



DEVELOPMENT OF
MARINE
AQUATIC
CENTRE

TOURISM

GOVERNMENT OF GUJARAT

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About Marine Aquatic Centres

Marine Aquatic Centers in the World

- Marine Aquatic Centres and Aquariums provide us with an unmatched glimpse into the underwater world and are a leading tourist attraction across the globe.
- The S.E.A. Aquarium in Singapore, Dubai Aquarium & Underwater Zoo in UAE, Ripley's Aquarium of Canada are all examples of leading global facilities.
- Many of these centres also host educational and research centres to complement their underwater setup to encourage the study of the underwater world.



Figure 1: Marine Aquatic Centres and Aquariums in Dubai and Singapore



Marine Aquatic Centers in India

→ Some of the leading aquariums and marine aquatic centres in India are the Taraporewala Aquarium in Mumbai, Varkala Aquarium in Kerala, Government Aquarium in Bangalore, and The Aquarium in Portblair, Andaman.

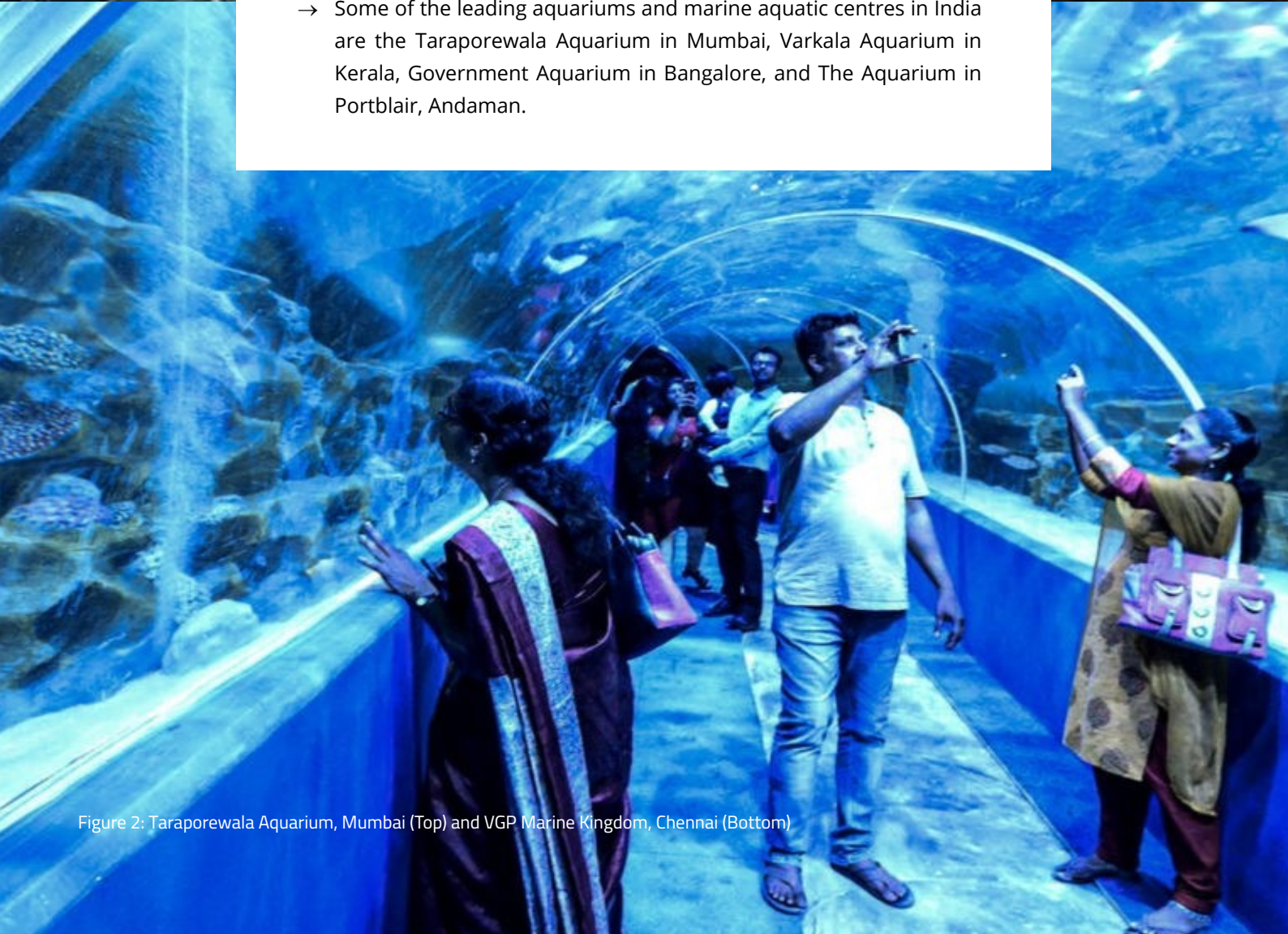


Figure 2: Taraporewala Aquarium, Mumbai (Top) and VGP Marine Kingdom, Chennai (Bottom)

Project Concept & Information

Marine Aquatic Centers in Gujarat

- Gujarat has a coastline of over 1,600 kilometres, which provides a large area for marine aquatic centres to be built.
- The state has a warm climate with an average temperature of 27 degrees Celsius, which is ideal for the growth of marine life.
- Gujarat is home to various marine life, including fish, shrimp, and crabs. This provides a source of animals for marine aquatic centres to exhibit.
- The soil conditions in Gujarat are suitable for building marine aquatic centres. The soil is generally sandy and well-drained, which is important for preventing the spread of diseases in marine life.
- The water quality in Gujarat is good, which is important for the health of marine life. The state has several rivers and estuaries that provide a source of fresh water for marine aquatic centres.



Project Concept & Information



Location: The location of the marine aquatic centre is important, as it will determine the types of marine life that can be showcased. Shivrajpur, Tithal, Mandvi, Ahmedpur-Mandvi, and Beyt Dwarka are all located in coastal areas of Gujarat and are home to various marine life. These locations are also all popular tourist destinations so they would be ideal for a marine aquatic centre.



Size: The size of the marine aquatic centre will depend on the budget and the desired number of visitors. However, it is important to ensure that the centre is large enough to house the different types of marine life that will be showcased. The five locations mentioned above are all relatively small, so the marine aquatic centres in these locations would likely be on the smaller side.



Tanks: The tanks in the marine aquatic centre should be large enough to accommodate the different types of marine life. They should also be designed to provide the animals with a stimulating environment. The tanks in the marine aquatic centres in these locations would need to be designed to withstand the harsh coastal climate.



Water quality: The water quality in the tanks is essential for the health of marine life. The water should be kept clean and free of pollutants. The water quality in the marine aquatic centres in these locations would need to be monitored closely, as the coastal waters are often polluted.



Staff: The marine aquatic centre should have a team of qualified staff who can care for marine life. The staff should have experience in marine biology and animal husbandry. The staff in the marine aquatic centres in these locations would need to be trained to care for marine life in the harsh coastal climate.



Education: The marine aquatic centre should have educational programs and exhibits that teach visitors about marine life and the importance of conservation. The marine aquatic centres in these locations would be an excellent opportunity to educate visitors about the marine life in the Gulf of Kutch and the Arabian Sea.



Funding: The government or private donors must fund the marine aquatic centre. The cost of building and maintaining the centre will depend on the size and scope of the project.

Project Concept & Information

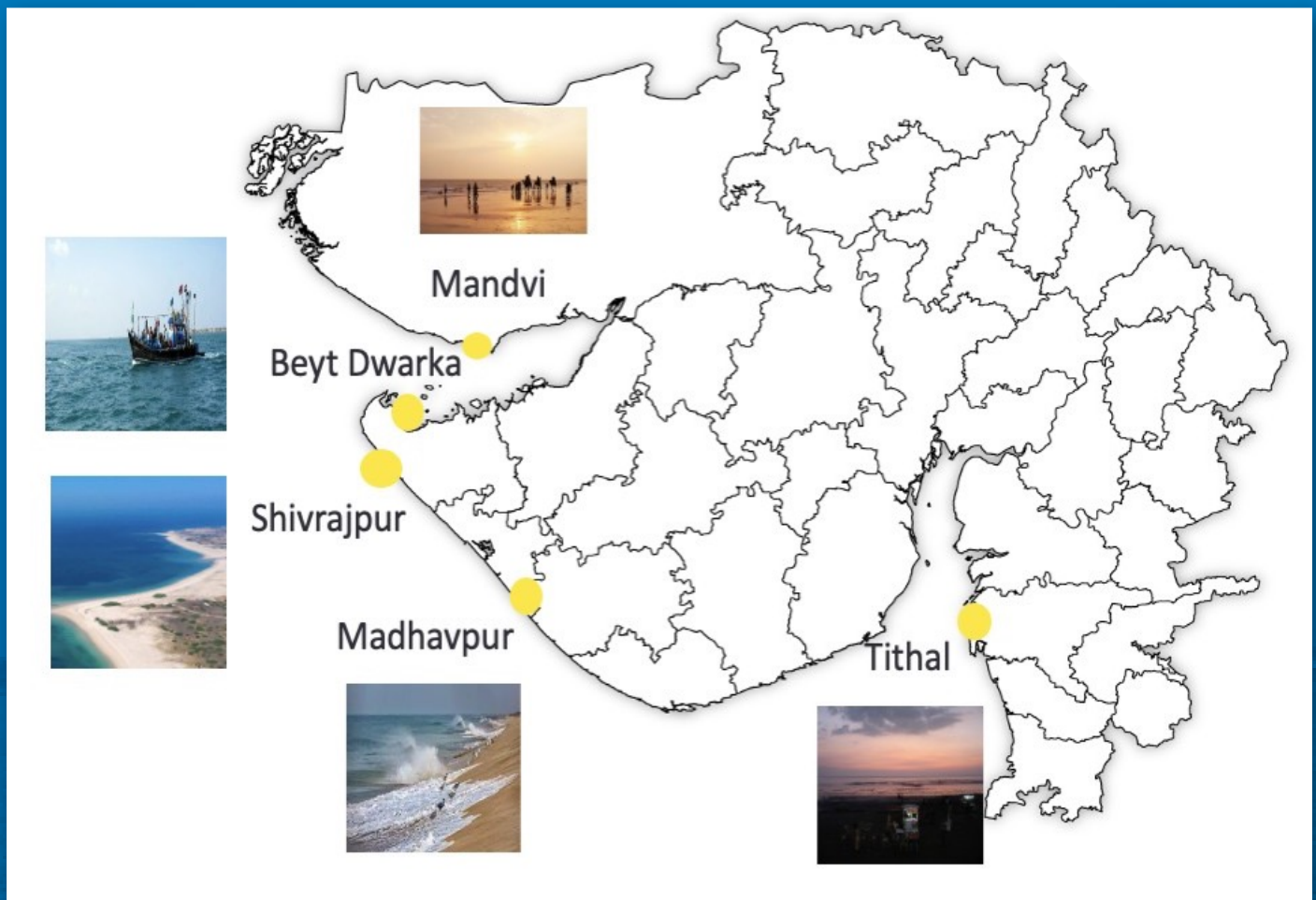


Figure 3: Marine Aquatic Centre proposed locations in Gujarat

Beyt Dwarka

Beyt Dwarka is an island in the Gulf of Kutch. It is known for its Dwarka temple and its proximity to the Arabian Sea. The marine aquatic centre in Beyt Dwarka will showcase the marine life of the Arabian Sea, including coral reefs, fish, and turtles.

Ahmedpur-Mandvi

Ahmedpur-Mandvi is a town in the Kutch district of Gujarat. It is known for its Somnath temple and proximity to the Gulf of Kutch. The marine aquatic centre in Ahmedpur-Mandvi will showcase the marine life of the Gulf of Kutch, including dolphins, turtles, and fish.

Mandvi

Mandvi is a town in the Kutch district of Gujarat. It is known for its port and its proximity to the Arabian Sea. The marine aquatic centre in Mandvi will showcase the marine life of the Arabian Sea, including coral reefs, fish, and turtles.

Tithal

Tithal is a town in the Devbhumi Dwarka district of Gujarat. It is known for its beaches and proximity to the Gulf of Kutch. The marine aquatic centre in Tithal will showcase the marine life of the Gulf of Kutch, including sharks, rays, and fish.

Shivrajpur

Shivrajpur is a village in the Kutch district of Gujarat. It is known for its traditional mud houses and its proximity to the Little Rann of Kutch. The marine aquatic centre in Shivrajpur will showcase the marine life of the Little Rann of Kutch, including flamingos, dolphins, and turtles.

Logistics & Connectivity



Rail



Road



Air



Location

Shivrajpur

→ Nearest railway station: Gandhidham Junction Railway Station (station code: GDIM), 125 km away.

→ NH-8A and SH-12 connect Shivrajpur to other parts of Gujarat.

→ Nearest airport: Keshod Airport (IATA: KHD), 101 km away.



Location

Tithal

→ Nearest railway station: Gandhidham Junction Railway Station (station code: GDIM), 75 km away.

→ NH-8A and SH-12 connect Tithal to other parts of Gujarat.

→ Nearest airport: Keshod Airport (IATA: KHD), 65 km away.



Location

Mandvi

→ Nearest railway station: Mandvi Railway Station (station code: MVI), 1 km away.

→ NH-8A and SH-61 connect Mandvi to other parts of Gujarat.

→ Nearest airport: Bhuj Airport (IATA: BHJ), 140 km away.



Location

Ahmedpur-Mandvi

→ Nearest railway station: Ahmedpur Mandvi Railway Station (station code: AHD), 1 km away.

→ NH-8A and SH-61 connect Ahmedpur-Mandvi to other parts of Gujarat.

→ Nearest airport: Bhuj Airport (IATA: BHJ), 110 km away.



Location

Beyt Dwarka

→ There is no railway station in Beyt Dwarka.

→ Beyt Dwarka is connected to other parts of Gujarat by ferry services.

→ Nearest airport: Bhuj Airport (IATA: BHJ), 150 km away.

Project Concept & Information

Utility

Water supply



Location Shivrajpur

→ The water supply in Shivrajpur is provided by the Gandhidham Municipal Corporation. The average water consumption per capita in Shivrajpur is 100 litres per day.

Location Tithal

→ The water supply in Tithal is provided by the Mandvi Municipal Corporation. The average water consumption per capita in Tithal is 150 liters per day.

Location Mandvi

→ The water supply in Mandvi is provided by the Mandvi Municipal Corporation. The average water consumption per capita in Mandvi is 200 liters per day.

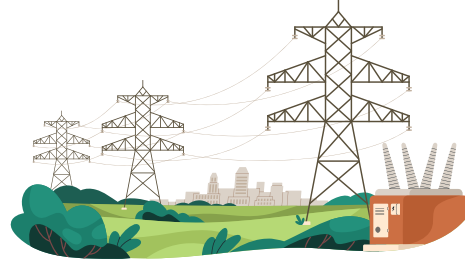
Location Ahmedpur-Mandvi

→ The water supply in Ahmedpur-Mandvi is provided by the Ahmedpur Mandvi Municipal Corporation. The average water consumption per capita in Ahmedpur-Mandvi is 250 liters per day.

Location Beyt Dwarka

→ The water supply in Beyt Dwarka is provided by the Dwarka Development Authority. The average water consumption per capita in Beyt Dwarka is 300 liters per day.

Power supply



→ The power supply in Shivrajpur is provided by the Gujarat Electricity Board. The average power consumption per capita in Shivrajpur is 200 kWh per year.

→ The power supply in Tithal is Provided by the Gujarat Electricity Board. The average power consumption per capita in Tithal is 250 kWh per year.

→ The power supply in Mandvi is provided by the Gujarat Electricity Board. The average power consumption per capita in Mandvi is 300 kWh per year

→ The power supply in Ahmedpur- Mandvi is provided by the Gujarat Electricity Board. The average power consumption per capita in Ahmedpur-Mandvi is 350 kWh per year.

→ The power supply in Beyt Dwarka is provided by the Gujarat Electricity Board. The average power consumption per capita in Beyt Dwarka is 400 kWh per year.

Focus of State Government at Potential Destinations

1. Shivrajpur

- Shivrajpur Beach was awarded the prestigious Blue Flag beach certification in October 2020 by the Denmark based international agency known as the Foundation for Environment Education; which is a Denmark-based voluntary organisation. It is a white sand beach with azure clear water.
- Based on the proposal submitted to Ministry of Tourism (MoT) by the State Government, MoT included Dwarka as a destination under its flagship Scheme of Swadesh Darshan 2.0, which includes Shivrajpur region.

- State Government of Gujarat took special initiative to conserve the natural beauty of Shivrajpur, including its beaches, flora, and fauna and also develop the tourist infrastructure to enhance the overall experience of the tourists.
- Overall Tourism Master Plan has been prepared for Shivrajpur by the State Government with total capital outlay of more than INR 500 Crores to develop the tourist infrastructure.

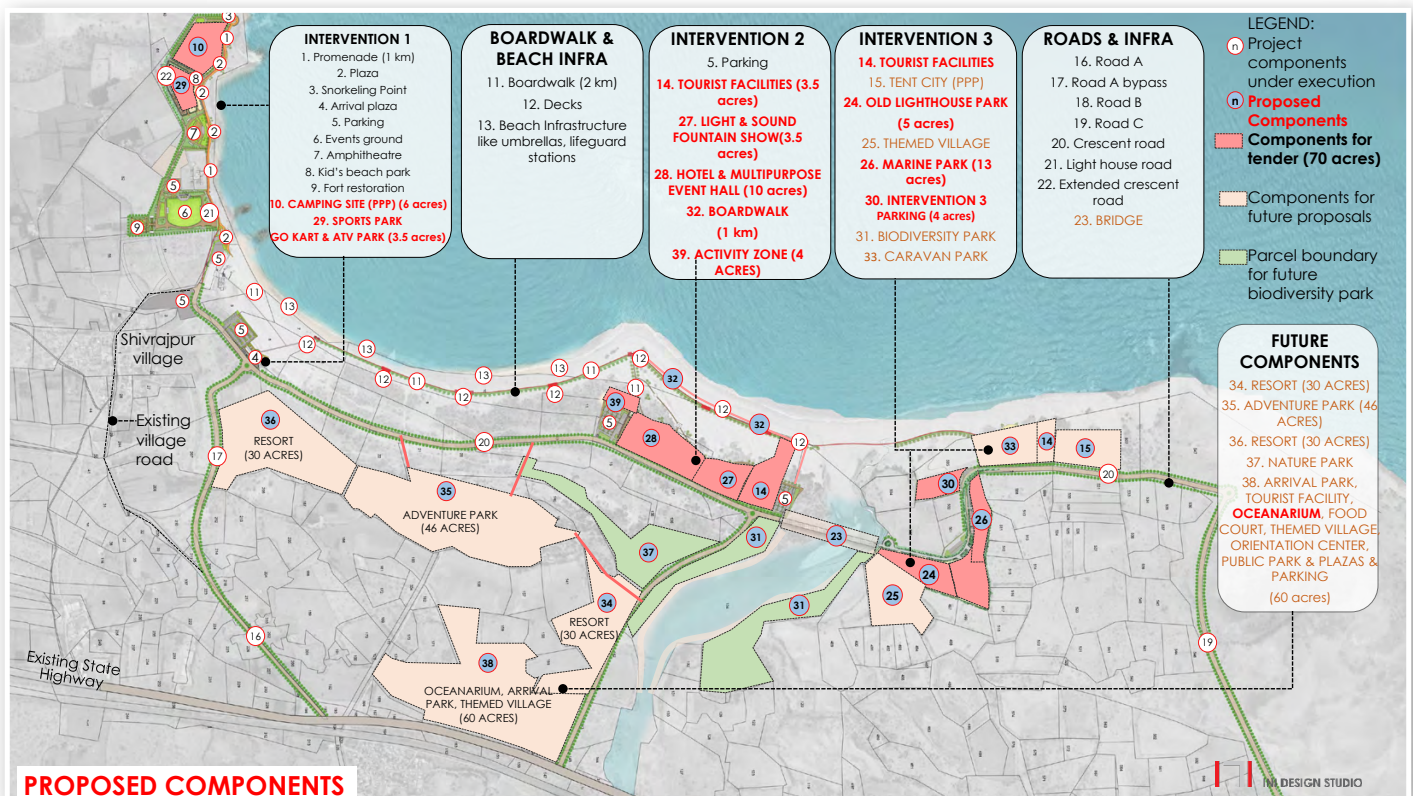


Figure 4: Overall Tourism Master Plan for Shivrajpur

- Tourist infrastructure projects (identified as Package 2 & Package 3) amounting to approx. INR 105 Crores is already under implementation by the State Government with more than 60% work physically completed

→ Tourist infrastructure projects amounting to approx. INR 105 Crores is already under implementation by the State Government with more than 60% work physically completed including components such as:

- ↔ Arrival Plaza & Tourist Facilitation Centre
- ↔ 1km long promenade including boardwalk
- ↔ Parking facility
- ↔ Utility buildings (including toilet blocks, drinking water facility, changing rooms, etc.)
- ↔ Seating pavilion
- ↔ Food Court
- ↔ Children Play Area
- ↔ Fort Restoration
- ↔ Amphitheatre
- ↔ Landscaping and other allied components

→ Some of the other nearby tourist destinations to Shivrajpur and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Shivrajpur	FY 23 Footfall
1	Dwarka	Dwarkadish Temple, Rukshmani Temple, Gomti Ghat	11 kms	72.2 lakhs
2	Beyt Dwarka	Shri Beyt Dwarkadhish Temple	26 kms	15.8 lakhs
3	Nageshwar Jyotirlinga	Lord Mahadev Temple	17 kms	~30 lakhs



Figure 5: Implementation Work under progress for Arrival Plaza and other tourist infrastructure at Shivrajpur (August 2023)

Investment Potential

2. Tithal

- Tithal Beach is situated in the town of Valsad, which is located along the Arabian Sea in southern Gujarat. Valsad is known for its historical significance, natural beauty, and cultural heritage.
- One of the unique features of Tithal Beach is its black sand. The black sand, in contrast with the blue waters of the Arabian Sea, gives the beach a distinctive and striking appearance. This natural phenomenon contributes to Tithal Beach's charm and allure.
- Tithal Beach offers stunning views of the sea and the surrounding landscape. The calm and tranquil atmosphere of the beach makes it an ideal spot for relaxation, leisurely walks, and enjoying the beauty of the coastline.
- Tithal Beach is known for its religious importance as well. It is home to the Swaminarayan Temple, a prominent Hindu temple dedicated to Lord Swaminarayan. The temple complex is an architectural marvel and a significant pilgrimage site for devotees.
- Tourist to Tithal Beach can engage in various recreational activities. The calm waters of the Arabian Sea provide a safe environment for swimming, and the beach also offers opportunities for beach sports, picnics, and kite flying.
- State Government organizes Beach Festival at Tithal every year, which is a major attraction amongst tourists. During the festival, Tithal beach hosts a grand entertainment event with lots of music, food and fun activities. Magic shows, musical performances and activities like volleyball, water ball and beach cricket are organized.
- More than 4 lakhs tourist visit Tithal Beach annually and hence State Government is planning to prepare a holistic Tourism Master Plan for Tithal Beach with an objective to identify tourism related infrastructure requirements.

Some of the other nearby tourist destinations to Tithal and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Tithal	FY 23 Footfall
1	Surat	Ubhrat Beach, Dumas Beach	60 kms	48.4 lakhs
2	Saputara	Saputara lake, Gira Waterfall, Sunset & Sunrise Point	127 kms	8.0 lakhs

Figure 6: Glimpses of Tithal Beach



Investment Potential

3. Mandvi

- Mandvi Beach is situated in the town of Mandvi, which is located along the Arabian Sea in the western part of Gujarat. Mandvi is known for its historical significance, maritime heritage, and vibrant local culture.
- The beach is characterized by its soft golden sands, clear blue waters, and picturesque views of the Arabian Sea. The tranquil and serene atmosphere of Mandvi Beach makes it an ideal place for relaxation, leisurely strolls, and enjoying the natural beauty of the coastline.
- Mandvi Beach offers options for water sports such as jet skiing, banana boat rides, and parasailing. These activities provide an adventurous and adrenaline-filled experience for those seeking more action-oriented entertainment.
- In order to boost tourism at Mandvi Beach, State Government initiated the celebration of 2 month long

Beach Festival during the months of February, March and April since 2020.

- Along with 50 beach-side tents of different categories, Beach Festival also features cultural performances, adventure sports and sporting activities
- Further, to improve the connectivity to Mandvi, the State Government has also taken an initiative to develop the air-strip at Mandvi and a consultant is already engaged by the State Government for the same.
- Additionally, State Government is also planning to prepare a holistic Tourism Master Plan for Mandvi Beach with an objective to identify tourism related infrastructure requirements.

Some of the other nearby tourist destinations to Mandvi and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Mandvi	FY 23 Footfall
1	Bhuj	Aina Mahal, Hamirsar Lake, Shri Swaminarayan Temple	58 kms	12.1 lakhs
2	Dhordo	Rann of Kutch (Rann Utsav)	140 kms	3.4 lakhs

Figure 7: Glimpses of Mandvi Beach Festival



Investment Potential

4. Ahmedpur Mandvi

- The Ahmedpur Mandvi beach is a pristine beach located along the Gujarat and Diu border on the western coast on India.
- The beach is a 6-kms long stretch adorned with white sand and peppered with wind mills along the coast. The beach is popular year round and is particularly known for swimming, water sports, and watching dolphins.
- The beach town also houses a fishing hamlet and several stunning temples making it an attracting tourist destination.
- The footfall overserved at Ahmedpur-Mandvi beach along with the Somnath Jyotirlinga Temple in FY 23 is seen below:

Sr. No.	Nearby Tourist Destinations	Distance from Shivrajpur	FY 23 Footfall
1	Somnath Jyotirlinga Temple	73 kms	~98.83 lakhs
2	Ahmedpur Mandvi Beach	-	~2.66 lakhs



Figure 8: Glimpses of Mandvi Beach Festival

Investment Potential

5. Beyt Dwarka

- As per mythological studies, Lord Krishna had his kingdom at Dwarka, while Beyt Dwarka's Dwarkadhish temple is said to have been the residence of Lord Krishna during his ruling years at Dwarka.
- With the Vision to develop Beyt Dwarka as a prominent religious tourism destination & unlock the

hidden tourism potentials of the place through eco-sensitive & sustainable design and strategies, State Government took an initiative to prepare the Holistic Master Plan for Beyt Dwarka and identified the projects amounting to more than INR 200 Crores to enhance the overall experience of the tourist visiting Beyt Dwarka.



Figure 9: Overall Tourism Master Plan for Beyt Dwarka

- Currently, the tourist visiting Beyt Dwarka, access Beyt Dwarka using ferry services from Okha. With the new Signature Bridge over the sea connecting Okha with Beyt Dwarka Island having length of about 2.3 kms under implementation by the State Government, the overall connectivity to Beyt Dwarka island will improve and tourist will be able to access the Island in their own

vehicles and hence, more number of tourist will be able to visit Beyt Dwarka island.

- Some of the other nearby tourist destinations to Beyt Dwarka and their major attractions has been mentioned in the table below along with annual footfall observed at those destinations:

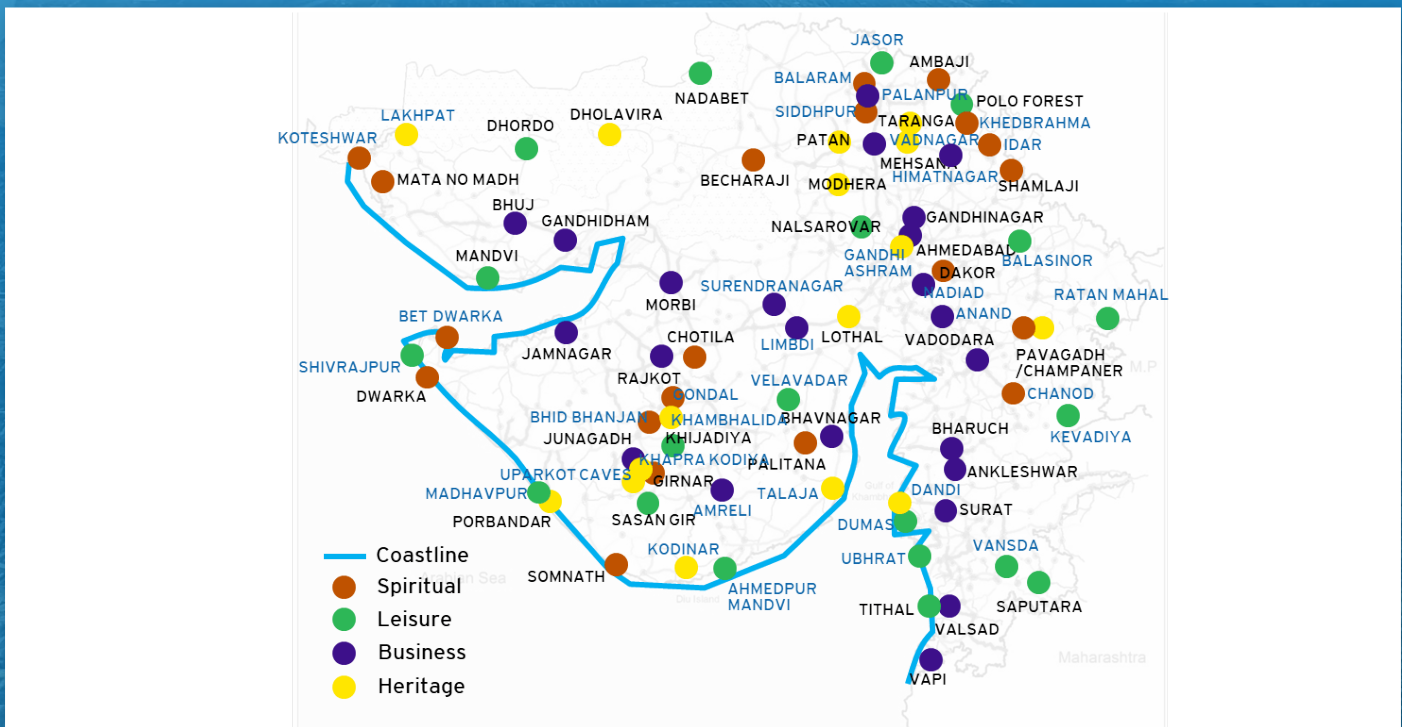
Sr. No.	Nearby Tourist Destinations	Major Attractions	Distance from Beyt Dwarka	FY 23 Footfall
1	Dwarka	Dwarkadhish Temple, Rukshmani Temple, Gomti Ghat	34 kms	72.2 lakhs
2	Shivrajpur	Blue Flag Beach, Water Adventure Activities	26 kms	8.3 lakhs
3	Nageshwar Jyotirlinga	Lord Mahadev Temple	23 kms	~30 lakhs

Tourism Scenario in Gujarat



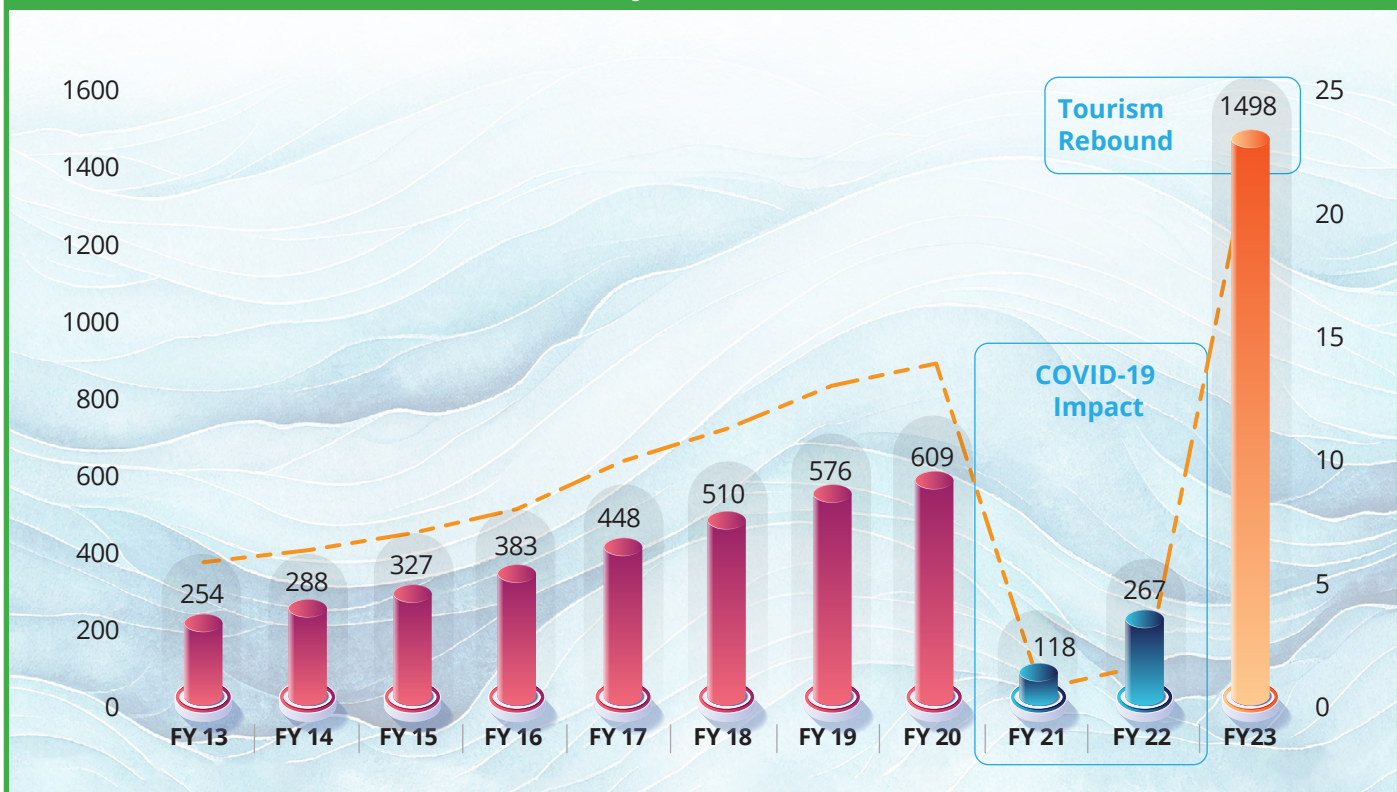
- WORLD'S TALLEST STATUE** - Statue of Unity (Kevadiya)
- WORLD'S ONLY HOME FOR ASIATIC LIONS** - Gir Forest
- ASIA'S LONGEST ROPEWAY** - Girnar Ropeway
- INDIA'S 1ST UNESCO WORLD HERITAGE CITY** - Ahmedabad City
- WORLD'S OLDEST DOCK & INDIA'S 1ST PORT CITY** - Lothal
- ANCIENT INDUS VALLEY CIVILIZATION** - 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
- 5th** Rank for domestic tourist arrival in 2022
- 18%** Gujarat's tourism industry growth per year
- ~270%** Increase in State's tourism budget
- ~15 Cr** Tourist Footfall in FY 23
- ~6%** GSDP contribution of tourism to Gujarat's economy
- Emerging Market MICE, Adventure & Eco-tourism Hotspot for Business, Spiritual, Heritage and Leisure



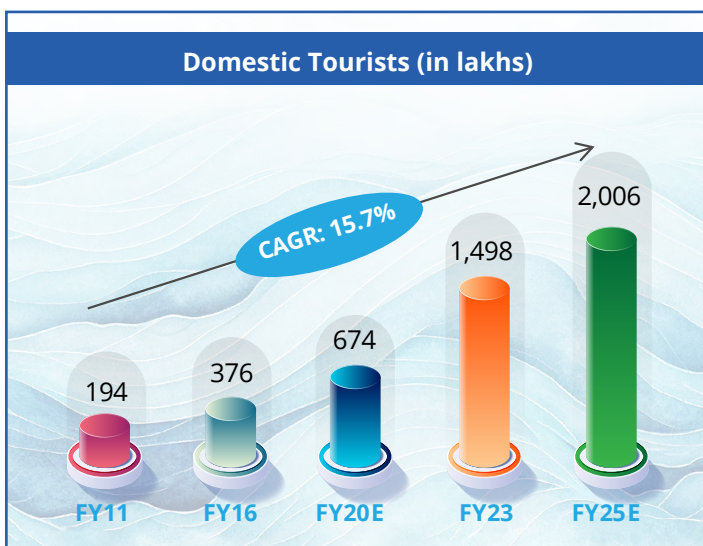
Tourism Scenario in Gujarat

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.

Incentives offered by the state

Approvals Required

- Coastal Regulation Zone (CRZ) approval
- Acquisition of land from concerned office /owner
- No objection certificate from Gujarat Pollution Control Board
- Environmental clearance from Ministry of Environment and Forest and Government of Gujarat (State Impact Assessment Committee)
- Arrangement of power with zonal distribution company
- Arrangement of water with concerned municipal corporations
- Local body clearances/ Any other clearances required

Government of Gujarat has granted Industry status to Tourism sector to boost the industry.

Quantum of Capital Subsidy to the Eligible Tourism Units	
For Eligible Tourism Units	Percentage of Eligible Capital investment
Hotel & Resort	20%
Theme/ Amusement Park & Integrated tourism destination theme park, Wellness Resort, Convention centre, Tourism hospitality & training institute, Apartment hotels, tented/ container accommodation	15%
For Tour Operator/ Hotels/ Wellness Resorts & Others	
Purchase of adventure tourism equipment	15% up to INR 15 lakhs
Purchase of river cruise/ boat	15% up to INR 25 lakh
Purchase of Caravan	15% up to INR 10 lakhs
Purchase of E-vehicles	15% up to INR 2 lakhs
Setting up of new offices in Municipal Corporation areas, Other than Municipal corporation areas	5% up to 3 lakhs/ annum 7% up to 5 lakhs/ annum

Interest subsidy to the eligible tourism units & Service Providers

- @5% of the loan amount with maximum amount or INR3 lakh per annum for a period of 5 years, whichever is lower in Municipal Corporation areas for eligible tourism units
- @7% of the loan amount with maximum amount or INR5 lakh per annum for a period of 5 years, whichever is lower in the areas other than mentioned above.

Other Exemptions

- Luxury Tax - 5 years from the date of commencement of commercial operation
- Entertainment Tax - 5 years from the date of commencement of commercial operation
- 100% exemption from electricity duty for a period of 5 years (New Tourism Projects).
- 100% reimbursement of stamp duty and registration fee shall be provided to New Tourism Units

Support for Sustainable Tourism

- Assistance to eligible tourism units up to 50% of the certification fees paid or INR10 Lakh whichever is lower for Green Building Certification to Tourism Project/Units and for Global Sustainable tourism certification it is 50% of the certification fees paid or INR5 lakh whichever is lower.

Special Incentives

Private Player:

- Capital subsidy of 25% on eligible capital investment for setting up public charging stations for EV, up to 10 lakh







Key Contacts

C E L E B R A T I N G



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.