520 domestic Business to Business and 450
Government to Government convention events every year.

a). Need for venue to host Government to Government (G-G) events

Being the capital city with large government presence, NCR hosts ~40% of all G-G
events in India. The number of G-G events in the city is estimated to grow to 1,240 by
2025. Currently, the Government events are primarily held at Vigyan Bhawan (1,285
pax). Other centres are sub-500 pax in size and include auditoriums like Siri Fort,
Scope Complex, etc.

It is estimated that NCR would have a demand of 2,350 G-G convention event days by
2025, amounting to a total of 1.53 mn delegate days. Evidently, there is an urgent
need to create a larger facility to attract and host bigger sized G2G events.

Also, it must be noted that most National capital cities across the world have a
dedicated large tiered hall, with capacity more than 3,000 pax, for holding G-G events.
It is clear that NCR needs a larger and plush venue for G-G events.

b). Need for venue to host Business to Business (B-B events)

NCR is the largest host for international and domestic B-B conventions in the country
(15% of all conventions in India) and also possesses several ecosystem and
infrastructure drivers working in its favour, creating a huge demand for convention
events.

However, growth of NCR as a global conventions destination has been limited by the
lack of sufficient convention infrastructure. There is no venue available for hosting
G2G international conventions / conferences e.g. ADB/IMF, G-20, Common Wealth etc. NCR currently lags in terms of convention capacity for B-B events, with the largest venue being 3,600 pax (Hotel Kempinski Ambience) only. In comparison, all major convention destinations globally, have multiple venues with capacities more than 5,000 pax. To attract large events from South-East Asia venue to India, the upcoming and proposed conventions centres across India are also planned with the capacities above 5,000 pax.

c). Need for convention space to serve exhibition events

Exhibitions and conventions are allied activities. Most exhibitions also require spaces for adjoint events such as conferences, meetings and inauguration functions. The facilities currently available in Pragati Maidan lack the scale and quality required to serve this segment. In order to create a world-class exhibition venue, it is necessary to provide adequate co-located convention and meeting facilities, making it an integrated venue capable of meeting all the needs of the event organizers.

3.1.4. Need for a Hotel:

The hotel accommodation with other appurtenant facilities is an essential requirement of any world class Exhibition-cum-Convention Centre in line with International standards & practice for such type of projects all over the World. Most convention centers have hospitality assets as part of the property. Some of the international and Indian examples are given below;

<table>
<thead>
<tr>
<th>Project</th>
<th>Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International Benchmarks</strong></td>
<td></td>
</tr>
<tr>
<td>CEC, Hong Kong</td>
<td>Renaissance, Grand Hyatt - 1,962 keys</td>
</tr>
<tr>
<td>International Convention Centre, Sydney</td>
<td>Accor - 138 keys</td>
</tr>
<tr>
<td>Melbourne Convention and Exhibition Centre</td>
<td>Hilton hotel</td>
</tr>
<tr>
<td>Perth Convention and Exhibition Centre</td>
<td>Convention Centre, Golf Course, Hotel</td>
</tr>
<tr>
<td>Schaumburg Convention Centre Illinois</td>
<td>Renaissance Schaumburg Hotel - 500 keys</td>
</tr>
<tr>
<td>CC, Kuala Lumpur</td>
<td>Impiana KLCC Hotel - 571 keys</td>
</tr>
<tr>
<td>McCormick Place</td>
<td>Hyatt Regency - 1260 keys</td>
</tr>
<tr>
<td>Dubai International Convention Centre</td>
<td>Ibis, Novotel - 622 keys</td>
</tr>
<tr>
<td>China National Convention Center</td>
<td>CNCC Grand Hotel - 420 keys</td>
</tr>
<tr>
<td>Excel CEC, London</td>
<td>Aloft Excel London - 252 keys</td>
</tr>
<tr>
<td><strong>Indian Benchmarks</strong></td>
<td></td>
</tr>
</tbody>
</table>
Memorandum for PIB for Re-development of Pragati Maidan at New Delhi

<table>
<thead>
<tr>
<th>Project</th>
<th>Hotel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyderabad International Convention Centre</td>
<td>Novotel Hyderabad - 288 keys</td>
</tr>
<tr>
<td>The Ashok Convention Centre, Delhi</td>
<td>The Ashok - 550 keys</td>
</tr>
<tr>
<td>Proposed ICC, BKC, Mumbai</td>
<td>Proposed</td>
</tr>
<tr>
<td>Proposed ICC, Mohali</td>
<td>Proposed</td>
</tr>
<tr>
<td>International Convention Centre, Devanahalli</td>
<td>Proposed</td>
</tr>
<tr>
<td>International Convention Centre, Magadh University, Bodhgaya</td>
<td>Proposed (Hyatt Hotels)</td>
</tr>
<tr>
<td>Hotel-cum-Convention Centre and Heritage Theme Park, Mysore</td>
<td>Proposed</td>
</tr>
<tr>
<td>Hotel-cum-Convention Centre and Heritage Theme Park, Mangalore</td>
<td>Proposed</td>
</tr>
<tr>
<td>Exhibition-cum-Convention Centre at Sitapura Industrial Area, Jaipur</td>
<td>Proposed</td>
</tr>
<tr>
<td>Exhibition-cum-Convention Centre, Gurgaon</td>
<td>Proposed</td>
</tr>
</tbody>
</table>

A hospitality development along with the Convention Centre supports the project in the following ways –

- To cater to the needs of accommodation facilities for the delegates.
- Integrated hospitality facility along with the Convention Centre is a preferred option to avoid outside F&B tie-ups.

The preferred choice by a private operator is to have an integrated Convention and Hospitality facility considering the ease of marketing and booking and looked as a means to optimise the convention revenues, as lower margins on convention centre are compensated by high margin in hospitality.

3.1.5. ITPO’s Charter as per Section 25/ Section 8 Company is to undertake trade promotion activities. One of the main objects of the organization is to promote, organize and participate in industrial trade and other fairs and exhibitions in India.

Pragati Maidan facility is a key facilitator towards meeting this object. Over the years, market demands have far outstripped the existing facilities at Pragati Maidan. With increasing demand for larger, flexible spaces for holding exhibitions, a re-development project is necessary to expand the existing exhibition facilities in keeping with modern requirements.

Thus, the exhibition and Convention Centre at Pragati Maidan is intended to support the national trade promotion objective and to support NCR in becoming a globally competitive MICE destination. In order to achieve this, it requires an improved capacity and state-of-the-art facilities. This would enable the facility to cater to those events currently uncatered and also international events that require world-class facilities to be hosted.
NCR/Delhi possesses all necessary key drivers and enablers - e.g. presence of large agglomeration, strong service cluster, tourist and incentive hub, connectivity, hospitality and location in the National capital - to become an attractive convention and exhibition destination. Exhibitions and conventions have a strong driving impact towards domestic industries including transportation, travel and tourism, catering and hospitality. It result in generation of employment, not only directly, but also through the growth in allied industries as a result of the economic stimulus propagated through exhibitions and conventions.

3.2. The alternatives that have been considered before firming up the design of the project may be stated (this should also include alternate modes of project delivery e.g. outsourcing PPP etc. that have been considered).

3.2.1. Project Delivery Options

Exhibition and Convention Centre

Two options have been considered for delivery and implementation of the exhibition and Convention Centre – Phase I of the project:

i. Construction by ITPO on Engineering Procurement Construction mode.

a. ITPO takes up entire development by assigning the project to NBCC as deposit work.
b. Project design, construction and operations contracted / tendered out to single / separate entities on EPC mode.
c. ITPO has the option to either operate the exhibition and convention centre on its own or to bring in a separate private player to operate and manage the Convention Centre on a management revenue sharing contract.

ii. Public Private Partnership (PPP)

a. Design, financing, construction and operations undertaken by a single / multiple private sector entity for a specified period
b. Various possibilities for risk transfer mechanism
c. Land leased out to the private player in return for a pre-determined annuity payment based on a competitive bidding process.
d. The private player is provided a mandate to develop as per the specifications of the exhibition and convention centre, as intended.
e. In this model, the role of ITPO would be limited to being the governing Authority and the asset owner.

3.2.2. The PPP model is not recommended in view of the following factors.
i. Possibility of operational conflict with the PPP partner when operations of existing halls (7-12) are retained by ITPO

ii. ITPO’s existing manpower (~852 employees) goes unutilized

iii. ITPO will not be able to fulfil its Charter as a Section 25 Company without Pragati Maidan

iv. In such case, only two options remain: Either dissolve ITPO or change its charter to limit its role as a regulator. ITPO’s role as a regulator would be two-fold:

- Market regulator for exhibitions in India – Framing guidelines for organising exhibitions, framing charters for various international trade shows, etc.
- Organization of trade fairs abroad.
- To regulate and oversee trade focus of events happening at Pragati Maidan.
- Re-definition of ITPO’s role required for supporting trade promotion, especially for Micro, Small and Medium Enterprises (MSME’s)
- ITPO would require ~INR 125 cr. every year to promote, organize and participate in foreign / Indian fairs. Availability of yearly grant funding to ITPO would be an issue.
- Sub-leasing of land not allowed as per Lease Deed to ITPO
- Shift from Nominal Lease Rent to Commercial Lease Rent likely on allotment of land to private player

v. Government funding would be required - Typical real estate developer and operator would require equity IRR of at least 20% from the project. However, the revenues from the integrated project would not be financially capable of giving such returns. This implies that suitable Government support would be required in the form of **viability gap funding (VGF) if project is developed on PPP**.

vi. Strong administrative / booking control required ensuring operational viability of the facility

vii. Robust risk-allocation mechanism required

Viii. Land cost / Location make PPP un-advisable - Pragati Maidan is located at one of the most prime locations in Delhi. Development of the project on a PPP basis at such a highly priced property is not economically favourable.
3.2.3. Recommended Development Model

Looking at the above discussions, it is not recommended to develop the exhibition and convention centre project on a PPP basis. It is recommended that ITPO develops the project on its own on EPC mode.

However, while certain area for the hotel is being earmarked, as of now the hotel component of the project is not being envisaged. Its development can be considered at the appropriate time including on a PPP mode.

3.3. Please state whether the project proposed has objectives and coverage which overlap the projects/schemes being implemented by the same or another agency (Ministry/Departments/State Government). In case of overlap, please state why the project scheme needs to be considered as a separate standalone effort.

- None

4. PROJECT OBJECTIVES & TARGETS

4.1. The objectives of the project may be mentioned. These objectives should flow from the project justification.

4.1.1. The world class Integrated Exhibition and Convention Centre (IECC) to be set up in Pragati Maidan is envisioned as a self-contained, totally integrated, state-of-the-art infrastructure for organizing exhibitions, business events, meetings, and conventions.

4.1.2. Broad objectives of redevelopment of the Exhibition Centre

- To continue undertaking trade promotion activities as per its charter as a Section 25/Section 8 company.
- To undertake promotion of exports by organizing large-scale exhibition events involving international participation.
- Promote hosting international events in India and migration of large events from other South-east Asian venues to India.
- To continue spearheading trade fair promotion in India by organizing larger-events untouched by Indian exhibition spaces due to capacity constraints.
- To effectively utilize existing capacity and land asset available to ITPO by redevelopment of unusable spaces.

4.1.3. Broad objectives of redevelopment of the Convention Centre
• To leverage NCR’s position as a leading convention’s destination
• To provide a world-class platform for organizing Government-to-Government and Business-to-Business and Government-to-Business events
• To provide capacity for hosting larger conventions / conferences currently untouched by Indian convention centres due to capacity constraints

4.1.4. Broad objectives of development of a Hotel

• To provide a support facility for the operations of the Exhibition and Convention Centre
• To provide best-in-class F&B and accommodation services to the guests visiting the Complex.
• Integrated convention and hospitality facility the first choice of private operator.
• Integrated convention and hospitality facility makes the marketing pitch stronger and increase the possibility of large event commitment.
• To compete the upcoming integrated facilities in NCR, Pragati Maidan would need to incorporate a hospitality asset.

4.1.5. Envisaged Benefits of the Integrated Project

The project apart from the gains to Pragati Maidan, is envisaged to provide several benefits to the local economy and international trade. They can be broadly summarised as:

• **Enabling global knowledge transfer:** Large trade fairs attract a number of foreign exhibitors who want to showcase their technologies and products, attract visitors / buyers from around the world and understand the competition, technological products and processes in other countries. Thus the project would play a key role in transferring technological know-how and developing domestic expertise.

• **Providing a platform for trade exchange:** Aided by healthy trade policies and relationships, the trade fairs have seen opening up of avenues for several new business tie-ups through showcasing of products and services. Moreover, exhibitions provide exhibitors with a means to sell their products to a wider audience, potentially leading to new export opportunities for the country.

• **Boosting the local industry:** Exhibitions and conventions have a strong driving impact towards domestic industries including transportation, travel and tourism, catering and hospitality. The Convention and Exhibitions industry has a multiplier effect of upto 2-6 times depending on the type of industry.

• **Generating employment across allied sectors:** Exhibitions result in generation of employment, not only directly, but also through the growth in allied industries as a result of the economic stimulus propagated through exhibitions and conventions.
4.2. The specific targets proposed to be achieved of the proposal/ scheme may be mentioned. These targets should be necessarily measurable. These should also be monitorable against baseline date. The baseline may be indicated.

<table>
<thead>
<tr>
<th>Component</th>
<th>Year 1 (FY 2016)</th>
<th>Year 2 (FY 2017)</th>
<th>Year 3 (FY 2018)</th>
<th>Year 4 (FY 2019)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Phys. in crore</td>
<td>Fin. in crore</td>
<td>Phys. in crore</td>
<td>Fin. in cr.</td>
<td>Phys. Total</td>
</tr>
<tr>
<td>Exhibition Centre</td>
<td>7%</td>
<td>68</td>
<td>25%</td>
<td>203</td>
<td>40%</td>
</tr>
<tr>
<td></td>
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<td>373</td>
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<td>38%</td>
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<td>366</td>
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<td>1010</td>
</tr>
<tr>
<td>Convention Centre</td>
<td>25%</td>
<td>108</td>
<td>45%</td>
<td>191</td>
<td>25%</td>
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<tr>
<td></td>
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<td>108</td>
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<td>5%</td>
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<td>45</td>
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<tr>
<td>Infrastructure</td>
<td>40%</td>
<td>85</td>
<td>35%</td>
<td>65</td>
<td>25%</td>
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<td></td>
<td>1677</td>
</tr>
</tbody>
</table>

4.3. The outcomes of the proposal to be achieved should be indicated. These outcomes should be in the form of measurable indicators which can evaluate the proposal on quarterly/half yearly/annual/plan basis.

After completion of the world class Iconic State-of-the-art Integrated Exhibition-cum-Convention Centre (ITCC), the following facility will be developed:

1. Total development of 3,26,065 sq. mtr. of built up area including 1,20,000 sq. mtr of new air-conditioned exhibition space along with supporting infrastructures, in addition to the existing 40,000 sq.mtr exhibition space. The total exhibition space will become 1,60,000 sq. mtrs. (1,20,000 + 40,000).

2. Convention Centre facility of 7000 pax sitting in single format (with plenary hall of 3000 pax capacity, functional hall of 4000 pax) and in addition various appurtenant facilities like meeting halls, lounges, services

3. Parking space for about 4800 Passenger Car Units (PCU).

The following proposed broad timelines of the project to be achieved;

i. Approval of PIB Note- First quarter of 2016
ii. Approval of CCEA Note- First quarter of 2016
iii. Engagement of Architectural Consultant First quarter of 2016 by NBCC
iv. Preparation of DPR- Third quarter of 2016
v. Statutory approvals From third quarter of 2016 to first quarter of 2017
vi. Selection/ award of work to Executing Agency- Last quarter of 2016
vii. Execution of work- From first quarter of 2017 to second quarter of 2018.

The details of year-wise expenditure will be as under:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Year</th>
<th>%age completion / expenditure on Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Expenditure on Construction and support infrastructure</td>
<td></td>
</tr>
<tr>
<td>(i)</td>
<td>FY 2016-17</td>
<td>25</td>
</tr>
<tr>
<td>(ii)</td>
<td>FY 2017-18</td>
<td>55</td>
</tr>
<tr>
<td>(iii)</td>
<td>FY 2018-19</td>
<td>15</td>
</tr>
<tr>
<td>(iv)</td>
<td>FY 2019-20</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>Sub-Total (A)</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

4.4. Briefly explain the objectives of the other programmes/projects undertaken by Ministry/Dept which are in convergence with the objectives of proposed proposal.

- Not relevant (through DoC)

4.5. Please indicate whether the proposal is for current Plan only or will continue in next Plan also.

- For the current Plan and next Plan also.

5. GENDER ANALYSIS

5.1. Briefly explain the specific objectives of the proposal relating only to women.

- Not applicable

5.2. In case the proposal has gender components, please provide the information in the given tabular form.

<table>
<thead>
<tr>
<th>Gender Component</th>
<th>% of total expenditure on this component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component 1, 2, 3 &amp; so on</td>
<td></td>
</tr>
</tbody>
</table>

- Not applicable
6. PROJECT DESIGN

6.1. Briefly explain the project design. This should include all components of the proposal including:
   i. Scope of the project
   ii. Assumptions used
   iii. Technology
   iv. Size/ Specifications/ Layout Plan
   v. Plant & Machinery
   vi. Others (Please specify)

The components of the project should be carved out from the Feasibility Report/Project report. The study/ investigations on which project parameters are based should be clearly indicated.

6.1.1. Scope of the Project:

6.1.1.1. A detailed market and financial feasibility study has been undertaken by APMC (Advisor-cum-Project Management Consultant) i.e M/s Feedback Infra Projects Pvt. Ltd., and M/s Populous Consortium to determine optimum configuration of the proposed development.

6.1.1.2. The project proposal entails the total development of 3,26,065 sq m of built up area including of 1,00,000 sq. mtr. of exhibition space and Convention Centre facility of 7,000 pax seating facility in single format (with a plenary hall of at least 3,000 pax capacity, functional hall of 4,000 pax) and in addition various appurtenant facilities like meeting halls, lounges, services and parking space for about 4,800 passenger car units (PCU) in Phase-I (design year 2020) and further capacity addition of exhibition space of 86,255.00 sq. mtr. alongwith supporting infrastructure in Phase-II (design year 2030).

6.1.1.3. The following developments were envisaged in Phase-I from 2016 - 2019 and Phase-II with construction time from 2025-2027:-

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PHASE-I</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Exhibition Space</td>
<td>1,19,445</td>
</tr>
<tr>
<td>2.</td>
<td>Convention Centre</td>
<td>31,630</td>
</tr>
<tr>
<td>3.</td>
<td>Basement Parking</td>
<td>1,66,130</td>
</tr>
<tr>
<td>4.</td>
<td>Administrative Block</td>
<td>8,860</td>
</tr>
<tr>
<td></td>
<td>Total*</td>
<td>3,26,065</td>
</tr>
<tr>
<td>PHASE-II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Exhibition Space</td>
<td>82,480</td>
</tr>
<tr>
<td>2.</td>
<td>Basement</td>
<td>3,775</td>
</tr>
<tr>
<td></td>
<td>Total*</td>
<td>86,255</td>
</tr>
</tbody>
</table>

*The detailed area projection will be incorporated upon finalisation of design.
6.1.1.4. The estimated cost of Phase-I of the project including the external interventions to facilitate greater access to the complex would be as under:-

<table>
<thead>
<tr>
<th>Component</th>
<th>Total Outlay (INR Cr.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Centre</td>
<td>1,010</td>
</tr>
<tr>
<td>Convention Centre</td>
<td>452</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>215</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td><strong>1,677</strong></td>
</tr>
<tr>
<td>Cost of external interventions proposed</td>
<td></td>
</tr>
<tr>
<td>i. Direct access to the basement parking from Mathura Road</td>
<td>26</td>
</tr>
<tr>
<td>ii. Direct connection from Ring Road to the basement parking</td>
<td>52</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td><strong>1,755</strong></td>
</tr>
<tr>
<td>Additional Costs 20% (cost escalation &amp; contingency etc.)</td>
<td>351</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td><strong>2,106</strong></td>
</tr>
<tr>
<td>Fee to be charged by NBCC @ not exceeding 7% of the project cost</td>
<td>148</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,254</strong></td>
</tr>
</tbody>
</table>

However, the final cost estimates would be later worked out based on detailed design and drawings of the project.

6.1.1.5. The cost of construction of total built up area of 3,26,065 sq. metres in Phase I estimated by APMC was Rs. 2,254 crore in the year 2015. This is based on unit area rates and without detailed specifications. APMC has estimated the costs broadly derived from prevailing plinth area rates and approximately two thirds of the items are as per CPWD PAR while the rest are not as per CPWD PAR as they are for special purposes and relate to iconicity of the Convention Centre in particular. The cost includes contingency rates @ 10% against the usual provision of 5% as per the CPWD rates. The higher rates of contingency have been proposed by ITPO because of the complex nature of the project and to ensure world class finishing. The project cost also includes two external interventions and consultancy expenditure of NBCC not exceeding @ 7% of the project cost.

6.1.1.6. The project also entails demolition of existing 23 State Pavilions and Pavilions of 6 nos. Central Ministries apart from ITPO’s Hall No. 1 to 6 having an area of 20,000 sq.mtr and Hall 14, 15 & 18. In response to the request of Department of Commerce, 22 States and 5 Central Ministries/ Department have given their consent for the demolition. The rest are being followed up. The ITPO facilities to be demolished are old, non-air-conditioned and badly in need for replacement.

6.1.1.7. Air-conditioned halls 7-12A will be retained along with required support services for holding the exhibitions of ITPO’S and third party organisers till commencement of phase-II.
6.1.8. Provision of internal infrastructure and services required within the Pragati Maidan premises were broadly considered as per statutory requirements and an amount of Rs. 215 crore has been included as part of Rs.2,254 crore in the proposal. This includes roads, water and recycled water, sewage, drainage, site development, fire fighting, HVAC, etc.

6.1.9. However, the external interventions / infrastructures for ensuring of access and decongestion of traffic have to be finalised in consultation with all stakeholders including Delhi Govt., UTTIPEC, Delhi Metro, Ministry of Railways, Archaeological Survey of India and Municipal Bodies which are recommended by APMC.

6.1.10. The time for completion of Phase-I is proposed 3 years (36 months) from the date of award of work to the Executing Agency including obtaining all the necessary statutory approvals from the local authorities.

6.1.2. Assumptions and Analysis for Exhibition Centre Design:

6.1.2.1. The estimation of exhibition space requirements in India is done based on three approaches:

- Macro-economic correlations with benchmark countries
  - GDP correlation
  - Trade correlation
- Base demand projections (on the basis of past growth rate)
- Additional demand generated through ecosystem creation

6.1.2.2. It was recommended that despite norms followed by international exhibition centres (low overall utilization rates), redevelopment of Pragati Maidan should be based on medium to long term demand and towards achieving high capacity utilization instead of capturing the larger sized events with low capacity utilization rates.

6.1.2.3. Exhibition centre design was formulated based on:

- Benchmarking with international exhibition centres - A best-fit configuration was recommended based on this market analysis.
- A 10-year event calendar was generated based on historical and current event calendar of Pragati Maidan.

6.1.2.4. Based on the above two, a hypothesis was formulated for suitable unit sizes and configurations. Further, Operational Research (OR) modeling was conducted on the selected options towards maximizing efficiency of space allocated and accommodating maximum number of events. For deciding the ideal hall sizes and partitions, multiple configurations are tested based on the following constraints:

- Maximum efficiency of space allocated to space required
- Minimum number of halls
- Minimum event space rejected due to bookings
6.1.2.5. Further, suitable floor loading for exhibition halls was recommended based on benchmarking with international centers and target event mix. Required mix of outdoor exhibition spaces and support facilities was also recommended.

6.1.2.6. This analysis finally led to selection of an optimum exhibition centre design which includes suitable unit sizes and number of halls.

6.1.3. **Assumptions and Analysis for Convention Centre Design:**

6.1.3.1. The convention centre designs were formulized based on parameters including functional efficiency and Occupancy. The design process was supported by two types of inputs:

- Inputs from market analysis and demand profiles (delegate demand, seasonality)
- Inputs based on technical benchmarking with other world-class convention centres

6.1.3.2. An optimization model was developed to determine the optimum configuration for the convention centre and the plenary hall. Having decided on the capacity of the plenary hall and the function hall, various plenary hall and function hall configurations were tested to evaluate the optimum configuration.

6.1.3.3. Key performance measures used to evaluate the configuration and design aspects are:

- Occupancy = (Total space sold) / (Total space available)
- Efficiency = (Space required for event) / (Space allocated to the event)

6.1.3.4. The convention hall sizes were designed based on the potential demand in 2025 (design year). Based on the current NCR market, seasonality and growth rates, the number of events in 2025 were determined and an event calendar was generated to evaluate the performance measures described above. Most optimum design was selected based on the above optimization algorithm. The selected configuration was then tested with various partition sizes and combinations against the same event calendar which generated the optimal configuration.

6.1.4. **Overall Project Design:**

6.1.4.1. After a detailed analysis of global convention and exhibition centers and demand thereon, the Integrated Exhibition cum Convention complex project has been planned as a world class and iconic project of India in which the services and technical specifications have been benchmarked against the very best projects in the world. The project is envisaged to become a high-tech connection between the city, its people and the global community. The centre has been designed to ensure clarity of function and ease of circulation.
6.1.4.2. The overall project design provides maximum flexibility for minimal operational costs and maximum revenue generation. The proposal entails layout plan-level details of the envisaged IECC project. Detailed design will be conducted after selection of project executors. Few of these facilities planned at this level are as follows:

- Covered air conditioned exhibition space of ~1,20,000 sq m net area;
- Iconic Convention Centre with seating facility of 7000 pax, in single format (3000 pax Plenary Hall and 4000 pax Functional Hall) fully provided with all facilities for holding country-to-country level International conferences and conventions. The Convention Centre would be on elevated Podium at + 8.00 mtr above the ground level and will have a floating roof projecting all around the building, giving a grand look. The space below the Podium would be used for F & B outlets, service and storing facilities of furniture for Convention Centre etc.
- Provision of Solar Energy System over roof of Exhibition Halls and Convention Centre.
- Internal transportation system.
- Landscaped portion including green area and water bodies.
- Appurtenant service facilities like catering, parking and utilities.
- Amphitheatre and other facilities to showcase India’s culture & heritage.
- Security & Housekeeping services.
- Continuation of the Crafts Museum & the Science Museum already established in Pragati Maidan.
- Exclusive movement zones and meeting rooms for The Heads of States and VVIPs.
- Fully green development with appropriate star level of green building certification from GRIHA. Thus, IECC shall use less water, optimize energy efficiency, generate less waste and provide healthier spaces for occupants.

6.1.5. **Infrastructure and Services**

6.1.5.1. Best-in-class services have been planned for the project:

- Best IT network which shall be fully modular and scalable, including full fibre optic integrated network of audio, video, telephony, internet and security
- Web-based/cloud-based Registration facilities, advanced visitor management and parking management systems, Tele Presence rooms for 3D video conferencing
- Several layers of security system including IP based CCTV system with capability of remote monitoring and intervention, Perimeter fencing, IP based Access control system with centralized server at ITPO central command center, Network switches at every location to send data to the centralized location, Display screens for CCTV monitoring at central command center, motorized gates, crash proof bollards for unintended vehicles, full truck scanners, etc.
6.1.5.2. Provision of internal infrastructure and services required within the Pragati Maidan premises has been broadly considered as per statutory requirement and an amount of Rs.215 crore has been included in the proposal. This includes roads, water and recycled water, sewage, drainage, site development, fire fighting, HVAC etc.

6.1.6. **Consideration of Hotel as part of development**

6.1.6.1. A perpetual lease deed has been signed in favour of ITPO on 07.03.2011. Ministry of Urban Development has notified on 26th June, 2013 the change of land use of entire Pragati Maidan (49.98 Hectares) from "Recreational (District Park)" to "Public & Semi-Public facilities (International Convention Centre)". This, however, does not permit setting up of a hotel in the complex.

6.1.6.2. The Ministry of Urban Development has communicated that some amendments are proposed in MPD-2021 related to inclusion of Hotel facility and enhanced ground coverage and FAR. However, pending issuance of notification from DDA/MoUD regarding proposed amendments in MPD-2021, the location for the proposed Hotel facility has been marked on the layout plan. The exhibition and development of the same will be considered later after the change of land use in MPD 2021.

(Layout Plan ANNEXURE-I)

6.2. **In case the proposal is specific to any location area and segment of population, please state the basis for selection. Details regarding physical features, technology, etc. may be given.**

The project is location specific and is proposed on the existing location i.e. Pragati Maidan. A perpetual lease deed for Pragati Maidan complex measuring an area of 123.51 acres was executed in favour of ITPO on March 7, 2011. Land use change notification has been issued by Ministry of Urban Development on 26/06/2013, changing the existing land use of Pragati Maidan for 49.98 Ha. (123.51 acres) from “Recreational (District Park)” to “Public & Semi-Public Facilities (International Convention Centre)” in Planning Zone-D (ANNEXURE-II).

The special features of the location include:

- Vicinity to areas like India Gate and Purana Quila - Increase the critical significance of the site.
- Connectivity to central Government offices and functionalities.
- Excellent connectivity to most of NCR through public transport.
- Congestion on major roads around the site - Traffic analysis has been conducted to counter the effects and suggest suitable external interventions.
The envisaged Integrated Exhibition and Convention Centre is best suited to be developed at Pragati Maidan because of following factors:

- Excellent connectivity to rest of Delhi NCR.
- Prime location close to central Delhi and Capital region.
- Availability of existing infrastructure for hosting exhibitions.
- Availability of land for the development with suitable land use.

6.3. Please indicate whether the proposal is secured against natural/man-made disasters like floods, cyclones, earthquakes, tsunamis, etc. If the proposal involves creation/modification of structural and engineering assets or change in land use plans, disaster management concerns should be assessed.

- BIS norms, relevant codes and practices will be followed and due care shall be taken during detailed engineering and planning of the project on all these aspects. All necessary design parameters for earthquake resistant structure will be duly considered and adopted for structural design.

6.4. In case of beneficiary oriented proposal the mechanism for identification of the beneficiary and the linkage of beneficiary identification with UID number, on a voluntary/non-mandatory basis, may be indicated.

Not applicable

6.5. Where ever possible, the mode of delivery should involve the Panchayati Raj Institution and Urban local bodies. Where this is intended, the preparedness and the ability of the panchayats for executing the proposal may be indicated. If exceptions are to be made, the reasons may be explained.

Not applicable

6.6. Whether the land required for the proposal is in possession of the agency. In case the proposal involves land acquisition or environmental clearances, the specific requirements and the status in this regard may be indicated. If exceptions are to be made, the reasons may be explained.

The project does not envisage land acquisition. The project has to be executed at the existing location and the land belongs to ITPO. Hence no land acquisition is required for this purpose.

Considering the proposed size and scale, the project would require approval from the Ministry of Environment and Forests. The approval will be obtained at a suitable stage before start of the work.
6.7. The legacy arrangements after the scheduled project duration may be mentioned. In case the project creates assets, arrangements for their maintenance and upkeep may be stated (for example the project assets may be taken over and maintained by the state Government/ PRIs; ULBs).

6.7.1. ITPO has developed an expertise over a long period of time, in holding exhibitions and managing a full-fledged exhibition centre and hence earned a reputed brand name in the Industry. Going further, the expertise and brand can be utilized in operating the redeveloped exhibition spaces. Therefore, it is proposed that the Exhibition and Convention Centre would be managed by in-house ITPO team.

6.7.2. However, the management of allied operations such as F&B and parking will be managed by an external professional operator on the basis of management contracts.

6.7.3 To summarize, the following operating models are recommended for each of the components:

- Exhibition and Convention Centre: ITPO.
- F&B: External operator based on management contracts.
- Parking: External operator based on management contracts.

6.8. Please indicate:

i. Inter-linkages with other schemes mainly in terms of coverage, impact, outcomes, etc.
- Not applicable

ii. Steps taken towards convergence with other schemes to achieve the intended outcomes may also be stated.
- Not applicable

iii. Steps taken towards convergence in flow of funds from other schemes.
- Not applicable

7. PROPOSAL COST

7.1. Please provide the project cost estimate for its scheduled duration along with a break up of year-wise, component-wise expenses segregated into non-recurring & recurring expenses.
7.1.1. The proposed project planning has been made on the basis of existing master plan regulations of local authorities, permissible floor area ratio (FAR), International convention and exhibition centre norms, social infrastructure and optimum utilization of the available land.

7.1.2. ITPO is a Mini Ratna Company and as per the DPE guidelines, the Board of ITPO has financial powers for approving projects only upto Rs.500 crore. Therefore, investment sanction is solicited. However, as per estimates prepared by ITPO in consultation with their APMC, the project requires an approximate capital investment of INR 2,254 crore for construction of total built up area of 3,26,065 sq m between Financial Years 2016-19.

7.1.3. The entire capital cost of the project is non-recurring. The year-wise capital cost requirement is as follows:

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibition Space</td>
<td>108</td>
<td>406</td>
<td>161</td>
<td>73</td>
<td>748</td>
</tr>
<tr>
<td>Convention Centre</td>
<td>188</td>
<td>382</td>
<td>54</td>
<td>9</td>
<td>633</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>135</td>
<td>130</td>
<td>32</td>
<td>-</td>
<td>297</td>
</tr>
<tr>
<td>External Interventions</td>
<td>-</td>
<td>60</td>
<td>19</td>
<td>6</td>
<td>85</td>
</tr>
<tr>
<td>Additional Costs*</td>
<td>81</td>
<td>178</td>
<td>46</td>
<td>8</td>
<td>313</td>
</tr>
<tr>
<td>Consultancy Charges</td>
<td>52</td>
<td>84</td>
<td>26</td>
<td>16</td>
<td>178</td>
</tr>
<tr>
<td>Total</td>
<td>564</td>
<td>1240</td>
<td>338</td>
<td>112</td>
<td>2254</td>
</tr>
</tbody>
</table>

*Inflation during construction, contingencies

ITPO does not intend to go overboard on the project cost at a later stage. Considering this, suitable inflation and contingencies have been considered as part of the project cost.
7.2. In case the land is to be acquired, the details of cost of land and cost of rehabilitation/resettlement may be provided.

No land is needed; land is already in possession of ITPO as on date. Therefore, cost of land is not required to be booked to the project cost.

7.3. Estimated expenditure on proposal administration (including expenses on consultants, monitoring, evaluation, IEC etc.) may be separately indicated.

Project administration will be undertaken by ITPO. The project is proposed to be assigned National Buildings Construction Corporation Ltd. (NBCC) as Project management Consultant on behalf of ITPO.

7.4. The basis of these cost estimates along with the reference dates (it should not be more than six months old) for normative costing may be provided. Please indicate the firmness of the estimates, component wise, with the extent (+ / -) of the expected variation.

7.4.1. The estimated cost of construction of total built up area of 3,26,065 Sq. metres would be Rs. 2,254 crore including the two external interventions and consultancy charges. The estimate is based on unit area rates calculated on CPWD Plinth Area Rate (PAR) including cost escalation with an assumption that the project executor will be selected by January 2017. Also, detailed specifications have not been developed at this stage.

7.4.2. The costs have broadly been derived from prevailing plinth area rates and approximately two thirds of the items are as per CPWD PAR while the rest are not as per CPWD PAR as they are for special purposes and relate to iconicity of the Convention Centre in particular. The cost includes contingency rates @ 10% against the usual provision of 5% as per the CPWD rates. These higher rates of contingency have been proposed by ITPO because of complex nature of project and to ensure world class finishing.

7.4.3. It must be noted that cost variations are likely to happen once detailed specifications for the project are worked out after selection of project executors and after finalization of GFCs.

7.5. In case the proposal involves payout of subsidy, the year wise and component wise expected outgo, upto the last year of payment, may be indicated.

- Not applicable.

7.6. In case the proposal intends to create capital assets, employ specialized manpower or involves other activities that necessitate a Recurring Cost of Capital Expenditure (RCCE)
(e.g. maintenance and upkeep costs of assets, salary costs of manpower, etc.) over the lifetime of the asset, such expenditures, on an annual basis, may be indicated in the project proposal.

7.6.1. ITPO has specialized manpower for management of the existing facility and the same will be responsible for O&M of the Exhibition centre. No new manpower is envisaged for the project.

7.6.2. The various operating cost assumptions for the Exhibition space (in the first year) are given below:

- Maintenance Expenses from the start of operations 2%-3% of capital cost.
- Marketing cost: 2% of revenues
- Insurance cost: 0.1% of capital cost

7.6.3. Similarly, a private entity may be required for marketing and operations of the Convention Centre. The administrative and maintenance costs are shown as below;

- Food and Beverage (F&B) costs: 60% of F&B revenues.
- Administrative & General: 10% of total revenues.
- Marketing: 5% of total revenues.
- Property Operations & Maintenance;
  - Building : 2% of building capital cost
  - Mechanical, Electrical Plumbing (MEP) Services : 5% of MEP capital cost
  - Furniture, Fixtures and Equipments (FF&E) : 15% of FF&E cost
  - Infrastructure : 3% of infrastructure cost

- Fixed Expenses
  - Manpower : INR 5.7 cr
  - Insurance : 0.3% of capex
  - Property taxes : 0.1% of capex

7.7. It may be stated whether the agency which would be assigned this legacy responsibility has been consulted & has agreed to bear the continuing recurring expenditure (e.g. the state Governments may need to incur the maintenance and upkeep costs of assets created under plan schemes.

ITPO will be responsible for maintaining the whole complex.

7.8. The cost towards salary/ fee/ emoluments of the proposal human resources as being proposed should be indicated (procedure for seeking approval of the human resources requirements is however detailed at para-7 below).

Not applicable
7.9. The component of the costs mentioned at 7.1-7.8, that will be shared by the State
Governments may be indicated.

Not applicable

7.10. In the event of fund transfer being made to State Government/ Local Bodies or other
organization, “grants for creation of Capital Assets” may be indicated separately.

Not applicable

8. PROJECT FINANCING

8.1. The source of financing for the proposal may be indicated. In case of project already
included in the FYP, the specific earmarking may be mentioned.

8.1.1. Out of the total requirement of funds of Rs. 2,254 crore. ITPO’s reserves would be
utilised to the extent of around Rs.1,000 crore, and the balance funds will be arranged by
taking term loan from the Banks/ financial institutions.

8.1.1.1. The following sources are proposed for funding of the project:

i. **ITPO’s Own funds** - Funding by reserves and surplus amount present in the
balance sheet of ITPO. The total reserves and surplus in the balance sheet as of
FY14 is about INR 1,500 Cr, out of which only about INR 1000 Cr will be available
for funding due to other commitments of ITPO. Considering the scale of project
and corresponding funding requirement, these reserves & surplus will not be able
to support the entire project but can be utilised to fund part of the development
of the Exhibition and Convention Centre.

ii. **Commercial Funding**: The balance funds of Rs.1254 crore shall be arranged
through commercial borrowings from banks/ financial institutions with
government guarantee.

iii. However, simultaneously ITPO is exploring the possibility of raising funds from
external aid/ grant from the Central Govt./ contribution from State Governments/
other stake holders in lieu of institutional term loan in full or in part.

8.1.2. Recommended Funding

8.1.2.1. Based on the analysis of various development models, it is recommended that
the project is funded by internal accruals (from operations of existing halls 7-12A
and for operations of Hall 14 and 18 till end of Phase 1), ITPO funds amounting to
Rs.1000 crore.

8.1.2.2. Balance funds of Rs.1254 crore shall be arranged through commercial borrowings
from banks/ financial institutions with government guarantee.
8.2 Whether the funding requirements have been fully tied up with Planning Commission may be indicated. The quantum of the Plan allocation may be indicated.

- Not applicable

8.3 If there are gaps in the financing of the proposal, the sponsoring agency may indicate how such gaps in FYP as well as the Annual Plans will be addressed.

- Not applicable

8.4 If the external sources are intended, the sponsoring agency may indicate whether such funds have been tied up. In case firm commitment is not available, alternate plans for engaging funds may be indicated.

- Not applicable as of now.

8.5 In case of partial allocation of funds for the proposal, then the components which may be removed / reduced may be indicated.

Not applicable

8.6 Please provide the following details in respect of project proposal

i. Debt-equity ratio along with justification.

- The project proposal is currently considering debt of Rs.1254 crore for the project. The balance funding of Rs.1000 crore for the project is proposed to come from ITPO’s own Funds, Revenue generation from operations during construction. Hence, debt equity ratio is 1.2:1.

ii. In case of, funding from internal resources (IR), availability of IR may be supported by projections and their deployment on various projects.

- INR 1000 Cr. is proposed to be funded from readily available internal resources / ITPO’s own funds.

iii. Please indicate funding tie-ups for loans components both domestic and foreign, along-with terms and conditions of loan based on consent/ comfort letters.

- ITPO is exploring the possibility of raising funds from external aid/ grant from the Central Govt./ contribution from State Governments/ other stake holders in lieu of institutional term loan in full or in part.

9. PROPOSAL: HUMAN RESOURCES
9.1 In case posts (permanent or temporary) are intended to be created, such proposal may be sent on file to personnel Division of Department of Expenditure separately. Such proposals may be sent only after the overall project proposal is recommended by the appropriate appraisal body (SFC, EFC etc.).

ITPO shall augment its in-house technical capacity at its own cost. Further, NBCC is being appointed as a Project Management Consultant for the project.

9.2 In case outsourcing of services or hiring of consultants is intended, brief details of the same may be indicated. It may also be clarified that the relevant GFR provisions will be followed while engaging the agency/consultant.

ITPO’s Board in its 195th meeting held on 29/12/2015 has approved the project proposal. The Board has also approved assigning the project to the National Buildings Construction Corporation Ltd., (NBCC) as a Project Management Consultant on a nomination basis for design, execution and supervision of the entire project of Phase-I & phase-II on behalf of ITPO. NBCC will prepare an overall project plan, detailed design of IECC, obtain the approval of the competent authority for complete layout plan and design from the statutory bodies and to supervise the project during its implementation by global bid. NBCC is a Central Public Organisation and the project is to be assigned to them on a nomination basis. NBCC is to be given the consultancy charge at not exceeding 7% of the project cost as per the relevant GFR provisions. The Board has approved the following:

i. The development of Integrated Exhibition-cum-Convention Centre (IECC) at Pragati Maidan, New Delhi in Phase-1 as an estimated cost of Rs.2254 crore and 36 months completion time of the Project from the award of same to the Project Executor including the time taken for getting all statutory approvals / clearances from government/local bodies. This estimated cost would, however, be subject to the final cost estimates being worked out later based on detailed design and drawings of the project.

ii. Arranging the funds from ITPO’s reserves of around Rs.1000 crore out of the total requirement of funds of Rs 2254 crore and the balance funds from the banks/financial institutions as a term loan on the strength of government guarantee.

iii. To simultaneously explore the possibility of raising funds from external aid/grant from the central government/contribution from state governments/other stakeholders in lieu of institutional term loan in full or in part.

iv. The IECC project will be implemented as Engineering Procurement Construction (EPC) or Design Build Project as this is the best practice for such projects.
v. Assigning of the IECC project to National Buildings Construction Corporation Ltd., (NBCC) on a nomination basis as a project management Consultant to undertake the said project on behalf of ITPO after signing a proper MOU with ITPO.

vi. The termination / cancellation of Contract Agreement / services of M/s Feeback Infa Project Pvt. Ltd., (APMC), after assign the project to NBCC.

vii. Shifting of existing Delhi Jal Board Trunk Sewer Line to another suitable location in the premises through South Delhi Municipal Corporation (SDMC), if required.

viii. The project proposal will be submitted for approval of DoC, PIB and CCA.

The Minutes of the Board Meeting are at ANNEXURE-III

9.3 In case additional manpower requirement indicate the phased requirement over the proposal please timeline (i.e. year wise break-up of the manpower requirement).

Not Applicable

10. PROPOSAL VIABILITY

10.1 In case of proposals which have identified stream of financial returns, the financial internal rate of return may be calculated. The hurdle rate is considered at 12%.

10.1.1. The project (exhibition and convention components) would have stream of revenues from two sources:

10.1.2. **Existing Facility:** Hall 7-12 and 12A would be retained for holding exhibitions (ITPO fairs and third party fairs) during the construction of Phase 1 development. These halls will be retained till start of Phase 2. The revenue from these halls will also be useful in funding overheads of ITPO during the construction period.

10.1.3. **New Facility:** The new exhibition halls and the convention centre will be ready for operations by end of FY 18-19.

10.1.4. The overall project has an NPV of 944 cr with an IRR of 16.3% and hence is financially feasible. Year-wise estimates of capex, revenues and operating costs are given in (ANNEXURE-IV).

10.2 In case of proposals where financial returns are not readily quantifiable (typically social development proposals), the measurable benefits/outcomes may be indicated.

- Not applicable

11 PROPOSAL IMPLEMENTATION & MONITORING
11.1 Implementing agency (s) may be indicated.

Indian Trade Promotion Organization (ITPO) shall be the owning Authority for the implementation of the project. Considering the limited in-house technical / engineering expertise and man power for execution of this mega project, ITPO shall augment its in-house capacity for this project.

11.2 The administrative structure for implementing the proposal may be stated. New structure/ entities etc. is by and large to be avoided. In case new structures are intended to be created for administering the scheme, the details of such structures & specific justifications for the same may be provided. Such new structure should be proposed only it is has been established after due analysis, that existing structure cannot be levered for the proposed/ additional work.

The project will be executed by one or more Project Executors and will be carried out under ITPO’s supervision through NBCC as Project Management Consultant.

11.3 The completion schedule of the proposal indicating timelines of activities should be provided in PERT/Bar Chart along with critical milestones.

The project is expected to be completed by FY 2018-19. It will take **36 months** from the date of selection of one or more project executors including necessary statuary approvals.

Project implementation schedule with timelines is given at **ANNEXURE-V**.

11.4 Mode of implementation: Departmental/ Contract/ Turnkey contract/ EPC/ PPP etc. with justification may be given.

11.4.1. The Exhibition centre and the convention centre will be developed and implemented on Engineering Procurement Construction (EPC) mode or turnkey project. NBCC will select suitable Project Executor(s) or Implementing Agencies on behalf of ITPO, for design and construction of the project. NBCC will invite bidding as per CVC guidelines for the selection of the Project Executor(s) including detailed designing and drawing etc.

11.4.2. ITPO also evaluated development of the Project on PPP model. The PPP model is not selected based on the following factors:

- Possibility of operational conflict with the PPP partner when operations of existing halls (7-12) are to be retained by ITPO
- ITPO’s existing manpower (~852 employees) goes unutilized.
- ITPO will not be able to fulfil its Charter as a Section 25/ Section 8 Company without Pragati Maidan
In such case, only two options remain: Either Dissolve ITPO or Change its charter to limit role as a regulator

- Re-definition of ITPO’s role required for supporting trade promotion, especially for Micro, Small and Medium Enterprises (MSME’s)

- ITPO would require ~INR 125 cr. every year to promote, organize and participate in foreign / Indian fairs. Availability of yearly grant funding to ITPO would be an issue.

- Re-structuring of contract structure with Ministry of Culture and Ministry of Science & Technology would be required upon exit of ITPO

- PPP implementation difficult
  - Sub-leasing of land not allowed as per Lease Deed to ITPO
  - Shift from Nominal Lease Rent to Commercial Lease Rent likely on allotment of land to private player

- Government funding would be required - Typical real estate developer and operator would require equity IRR of at least 20% from the project. However, the revenues from the integrated project would not be financially capable of giving such returns. This implies that suitable Government support would be required in the form of viability gap funding (VGF) if project is developed on PPP.

- Strong administrative / booking control required ensuring operational viability of the facility

- Robust risk-allocation mechanism required

- Land cost / Location makes PPP un-advisable - Pragati Maidan is located at one of the most prime locations in Delhi. Development of the project on a PPP basis at such highly priced property is not economically favourable.

11.5. Nodal officers identified / appointed for being directly in charge and overseeing progress of the proposal may be indicated. Details about his status, past experience in executing similar proposals and balance tenure left for steering the proposal may also be mentioned. He/ She should normally be appointed for entire duration of the proposal.

The Executive Director, India Trade Promotion Organisation would be the Nodal Officer for this proposed project. Mrs. Shubhra Singh, IAS (Rajasthan: Batch) presently posted at Executive Director, ITPO.

11.6 The monitoring framework preferably on MIS for the proposal may be indicated. The arrangements for audit/social audit of the proposal may also be stated.

11.6.1. The project will follow a 3-tier monitoring mechanism:

1. A high level coordination committee constituted under the Minister of Commerce & Industry on 13/03/13 will look into the issues related to statutory/regulatory approvals. This Committee will regularly monitor and guide ITPO on expeditious approvals.

2. A Monitoring Committee chaired by CMD, ITPO consisting of senior officials from ITPO, NBCC shall regularly monitor the progress.
3. A Supervising Committee under Executive Director, ITPO shall watch the progress and adherence to quality on day to day basis.

12 PROPOSAL SENSITIVITIES / UNCERTAINTIES

12.1 Any foreseeable constraints/ uncertainties which can affect the technical design, costing & implementation of the project may be indicated.

12.1.1 The proposed project is currently at the financing stage with broad estimate of project cost, layout plan and configuration analysis in place. The detailed project design will follow after the selection of Project Executors. The following uncertainties can affect the project design, costing and implementation:

- Statutory Approvals - The project awaits the following approvals from various authorities:
  - Delhi Urban Art Commission
  - Municipal Corporation of Delhi
  - National Monuments Authority (NMA)
  - Unified Traffic and Transportation Infrastructure (Planning & Engineering) Centre (UTTIPEC)
  - Ministry of Environment
  - Delhi Police
  - Airports Authority of India
  - Delhi Fire Service etc.

MCD shall give the approval for the project after receiving DUAC’s consent/ NOC. All requisite approvals will be obtained before start of the work.

12.2 The likely impact of these constraints/ uncertainties on the proposal parameters may be stated. In particular, the sensitivity of the proposal cost, proposal schedule and proposal viability towards the possible constraints/ uncertainties may be mentioned.

Any delay in getting any of the approvals given in 12.1 above shall affect the start of the project and may adversely impact the project cost.

13. MANDATORY APPROVALS / CLEARANCES:

The details regarding the requirement of mandatory approvals / clearances of various local, state and national bodies and their availability may be indicated in a tabular form

<table>
<thead>
<tr>
<th>S No</th>
<th>Approvals / Clearances</th>
<th>Agency Concerned</th>
<th>Availability (Y/N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Master Plan Approval (With architectural concept)</td>
<td>MCD will forward the proposal to DUAC &amp; approval shall finally be given by MCD after getting the consent / NOC from</td>
<td>N</td>
</tr>
</tbody>
</table>
Memorandum for PIB for Re-development of Pragati Maidan at New Delhi

<table>
<thead>
<tr>
<th>S No</th>
<th>Approvals / Clearances</th>
<th>Agency Concerned</th>
<th>Availability (Y/N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Conceptual / Detailed Design Options and their Valuation Stage (For external interventions outside the limit of the Redevelopment Project of ITPO.)</td>
<td>UTTIPEC</td>
<td>N</td>
</tr>
<tr>
<td>3.</td>
<td>NOC for Project Construction with respect to heritage byelaws.</td>
<td>National Monument Authority</td>
<td>N</td>
</tr>
<tr>
<td>4.</td>
<td>Environment Impact Study &amp; Clearance</td>
<td>Ministry of Environment</td>
<td>N</td>
</tr>
<tr>
<td>5.</td>
<td>Tree cutting permission</td>
<td>Delhi Forest Division</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Building Plan Sanction</td>
<td>MCD</td>
<td>N</td>
</tr>
<tr>
<td>7.</td>
<td>Fire Clearance</td>
<td>Delhi Fire Services</td>
<td>N</td>
</tr>
<tr>
<td>8.</td>
<td>Height Clearance</td>
<td>Airport Authority of India</td>
<td>N</td>
</tr>
<tr>
<td>9.</td>
<td>Electric Sub-station location/ Installation of DG clearance</td>
<td>BSES</td>
<td>N</td>
</tr>
<tr>
<td>10.</td>
<td>HSD / LPG layout Approval (At Project Design stage)</td>
<td>Department of Explosive, Nagpur</td>
<td>N</td>
</tr>
<tr>
<td>11.</td>
<td>Permission for shifting of Deep sewage line going from within the Premises</td>
<td>Delhi Jal Board</td>
<td>N</td>
</tr>
<tr>
<td>12.</td>
<td>Permission for direct access from Delhi Metro Station to the Project Site</td>
<td>Delhi Metro</td>
<td>N</td>
</tr>
</tbody>
</table>

Note – The above is a tentative list of Approvals required for the Redevelopment Project, as envisaged at this stage.

All requisite approvals will be obtained before start of the work.

14. Consultations with the Public, State Governments, External Research Agencies, Think Tanks, etc.

14.1. To the extent possible and practicable, such consultations may be done by the Administrative Ministries. The draft Proposals may be placed on the web site of the sponsoring Ministries and comments invited from the general public. The draft proposals may be formulated / finalized taking into account such comments. Details in this regard may be indicated in the EFC /PIB memo.
The PIB Note is being circulated to various Departments/Ministries before posing the same to Public Investment Board. On circulation, if there are comments of any Department/Ministries, the reply to same will be communicated.

15. CONCURRENCE OF FINANCIAL ADVISOR

15.1. Comments/Concurrence of Financial Adviser may be indicated along with reply of the Administrative Ministry.

Comments of FA: “I am in agreement that this matter may be put-up to Public Investment Board”.

16. APPROVALS

16.1. Please indicate the specific points on which approval of EFC / PIB is sought.

i. Approval of the IECC project at an estimated cost of Rs. 2,254 crore for setting up of Integrated Exhibition-cum-Convention Centre (IECC) project at Pragati Maidan, New Delhi as proposed in Para 6 at pages 14-21.

ii. Utilising ITPO’s reserves of Rs. 1000 crore out of the total requirement of funds of Rs. 2254 crore and the balance funds from the Banks/financial institutions as term loan on the strength of Govt. Guarantee.

iii. Assigning of the IECC project to National Buildings Construction Corporation Ltd., (NBCC) on a nomination basis as a project management Consultant to undertake the said project on behalf of ITPO after signing a proper MOU with ITPO.

(Anita Praveen)
Joint Secretary to the Govt. of India
Ph. No.: 23062526
ANNEXURE-I

PROPOSED LAYOUT PLAN
ANNEXURE- II

Change of Land Use
ANNEXURE-III

MINUTES OF 195th BOARD MEETING HELD ON
## Annexure IV
### Financial Summary

<table>
<thead>
<tr>
<th>Cash Inflow</th>
<th>FY 16</th>
<th>FY 17</th>
<th>FY 18</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
<th>FY 22</th>
<th>FY 23</th>
<th>FY 24</th>
<th>FY 25</th>
<th>FY 26</th>
<th>FY 27</th>
<th>FY 28</th>
<th>FY 29</th>
<th>FY 30</th>
<th>FY 31</th>
<th>FY 32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Centre</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>27</td>
<td>64</td>
<td>79</td>
<td>92</td>
<td>111</td>
<td>133</td>
<td>158</td>
<td>188</td>
<td>224</td>
<td>262</td>
<td>306</td>
<td>358</td>
<td>412</td>
<td>470</td>
</tr>
<tr>
<td>Exhibition Centre</td>
<td>170</td>
<td>198</td>
<td>227</td>
<td>214</td>
<td>338</td>
<td>388</td>
<td>466</td>
<td>535</td>
<td>588</td>
<td>647</td>
<td>713</td>
<td>785</td>
<td>866</td>
<td>955</td>
<td>1,054</td>
<td>1,163</td>
<td>1,283</td>
</tr>
<tr>
<td>Total Inflows</td>
<td>170</td>
<td>198</td>
<td>227</td>
<td>241</td>
<td>402</td>
<td>467</td>
<td>558</td>
<td>645</td>
<td>721</td>
<td>805</td>
<td>901</td>
<td>1,010</td>
<td>1,128</td>
<td>1,261</td>
<td>1,412</td>
<td>1,575</td>
<td>1,753</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash Outflow - Capex</th>
<th>FY 16</th>
<th>FY 17</th>
<th>FY 18</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
<th>FY 22</th>
<th>FY 23</th>
<th>FY 24</th>
<th>FY 25</th>
<th>FY 26</th>
<th>FY 27</th>
<th>FY 28</th>
<th>FY 29</th>
<th>FY 30</th>
<th>FY 31</th>
<th>FY 32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Centre</td>
<td>140</td>
<td>248</td>
<td>140</td>
<td>57</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Exhibition Centre</td>
<td>220</td>
<td>368</td>
<td>588</td>
<td>493</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
</tr>
<tr>
<td>Interest During Construction</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total Capex</td>
<td>360</td>
<td>616</td>
<td>728</td>
<td>550</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash Outflow - Opex</th>
<th>FY 16</th>
<th>FY 17</th>
<th>FY 18</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
<th>FY 22</th>
<th>FY 23</th>
<th>FY 24</th>
<th>FY 25</th>
<th>FY 26</th>
<th>FY 27</th>
<th>FY 28</th>
<th>FY 29</th>
<th>FY 30</th>
<th>FY 31</th>
<th>FY 32</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Centre</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>20</td>
<td>53</td>
<td>60</td>
<td>66</td>
<td>75</td>
<td>85</td>
<td>97</td>
<td>112</td>
<td>129</td>
<td>148</td>
<td>170</td>
<td>195</td>
<td>222</td>
<td>250</td>
</tr>
<tr>
<td>Exhibition Centre</td>
<td>118</td>
<td>133</td>
<td>153</td>
<td>185</td>
<td>205</td>
<td>222</td>
<td>242</td>
<td>263</td>
<td>284</td>
<td>307</td>
<td>333</td>
<td>361</td>
<td>392</td>
<td>425</td>
<td>462</td>
<td>502</td>
<td>547</td>
</tr>
<tr>
<td>Total OpEx</td>
<td>118</td>
<td>134</td>
<td>154</td>
<td>205</td>
<td>258</td>
<td>282</td>
<td>308</td>
<td>338</td>
<td>370</td>
<td>405</td>
<td>445</td>
<td>490</td>
<td>539</td>
<td>595</td>
<td>657</td>
<td>724</td>
<td>797</td>
</tr>
</tbody>
</table>

| Net Pre-tax Cash Flow | (287) | (530) | (634) | (495) | 144 | 185 | 250 | 308 | 351 | 401 | 456 | 520 | 589 | 667 | 754 | 851 | 956 |
Net Post-tax Cash Flow

<table>
<thead>
<tr>
<th>Tax</th>
<th>17</th>
<th>21</th>
<th>24</th>
<th>-</th>
<th>-</th>
<th>-</th>
<th>-</th>
<th>71</th>
<th>113</th>
<th>141</th>
<th>170</th>
<th>201</th>
<th>234</th>
<th>270</th>
<th>309</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(304)</td>
<td>(551)</td>
<td>(658)</td>
<td>144</td>
<td>185</td>
<td>250</td>
<td>308</td>
<td>351</td>
<td>330</td>
<td>344</td>
<td>379</td>
<td>419</td>
<td>466</td>
<td>520</td>
<td>580</td>
</tr>
</tbody>
</table>

**IRR - of Net Post Tax Cash Flow: 16.3%**

**NPV of Net Post Tax Cash Flow: INR 944 Cr. @ 12**
ANNEXURE-V

PROPOSED BOARD TIME LINES OF THE PROJECT

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Activity</th>
<th>Broad time periods of each activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Hand over of encumbrance and encroachment free site to NBCC for demolition of existing structure in phased manner</td>
<td>From 1st February to 28th February 2016.</td>
</tr>
<tr>
<td>3</td>
<td>NBCC to complete demolition of existing structure(s) in phased manner as provided by ITPO.</td>
<td>From 1st March 2016 to 30th September 2016.</td>
</tr>
<tr>
<td>4</td>
<td>NBCC to engage reputed Consultant for Architectural and Engg services through design concept presentation / competition.</td>
<td>From 1st February 2016 to 30th April 2016.</td>
</tr>
<tr>
<td>5</td>
<td>Submission of initial concepts, master planning for approval of ITPO</td>
<td>From 1st May 2016 to 31st May, 2016.</td>
</tr>
<tr>
<td>6</td>
<td>Approval of Concept Plan by ITPO.</td>
<td>From 1st June 2016 to 15th June, 2016.</td>
</tr>
<tr>
<td>7</td>
<td>Submission of Concept Project Report (CPR) based on the approved concept plans to ITPO for approvals</td>
<td>From 16th June, 2016 to 16th July, 2016.</td>
</tr>
<tr>
<td>8</td>
<td>Approval of Concept Project Report by ITPO.</td>
<td>From 17th July, 2016 to 18th August, 2016.</td>
</tr>
<tr>
<td>9</td>
<td>Detailed planning, Designing, working drawings, estimation, etc. and preparation of tender documents on Engineering Procurement and construction (EPC) mode</td>
<td>From 19th August, 2016 to 20th October, 2016.</td>
</tr>
<tr>
<td>10</td>
<td>Approval of detail estimate and tendered documents on EPC Mode submitted by NBCC to ITPO.</td>
<td>From 21st October, 2016 to 20th November, 2016.</td>
</tr>
<tr>
<td>12</td>
<td>Call of tenders on Engineering Procurement and construction (EPC) mode and award of work to contractor(s).</td>
<td>From 21st November, 2016 to 20th January, 2017.</td>
</tr>
<tr>
<td>13</td>
<td>Design, Engineering, Procurement, Construction, Commissioning etc. of the project. (Construction to undertaken in phased manner as per availability of fronts &amp; funds ).</td>
<td>From 21st February, 2017 to 20th July, 2018.</td>
</tr>
<tr>
<td>14</td>
<td>Handing over the completed project in</td>
<td>By 31st July, 2018.</td>
</tr>
</tbody>
</table>
ANNEXURE-V

PROPOSED COMPLETION SCHEDULE OF THE PROJECT

The project implementation schedule/ Bar Chart with timeline is enclosed.
THE GAZETTE OF INDIA: EXTRAORDINARY

MINISTRY OF URBAN DEVELOPMENT
(Delhi Division)
NOTIFICATION

New Delhi, the 26th June, 2013

S.O. 1857(E).—Whereas certain modification which the Central Government proposed to make in the Master Plan for Delhi regarding the area mentioned hereunder were published in the Gazette of India, Extraordinary, as Public Notice vide No. S.O. 2924(E) dated 18th December, 2012 by the Delhi Development Authority in accordance with the provision of Section 44 of the Delhi Development Act, 1957 (61 of 1957) inviting objections/suggestions as required by sub-section (3) of Section 11-A of the said Act, within thirty days from the date of the said notice.

2. Whereas, objections/suggestions received with regard to the proposed modifications have been considered by the Delhi Development Authority; and

3. Whereas, the Central Government have, after carefully considering all aspects of the matter, decided to modify the Master Plan of Delhi 2021.

4. Now, therefore, in exercise of the powers conferred by sub-section (2) of Section 11-A of the said Act, the Central Government hereby makes the following modification in the Master Plan for Delhi-2021 with effect from the date of publication of this Notification in the Gazette of India.

Modification:

The change of land use of an area measuring 49.98 Ha. (123.51 acres) of Pragati Maidan from “Recreational (District Park)” to “Public & Semi-Public Facilities (International Convention Centre)” in Planning Zone-‘D’. The boundary description of the plot is as under:

<table>
<thead>
<tr>
<th>Location</th>
<th>Area</th>
<th>Land use (MPD-2021)</th>
<th>Land use changes to</th>
<th>Boundaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pragati Maidan</td>
<td>49.98 Ha</td>
<td>Recreational</td>
<td>Public &amp; Semi-Public facilities</td>
<td>North : Supreme Court Land</td>
</tr>
<tr>
<td>in planning</td>
<td>(123.51 acres)</td>
<td>(District Park)</td>
<td>(International Convention Centre)</td>
<td>South : Bhairopr Marg (60.96 m R/W)</td>
</tr>
<tr>
<td>Zone: ‘D’</td>
<td></td>
<td></td>
<td></td>
<td>East : Railway Line</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>West : Mathura Road (45.0 m R/W)</td>
</tr>
</tbody>
</table>


ABHIJIT BAKSHI, Dy. Secy

Printed by the Manager, Government of India Press, Ring Road, Mayapuri, New Delhi-110064
and Published by the Controller of Publications, Delhi-110054

85/42  34/42
CONFIDENTIAL

No. 7/BM-195/CS/ITPO/2015
India Trade Promotion Organisation
(C.S. Division)

Subject: Extracts of the Minutes of the 195th Board of Directors Meeting held on 29-12-2015.

Please find enclosed herewith extracts of the minutes of 195th Board Meeting held on 29-12-2015 for necessary action at your end.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Agenda Item No.</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>A-4</td>
<td>Approval of project of developing an Integrated Exhibition-cum-Convention Complex at Pragati Maidan, New Delhi</td>
</tr>
</tbody>
</table>

It is requested to take necessary action and inform the status of the compliance of Board decision to C.S. Division to place the same in the Action Taken Report of the next Board Meeting.

Kindly acknowledge the receipt.

(S. R. Sahoo)
Company Secretary
8.1.16

To:

DGM (RPD)
INDIA TRADE PROMOTION ORGANISATION
(CS DIVISION)

EXTRACTS OF THE MINUTES OF 195th BOARD OF DIRECTORS MEETING
HELD ON 29.12.2015

Item No. A-4: Approval of project of developing an Integrated Exhibition-cum-
Convention Complex at Pragati Maidan, New Delhi

The Board was briefed on agenda which included the need of
redevelopment of Pragati Maidan Complex into an international
Exhibition-cum-Convention Complex, optimum use of idle land of
Pragati Maidan, direction of Department of Commerce in 2010, the
process already taken up by ITPO wherein Adviser-cum-Project
Management Consultant (APMC) was appointed, Government of India
advising PPP Mode and denial of any grant/financial assistance and
approval of the Board in its meeting held on 2nd March, 2015 for
construction of Convention Centre in Phase-IA by using ITPO’s own
funds of Rs.677 crore, issues raised by some Architects for preserving
certain buildings like Nehru Pavilion and the Hall of Nations and other
Halls and dilapidated condition of quite old halls which were built
way back in 1957, 1972, etc.

The Board was further apprised that as it was felt that the construction
of a stand-alone Convention Centre not being a financially self-
sustaining proposal for its financial and commercial viability, the
development of Exhibition Halls along with the Convention Centre is
absolutely essential. It has been proposed to take up the development
of Pragati Maidan as a modern world class Integrated Exhibition-cum
Convention Complex with large exhibition spaces and other associated
facilities by funding from ITPO’s own surplus and raising term loans
from banks/financial institutions with Government guarantee. The
possibility of raising funds from external aid/grant from Government
will need to be seriously explored to ensure certain comfort level for
ITPO in servicing of debt/institutional finance. The project is
envisioned to be done in two phases – Phase-I comprises development
of 3,26,065 sq. mtrs. of built up area including 1,19,445 sq. mtrs. of
exhibition space, a convention centre of 7,000 pax capacity with
various support facilities, parking space of about 4,800 passenger cars
and Phase-II comprises development of exhibition halls of area 86,255
sq. mtrs. along with supporting infrastructure facilities.

The Board was also informed of various issues like external
interventions necessary to facilitate easy access to the Complex and
decorigest traffic on Mathura Road, Ring Road, etc., nomination of
NBCC, Central PSU as a Project Management Consultant to take up
the project in EPC Mode, justification of arriving the estimated cost of
Rs.2,254 crore for Phase-I which includes the charges not exceeding
7% by NBCC, preparation of detailed project report using the work
done by APMC (M/s. Feedback Infrastructure Pvt. Ltd.) and proposed discontinuance of services of APMC M/s. Feedback etc.

The Board discussed the agenda as proposed to the Board and deliberated at length. Board Members enquired about the following various points:

➤ Stakeholders may be affected during the dismantling of various existing structures and during the construction period of 36 months. It was clarified to the Board that the major fair, IITF which occupies all the available spaces can be accommodated by putting up hangers etc. and other exhibitors are not likely to be affected since the hall Nos.7 (A to H), 8, 9, 10, 11, 12, and 12A will not be dismantled in Phase-I which are mostly used by exhibitors.

➤ With regard to smooth traffic movement during construction period, it was informed to the Board that NBCC having the expertise in construction activities in Delhi will take care of smooth traffic movement during the dismantling/construction period.

➤ Regarding shifting of Delhi Jal Board trunk sewer line, Board was apprised that there may be a requirement to shift the trunk sewer line and if the same is required, approval will be taken subsequently. Hence, the cost of Rs.40 crore has not been included in the present estimated cost.

➤ With respect to PERT/CPM Chart for ensuring timely completion of the project, it was assured to the Board that ITPO will make all-out efforts to ensure that NBCC will prepare and comply with the PERT/CPM Chart of the Project.

➤ With regard to clearances from MCD etc. and environmental clearances like EIA etc., it was mentioned to the Board that the expertise of NBCC will come handy for these kind of clearances since NBCC is doing many Government projects in Delhi. This issue will also be pursued vigorously by ITPO with assistance from DoC as necessary.

➤ Regarding objections raised by some Architects relating to preserving certain buildings like Nehru Pavilion and Hall of Nations etc., it was mentioned to the Board that DUAC has not declared these buildings as heritage buildings and further the current land use of Pragati Maidan is International Convention Centre hence converting the halls 2, 3, 4, 5, 6 (which are in dilapidated condition) and Nehru Pavilion into Museum and being kept as a heritage structure will be in contradiction of ITPO’s mandate and Pragati Maidan land use as per MPD-2021.
Regarding the estimated cost of Rs. 2254 crore and its basis, Board was apprised that the details have been given at Serial No. 6.20 of the agenda note, which include the cost escalation and contingency etc. of Rs.351 crore and fee to be charged by NBCC not exceeding 7% i.e. Rs.148 crore. The estimated cost is based on the Unit Area Rates broadly derived from prevailing Plinth Area Rates and approximately 2/3rd of the items are as per CPWD Plinth Area Rates (PAR). The Board was accordingly requested to approve the estimated cost of Rs.2254 crore subject to the final cost estimates being worked out later based on detailed design and drawings of the project.

Regarding queries about DPR by Board Members, it was explained that APMC has already prepared the Project Report which will be taken into account by NBCC for preparing/finalising the DPR.

On the enquiry of consultancy fee of 7% charged by NBCC, it was clarified to the Board that NBCC has sought 10% but they have been told that ITPO will agree to not exceeding 7% as it is based on the percentage being charged by CPWD for such projects. NBCC has also been told that the fee already paid and further payment to APMC will be adjusted in the fee to be given to them.

Regarding fixing of fee charged as percentage versus fixed amount for the Project Management consultancy by NBCC, it was informed to the Board that fee is charged in percentage terms only; there may not be any basis to arrive at a fixed amount of fee. However, there could be a cap on the project cost for the purpose of calculating the fee.

In respect of Government Guarantee/Letter of Comfort, it was mentioned that a letter of comfort may not suffice for raising funds from financial institutions/banks. ITPO will need Government Guarantee for securing institutional finance.

The Board further discussed the proposed agenda and accorded its approval as sought in the agenda at point No.8 of the agenda note as under:-

(i) The development of Integrated Exhibition-cum-Convention Centre (IECC) at Pragati Maidan, New Delhi in Phase-I as proposed in para 7 at an estimated cost of Rs.2254 crore and 36 months completion time of the project from the award of same to the project executor including the time taken for getting all statutory approvals/clearances from Govt./local bodies. This estimates cost would, however, be subject to the final cost estimates being worked out later based on detailed design and drawings of the Project.

(ii) Arranging the funds from ITPO’s reserves of around Rs.1000 crore out of the total requirement of funds of Rs.2254 crore and
the balance funds from the Banks / financial institutions as a term loan on the strength of Govt. Guarantee.

(iii) To simultaneously explore the possibility of raising funds from external aid/grant from the Central Govt./contribution from State Governments/other stakeholders in lieu of institutional term loan in full or in part.

(iv) The IECC project will be implemented as "Engineering Procurement Construction (EPC) or design build project as this is the best practice for such projects.

(v) Assigning of the IECC project to National Buildings Construction Corporation Ltd (NBCC) on a nomination basis as Project Management Consultant to undertake the said project on behalf of ITPO after signing a proper MOU with ITPO.

(vi) The termination / cancellation of contract agreement / services of M/s Feedback Infra Projects Pvt. Ltd. (APMC), after assigning the project to NBCC.

(vii) Shifting of existing Delhi Jal Board Trunk Sewer Line to another suitable location in the premises through South Delhi Municipal Corporation (SDMC), if required.

(viii) The project proposal will be submitted for approval of DoC, PIB and CCEA.

The Board further desired that a third party inspection organisation/firm/company be appointed to oversee the activities to be undertaken by NBCC and to ensure the quality of work done by NBCC on behalf of ITPO and appointment of suitable experts to upgrade the engineering department of ITPO to look after the project till its successful completion.

Certified True Copy

(S.R. Sahoo)
Company Secretary
<table>
<thead>
<tr>
<th>Year</th>
<th>Property Income</th>
<th>Total Expenses</th>
<th>Net Profit</th>
<th>Total Capital Expenditure</th>
<th>Cash Outflow - Centre</th>
<th>Change in Centre Capital</th>
<th>Total Inflows</th>
<th>Cash Flow</th>
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</table>

Financial Summary

Annexure 1

Memorandum for PIB (Planning, Investment and Banking) Board at New Delhi
**PROPOSED BOARD TIME LINES OF THE PROJECT**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Activity</th>
<th>Broad time periods of each activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Hand over of encumbrance and encroachment free site to NBCC for demolition of existing structure in phased manner</td>
<td>From 1&lt;sup&gt;st&lt;/sup&gt; February to 28&lt;sup&gt;th&lt;/sup&gt; February 2016.</td>
</tr>
<tr>
<td>3</td>
<td>NBCC to complete demolition of existing structure(s) in phased manner as provided by ITPO.</td>
<td>From 1&lt;sup&gt;st&lt;/sup&gt; March 2016 to 30&lt;sup&gt;th&lt;/sup&gt; September 2016.</td>
</tr>
<tr>
<td>4</td>
<td>NBCC to engage reputed Consultant for Architectural and Engg services through design concept presentation / competition.</td>
<td>From 1&lt;sup&gt;st&lt;/sup&gt; February 2016 to 30&lt;sup&gt;th&lt;/sup&gt; April 2016.</td>
</tr>
<tr>
<td>5</td>
<td>Submission of initial concepts, master planning for approval of ITPO</td>
<td>From 1&lt;sup&gt;st&lt;/sup&gt; May 2016 to 31&lt;sup&gt;st&lt;/sup&gt; May, 2016.</td>
</tr>
<tr>
<td>6</td>
<td>Approval of Concept Plan by ITPO.</td>
<td>From 1&lt;sup&gt;st&lt;/sup&gt; June 2016 to 15&lt;sup&gt;th&lt;/sup&gt; June, 2016.</td>
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<tr>
<td>7</td>
<td>Submission of Concept Project Report (CPR) based on the approved concept plans to ITPO for approvals</td>
<td>From 16&lt;sup&gt;th&lt;/sup&gt; June, 2016 to 16&lt;sup&gt;th&lt;/sup&gt; July, 2016.</td>
</tr>
<tr>
<td>8</td>
<td>Approval of Concept Project Report by ITPO.</td>
<td>From 17&lt;sup&gt;th&lt;/sup&gt; July, 2016 to 18&lt;sup&gt;th&lt;/sup&gt; August, 2016.</td>
</tr>
<tr>
<td>9</td>
<td>Detailed planning, Designing, working drawings, estimation, etc. and preparation of tender documents on Engineering Procurement and construction (EPC) mode</td>
<td>From 15&lt;sup&gt;th&lt;/sup&gt; August, 2016 to 20&lt;sup&gt;th&lt;/sup&gt; October, 2016.</td>
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<tr>
<td>10.</td>
<td>Approval of detail estimate and tendered documents on EPC Mode submitted by NBCC to ITPO.</td>
<td>From 21&lt;sup&gt;st&lt;/sup&gt; October, 2016 to 20&lt;sup&gt;th&lt;/sup&gt; November, 2016.</td>
</tr>
<tr>
<td>12.</td>
<td>Call of tenders on Engineering Procurement and construction (EPC) mode and award of work to contractor(s).</td>
<td>From 21&lt;sup&gt;st&lt;/sup&gt; November, 2016 to 20&lt;sup&gt;th&lt;/sup&gt; January, 2017.</td>
</tr>
<tr>
<td>13.</td>
<td>Design, Engineering, Procurement, Construction, Commissioning etc. of the project. (Construction to undertaken in phased manner as per availability of fronts &amp; funds.)</td>
<td>From 21&lt;sup&gt;st&lt;/sup&gt; February, 2017 to 20&lt;sup&gt;th&lt;/sup&gt; July, 2018.</td>
</tr>
<tr>
<td>14.</td>
<td>Handing over the completed project in functional condition by NBCC to ITPO.</td>
<td>By 31&lt;sup&gt;st&lt;/sup&gt; July, 2018.</td>
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