



Development of **LIGHT & SOUND SHOW**



Tourism
Government of Gujarat

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About Light & Sound show

Light & Sound show facilities in the World

- Light and sound shows are a major highlight of iconic tourist destinations across the world. They help showcase the country's vibrant history, culture and local stories through an entertaining medium drawing tourists from across the world.
- The light show on the Sydney Opera House as well as the light and sound show at the Gardens by the Bay in Singapore are two iconic shows worth emulating across the globe



Figure 1: Light and sound show at the Gardens by the Bay, Singapore (L) and the Sydney Opera House, Australia (R)



Light & Sound show Facilities in India

- Light and sound shows have traditionally been used in India to demonstrate local history and culture through an entertaining and engaging medium for locals and tourists alike.
- Mythological stories and stories of India's freedom struggle are popular shows depicted on historical monuments in the country.
- Some of the famous light and sound shows in India are the ones projected on the Red Fort & Purana Quila in Delhi, Victoria Memorial in Kolkata, Golconda Fort in Hyderabad, and the Amber Fort & Udaipur Palace in Rajasthan.



Figure 2: Light and sound show at the Victoria Memorial in Kolkata (top) and show at the Purana Quila, Delhi (bottom)

Light & Sound show Facilities in Gujarat

- The goal of the light show project is to produce an engrossing and immersive visual experience to highlight Gujarat's rich cultural history. The light display will be a captivating spectacle that vividly depicts Gujarat's rich history, customs, and accomplishments through the expert use of lights, projections, and multimedia components.
 - The show will be created to highlight famous locations, historical occasions, cultural celebrations, and Gujarat's natural beauty, providing viewers with a singular blend of entertainment, education, and cultural immersion. The light display will captivate and motivate viewers with synchronized music, narration, and stunning lighting effects, leaving them with a deep sense of pride and admiration for Gujarat's cultural tradition
 - The ideal Location for Light & Sound Show in Gujarat is Ahmedabad, Sabarmati Riverfront which is being developed along the banks of Sabarmati river in Ahmedabad. The project comprises walkways, ghats, boating stations, parks, plazas, sports facilities, exhibition centres, laundry campus and development sites.
 - It is situated in the center of the city, thus enabling tourists to have a panoramic view of the city while taking a ride on the Giant wheel. The Sabarmati riverfront will attract a wide range of visitors such as nature enthusiasts, children, joggers, students and tourists.
- Riverfront length: 11.25 kms on both sides
Sabarmati Riverfront Project area: 202.79 hectares
Giant wheel proposed project area: ~3.7 hectares



Figure 3: Light and sound show in Gujarat



Logistics & Connectivity



Rail



Road



Air



Port

Location: Sabarmati

The Sabarmati Riverfront is well-connected to the Indian Railways network. The Sabarmati Railway Station is located just a short distance from the riverfront, and it is served by several trains that connect Ahmedabad to other parts of the country.

The Sabarmati Riverfront is also well-connected to the national highway network. The NH8 highway passes through Ahmedabad, and it is just a short distance from the riverfront. This makes it easy to travel to and from the riverfront by car or bus from other parts of the country.

The Ahmedabad Airport is located about 15 kilometers from the Sabarmati Riverfront. The airport is served by several domestic and international airlines, making it easy to travel to and from Ahmedabad by air.

There are several small ports in the vicinity of Ahmedabad, including Pipavav Port, Dahej Port, and Hazira Port.

Location: Dwarka

Dwarka is well-connected to the Indian Railways network. The Dwarka railway station is located in the heart of the city, and it is served by several trains that connect Dwarka to other parts of India..

Dwarka is also well-connected to the national highway network. The NH8 highway passes through Dwarka, and it is just a short distance from the railway station. This makes it easy to travel to and from Dwarka by car or bus from other parts of India.

The nearest airport to Dwarka is the Ahmedabad Airport, which is located about 35 kilometers away. The airport is served by several domestic and international airlines, making it easy to travel to and from Dwarka by air.

Dwarka is also a major port city, and it is connected to the Arabian Sea via the Gulf of Khambhat. This makes it possible to ship goods to and from Dwarka by sea.

Utility

Location: Sabarmati

Water

Gujarat has successfully interlinked 27 rivers across the State and has in place a state-wide water grid across 120,000 km enhancing the quality of life and growth prospects of the state.

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Power

The State is self-sufficient in power with its present generating capacity of 23,973 MW (including about 4,385 MW of renewable energy).



Utility

 **Location:** Dwarka

Water

The water supply for Dwarka is provided by the Gujarat Water Supply and Sewerage Board (GWSSB). The GWSSB operates a number of water treatment plants in the city, which produce about 400 million liters of water per day. This water is then distributed to homes and businesses in Dwarka through a network of pipelines.



Power

The power supply for Dwarka is provided by the Gujarat Electricity Corporation (GSEC). The GSEC operates a number of power plants in the city, which produce about 1,000 megawatts of electricity. This electricity is then distributed to homes and businesses in Dwarka through a network of power lines.



Focus of State Government at Potential Destinations

1. Sabarmati

- The Sabarmati Riverfront is a major attraction for locals and tourists alike in Ahmedabad. The Riverfront is a two-level promenade developed to allow uninterrupted walkway for pedestrians and cyclists along the Sabarmati river.
- It is envisioned to develop the precinct with parks & gardens, markets, sports complex and recreational amenities.
- It is also proposed to connect the Sabarmati Ashram (Gandhi Ashram) to the lower promenade and develop the existing steps as an amphitheatre.



Figure 4: Sabarmati Riverfront

Key attractions in and around Sabarmati and their FY 2023 footfall:

Sr. No.	Tourist Destinations	FY 23 Footfall
1	Ahmedabad	~145.88 lakhs
2	Kankaria Lakefront	~46.47 lakhs
3	Sabarmati Riverfront	~45.96 lakhs
4	Gandhi Ashram	~5.29 lakhs



Project Concept & Information

2. Dwarka

- The holy city of Dwarka is home to the Sri Dwarkadhish Temple dedicated to Lord Krishna, and is one of the four sacred Hindu pilgrimage sites the "Chardham"
- The state government has provisioned for INR 10.50 crore s part of the FY 2023-24 budget for the Devbhumi Dwarka Corridor and the master Plan for Dwarka Pilgrimage and Circuit Planning of Pilgrimages between Dwarka and Byet Dwarka
- The Spiritual corridor is envisioned to be the largest spiritual centre in western India comprising of:
 - World Highest State of Lord Krishna
 - 3D immersive Bhagwat Gita Experience Zone
 - Viewing Gallery for Lost City of Dwarka



Figure 5: Dwarka waterfront and temple

Key attractions in and around Dwarka and their FY 2023 footfall:

Sr. No.	Tourist Destinations	FY 23 Footfall
1	Dwarka Temple	~72.21 lakhs
2	Beyt Dwarka	~15.80 lakhs
3	Shivrajpur Beach	~8.26 lakhs

Tourism Scenario in Gujarat

World's tallest Statue

Statue of Unity (Kevadiya)



World's only home for Asiatic Lions

Gir Forest



Asia's longest Ropeway

Girnar Ropeway



India's 1st UNESCO World Heritage City

Ahmedabad City



World's oldest dock & India's 1st port city

Lothal



Ancient Indus Valley Civilization

Dholavira



Blue Flag Certified beaches in India

Shivrajpur beach (Dwarka)



India's first seaplane service

Sabarmati Riverfront to Statue of Unity



1st

Rank for foreign tourist arrival in 2022

Rank for domestic tourist arrival in 2022

5th

18%

Gujarat's tourism industry growth per year

Increase in State's tourism budget

~270%

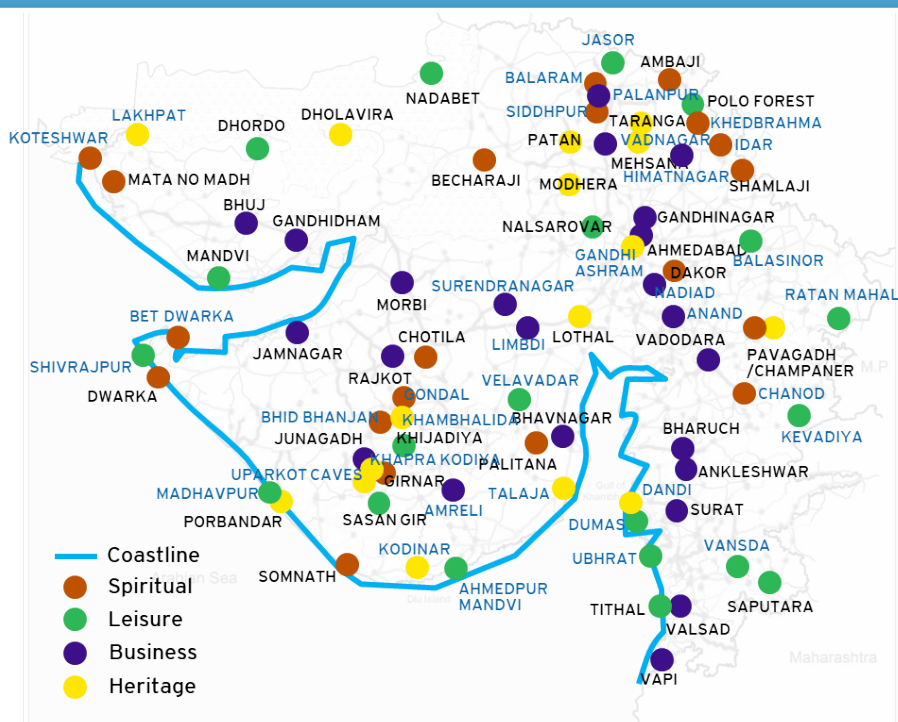
~15 Cr

Tourist Footfall in FY 23

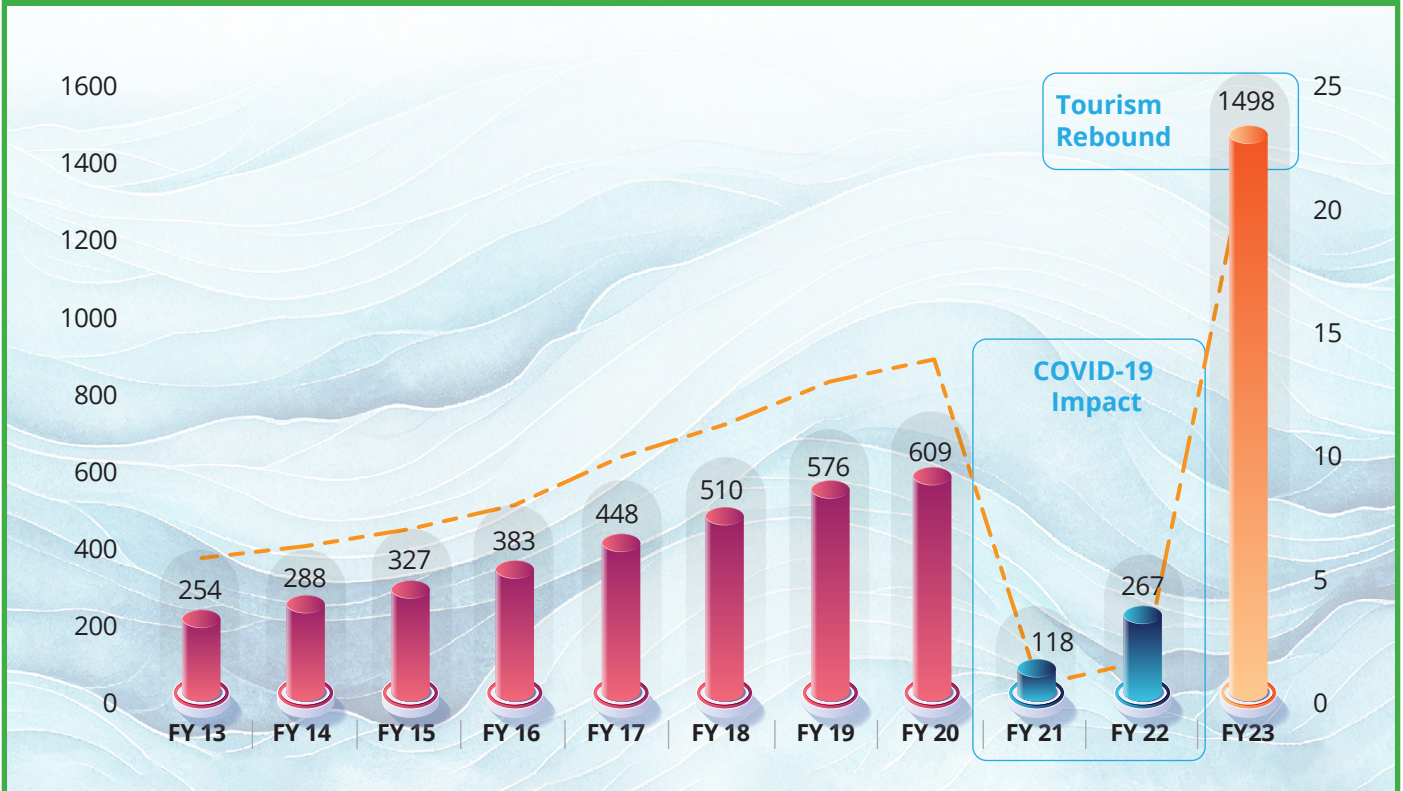
GSDP contribution of tourism to Gujarat's economy

~6%

Emerging Market MICE, Adventure & Eco-tourism Hotspot for Business, Spiritual, Heritage and Leisure

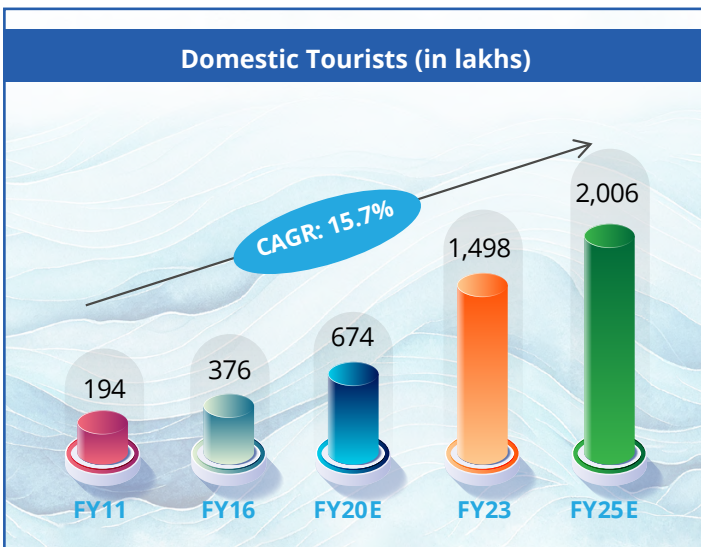


Tourist Flow in Gujarat FY 13 to FY 23 (in lacs)



Source : Tourist Flow in Gujarat prepared by GITCO, EY Analysis (FY23)

Gujarat stands at an excellent business opportunity for domestic and international tourists



Source: Tourist Flow Information System- Annual Report 2015-16

- The total flow of tourist is expected to record an increase over the years
- This is attributed to the growing prominence of the state as a major business hub.
- Gujarat contributes 6% to the total GSDP in FY23 and is expected to grow by ~6 CAGR till FY25.
- The business is expanding both in terms of turnover and boundaries and therefore contributions total investments by Gujarat are expected to increase.
- Gujarat is expected to generate 3 million+ jobs in tourism by 2025.





CELEBRATING



VIBRANT GUJARAT

Tourism Corporation of Gujarat Limited

 <http://www.gujarattourism.com/>

Department of Tourism, Gujarat

 <http://www.gujarattourism.com/>

Industries and Mines Department, Gujarat


 www.imd-gujarat.gov.in/

iNDEXTb - Industrial Extension Bureau

 www.indextb.com


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This project profile is based on preliminary study to facilitate prospective entrepreneurs to assess a prima facie scope. It is, however, advisable to get a detailed feasibility study prepared before taking a final investment decision.