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8. Cinematic Tourism
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Key Contacts
Tourism sector: India Scenario
Economic Impact of Tourism

*2nd in the World* in terms of **Contribution to Employment**

<table>
<thead>
<tr>
<th>Year</th>
<th>% Contribution</th>
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<tbody>
<tr>
<td>2014</td>
<td>8.7</td>
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<tr>
<td>2015</td>
<td>8.7</td>
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<tr>
<td>2025E</td>
<td>9.0</td>
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</table>

For every direct job in Travel & Tourism, nearly one additional job is created on an indirect and induced basis.

*Amongst Top 15 Countries* in terms of **Contribution to GDP**

<table>
<thead>
<tr>
<th>Year</th>
<th>% Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>6.7</td>
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<tr>
<td>2015</td>
<td>6.8</td>
</tr>
<tr>
<td>2025E</td>
<td>7.6</td>
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</tbody>
</table>

Expected to grow at a rate of 7.3% per annum from 2015 to 2025.

Source: WTTC, India Economic Impact 2015; USD 1 = INR 65
Economic Impact of Tourism

Amongst Top 20 Countries in terms of Foreign Visitor Spending

Leisure vs. Business Spending in 2014

- Leisure Spending: 83.5%
- Business Spending: 16.5%

Domestic vs. Foreign Visitor Spending in 2014

- Foreign Spending: 18.6%
- Domestic Spending: 81.4%

4th in the World in terms of Capital Investment

Capital Investment (USD Billion)

- 2014: 32.42
- 2015: 35.43
- 2025E: 66.74

Capital Investment in Travel & Tourism is expected to rise by 6.5% per annum to USD 66.73 Billion in 2025

Source: WTTC, India Economic Impact 2015; USD 1 = INR 65
Tourism sector: Gujarat Scenario
Gujarat has over 3500 years of history, natural & cultural delights, beaches, fairs & festivals, temples, spiritual sites coupled with the warmth & hospitality of its people.

Gujarat is bestowed with great geographical diversity:

- Ethereal Salt-Encrusted Desert
- Languid Valleys
- Expansive Wetlands
- Arid Grasslands
- Pristine Beaches
- Lush Forests
Tourist footfalls in Gujarat is growing fast with Gujarat Tourism sector performing better than country average.

- Top draw destinations that account for over 40% of tourist flow:
  - Ahmedabad, Ambaji, Dwarka, Surat and Vadodara

Source: GITCO
‘Khushboo Gujarat Ki’ campaign by Mr. Amitabh Bachchan has reinforced Gujarat as a tourist destination and contributed to the increasing tourist flow into the State.

The popular marketing campaign has generated a lot of interest in the tourists.
Diverse Tourist Attractions
Diverse Tourist Attractions

- Spiritual Sites
- Archaeological Sites
- Architectural & Heritage Sites
- Natural Ecosystems/Wildlife Sanctuaries
- Beaches/Water Based Attractions
- Heritage Circuits
## Top Tourist Destinations

### Spiritual Sites

<table>
<thead>
<tr>
<th>Place</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dwarka Temple</strong></td>
<td>A glorious structure, believed to be built more than 2500 years ago by Vajranabh (the great grandson of Lord Krishna), seems to rise from the waters of the Arabian Sea. Main temple is known as Jagat Mandir (Universal Shrine) or Trilok Sundar (the most beautiful in all the three worlds).</td>
</tr>
<tr>
<td><strong>Somnath Temple</strong></td>
<td>It is believed to have been built in 1951 in gold by the moon god Soma, in silver by the sun god Ravi, in wood by Krishna and in stone by the Solanki Rajputs in the 11th century.</td>
</tr>
<tr>
<td><strong>Ambaji Temple</strong></td>
<td>Principal shrine of a goddess who has been worshiped since the pre-Vedic period. Originally built by Nagar Brahmins, the temple is made of white marble with gold cones.</td>
</tr>
<tr>
<td><strong>Palitana</strong></td>
<td>Most sacred pilgrimage place for Jains. World’s only mountain that has more than 900 temples. World’s largest temple complex with more than 3000 temples located on the Shatrunjaya hills.</td>
</tr>
<tr>
<td>Architectural &amp; Heritage Sites</td>
<td>Details</td>
</tr>
<tr>
<td>-------------------------------</td>
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</tr>
<tr>
<td><strong>Rani Ki Vav</strong></td>
<td>The stepwell, constructed during the period of the Solanki, is called Rani Ki Vav which means Queen’s step well. Inscribed by UNESCO as a World Heritage Site in 2014.</td>
</tr>
<tr>
<td><strong>Adalaj Ni Vav</strong></td>
<td>The 'Vav', built in 1499 by Mohammed Begda for Queen Rani Roopba (wife of Veer Singh), is an intricately carved stepwell which is five stories in depth. It is venue for colorful festivals and sacred rituals.</td>
</tr>
<tr>
<td><strong>Modhera Sun Temple</strong></td>
<td>Exclusively carved temple complex and magnificently sculpted kund are jewels in the art of masonry of Solanki period, also known as the Golden Age of Gujarat. Remains of the Sun Temple are relics of the time of Vedic gods.</td>
</tr>
<tr>
<td><strong>Idar</strong></td>
<td>Famous for temples and beautiful architectural monuments like Gadh (Palace) of Idar, Roothi Rani Ka Mahal, Jain Temples, Shiva &amp; Vishnu Temples and Harishchandra Ki Chouri. It is known for manufacturing of handmade wooden toys and tiles.</td>
</tr>
</tbody>
</table>

*Vadnagar*  
*Sidhpur*  
*Dutch Tomb*
Top Tourist Destinations

Beaches / Water Based Attractions

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mandvi Beach</td>
<td>Maharao's private beach, behind Vijay Vilas Palace, has nice white sand, lovely places to swim and accommodation available in swiss tents along the shore.</td>
</tr>
<tr>
<td>Chorwad Beach</td>
<td>The beach was once home to the royal palace of the Nawab of Junagadh. As a place for relaxing and enjoying the ocean breeze, it serves as an ideal excursion from Somnath.</td>
</tr>
<tr>
<td>Tithal Beach</td>
<td>Chief attractions include Shri Sai Baba temple located south and Shri Swami Narayan temple located north of the main beach.</td>
</tr>
<tr>
<td>Sabarmati Riverfront</td>
<td>One of its kind of urban regeneration and environmental improvement initiative, the riverfront provides a meaningful waterfront environment and public space for recreation and leisure along the banks of the Sabarmati River.</td>
</tr>
</tbody>
</table>
## Top Tourist Destinations

### Heritage Circuits

<table>
<thead>
<tr>
<th>Circuit</th>
<th>Destination</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gandhi Circuit</strong></td>
<td>Sabarmati Ashram (Ahmedabad)</td>
<td>A crucial location for India’s independence movement. Worth visiting to understand Gandhiji’s way of life and his philosophies, especially his art of khadi weaving.</td>
</tr>
<tr>
<td></td>
<td>Dandi (Navsari)</td>
<td>Coastal village made famous by Mahatma Gandhi’s Salt March during the independence struggle.</td>
</tr>
<tr>
<td></td>
<td>Porbandar</td>
<td>Birth place of Mahatma Gandhi.</td>
</tr>
<tr>
<td><strong>Buddhist Circuit</strong></td>
<td>Buddhist Monastery (Mehsana)</td>
<td>The monastery has two votive stupas and an open central court yard, around which an arrangement of cells creates a swastika-like pattern.</td>
</tr>
<tr>
<td></td>
<td>Dev Ni Mori (Aravalli)</td>
<td>Has remains of Buddhist Monastery belonging to 3rd – 4th Century AD. Has a stupa which is unique on account of having an encrypted chest containing relics of Buddha.</td>
</tr>
<tr>
<td></td>
<td>Buddhist Caves (Junagadh)</td>
<td>The caves, carved during Emperor Ashoka's period to 1st - 4th Century AD, are 3 separate sites of rooms carved out of stone to be used as monks’ quarters.</td>
</tr>
</tbody>
</table>
### Top Tourist Destinations

#### Natural Ecosystems/Wildlife Sanctuaries

<table>
<thead>
<tr>
<th>Destination</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gir National Park</strong></td>
<td>Located at the foothills of Girnar in Junagadh, Gir National Park is extremely popular for abode of the Asiatic Lions. Close proximity to heritage sites like Mahabat Maqbara, Durbar Hall Museum, Narsinh Mehta's Choro and Ashokan Rock Edicts.</td>
</tr>
<tr>
<td><strong>Nal Sarovar Bird Sanctuary</strong></td>
<td>A haven for bird-watchers, it is the largest wetland bird sanctuary in Gujarat and one of the largest in India. The lake attracts over 200 species of birds and harbors a variety of flora and fauna.</td>
</tr>
<tr>
<td><strong>Velavadar Blackbuck National Park</strong></td>
<td>The park has the largest population of blackbuck in India. Other animals include the jackal, wolf, jungle cat, fox, pelicans, flamingos, white and painted storks, cranes and the rare Stolizca’s Bushchat.</td>
</tr>
<tr>
<td><strong>Little Rann of Kutch</strong></td>
<td>As geographically unique landscape that was once an arm of the Arabian Sea, it supports a variety of wildlife including Gudkhur (Asiatic wild ass) that is not found elsewhere, the elegant blackbuck, and the graceful Chinkara.</td>
</tr>
</tbody>
</table>

**Related Destinations:**
- Ratanmahal Wildlife Sanctuary
- Shoolpaneshwar Wildlife Sanctuary
- Polo Forest
- Marine National Park
# Top Tourist Destinations

## Archaeological Sites

<table>
<thead>
<tr>
<th>Archaeological Site</th>
<th>Description</th>
</tr>
</thead>
</table>
| Champaner-Pavagadh Archaeological Park | - Inscribed by UNESCO as a World Heritage Site in 2004  
- Kalika Mata Temple, located on top of Pavagadh Hill, is an important religious shrine which attracts large number of pilgrims throughout the year |
| Dholavira                            | - One of the two largest Harappan sites in India and 5th largest in the subcontinent  
- Has excavations of the Indus Valley Civilization / Harappan culture |
| Lothal                               | - One of the most prominent cities of the ancient Indus valley civilization  
- Lothal's dock, the world's earliest known, was a vital and thriving trade centre in ancient times |

- **Balasinor**  
- **Kuntasi**  
- **Surkotda**  
- **Buddhist Caves**
Rich Heritage of Arts & Crafts
Rich Heritage of Arts & Crafts

Aari Embroidery, Ahmedabad

- An enduring custom and inherited skill
- Mostly practiced in the Ahmedabad district by various organizations such as the Mahila Vividh Laxi Odhyogik Sahakari Mandli Ltd that employs nearly 100 craftsmen working from their households
- Embellished with subtle designs of various sizes and shapes, Aari made sarees, suits, dupattas and other attires find themselves to be the centre of attention for women across the globe

Terracotta, Surendranagar

- Most of the terracotta figures are offered to the Hindu deities
- Thanagadh in Surendranagar has a large number of small-scale ceramic manufacturing units
- The Matikam Kalakari and Rural Technology Institute (MKRTI) – a State government promoted organization teams up with Central Glass and Ceramic Research Institute (CGCRI) along with designers from National Institute of Design (NID) and National Institute of Fashion Technology (NIFT), to impart training to potters, for reviving their products and designs, as they can be sold in domestic as well as international markets

Zari Embroidery, Surat

- The Zari weaving in Surat makes use of a wide range of trimmings, fringes and motifs, mostly to produce exquisite fabric designs
- Apart from fabric designs, zaris from Surat are also used to adorn materials made even of woods and glasses
- In 2010, the Geographical Indication (GI) status has been bestowed upon the ‘Zari’ making craft of Surat, providing this craft a unique identity and quality based upon its geographical location
Rich Heritage of Arts & Crafts

### Cane & Bamboo, West & South-East Gujarat

- The communities spread in the southeast Gujarat make several handwoven bamboo products such as baskets (woven typically by men), trays, boxes, mats and musical instruments and sieves used as farm tools and fish traps.
- Besides basket-weaving, bamboo is used chiefly in the construction of houses and fencing.
- Umbrella handles made of bamboo are a specialty and have designs of leaves, creepers, plants, rings and crosses etched on them.

### Rogan Paintings, Kutch

- Rogan painting or Rogan art is a rare craft with centuries-old tradition – the word ‘Rogan’ literally means oil based painting in Persian language.
- Gujarat bears a rich tradition in hand painted and printed textiles.
- Rogan is a seasonal art practiced during wedding occasions to adorn the bridal trousseau such as ghaghara, odhana, chabla, dharajo and other items like bed sheets, pillow cases and quilts.
- Rogan painting on attires give the impression of embroidery because the surface application of paint has an embossed and shiny look, similar to the embroidery works applied on clothes.

### Pachchikam Jewellery, Kutch

- Gujarat, popularly known as the 'Jewel of the West', has been identified for its large collection of flickering and customary jewells.
- The uniqueness of this designer jewellery is that instead of gold, silver, a soft metal is used nowadays to provide it an aesthetic appeal.
- Offering a wide variety of bracelets, bangles, necklaces, earrings, chokers, and jhumkas, Pachchikam is a flashy and fragile jewel that can be worn on formal occasions.
Rich Heritage of Arts & Crafts

Bandhani and Block Print, Kutch & Saurashtra

- Form of tie and dye that dates back to more than 4000 years
- An important element in marriage ceremonies, the embellished cloth is considered by many as auspicious and believed to hold the power to harbor good luck
- The crafting process involves printing the design on fabric and creating thousands of dots, by using a sharp tool, each of which is then tied using a wax thread. The fabric is then dyed in a variety of colours.
- The cloth (made of silk, gajji-a satin weave on silk fabric, cotton or wool) combined with the colors and designs reveal the identity of the community who wears it

Patola, Patan & Rajkot

- One of the most difficult weaving techniques in the world, the Patan Patola (or the double-ikat weave) involves printing a pattern on a yarn, tying sections of pre-woven warp & weft yarn and then dying it
- Patola displays an identical design on both the sides with colours and patterns (geometric, figurative and floral) often being symbolic
- Less labourious and more affordable than the traditional Patan Patola, Rajkot Patola is a single-ikat weave
- The single-ikat Patola is also produced in Surendranagar
Vibrant Fairs & Festivals
Vibrant Fairs & Festivals

Fairs
- Kavant Fair
- Tarnetar Fair
- Bhavnath Fair
- Chitra-Vichitra Fair
- Bhadrapad Ambaji Fair

Festivals
- Navratri
- Polo Utsav
- Rann Utsav
- International Kite Festival
- Don Festival
- Boat Festival
- Sasan Festival
- Panch Mahotsav
- Modera Dance Festival
- Adalaj Water Festival
- Paragliding Festival
- Shetrunjay Festival
- Sabarmati Festival
- Monsoon Festival
- Tanarir Festival
- Beach Festival
Cinematic Tourism
Preferred Film Making Destination

Landscape & History
- Diverse landscape ranging from 1600 km long coastline to Sahiyadhri, Vindhya & Aravalli Hills, from White desert of Kutch to Narmada, Tapi, Mahi & Sabarmati Rivers
- Majestic forts, magnificent palaces, exquisitely carved temples and imposing historical monuments

Gujarat Captured in Camera
- Movies like Refugee and Border have been shot in Gujarat and have featured sequences along the Rann of Kutch to epic Mythology TV serials filmed at Umergaon and Halol

Single Window Clearance
- A separate single window clearance desk to assist filmmakers scout locations and extend logistic support

Gujarat Film Policy
- Promotion of quality and popular Gujarati films through financial assistance to Gujarati film producers
- Prize Money for Gujarati Films that win national award or gain international acclaim
Tourism Policy
Tourism Policy 2015-2020

Tourism Policy provides a slew of incentives to Tourism Units & Service Providers with an aim to proactively promote Tourism through Sustainable Development and Inclusive Growth

- 1 in every 11 jobs worldwide attributed to tourism
- Infrastructure development to get a boost
- Skill development for youth employability
- Income generator for local artisans
- Contribute to Swachh Bharat, Digital India, Make in India initiatives
## Policy Coverage

<table>
<thead>
<tr>
<th>Tourism Units:</th>
<th>Financial Support for Tourism Infrastructure Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>One to Five Star Hotels</td>
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<tr>
<td>Heritage Hotels</td>
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<td>Apartment Hotels</td>
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<td>Motels</td>
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<td>Resorts</td>
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<tr>
<td>Amusement Parks</td>
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<td>Theme Parks</td>
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<tr>
<td>Water Parks</td>
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<tr>
<td>Convention Centres</td>
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<tr>
<td>Tented Accommodation</td>
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<tr>
<td>Wayside Amenities</td>
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<td>Tourism &amp; Hospitality Institutes</td>
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<tr>
<td>Special Package for Mega Tourism Units</td>
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<tr>
<td>Incentive for ICT Enablement</td>
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<tr>
<td>Incentive for Innovation</td>
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<tr>
<td>Support for Marketing and Promotion</td>
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<tr>
<td>Support for Training &amp; Skill Development</td>
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<tr>
<td>Support for Research &amp; Development (R&amp;D)</td>
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<tr>
<td>Recognition through Excellence Awards</td>
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</tbody>
</table>
Incentives and Concessions

**Capital Subsidy**

Ceiling: Rs. 10 Crore

- up to **20%** on eligible capital investment for eligible tourism units
- **5%** for new Tourism Units at Yatra Dhams, Eco-tourism Centers & Tourism units in & around Gandhinagar
- **5%** for women entrepreneurs, SC/ST category & differently abled

**Interest Subsidy**

- **5%** in Municipal Corporation areas for eligible tourism units
- **7%** for areas other than above
- **7%** for Heritage Hotels

**100% Reimbursement of Registration Fee/Stamp Duty**

- Luxury Tax Exemption
- Entertainment Tax Exemption
- Electricity Duty Exemption

**Mega Tourism Units**

**Capital Subsidy**

15% (subject to a ceiling of Rs. 20 Crore)

**Registration Fee/Stamp Duty**

100% Reimbursement

- Luxury Tax, Entertainment Tax & Electricity Duty

Exemption for a period of 7 years

*As per provision of Gujarat Tourism Policy 2015-2020*
Investment Opportunities
Opportunities Galore

Tourism: A Wholesome Menu

- Beach & Cruise
- Cinematic
- Spiritual
- Heritage & Cultural
- Archaeological
- Handicraft & Textile
- Ecological
- Adventure & Water Sports
- Medical
- Educational
- Industrial
- Rural

Development of Tourism Circuits through Public Private Partnership

- Gandhi Circuit
- Buddhist Circuit
- Sardar Circuit
- Coastal Circuit
- Yoga Circuit
- Rama Trail
- Krishna Circuit
- Parsi Circuit
- Sufi Circuit
- Jain Circuit
Opportunities Galore

Archaeological Tourism

• Conservation and infrastructure upgradation of Archaeological monuments at Lothal, Dholavira, Champaner, Rani-ki-Vav, etc.

Handicraft & Textile Tourism

• Development of Haats
• Promotion of Khadi
• Patola, bandhani, embroidery, mirror work, bead work, zari etc.
Opportunities Galore

Cinematic Tourism

• Film shooting at tourist destinations through single-window clearance and associated concessions

Spiritual Tourism

• Infrastructure augmentation of spiritual destinations like Dwarka, Somnath, Ambaji, Dakor, Palitana, Udvada, Lakhpat, Shamlaji, etc.
Opportunities Galore

Cruise Tourism

- Over 1600 km long coastline at Porbandar, Dwarka, Somnath, Ahmedpur-Mandvi, Kutch-Mandvi
- Ocean voyages
- Luxury/specialty cruises
- Destination/expedition cruises
- Carnival cruises

Beach Tourism

- Major destinations: Dandi, Tithal, Umergaon, Dumas, Somnath, Porbandar, Okhamadi, Ahmedpur-Mandvi
- PPP for Beach Tourism facilities
- Resort development
- Water sports
Opportunities Galore

Rural & Tribal Tourism

Unique and inimitable blend of tradition and modernity existing side by side

• Tie-ups with big hotels, resorts, tour operators, etc. as an extension of their existing business or their CSR initiative
• Tie-ups with local village communities or NGOs

Homestay

Empowers rural communities and is an income generator for households

• Package tours for pre-identified households
Opportunities Galore

Industrial Tourism

- Vibrant manufacturing sector
- Industrial tours to Kutch - salt pans, ports; Jamnagar - petroleum, wind farms; Surat - petrochemicals, diamonds; Vadodara - engineering, dairy, chemicals; Ahmedabad - automobile, pharma, textile

Medical Tourism

- Medical facilities offer cost advantage, latest technology, international quality standards
- PPP for Medical facilities
- Medical helpdesk
- Medical packages
- Medical tourism portal
## Major Upcoming Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Dev Ni Mori</td>
<td>Funicular Transport at Selected Destinations</td>
</tr>
<tr>
<td>Sant Nagri</td>
<td>Cruise Tourism</td>
</tr>
<tr>
<td>Theme Park Based on Augmented Reality</td>
<td>Dwarka: Our Heritage Under The Sea</td>
</tr>
<tr>
<td>Wayside Amenities Chain</td>
<td>Floating Restaurant in Sabarmati River Front</td>
</tr>
<tr>
<td>Oceanarium at Dwarka</td>
<td>Skill Building/Hospitality Training Institute</td>
</tr>
<tr>
<td>Wellness Tourism</td>
<td>Narmada Parikrama</td>
</tr>
<tr>
<td>Giant Wheel at Sabarmati River Front</td>
<td>5-Star Beach Resorts</td>
</tr>
<tr>
<td>Dinosaur Park Development at Balasinor, Nakhatrana</td>
<td>Sound and Light Shows at Popular Destinations</td>
</tr>
<tr>
<td>Wild Life and Eco Tourism Circuit</td>
<td>Aero Sports at Amreli</td>
</tr>
<tr>
<td>Lake Development at Saputara and Elsewhere</td>
<td>Global Village</td>
</tr>
<tr>
<td>Film City</td>
<td>Water Sports</td>
</tr>
<tr>
<td>Mini India at Adalaj</td>
<td>Aviation Park</td>
</tr>
<tr>
<td>Wi-Fi at Tourist and Pilgrimage Destinations</td>
<td>Island Development</td>
</tr>
<tr>
<td>MRO Facility, Ankleshwar</td>
<td>Luxury on Wheels</td>
</tr>
<tr>
<td>Air Strip at Palitana</td>
<td>Eco-Tourism Friendly Sites</td>
</tr>
<tr>
<td>Geo Tourism in Kutch</td>
<td>Dharoi Dam</td>
</tr>
</tbody>
</table>
Key PPP Initiatives

Ongoing & Upcoming

- Development of Vadodara Convention Centre
- Development of Ajwa Theme Park
- Redevelopment of Nalsarovar Area
- Allotting Bhungas in Kutch for Operation & Maintenance
- Development of Greenfield Properties - Tithal, Chorwad, Kutch Mandvi, Shivrajpur, Bhavnagar, Jamnagar, etc.
- Operation and Maintenance of Government-Owned Tourism Properties - Urban Centres, Highways, etc.
Statue of Unity

Development of Tallest Iconic Structure in the World, with a height of 182 Metres, is under advanced stage of planning

INVESTMENT OPPORTUNITIES

- Development of the iconic structure
- Tourism projects and services around the structure
- Hotel, Convention Centre, Museum/Exhibition Hall, Laser, Light and Sound Show, Memorial Garden, Visitor Centre Building and Ferry Services

Sadhu Bet, Kevadiya, Narmada

Estimated Project Cost - USD 416.67 Million
Success Stories

International Kite Festival
The Sky of Gujarat filled up with Vibrant Colors

- One of the most prominent, internationally talked about and loved Kite Festival - a global event wherein master kite flyers visit Gujarat from all over the world (as many as 31 countries) to participate in the event

- Gujarat now enjoys being the biggest manufacturer of kites in India

- The festival has resulted in increased contribution of Gujarat (~40%) to the Indian kite industry

- The festival has led to Gujarat kite industry’s annual turnover crossing the USD 100 Million mark
Success Stories

Rann Utsav
Putting the Nondescript Village on the World Tourism Map

- Surreal to be true, Rann Utsav gives one the experience of enchanting desert life, colorful Kutchi culture and breathtaking beauty of the nature

- Rann Utsav lasts around 4 months (November to February)

- The festival provides employment to approx. 1000 local inhabitants

- The exhibition of world renowned Kutch embroidery clothing, bandini sarees, gold and silver jewellery work is a source of income generation for the local populace

- The tourist footfall surged by 67% from 2 lakh (in 2013-14) to 3.2 lakh (in 2014-15)
Awards & Accolades
<table>
<thead>
<tr>
<th>Year</th>
<th>Awards &amp; Accolades</th>
</tr>
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<tbody>
<tr>
<td>2016</td>
<td>Travel Trade Journal Jury Choice Awards 2016 - Gujarat Tourism for Innovative Tourism Product</td>
</tr>
<tr>
<td>2016</td>
<td>Better Holiday Awards 2016 by Holiday IQ - Somnath (Grand Winner in the Spiritual Category)</td>
</tr>
<tr>
<td>2015</td>
<td>Readers' Travel Awards 2015 by Conde Nast Traveller India Magazine - 2nd Prize for Favourite Emerging Indian Destinations</td>
</tr>
</tbody>
</table>
| 2013-14 | National Tourism Awards by the Government of India  
• Best State in Comprehensive Development of Tourism  
• Best Film Promotion Friendly State  
• Best Rural Tourism Project: Rann Utsav  
• Best Tourism Promotion & Publicity Material: “Gujarat's 50 Golden Destinations” Coffee Table Book |
| 2013-14 | National Tourism Awards by the Government of India - Most Film Friendly State for its Effort to Ease the Shooting of Films |
Key Contacts
Supporting Agencies

**TOURISM CORPORATION OF GUJARAT LIMITED (TCGL)**
- Setup in 1975, to facilitate implementation of Tourism Policy and promote tourism through activities like accommodation, tours and ground transport with a wide range of choice to meet diverse needs of the tourists
- Website: [www.gujarattourism.com](http://www.gujarattourism.com)
- The website provides details about major tourist attractions, various fairs and festivals along with information on investment opportunities available in Gujarat

**GUJARAT PAVITRA YATRADHAM VIKAS BOARD (GPyVB)**
- Setup in 1995 to undertake developmental work related to Yatradhams and religious places of state
- GPyVB is responsible for various developmental works like water, sewerage, parab, road and garden in a planned manner. The Board makes available various facilities for the pilgrims and undertakes acquisition and modification of immovable properties, publication of literature, etc.
- Website: [yatradham.gujarat.gov.in](http://yatradham.gujarat.gov.in)

**GUJARAT TOURISM OPPORTUNITY LTD (GUJTOP)**
- Setup in 2007 to identify tourist sites for development and to set up project development fund
- GUJTOP assists in undertaking various activities including development of tourism infrastructure projects on Public Private Partnership format, supports Government in Policy Development and many other initiatives
- Website: [www.gujtop.com](http://www.gujtop.com)
# Key Contacts

<table>
<thead>
<tr>
<th>Position</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td><strong>Additional Chief Secretary</strong></td>
<td>Block 5, 3rd Floor, New Sachivalaya, Gandhinagar - 382010, Gujarat</td>
</tr>
<tr>
<td><strong>Industries &amp; Mines Department</strong></td>
<td>☎️ +91-79-23250701, 23250703</td>
</tr>
<tr>
<td></td>
<td>📧 <a href="mailto:secimd@gujarat.gov.in">secimd@gujarat.gov.in</a></td>
</tr>
<tr>
<td><strong>Principal Secretary (Tourism)</strong></td>
<td>Block 5, 4th Floor, New Sachivalaya, Gandhinagar - 382010, Gujarat</td>
</tr>
<tr>
<td><strong>Industries &amp; Mines Department</strong></td>
<td>☎️ +91-79-23250708, 23259862</td>
</tr>
<tr>
<td></td>
<td>📧 <a href="mailto:sectourism@gujarat.gov.in">sectourism@gujarat.gov.in</a></td>
</tr>
<tr>
<td><strong>Deputy Secretary (Tourism)</strong></td>
<td>Block 5, 4th Floor, New Sachivalaya, Gandhinagar - 382010, Gujarat</td>
</tr>
<tr>
<td><strong>Industries &amp; Mines Department</strong></td>
<td>☎️ +91-79-23254511</td>
</tr>
<tr>
<td></td>
<td>📧 <a href="mailto:ds-tourism-imd@gujarat.gov.in">ds-tourism-imd@gujarat.gov.in</a></td>
</tr>
<tr>
<td><strong>Commissioner (Tourism) and</strong></td>
<td>Block 16/17, 4th Floor, Udyog Bhavan, Sector - 11, Gandhinagar - 382010, Gujarat</td>
</tr>
<tr>
<td><strong>Managing Director (Tourism Corporation of Gujarat Limited)</strong></td>
<td>☎️ +91-79-23222029, 23221908</td>
</tr>
<tr>
<td></td>
<td>📧 <a href="mailto:nityanand@gujarattourism.com">nityanand@gujarattourism.com</a></td>
</tr>
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Thank You

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